

SOCIAL MEDIA POLICY

Social media including, but not limited to, Twitter, Facebook, Instagram, and YouTube represent a growing form of communication for not-for-profit organizations, allowing them to engage their members and the wider public more easily than ever before. This policy is designed to maximize our social media reach while protecting our public reputation.

As an ambassador of Regina Exhibition Association Limited (REAL), we want to encourage the use of social media to share information and experiences. However, social media posts should be in keeping with the image that REAL wishes to present to the public. It is important to remember that posting information on social media in a personal capacity cannot remain completely isolated. Assume that everything posted online will be permanent and can be shared. REAL encourages the practice of stepping back, re-reading and thinking carefully before posting.

Appropriate	Inappropriate
“So excited to volunteer tonight for John Fogerty!”	“Don’t feel like working this concert tonight.”
Share any posts from any REAL social media channels (All REAL channels are listed below)	Complaining about anything that would paint REAL in a negative light. Ex: Parking
Engage with our posts in positive/neutral manner	Getting into a heated debate with a guest
Sharing excitement for what might be next to volunteer at. Ex. “Had so much fun volunteering tonight. Can’t wait for the next big event!”	Disclosing confidential information that is not readily available to the public. Ex. “I overheard that Elvis Presley is coming to Mosaic Stadium!”

When engaging in social media, it is important to always remember our **values**:

Be original. We think outside the box, constantly challenge the status quo and welcome ideas for improvement.

Be a host. We treat everyone as if they were a guest invited into our home and we do so with the highest level of hospitality.

Be inclusive. We welcome everyone and treat all others how we would like to be treated. Be proud. We showcase how honoured we are to represent our history, our organization and to be a valued member of the Evraz Place family.

Be resilient. We willingly adapt to change and never give up.

Be smart. We strategically and thoughtfully manage our business and plan for the future.

Always own it. We hold ourselves and other accountable for delivering on promises.

REAL Social Media Channels:

Facebook: @EvrazPlaceLive @BrandtCentreEvents @CanadaFarmShow @QueenCityEx

Twitter: @EvrazPlaceLive @BrandtCentre @CanadaFarmShow @QueenCityEx

Instagram: @EvrazPlaceLive @CanadaFarmShow @QueenCityEx

We are thrilled to have you as part of our ‘Core 84 Volunteer Team. To connect with other volunteers, use the hashtag **#CORE84** on social media.