

OLG Internal

OLG Employee Social Media Guidelines

Brand, Communications & Sustainability

Background

At OLG, we recognize the importance of participating in online discussions - because social media is no longer a new and novel way to engage with friends, colleagues, and the world at large. Today, social media is simply a natural extension of the conversation. So, we recommend that you, our employees, approach the online world in the same way you approach the physical one: use common sense, sound judgement, adhere to our company values and follow OLG's code of ethics, acceptable use and privacy policies and information security standards and guidelines.

We want our employees to be passionate OLG brand advocates and engage with our [branded social media channels](#).

Spreading the word about where you work and sharing your passion is great, but we also want you to avoid any problems or misunderstandings along the way. Be social but be smart. It's all about protecting the brand and protecting yourself.

OLG's Social Media Guidelines have been created to reflect the same values, ethics, and confidentiality that our employees are expected to live every day. Before we get into the dos and don'ts of social media best practices, please review the policies and procedures in each section, that set the foundation for our values and how we conduct ourselves and communicate.

Professional Use of Social Media and OLG Engagement with Users

Professional use of social media by OLG employees is limited to Authorized Employees, as determined by the various lines of business. Authorized Employees should exercise careful consideration as they interact on behalf of OLG on social media because OLG's engagement with others through social media (i.e., through 'liking', 'following', or 'subscribing' to their accounts, or by 'liking', 'commenting', 'favouriting' individual pieces of content) may be perceived as communicating endorsement or signifying a preference which could have negative public relations and legal repercussions for OLG:

1. Authorized Employees are expected to practice good judgment and protect the reputation and business of OLG. In addition to following the requirements stated in the section above, Authorized Employees engaging in professional use of social media should:
 - a) Refrain from speculating, confirming, or denying any information about OLG that is not public information.
 - b) Refrain from discussing, collecting, or disclosing through social media channels specific work-related information that could reveal confidential, sensitive, or personal information.
 - c) Refrain from giving commentary on government policy.
 - d) Refrain from making negative comments relating to others, (i.e., OLG employees, users, consumers, competitors, vendors and other stakeholders).
 - e) Act with transparency when representing OLG.
 - f) Refrain from misrepresenting their identity in an online community.
 - g) Be professional, respectful, and business appropriate.
 - h) Refrain from unauthorized use of copyright materials, corporate logos, and other material protected by intellectual property laws.
 - i) Comply with applicable Responsible Gambling, AGCO, advertising & marketing, and records retention policies, guidelines and standards; and all relevant and applicable legislation, including but not limited to the Accessibility for Ontarians with Disabilities Act and the French Language

Services Act.

- j) Refrain from generating any content that could be considered inappropriate, disparaging, unsuitable or offensive, as determined by OLG.
2. For greater certainty, and without limiting the generality of the foregoing, any engagement of an Authorized Employee with a user through social media must be in accordance with applicable Response Guidelines as determined by OLG and the relevant line of business.
3. Where a response to a user is deemed appropriate, in OLG's sole and absolute discretion, Authorized Employees must endeavor to reply to users in a prompt fashion. Where responses are to be made they must:
 - a) Be at regular intervals during regular business hours.
 - b) According to a modified schedule for after-hours, as determined by each line of business.
 - c) Be made in French when communications by users over OLG social media channels are made in French.
 - d) Be in accordance with Response Guidelines, as determined by OLG and the relevant line of business.
4. Responses to negative or inaccurate user content must follow the correct escalation process and procedures, as determined by the relevant line of business. The AGCO Notification Matrix will be followed whenever required.
5. Authorized Employees are responsible for any online activity they conduct over OLG social media channels. Any breaches of this policy or applicable guidelines, processes, and/or procedures may result in discipline up to and including termination, depending on the circumstances.

Privacy and Spam

OLG is subject to the Freedom of Information and Protection of Privacy Act (FIPPA) and Canada's Anti-Spam Legislation (CASL). FIPPA imposes privacy requirements with respect to handling personal information and sets out rules that limit the collection, use, disclosure, and retention of personal information. CASL imposes requirements with respect to the transmission of commercial electronic messages (CEMs) and requires OLG to have obtained the appropriate consent prior to transmitting CEMs.

All lines of business must develop appropriate processes and procedures in consultation with Information Access and Privacy Services and/or Legal, addressing the requirements of CASL, the privacy requirements of FIPPA, and other applicable privacy best practices, as per the needs of the relevant line of business.

Rules of Engagement

It's critical that all OLG employees are aware of and understand the implications of engaging in social media dialogue that references our brand and their relationship with the company. Consistent with our policies, inappropriate activity can result in consequences such as disciplinary measures.

Policies & Procedures:

Employee Use of Social Media + Social Media Participation Policy

Use of Information Technology Resources (Email, Internet, and Social Networking)

Code of Business Conduct (Relationships and Social Media)

Please follow OLG's social media engagement guidelines:

Follow OLG's codes, policies, and values

Use common sense and sound judgment before you post or publish something online. Know and follow OLG's policies and procedures. Outside of business hours, OLG's policies continue to apply to any of your activities that may impact the company. If you are confused about whether you should post or share something, ask yourself, "is this information appropriate for your friends, family or coworkers to see?". If you're still uncertain on whether you should post, then you probably shouldn't.

Protect the brand

Be sure to always conduct yourself in a professional manner. You're representing the OLG brand so your behaviours and opinions will reflect on the company. Therefore, be sure that all content associated with you is consistent with OLG's values and professional standards. Don't say anything online that could jeopardize or have a negative impact on our business. Employees should not be responding to any post or discussion related to OLG that is considered contentious or sensitive in nature. If you see something on social media that you question or find concerning, please contact the OLG Social Media Team.

Set up your account properly

Employees can use their OLG email address as an alternate email address in social media for professional networking on social platforms such as LinkedIn. You must not use OLG email addresses for personal social media use. If your LinkedIn account includes an OLG email address, then linking to personal social media channels such as Twitter is prohibited. In addition, employees must not use corporate passwords, symbols, logos, trademarks, wordmarks, and signatures for personal use.

Disclose your affiliation

While you might have an informed position about our business, you're not responsible for speaking on behalf of OLG. If you choose to comment on any aspect of the company's business, you must clearly identify yourself as an employee and state that the views expressed are your own. You may also include a disclaimer such as: "The views expressed are mine alone and do not necessarily reflect the views of OLG and its brands."

Protect business sensitive and personal information

Information obtained during your employment at OLG is confidential and not for publication. Make sure that you do not violate OLG's privacy, confidentiality and legal guidelines by disclosing business sensitive or personal information such as OLG's revenue, future products, pricing decisions, unannounced financial results or predictions of future performance, customer and/or employee information.

Respect copyrights and fair use

Always give people proper credit for their work and make sure to have the right to use something with attribution before you publish.

Respect your audience and your coworkers

OLG's employees and clients reflect a diverse set of customs, values and points of view. Do not post anything that is false, misleading, obscene, defamatory, discriminatory, threatening, abusive, hateful or embarrassing to any other person or organization. Don't post any material that may be disparaging or critical of OLG or may have a negative impact on the company's reputation. You are personally responsible and legally liable for the comments that you publish about the company.

Remember that if it's published, it's public

Any communication made through social media channels is public; the identity of anonymous contributors can become known and postings may be virtually impossible to retract or delete. You're personally responsible for the content you publish online. If you have an issue with OLG, raise your concerns with the appropriate department (e.g. your manager, Human Resources, etc.) rather than posting them publicly on a social media channel. Remember, the internet is like an elephant – it never forgets.

Spread the word

Employees may forward original, unaltered OLG social media content that has been created by an authorized employee, for example, re-tweeting or sharing a post on Facebook. Don't be afraid to engage in conversations and say what's on your mind, but make sure you're posting meaningful, respectful comments - in other words, no spam and no remarks that are off-topic or offensive.

Follow the guidelines on your personal channels too

Online, your personal and business personas are likely to intersect. OLG respects free speech rights of all its employees, but you must remember that partners, consumers, colleagues, and managers often have access to the online content you post. Even information intended for your personal network can easily be forwarded on. Never disclose private information about OLG to your personal network. Protect your privacy and make sure that you understand the social media site's terms of service.

Don't forget your day job

Make sure that your social media engagement does not interfere with your job or commitments. Speak with your manager for guidance on when it is appropriate to use social media for personal and professional purposes during the workday.

Guideline Owner

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Guideline Approval

Approver	Date
Maxine Chapman, VP Brand & Marketing Officer	August 30, 2022