

## **Editorial guidelines for Brigil's electronic platforms**

These editorial guidelines concern anyone who participates in discussions on Brigil's electronic platforms, especially on Brigil's official social Medias. The goal is to regulate users' behavior and preserve a climate of courtesy and respectful exchanges.

### **Scope**

The editorial guidelines outlines Brigil's commitment, direction and rules regarding the distribution of content on its official Facebook page and Twitter accounts. Among other things, it will be possible to identify the individuals authorized to post information and specify the authorized content related to the organizational values and objectives of Brigil.

- Official institutional Facebook: Brigil
- Official institutional Twitter: @BrigilHomes

### **Purposes**

Information posted on social Medias is used to:

1. Make Brigil known;
2. Spread Brigil's official messages in the National Capital Region;
3. Quickly share information with targeted audiences through complementary media;
  - Promote activities and events;
  - Conduct surveys;
  - Conduct awareness and information campaigns;
  - Broadcast news, regulations, important notices, etc.
4. Interact with targeted audiences by creating an online community that promotes two-way communication;
5. Reach the population quickly in a context of emergency measures.

### **Positioning**

Brigil supports the use of social Medias and encourages employees and anyone interested in its activities to participate by sharing and spreading its official messages properly.

### **Editorial content**

Brigil's communications department wants to share information on platforms offering a place for discussion. Anyone interested in Brigil's news is encouraged to participate in those exchanges, as long as they respect the rules on social Medias.

Employees who are responsible for managing Brigil's official social Medias must respect Brigil's values and disclose accurate information in an effective timely manner. Given the possible viral effect on social Medias, a code of conduct must be applied.

## **Content labelling**

It is allowed and even encouraged to discuss different topics on Brigil's accounts (Facebook and Twitter) as long as users respects the Netiquette and the conditions associated with these pages and specific Media. Terms of use are available on Facebook and Twitter. Brigil can't comment on current political issues or answer questions that violate its rules of ethics and professional conduct.

## **Netiquette**

The Netiquette is the rules of behavior that apply when communicating over computer networks, especially the internet users in the network, mainly during exchanges in forums or by email.

## **Events**

Brigil promotes events happening on its territory through its Facebook page and Twitter account. Events put together by organizations recognized by Brigil may be advertised through information posted on this event's Facebook page.

## **Press release**

Brigil's press releases and any information considered as relevant by Brigil for its subscribers will be published on its Facebook page and Twitter account. Under no circumstances will Brigil write any press release for any other organization.

## **Ads**

Advertisements prepared by Brigil will be published on its Facebook page and its Twitter account, when appropriate. Under no circumstances will Brigil develop any advertisement for any other organization.

## **Hyperlinks**

Users of Brigil's Facebook page and Twitter account are allowed to post hyperlinks, as their content is related to topics that have recently been covered. Brigil also publishes hyperlinks considered as relevant to its subscribers, but is not responsible for the external content to which these hyperlinks lead.

## **Media requests**

Journalists wishing to send any question to Brigil should contact the Communications Department by email or phone. Questions can't be submitted via social Medias. Brigil will not respond to any Media requests made via its Facebook page or Twitter account.

For any question, please contact  
Carl Martin – Marketing coordinator  
819-968-1500  
cmartin@brigil.com

## **Complaints and requests**

Although Brigil responds to several social media questions, Brigil does not deal with complaints or queries submitted by users on social Medias. Individuals making a complaint or query on these platforms will be redirected to Customer Service or may contact this service via email: [marketing@brigil.com](mailto:marketing@brigil.com)

### **Employees**

Brigil employees who have an account on certain social media channels such as Facebook or Twitter may mention that they are Brigil employees. Despite their professional affiliation, their messages and positions do not represent the official position of Brigil and must be considered strictly personal.

### **Confidentiality**

Brigil is covered under “Respect de la vie privée” in “Nétiquette des médias sociaux, Sûreté du Québec ». This law guarantees the protection of personal information. No personal information obtained through the frame of work or any non-public information can be disclosed on social Medias. For specific information, an access request must be made by contacting Brigil.

### **Community managers**

Brigil's Communications Department is responsible for managing the official Facebook page and Twitter account. Any posting of message on behalf of Brigil on social networks must be done by the individuals authorized to post this information.

### **Comment management guidelines**

#### *Tone of voice*

As specified in Netiquette, Community managers must use respectful language at any times when interacting on Brigil's official accounts. He or she must maintain a consistent and transparent speech that respects Brigil's organizational values.

#### *Schedule*

Unless there is an emergency requiring immediate action, the Facebook page and the Twitter account are managed during working hours, from Monday to Thursday from 7:30 am to 5 pm, and on Fridays from 7:30 am to 1 pm, except on statutory holidays.

#### *Validity and response time delay*

Although the use of social media implies the notion of speed and immediacy, some verification may be necessary with various Brigil's departments. A delay is therefore expected before posting. It is possible that a person who has asked a question on social Medias receives a temporary response; for example, that its publication has been taken into account, but that a more precise answer will be provided later.

#### *Level of engagement*

As mentioned before, Brigil does not handle complaints or queries submitted by users on social Medias.

Brigil also could remove any comment exceeding the appropriate tone or that does not respect its Netiquette nor the terms of use on Facebook and Twitter. These different guidelines establish the publication of comments. Brigil can also ban a subscriber if he or she constantly disrespect the various guidelines mentioned above.

### *Subscriptions*

The fact that Brigil follows a user's Twitter or Facebook accounts does not mean that he agrees with its opinions or activities. The Communications Department follows accounts that appear to be relevant to its mandate.

### **Source**

The information posted on social Medias is complementary to what is published on other Brigil's information platforms. Brigil's social Medias is added to the corporate website and other traditional ways of communication and should never replace the latter.

### **Guidelines update**

Brigil may change this policy without notice if necessary. For any questions regarding this policy, users can reach the Communications Department by email: [marketing@brigil.com](mailto:marketing@brigil.com)