Social Media Policy

Version: 2.1 | Date created: 22.08.2023 | Effective date: 24.08.2021

Purpose
The Scene to Believe Social Media Policy aims to clearly outline what constitutes acceptable and unacceptable use of social media postings within Scene to Believe.

Scope
This policy applies to:

1. All employees of the Company (whether full-time, part-time, or casual) and all persons performing work at the direction of, or on behalf of the Company (for example, contractors, subcontractors, agents, consultants; collectively referred to as “workers”).
2. All the Company’s workplaces and other places where workers may be working or representing the Company, for example, project sites, when visiting a customer, client, or supplier (collectively referred to as “workplace)

Procedure

1. Employees can associate themselves with the company when posting, but they must clearly brand their online posts as personal and purely their own. The company should not be held liable for any repercussions the employees’ content may generate.
2. Content pertaining to sensitive company information (particularly those found within Scene to Believe internal networks) should not be shared with the outside online community. Divulging information like the company’s design plans, financial, internal operations, and legal matters and any information pertaining to clients and customers is prohibited.
3. If you have unintentionally created or shared content that is not in the company's or brand's best interests, correct it immediately, and be clear about what you’ve done to fix it. Contact the marketing team to correct the mistake(s) or immediately contact your direct manager.
4. Not engaging in inflammatory or inappropriate discussions about competitors.
5. Be transparent: Use your real name, identify that you work for Scene to Believe, be honest, have fun, be smart, be respectful and connect well.
6. It is essential for Scene to Believe and Scene to Believe employees to share the exciting things we're learning and doing with the world.
7. Only cite or reference clients, partners, or suppliers on business-related matters with their approval.

8. Respect your audience. Don't use ethnic slurs, discriminatory remarks, personal insults, obscenity, or engage in any similar conduct that would not be appropriate or unacceptable in Scene to Believe workplaces.

9. The Internet is permanent. Once information is published online, it is essentially part of a permanent record, even if you “remove/delete” it later or attempt to make it anonymous.

Scene to Believe has the right to dismiss an employee without pay if the company believes they have breached the social media policy and has damaged Scene to Believe’s reputation.

Variations

Scene to Believe reserves the right to review, vary or revoke this policy at any time.

SOCIAL MEDIA POLICY ACKNOWLEDGEMENT

I acknowledge that:

- I have received a copy of the Company’s Social Media Policy (the “policy”) and understand its effect;
- I must comply with the policy; and
- There may be disciplinary consequences if I fail to comply with the policy, which may result in my employment termination, my engagement, or the loss of my position.

Print Name: _____ **Date:** _____

Signed: _____