

Task/Process: Social Media Policy	Department: All Theatres, Head Office
Prepared/Revised by: Emily Knight/Jessica Lagoda	Approved by: Mark Lavaway / David Mucci
Date Issued: March 18, 2016	Last Reviewed: January 28 th , 2025

Ed Mirvish Enterprises Limited – Social Media Policy

Purpose:

Ed Mirvish Enterprises Limited (EMEL) strives to maintain a positive image in the community and has adopted this policy to ensure that our staff members are aware of their responsibility to maintain a positive image as a representative of our organization. EMEL employees that maintain personal social media pages (e.g. Facebook, LinkedIn, Blogs, Instagram, X, TikTok, Reddit etc.) are expected to comply with the guidelines set out within this policy. We would like to take this time to remind our staff that they continue to act as representatives of this organization outside of regular business hours and should conduct themselves in a manner that is appropriate.

Scope:

This Social Media Policy applies to all EMEL employees at all times, without exceptions at:

- The Princess of Wales Theatre – 300 King St. W.
- The Royal Alexandra Theatre – 260 King St. W.
- The CAA Ed Mirvish Theatre – 244 Victoria St.
- The CAA Theatre – 651 Yonge St.
- Mirvish Productions Head Office – 322 King St. W. / Remote Work Locations

Definitions:

Social Media: forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content (Merrian-Webster Dictionary). These include but are not limited to: Facebook, X, Instagram, LinkedIn, Reddit, and TikTok.

Procedure:

EMEL staff members that maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with EMEL. Employees will be held accountable for what they write or post on social media or the internet.

Employees should follow the guidelines below when making posts or comments on any social media site whether it is public or private.

1. Employees are expected to conduct themselves professionally both on and off duty. Where a staff member publicly associates with the company, all materials associated with their page may reflect on the company. Please be advised that inappropriate comments, photographs, links, etc. should be avoided.

2. Posts involving the following will not be tolerated and will subject the individual to discipline:

- Threatening, discriminatory statements, sexual innuendos or offensive comments regarding co-workers, management, customers, or vendors;
- Proprietary and confidential company information, personal data relating to other individuals, details of patron data, e.g. complaints, trade secrets or any other material covered by existing company policies and procedures. If there are questions about what is considered confidential, employees should check with their manager
- Photographs or videos of EMEL co-workers or patrons without their express consent;
- Photographs or videos of employees behaving inappropriately which may be linked to EMEL or which include an EMEL identifier, such as logos, trademarks, premises, etc.

3. Employees that use social media sites are prohibited from disseminating any private organizational information therein or making any negative comments regarding the organization.

4. EMEL staff are prohibited from speaking on behalf of the organization, releasing confidential information, releasing news, or communicating as a representative of the organization without prior authorization to act as a designated EMEL representative.

5. Unless authorised, employees are encouraged not to use social media during regular working hours and limit its use to official breaks, (i.e. meal and/or coffee breaks). The use of social media should not have a negative impact on user productivity or efficiency.

6. Employees should be aware that EMEL may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to EMEL, its employees, or patrons.

7. EMEL strictly prohibits the use of company owned computer resources for use in the illegal download or upload of copyright materials without express written permission, and authorization from the copyright holder. This policy is not intended to interfere with the private lives of our employees or impinge their right to freedom of speech. This policy is designed to ensure that EMELs' image and branding are maintained and remain in good standing. Employees should abide by these guidelines whether they mention the company by name or not. Even if the name is not mentioned in a post, it is possible a link can be made back to the company which can negatively affect the company's reputation. Where a link can be made between a negative or inflammatory post and EMEL, even if not named directly, the employee may be subject to disciplinary action. Any employee who fails to follow the guidelines set out in this policy may be subject to disciplinary action up to and including termination of employment.

Customer Use:

Employees should also be aware that many customers and person's present on company property frequently use mobile phones and other devices to take photographs or recordings. Employees should always represent the company in a positive and professional manner so negative images are not posted on social media sites of customers or visitors. Employees who are photographed or recorded acting inappropriately or unprofessionally may be subject to disciplinary action, up to and including termination or employment.

Evaluation:

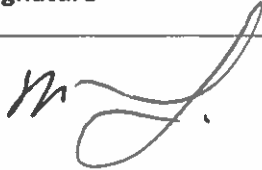
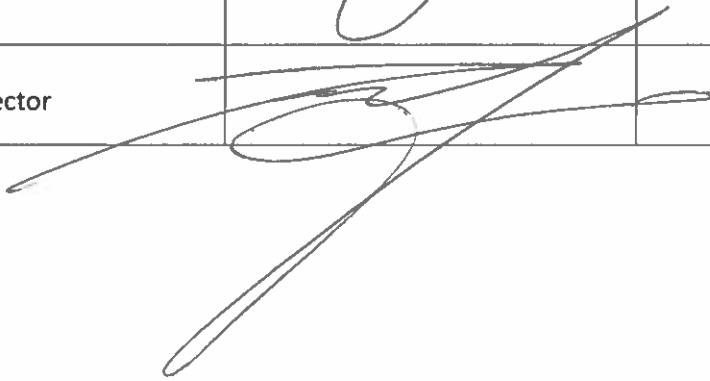
Management will evaluate EMEL Social Media Policy annually and monitor and ensure the ongoing compliance of staff.

Revisions:

Revision Made	Revision Made By	Date
Seamless Costumes Removed from Scope	Mark Lavaway	June 13, 2016
Changed Panasonic to CAA Theatre	Mark Lavaway	June 18, 2018
Formatting Update. Removal of Office address.	Hannah Clark Gomez / Emily Knight	October 2, 2019
Adding "CAA" to the "CAA Ed Mirvish Theatre" and updating the address Renaming our Head Office, adding our address and including the option for remote working Changed 'MySpace' to "TikTok" Basic grammatical changes Redirecting confidentiality question from 'supervisors and/or the Dir. of HR' to their manager	Mark Lavaway, Jessica Lagoda & Ashley Heng	November 29, 2023
Changed 'Twitter' to 'X' and added 'Reddit' Basic grammatical changes	Mark Lavaway, Jessica Lagoda, Katelyn Doyle	January 28 th 2025

Approvals:

The following individuals have read and approved the policy herein:

Name and Title	Signature	Date
Mark Lavaway Director of HR and Labour Relations		FEB 09 2026
David Mucci Managing Director		FEB 09 2026