

Adventure Canada's Social Media Policy

Social media is comprised of powerful communication tools that can have a significant impact on organizational and professional reputations. Adventure Canada recognizes the importance of social media for business development and encourages expedition team members and employees to use social media appropriately.

However, social media can blur the lines between personal and professional voices. Adventure Canada has created the following policy to help clarify how best to protect both personal and professional reputations when engaging with social media.

Social media is defined as media designed to be circulated through social interaction and created using highly accessible publishing techniques, such as (but not limited to) blogs, forums, LinkedIn, X (Twitter), Facebook, Instagram, Snapchat, YouTube, and TikTok.

Expedition team members and Adventure Canada must follow certain behavioural standards online, as there are professional expectations and guidelines for interacting with customers, partners, and each other. Team members are responsible for what they write or present on social media and can be sued by other expedition team members, employees, competitors, customers, and any individual that views their posts as defamatory, proprietary, harassing, or libellous.

Guidelines for posting are:

- Refrain from posting situations that are high-stress or may be perceived as compromising to a fellow team member, client, community, or the operation (for example do not post complex operations or medical incidents).
- Do not post confidential or proprietary information about our company, employees, expedition team members, or our operation.
- Avoid speaking on matters outside your field of expertise when possible or make statements that fall under somebody else's responsibility.
- When posting, be mindful of copyright and intellectual property rights.
- When commenting or replying to a comment, never engage in an argument about an Adventure Canada expedition or component of our program since the conversation may escalate very quickly. If not sure how to reply, talk to Adventure Canada's marketing department (communications@adventurecanada.com). It is always better not to reply than to initiate a quarrel.

- Do not use the company's logo or any other Adventure Canada owned images on personal social media sites.
- Do not mention Adventure Canada employees, customers, or partners without their consent.
- Any identifiable person in a photo that is part of a post must provide written consent before publication. Adventure Canada staff and expedition team provide their consent as part of the trip Registration Agreement.
- When it comes to identifiable minors (13 and under), consent must be obtained from the individual(s) and their guardian(s). Ensure that their names are recorded if they wish to be identified along with a signed copy of Adventure Canada's "consent form" signed by their guardian. The program director can assist in getting a copy of this.
- Record the names of any subjects (people) in photographs at the time the photos are made.
- Content featuring Indigenous communities: Share images and stories involving Indigenous people with care, respect, and appropriate context. Avoid posting photos of individuals, particularly children, without permission or identification. When possible, include names, roles, and meaningful context so that people are represented respectfully rather than presented simply as anonymous cultural subjects.
- Do not use "AC" when referring to Adventure Canada. Please always spell the name out fully.

For those who post on social media channels on behalf of Adventure Canada, we remind you:

- Privacy does not exist in social media; therefore, carefully consider the content of your post. Search engines save posts years after they are created, and comments can be forwarded or copied. If you are unsure about your post, please run it through the marketing WhatsApp channel first (ask the program director about this).
- Inform our marketing department when sharing any major-impact content. Ensure that any copy is approved by the marketing department before posting any captions.

- Be respectful and understand that content posted on social media can encourage comments or discussion of opposing ideas, and responses should be considered carefully.
- Be aware that social media is available to everyone, including customers, clients, and co-workers; therefore, posts should not alienate, harm, or provoke anyone.
- All posts must protect the company's reputation by remaining professional in tone and in good taste.
- Always double-check names of people and places, and fact-check any informative posts. Correct or remove any misleading or false content as quickly as possible.
- Wildlife content: Share wildlife responsibly and in a way that reflects Adventure Canada's commitment to ethical wildlife viewing and following AECO guidelines. Avoid posting images or videos that could be misinterpreted or portray wildlife encounters negatively, including situations where deterrents such as flares are used to manage wildlife safely. Content should demonstrate respectful distance, responsible practices, and conservation minded storytelling.
- If you post on a personal site, identify your views as your own, and if you identify yourself as an Adventure Canada expedition team member, it should be clear that your views are not necessarily those of the company.
- Use Inuktitut names of places in Inuit Nunaat, followed by the current or former English, Danish, or French names in round brackets. The exception is in Nunatsiavut, which typically uses English names of communities (for example, Kinngait (Cape Dorset)).

All company policies apply to social media activity including, but not limited to, policies related to harassment, violence, code of conduct, confidentiality, and proprietary information.