



# Social Media Policy

Category:	OPERATIONS	Signature:	
Next Review Date:	August 31, 2019	Approved by:	Pamela Mullin, Director
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## POLICY STATEMENT

Any employee, subcontractor, or manager, who openly associates themselves with KBD Transportation on any forum of social media, will represent themselves in a manner that adheres to the standards of this policy, whether engaging in work-related social media postings or in personal postings where KBD is either explicitly mentioned or could be reasonably inferred.

## PURPOSE

The purpose of this policy is to protect KBD's integrity and livelihood by preventing, mitigating, and/or managing the risk to the company and its employees, managers, and subcontractors, arising from the use of social media<sup>1</sup>.

KBD uses social media to promote and advertise services, recruit new employees, and engage with customers, employees and their families, as well as the public at large.

With the benefit of real-time and online marketing also comes risk. If this risk is not managed, social media can – within seconds – damage a company's reputation, leak confidential information, lead to regulatory and compliance violations, and/or even identity theft.

## SCOPE

This policy applies to all KBD Transportation employees<sup>2</sup> as well as subcontractors<sup>3</sup> and managers<sup>4</sup>.

## POLICY GUIDELINES

- Employees, subcontractors, and managers are prohibited from posting material on social media that is inappropriate or harmful to KBD, its employees, subcontractors, or customers. Although not an exhaustive list, prohibited material and/or conduct

<sup>1</sup> Social Media is defined as websites, Facebook, twitter, Snapchat, blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and any other sites and services that permit users to share information with others in a social manner.

<sup>2</sup> Employee includes but not limited to those employees who drive trucks and work in the KBD garage or office.

<sup>3</sup> Subcontractors include but are not limited to Owner/Operators.

<sup>4</sup> Managers include but are not limited to the Operations, Safety & Compliance Manager, Credit Manager, and Office & Administrative Manager.

include posting commentary, content, or images that are defamatory<sup>5</sup>, harassing, indecent, or that result in the creation of a hostile or toxic work environment.

- Unless authorized to speak on behalf of KBD Transportation, when referencing the company, employees must communicate that any views expressed are their own;
- Subject to applicable law, any employee's online activity that violates KBD Transportation's Code of Conduct or any other company policy, will be subject to disciplinary action up to or including termination, within the guidelines of the Progressive Discipline Policy; (Ref: KBD Code of Conduct, Progressive Discipline Policy)
- Employees, managers, and subcontractors must not release any information that is considered to be confidential or not public<sup>6</sup>. To protect employee safety, cargo integrity, and equipment security, KBD employees are prohibited from using social media (or any other communication method) to publically disclose:
  - Equipment and/or driver locations;
  - Pick-up and/or delivery locations;
  - Information regarding a load scheduled or currently being hauled; and/or
  - Driver pre-determined routes or stops (Ref: Cargo Theft Policy);
- Social media use must not interfere with a KBD employee, subcontractor, or managers' workday responsibilities. When using KBD computers, tablets, and/or phones, the use of social media for business purposes is allowed, but personal use of social media networks is prohibited and will be subject to the guidelines of the Progressive Discipline Policy. (Ref: KBD Code of Conduct, Progressive Discipline Policy);

## RESPONSIBILITIES

### EMPLOYEE, SUBCONTRACTOR, AND MANAGER RESPONSIBILITIES:

- Adhere to this policy as well as the KBD Code of Conduct and all other applicable policies when using social media and representing, referencing, or associating with KBD Transportation;
- Should a conversation or posting on social media threaten to (or become) negative and/or antagonistic, disengage from participation in the dialogue in a polite manner and seek the advice of the Social Media team and/or the Human Resources Manager; and,
- Advise the Social Media team and/or Human Resources Manager immediately of any negative or defamatory posts referring to KBD or a KBD employee, subcontractor, or manager.

### SOCIAL MEDIA TEAM:

- Review posts daily, ensuring that any comments are responded to in a timely manner;

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<sup>5</sup> Defamatory refers to material that is perceived to be insulting or offensive to others.

<sup>6</sup> Employees, managers, and subcontractors who have questions about what is considered confidential or not public should check with the Operations, Compliance & Safety Manager before posting.

- Manage day-to-day social media efforts, including content, creation and approval, ensuring brand reputation;
- Meet one or more of the following goals when posting online material:
  - RECRUITMENT: Assists in recruitment of employees and/or customers;
  - RETENTION: Assists in retention of employees and/or customers;
  - SAFETY: Upholds and/or promotes safety within the KBD organization and/or industry and/or local community;
  - INDUSTRY: Promotes the transportation industry as a whole;
  - COMMUNITY: Promotes a community event KBD supports; and,
  - REPUTATION: Promotes the KBD Transportation brand and/or reputation.
- Uphold the integrity of KBD by avoiding:
  - Posting materials that are:
    - Defamatory, discriminatory, harassing or indecent; (Ref: Anti-Discrimination, Anti-Harassment and Accommodation Policy)
    - Contain profanity; and/or
    - Reference political or religious content;
  - Public slander<sup>7</sup> with respect to
    - Direct or indirect competition;
    - Employees, past or current;
  - Use of photos for which permission has not been attained (Reference: Employee Privacy Policy);
  - Committing to anything on behalf of KBD Transportation unless you are authorized to do so;
  - Infringing on copyrights; and
  - Information that is considered to be confidential KBD Transportation material, including but not limited to customer and/or financial information.

**HUMAN RESOURCES MANAGER RESPONSIBILITIES:**

- Regularly review and update this policy; and
- Oversee compliance with this policy.

**KBD MANAGEMENT RESPONSIBILITIES:**

- Provide support and guidance to the development and application of this policy.

**RELATED POLICIES, PROCEDURES, and GUIDELINES**

- Anti-Discrimination, Anti-Harassment and Accommodation Policy;
- Cargo Theft Policy;
- Employee Privacy Policy;
- IT Security Policy;
- KBD Code of Conduct;
- Employee Privacy Policy; and
- Progressive Discipline Policy.

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<sup>7</sup> Slander refers to the action or crime of making a false spoken statement damaging to a person’s reputation.