

OPERATIONAL POLICY			
Department	Corporate Communications	Number	CC-003
Subject	Social Media	First Issued	November 20, 2014
		Effective	November 2024
Issued to	Employees and Volunteers	Version	03
Approved by	Chief Executive Officer	Next Review	As Required

1.0 POLICY STATEMENT

Recognizing that Calgary Stampede employees and volunteers participate in online conversations, this policy provides the guidelines that should be followed when using social media to comment on any matter involving the Calgary Stampede.

2.0 POLICY RATIONALE

The purpose of this policy is to outline the guidelines when participating in online conversations related to Calgary Stampede matters.

3.0 SCOPE

This policy applies to Calgary Stampede employees and volunteers.

4.0 POLICY DEFINITIONS

Social Media: use of online platforms and tools to create, share and interact with content in real-time. These interactions include, but are not limited to, creating content through text, images, videos or links. Social media platforms can take the form of social networking sites (e.g., Facebook, LinkedIn), microblogging platforms (e.g., Twitter (X), Tumblr), photo and video-sharing platforms (e.g., Instagram, TikTok, YouTube), discussion forums (e.g., Reddit, Quora), and professional or special interest networks. **Social Media Use:** when Calgary Stampede employees or volunteers use social media for any matter involving the Calgary Stampede.

Copyrights: protect the right of an author to control the reproduction and use of any creative expression that has been fixed in tangible form. These forms include literary works, graphical works, photographic works, audiovisual works, electronic works and musical works.

5.0 POLICY DETAILS

5.1 General Statements

5.1.1 The Calgary Stampede uses social media to communicate with the community. Only authorized employees from Corporate Communications, Consumer Marketing or contracted partners are allowed to update, add to and/or edit official Calgary Stampede social media accounts. Official Calgary Stampede accounts are facebook.com/calgarystampede, @calgarystampede (Instagram, TikTok and Twitter/X) and linkedin.com/company/calgarystampede.

5.2 Guidelines

5.2.1 Employees and volunteers, when discussing or commenting on Calgary Stampede related matters on social media, should disclose their affiliation with the Calgary Stampede.

- 5.2.2** Social media should only be utilized on behalf of the Calgary Stampede if it is a requirement of an employee's job (e.g., Digital Marketing Specialist).
- 5.1.1** Individuals, when discussing or commenting on Calgary Stampede related matters, should state that all comments are their own, and not necessarily the opinion of the Calgary Stampede. Employees and volunteers should include the following disclaimer : "The views expressed are my own and do not necessarily reflect the views of the Calgary Stampede."
- 5.1.2** Comments on matters relating to the Calgary Stampede should respect the Calgary Stampede's reputation. Be factual and respectful at all times. All content needs to comply with other Calgary Stampede policies, the Code of Conduct and with all applicable laws. Avoid posting anything that could negatively affect the Stampede's image, relationships or reputation.
- 5.1.3** Ensure that posts comply with all applicable laws, including but not limited to copyright, data protection, and privacy regulations.
- 5.1.4** Protect confidential information that is reasonably considered to be for internal use only.
- 5.1.5** If, as a result of social media activity, a member of the news media or a similar outlet contacts an employee or volunteer regarding the organization's operations, policies, priorities, strategy or any topical issue (e.g., animal care), they should be referred to the Corporate Communications department. The Corporate Communications department will direct all media inquiries to the appropriate member of the Calgary Stampede.
- 5.1.6** Employees are responsible for making sure that their social media activities do not interfere with their ability to fulfill their job requirements or their commitments to their managers, co-workers or customers.

6.0 RESPONSIBILITY FOR POLICY ADMINISTRATION

The Corporate Communications department is responsible for policy administration.

7.0 REFERENCES

CP-003 Code of Conduct
Appendix: Guidelines & Frequently Asked Questions (see below)

8.0 RESCIND DETAIL

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