

OPERATIONAL POLICY			
Department	Corporate Communications	Number	CC-003
Subject	Social Media	Issued	November 20, 2014
		Effective	November 20, 2014
Issued to	Employees and Volunteers	Version	02
Approved by	Vice-President, Marketing and External Relations	Last Review	November 19, 2014

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 that should be followed when using social media technologies pertaining to any Calgary Stampede related matter.

3.0 SCOPE

This policy applies to Calgary Stampede employees and volunteers.

4.0 POLICY DEFINITIONS

Social Media: use of web-based or mobile technologies to engage in interactive dialogue. These interactions include, but are not limited to, creating material or contributing comments to blogs, websites, wikis, Twitter, photo captions, social networks or discussion forums.

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 fb.com/calgarystampede, @calgarystampede (Instagram and Twitter) 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., Social Media Coordinator).
- 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 on their blog, website, social media account: "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 posts need to comply with other Calgary Stampede policies, the Code of Conduct and with all applicable laws. Protect our reputation by avoiding statements that might harm Calgary Stampede's reputation.
- 5.1.3** Be respectful of material that belongs to others. Copyrighted information belonging to third parties can only be used with written permission.
- 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

CC-01-002 Social Media (policy number changed to CC-003)

APPENDIX: GUIDELINES & FREQUENTLY ASKED QUESTIONS

GUIDELINES

The following recommendations, tips and best practices can guide you when participating in social media as an ambassador of the Calgary Stampede. These guidelines can help you comply with the policy above.

1. **Take the “high road.”** Always be professional. Avoid speaking negatively about detractors or people with opposing opinions; instead, highlight the Calgary Stampede’s strengths. When you cite a reference, where possible link back to the source (with their permission). Avoid engaging in inflammatory or inappropriate discussions.
2. **Be responsible.** You are personally responsible for the content you provide and how you behave on the social web. We do encourage you to participate in the online social media space, but urge you to do so properly, exercising solid judgment.
3. **Be aware of laws** covering libel, slander, defamation, human rights, endorsements and testimonials, privacy, and the protection of intellectual property.
4. **Be authentic and factual.** Use your real identity. Provide informed, well-supported opinions and cite sources, if applicable. Though social media sites are a more casual form of communication, be sure to remain professional and use a positive tone of voice.
5. **Be respectful** of your colleagues, the Stampede, our fans and detractors. Be sure your comments respect our Code of Conduct, including always respecting the privacy of others. Use language that is not considered objectionable or inflammatory. Show that you have listened and be responsive. If you disagree, respond in professional and respectful manner. Avoid engaging in online disputes.
6. **Act with integrity.** Always tell the truth. Correct any mistakes you make as quickly as possible. If you alter an older post, always indicate that you have done so.
7. **Add value.** Express an interesting point of view and worthwhile information and perspective. If you are knowledgeable about a topic, share your expertise and insights.
8. **Build relationships.** Focus on engagement with the audience and building trust to develop relationships beyond merely using social media solely to promote your activity or event.
9. **Your internet posting may live forever.** You should assume that all Internet postings, including those posted in a private forum, could be made public and searchable for a long time. You should also anticipate private discussions may be posted externally, inadvertently or intentionally.
10. **Know that it’s almost impossible to completely remove information from the social web** even if you “remove/delete” it from the original source. There is

no way of knowing where it may have been reposted. Also, if you edited your original posts, there is no way to ensure that the last post is what people will see.

11. **Review privacy settings** of the social networking site you are using. Choose social sites and appropriate settings depending on content you are posting. Understand that when your content is posted on a public social network, all posts and comments may be traceable.
12. **Any information that you post should be considered public disclosure** regardless of your privacy settings since your postings can be reposted elsewhere and may be viewed by people other than your intended audience. You will be held accountable for inappropriate comments about the Calgary Stampede.
13. **Be aware of global implications.** Your posts can have global significance. The way that you answer an online question might be appropriate in some parts of the world, but inaccurate, inappropriate (or even illegal) in others. Keep that “world view” in mind when you are participating in online conversations. If you have a question about global relevance, please contact a Corporate Communications representative for guidance.

FREQUENTLY ASKED QUESTIONS

Social Media Use as Part of Your Job

1. *As a Stampede employee, can I use social media for purposes that relate to my job and job function?*

Answer: You may, as long as your role has been pre-approved for such use and you read and abide by this *Social Media Policy*.

For volunteers, please refer to your employer's social media policy.

2. *What is my responsibility as a Calgary Stampede employee/volunteer when I participate in social networking sites externally?*

Answer: While your personal conduct online reflects upon the Calgary Stampede, in most cases you will not be speaking on behalf of the Stampede. The purpose of your participation in social networking outlets should be to communicate your own viewpoints. Be sure to check the Calgary Stampede Code of Conduct, this policy and other corporate policies for additional guidance.

It is not appropriate to post disrespectful comments to your blog, or post comments that are intended to embarrass the Calgary Stampede, your co-workers or customers. Always act professional at all times. If you have suggestions and comments for improvements at the Calgary Stampede, please state them constructively and leverage the proper internal channels.

If you witness conduct that is illegal, unsafe, unethical, or which may violate the Calgary Stampede Code of Conduct – by a Calgary Stampede employee, volunteer or vendor – rather than discuss on social media, report this conduct immediately to your manager, Stampede Security or People Services.

Reporting the issues directly to those who can make corrections is the best course of action. Posting a concern to a social networking site may not be the most direct and most efficient way to resolve these types of issues.

3. *For employees, is it appropriate for managers and subordinates to “friend” each other on social networking sites?*

Answer: It is appropriate for managers and their subordinates to “friend” each other on social networking sites. Managers, employees and volunteers should be mindful of avoiding any interactions/communications that may create a conflict of interest or that may compromise the Calgary Stampede's ability to enforce its policies, such as its policies against nepotism, harassment and discrimination.

Personal Social Media Guidelines

1. *Can I discuss the Calgary Stampede on my own personal blog or social networking site?*

Answer: Yes, you may discuss issues related to the Calgary Stampede on your own personal blog or social networking site subject to your confidentiality obligations and compliance with all applicable laws, with this policy and other Calgary Stampede policies. You are legally and financially responsible for your own postings. Please see the “Policy” section in this document.

If you may be identified as a Stampede representative on your personal social networking site, you should consider posting the following disclaimer:

“The opinions expressed in this site are my own views and not those of the Calgary Stampede.”

2. What should I be aware of before I post personal information about myself on social networking sites?

Answer: We encourage you to create user accounts under your true name. Using a pseudonym may diminish the credibility of your contributions online. Even anonymous comments and updates can be traced back to you or the Calgary Stampede using IP addresses and other tracking technology. Only post personal information that you want the public to view on social media and avoid posting information that would make you vulnerable to identity theft or may compromise your safety. Be sure to review the privacy policies of the social networking sites that you choose to use.

3. Can I use my own personal social networking login account (such as YouTube, Flickr or other social media sharing site) when posting Calgary Stampede-related content, videos or photos externally?

Answer: Because of the large number of people following the Calgary Stampede's official social media channels, it is most effective to post content first on an official Stampede Channel and then share that content to your own sites and pages. Regardless, be sure to share your content with Consumer Marketing or Corporate Communications so we can share through our channels.

Responding to Comments on Social Networking Sites

1. If I read a posting about the Calgary Stampede on a social networking site that is inaccurate or negative, do I have to respond and provide an accurate comment?

Answer: You should not feel that you must respond to something you see or read online.

In the case of an inaccuracy, if you have subject matter expertise on that topic, you may respond to correct the inaccuracy; otherwise you may bring the matter to the attention of Corporate Communications, which can help ensure the appropriate subject matter expert is able to respond.

In the case of something negative, remember that not everything warrants a response, so be sure you are adding value when commenting (don't comment just for the sake of commenting).

We accept that some special interest forums are not interested in dialogue (or the facts).

2. I sometimes see a negative comment on a Calgary Stampede-sponsored social networking site/blog; why aren't those comments removed?

Answer: If a reader leaves a negative comment, our policy is to leave that posting for reasons of transparency consistent with our western values.

Comments will be removed if they contain disrespectful or derogatory language.

Social media is about encouraging people with different viewpoints and opinions to join the conversation, to debate, and to discuss their side of a specific argument. Receiving a negative comment about a Calgary Stampede product or service is an opportunity to respond to the negative comment and reframe it in a positive light. Censoring comments discourages participation and social media is, after all, all about public participation and conversations.

Remember: more often than not, a negative comment is intended to provoke a response. We will respond, if appropriate, in a manner consistent with our western values.

3. What should I consider when crafting a response to a negative comment about the Calgary Stampede?

Answer: Work to turn the negative comment into a positive discussion, encouraging more commentary. Correct information that may not be factual and be open and honest in responding to negative comments. Always communicate in a professional and respectful manner.

Consider the following:

Thank the commenter—Thank commenters for their time and for sharing their thoughts. This shows sincerity and that you appreciate their readership and their feedback, both positive and negative.

Take the time to think before responding—Responding to a negative comment when you are in the heat of the moment is generally a bad idea. Always take time to think about your response, what you would like to clarify or convey, and re-read your response before submitting it.

After you have thanked the commenter, make an attempt to engage the commenter in the conversation. Think about how your response might be perceived by readers. Your response should be sincere, confident and truthful. If you disagree with the commenter, it's okay to debate as long as you remain respectful of others' opinions, keep the dialogue productive, and always tell the truth. A confident and factual answer is best; leave out the sarcastic remarks and personal insults and always be professional. Remember that your response will reflect on the Calgary Stampede brand.

Learn from the commenter—Take a moment to read between the lines and understand the commenter's argument rather than jumping to conclusions. Even if a comment posted by a commenter is incorrect, proceed with caution when you post a response that corrects the commenter. Do not provide a response that is insulting or disrespectful. Your goal is to keep a positive atmosphere, where readers can go for advice and conversation.

Correct your mistakes—If you make a mistake, don't try to hide it; be open and honest and let your readers know about it. No one is perfect.

Proprietary and Confidential Information

1. How do I determine what information is proprietary or confidential, and whether or not it is OK to post externally?

Answer: Always assume the information you post to third-party sites is not secure and that it can be compromised or used against you and the Calgary Stampede.

Some information, such as rodeo rules, events, celebrity attendance, concerts, product announcements, or Calgary Stampede attendance becomes public information once it is officially announced by the Calgary Stampede through official channels. Do not post such information until it is formally announced or shared with the public by the Calgary Stampede.

If you have questions about posting specific information, consult with Corporate Communications.

Trademarks

1. What should I be aware of when posting the Calgary Stampede logo or trademarks to social networking sites?

Answer: Each employee and volunteer is responsible for protecting and appropriately promoting the brand. Do not share with third parties our visual assets such as our fonts, stock photography, logos, or other devices that are reserved solely for the Calgary Stampede, unless you have prior permission from Consumer Marketing (see our CS Brand website for details).

You may use Calgary Stampede badges and Twibbons (Twitter ribbons) that the Stampede releases for public use. Your personal social networking sites may not include Calgary Stampede logos or trademarks so as to prevent the appearance that you speak for or represent the Calgary Stampede officially.

On Calgary Stampede social networking sites you may include the corporate logo by following the documented policy on the CS Brand website.

If a third party requests use of the Calgary Stampede corporate logo to support stories or commentary about Calgary Stampede, you should direct them to our Consumer Marketing department to seek permission and guidelines. Finally, you need written permission from third parties to use their marks or logos.