

# AIR CANADA

## Social Media Policy

Social media has changed the way we communicate with our family and friends. It empowers us to band together to share ideas and support causes; to connect and develop relationships. We recognize the value of social media when used responsibly and encourage everyone to come together to support each other, our communities and Air Canada in a respectful manner and consistent with our duties to Air Canada.

As an Air Canada employee, you must be prudent not to use social media in any manner which disparages your employer or raises criticisms or concerns that ought to be brought to the attention of management through internal channels.

### Who are these guidelines for?

Everyone! Whether your neighbour asks you a question about promotional codes on Facebook or you have an interesting insight to share on FlyerTalk, these guidelines apply whenever you, as an Air Canada employee, participate in a discussion where Air Canada is the subject, be it online or elsewhere.

These guidelines don't apply to your personal use of social media where you're not making any reference to Air Canada and you are not being asked to speak on behalf of Air Canada. In fact our Code of Conduct prohibits employees from speaking on behalf of the company, including in social media forums. We have officially designated spokespeople who are mandated to do that on our behalf as well as a growing social media team that is working full time to ensure we are well represented in social media spaces and that our messaging is consistent with our corporate strategies and guidelines. However, as an Air Canada employee, if you do refer to Air Canada, even in your personal capacity, the social media policy and the privacy policy apply. You can review the policy on the Portal under *Branches > Human Resources > Code of Conduct* in the chapter titled "Computer, E-mail and Internet Policies. Please note that even when you are participating in social media forums, the other elements of the Code of Conduct continue to apply as well, such as the Code requirements about Use of Company Assets, Confidential Information, Compliance with Law, Duty of Loyalty, Employment Policies and Reporting Suspected Non-Compliance.

These guidelines are for those times when, notwithstanding the above, you feel strongly that you would like to express your *personal opinion* as an Air Canada employee. Keep them in mind when discussing Air Canada, our competitors, and the travel industry in social media or elsewhere.

**Our approach.** Being active in social media means we're representing Air Canada to the world. Our approach should be to extend the respect, kindness and expression of Canadian hospitality in our own individual unique ways when discussing Air Canada in social media.

**Be proud.** We are a company of 26,000 employees proudly and safely flying our customers, friends and family to destinations all around the world. We have many positive experiences and stories of success to be proud of.

**Be an expert, but respect confidentiality.** You have a great deal of knowledge to offer about the travel industry. Whatever your passion, share your area of expertise with others and provide your unique perspective on non-confidential activities at Air Canada. While you must be clear that you are not speaking for Air Canada, there will still be many people who are interested in your perspective and what

valuable insights you can offer. Be careful not to disclose confidential information which includes information about employee travel, including ACV employee specials or deals or special rates Air Canada has negotiated with car rental companies, hotels, tour operators or other businesses in the travel industry.

**Be smart and protect privacy.** Protect your privacy and the privacy of your colleagues and our customers, as well as Air Canada's confidential information. Whatever you write is widely accessible and stays on the internet for a long time, so be careful not to post anything you might regret later.

**Be clear that while you work at Air Canada, you're not speaking on behalf of the Company.** Use your real name and communicate the fact that you work for Air Canada. Be clear that you are expressing your own opinion and that you are not speaking on behalf of the company to ensure there are no misunderstandings. Trying to hide your ties with Air Canada could result in negative exposure and can damage your credibility as a community member and the Company's reputation and image.

## The guidelines

Whenever you log into Facebook, FlyerTalk, Twitter, Yelp, Posterous, Wikipedia, Blogger, MySpace, Tumblr or any other social space to comment on discussions or media stories — these guidelines will help you engage in a personable and genuine way with practical guardrails that protect your and Air Canada's reputation.

1. **Know your audience.** Take some time to get to know who you're talking to and their point-of-view. Read their profile, previous posts or comments to understand the context of this conversation about Air Canada before responding.
2. **Add value.** Post accurate, meaningful and respectful comments that are relevant to what's being discussed. Pushing your point of view too hard could be perceived as spam (i.e. unsolicited advertisements) and may offend other people.
3. **Respond in a timely manner.** Conversations that you are involved in can move very quickly. So while you should think through your response before you post, you should respond within the same day if not within a few hours of the original post.
4. **You don't always have to respond.** Sometimes, people just want to rant and that is not necessarily the best time to engage them in a conversation. Use your judgment to determine whether or not it's worth responding. If someone is using profanity or is speaking aggressively in order to start an argument, there's no point in getting involved.
5. **Edit, rinse, repeat.** If you're about to publish something that makes you even the slightest bit uncomfortable, please take a minute to review these guidelines and try to figure out what makes you hesitant, then fix it. Ultimately, what you publish is yours—and is your responsibility (Better safe than sorry!).
6. **It's ok to disagree.** When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation where someone is attacking Air Canada unfairly, a polite way to end a conversation would be to say, "I think we need to just agree to disagree and leave it at that."
7. **Focus on Air Canada, not our competitors.** There is no need to speak ill of our competitors. We will always have more credibility supporting Air Canada than by trying to attack the competition.
8. **Focus on Air Canada, and not your colleagues.** Leave workplace issues at work. Speak to your manager, EAP, or others working at or with Air Canada, including, if appropriate, the Ethics Reporting Line, to address issues of concern at work rather than broadcasting them.
9. **If you can't say anything nice, don't say anything at all.** Social media is the wrong place to rant, complain or air your dirty laundry. You may not write, publish or post any comments in any digital channel (or elsewhere) that damages or negatively impacts the reputation or image of the Company, its services, products, customers, suppliers, partners, affiliates, competitors or any of its

executives, managers or employees. Beyond this being common sense, you have a legal duty of loyalty towards Air Canada, and it extends to comments you may make to people outside the workplace. Not only can comments of this nature harm Air Canada; they can reflect poorly on you and may lead to Air Canada taking disciplinary action against you, up to and including discharge.

10. **Learn from your mistakes.** We all make them. If you make a mistake, just be upfront and immediately correct yourself. Whether it's an update on a blog, a deletion of your Facebook comment or an apology to a fellow Forum user – just make it clear that the correction was made and why.
11. **Use common sense and common courtesy.** Do not publish or report on conversations that are meant to be private or internal to Air Canada. Being transparent doesn't mean we can violate Air Canada's privacy policy, disclose confidential information or ignore legal requirements. We must respect and abide by those policies and rules and remember that you are responsible for your actions if you do not.

## Privacy Policy

When engaging in social media, always remember Air Canada's privacy policy. Here are a few key points to remember, but make sure you review the full policy on *ACAeronet > My Work > Code of Conduct and privacy policy*.

1. **Respect our customers' privacy.** We can only ask for our customers' private information (including flight numbers, destinations, companion, meal preferences, special requests, credit card information, personal contact information, etc.) when we are dealing with them in relation to their travel or shipments and then only to the extent we need the information. Sharing this kind of information – and even just the fact that someone is travelling – in social media violates our policies and applicable laws.
2. **Respect each others' privacy.** We cannot share the personal identity of our colleagues without their explicit consent. This includes their name, email address, phone number, location, photo, video or anything that violates their privacy.
3. **Respect Air Canada's privacy.** Ultimately, you are personally responsible for your content and you must protect Air Canada's confidential information when you engage in social spaces. This includes:
  - a. Non-public or unreleased financial, operational or business performance data
  - b. Litigation and other legal matters
  - c. Company strategies and forecasts
  - d. Brand and trade secrets
  - e. Proprietary research findings
  - f. Product or campaign benchmarks
  - g. Unreleased advertising
  - h. Internal processes and methodologies
  - i. Internal communications vehicles such as *Horizons* or the *Daily* etc., without express permission
  - j. Information exchanged through internal forums such as Creative Juices or Stratosphere.
4. **Keep an eye out for crisis situations.** Use extreme caution when the topic being discussed may be considered a crisis. Possible crisis situations may involve a threat of legal action or the involvement of the mainstream news, or a major blog. If you feel like the situation may become a serious issue for Air Canada and you have checked and not found a response from the Company, you can get in touch with our Community Manager immediately.

NOTE: Mainstream media inquiries must be referred to our Media Relations department.