

This policy sets out the Hiway Group's standards for the use of social media, which for the purposes of this policy include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner. The following principles apply to professional use of social media on behalf of Hiway Group as well as personal use of social media, which may be work related or have the potential to impact on work matters or work colleagues.

- Employees need to know and adhere to the Hiway Group's Standards of Conduct, and other company policies when using social media in reference to the Hiway Group.
- Employees should be aware of the effect their actions may have on their image, as well as the Hiway Group's image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that the Hiway Group 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 the Hiway Group, its employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or is not public. If there are questions about what is considered confidential, employees should check with their manager.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to the Chief Operating Officer or Chief Executive.
- If employees find or encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of their manager.
- Employees should get appropriate permission before referring to or posting images of current or former employees, customers, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with an employee's responsibilities at the Hiway Group.
- The Hiway Group's computer systems are to be used for business purposes only. When using the Hiway Group's computer systems, the use of social media for business purposes is allowed (e.g., LinkedIn), but personal use of social media networks such as Facebook, Twitter, Snapchat or any other similar social media platform or personal blogging of online content is discouraged and could result in disciplinary action.
- Subject to applicable law(s), social media activity undertaken outside of work hours that violates the Hiway Group's Standards of Conduct or any other company policy may subject an employee to disciplinary action or termination. This may include social media activity undertaken using either Hiways owned computers or devices, or employees' privately owned computers or devices
- Employees are discouraged from publishing work-related content, unless given express permission to do so. If employees publish content outside of work hours that involves work or subjects associated with Hiway Group, a disclaimer should be used, such as this: "The postings on this site are my own and may not represent the Hiway Group's positions, strategies or opinions."

It is highly recommended that employees keep the Hiway Group's related social media accounts, *including passwords*, separate from any personal accounts at all times.



Christopher Ellis
Chairman of the Board



John Boocock
Managing Director



Peter Metcalfe
Chief Executive