

BLD Homes Social Media Policy

Social Media Policy

Company Expectations

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees are expected to live every day, whether you're posting on social media, talking with customers, or talking with friends. Your responsibility to BLD Homes doesn't end after work hours. For that reason, this policy applies to both company sponsored social media and personal use as it relates to BLD Homes. If you find yourself wondering if you can talk about something you learned at work, then don't. Follow BLD Homes' Employee Code of Conduct and other policies and live the company's values and philosophies. Protect the brand and protect yourself. If you have questions, please contact management info@bldhomes.ca

Best Practice

- **Disclose your Affiliation:** If you talk about work related matters that are within your area of job responsibility you must disclose your affiliation with BLD Homes.
- **State That It's Your Opinion:** When commenting on the business. Unless authorized to speak on behalf of BLD Homes, you must state that the views expressed are your own. Hourly employees should not speak on behalf of BLD Homes after hours.
- **Protect Yourself:** Be careful about what personal information you share online.
- **Act responsibly and ethically:** When participating in online communities, do not misrepresent yourself. If you are not a vice president, don't say you are.
- **Honour Our Differences:** Live the values. BLD Homes will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis by laws, regulations, or ordinances).

What You Should Never Disclose

- **The Numbers:** Non-public financial or operational information. This includes strategies, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so.
- **Promotions:** Internal communication regarding promotional activities.
- **Personal Information:** Never share personal information about customers. See the Customer Privacy Policy for more information.
- **Legal Information:** Anything to do with a legal issue, legal case, or attorneys.

BLD Homes Social Media Policy

- Anything that belongs to someone else: This includes client information, copyrighted publications, and all logos or other images that are trademarked by BLD Homes or other companies.
- Confidential Information: Do not publish, post, or release information that is considered confidential or secret.

Failure to Adhere to Guidelines Could Mean

- Termination
- Legal Action from BLD Homes

Acknowledgment and Agreement

I, _____, acknowledge that I have read and understand the Social Media Policy of BLD Homes. I agree to adhere to this policy and will ensure that employees working under my direction adhere to this policy. I understand that if I violate the rules set forth by this policy, I may face disciplinary action up to and including termination of employment.

Name: _____

Signature: _____

Date: _____

Witness: _____