

Social Media Policy

The Royal Agricultural Winter Fair ("RAWF") has developed this social media policy to ensure compliance with applicable legislation and provide employees with information on appropriate social media use in relation to the RAWF.

This policy does not address every situation relating to social media. Representatives of the RAWF, including employees and management, should use their best judgment when using social media, both personally and professionally, and when in doubt, they should seek clarification.

Social media refers to any site on the internet where an employee may post content, such as Facebook, Twitter, Snapchat, LinkedIn and YouTube.

Personal social media use

Employees shall not post any confidential/private or personal information gained in the course of their employment with RAWF on their personal social media account. They shall not post any comments on behalf of RAWF, without the prior approval of management. Further, employees shall not post content that is defamatory, discriminatory or that constitutes harassment with respect to the RAWF, its employees, customers and volunteers.

Consent

In regard to work-related activities, employees shall not collect, post or share private or personal information about others without proper written consent, and where applicable, the execution of a waiver. The consent of any individual must be obtained prior to posting his or her image on social media.

Use of Official Social Media Accounts, Website and Email

The RAWF has official social media accounts and website(s). Communication to the public via official social media accounts and the RAWF's website(s) shall be reviewed and approved by the responsible party within the RAWF, prior to posting online. Social media posts shall not contain any discriminatory, political or illegal content.

In addition, Employees will use their RAWF email and other official RAWF media (e.g., fax, letterhead, etc.) for only RAWF-related matters and not for any personal matters.

Use of Social Media During Work Hours

Employees shall not use social media during their hours of work, except with written permission by management.