



# WILDERNESS

## SOCIAL MEDIA POLICY

**DISCLAIMER:**

Note that this code is subject to continuous review and updates in order to comply with all relevant laws and regulations. To ensure the integrity and fairness of the Company Social Media Policy, be advised that this document can only be relied on for a maximum of four weeks after it has been printed. Should you have any enquiries and/or concerns kindly visit the Company intranet to obtain an electronic copy of the latest policy or contact your local HR department.

# Wilderness Social Media Policy

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## Introduction

Social media has changed the way employees work across the world. For our Wilderness Safaris staff, it offers a new way to engage with a range of individuals/stakeholders and to build our brand globally through shared stories and images. We encourage all employees to engage in social media at whatever level they feel most comfortable to assist us in sharing our stories with a wider audience.

We have put together a social media policy to outline how our values should be lived in the online social media space and to give you some guiding principles for your participation both on behalf of the company but also in your personal capacity.

## Basic Principles:

Use sound judgement and common sense.

1. Assume that your professional and public lives will merge online despite your best efforts to maintain them as separate.
2. What you write will impact other people's perception of Wilderness Safaris as well as yourself

**Think before you post!**

Applicability.

This Order applies to all Wilderness Safaris employees and contractors engaged in social media on behalf of Wilderness Safaris as part of their duties or not.

Background.

Wilderness Safaris encourages the use of social media technologies to enhance communication, collaboration, and information exchange in support of Wilderness Safaris mission. By openly sharing knowledge, best practices, and lessons learned within the organisation, with and from local partners, and with and from the public, we can provide more effective solutions and efficiencies to enhance excellence in conservation.

## Definitions

**"Social media"** is an umbrella term that encompasses the various activities that integrate technology, social interaction, and content creation. Social media use many technologies and forms, such as blogs, wikis, photo and video sharing, podcasts, social networking, mashups, and virtual worlds.

## Rules of engagement:

Our values guide us in how we engage:

1. Leadership – *We have the courage to innovate and are purpose-driven in shaping a better Africa.*
  - a. As a leader in ecotourism in Africa, it is important that we behave in a responsible manner. Remember that we rely on good relationships with government, trade and other stakeholders in order to continue our good work in Africa.
  - b. We therefore need to be professional, respectful and authentic – always keeping the big picture and vision in mind.
2. Authenticity – *We always remain loyal to the Wilderness Way.*

- a. Be yourself, but do so respectfully.
  - b. Perception is reality – always remain true to yourself and the Wilderness Way.
  - c. If you are not the authority, recommend an expert.
3. Integrity – *We are respectful, honest and ethical.*
- a. Ensure that what you post on social media is consistent with your role at Wilderness Safaris.
  - b. Use your best judgement – but if you are unsure about a post, rather check first.
  - c. Don't embarrass Wilderness Safaris (or yourself!)
  - d. Don't compromise your ability to do your job or the company's ability to achieve our vision.
4. Fun – *We enjoy making a difference and changing people's lives.*
- a. Build relationships instead of pushing an agenda.
  - b. Add value to a conversation; where applicable lead the conversation
  - c. Start good conversations.
5. Accountability – *We take responsibility for our actions.*
- a. Highlight compliments and criticisms in a responsible manner to the right people. Don't ignore potential hot button issues. Be thoughtful of how you represent yourself on social media. The lines are blurred between personal and professional, especially in the social media world. Assume everything is public.
  - b. Be the first to respond to and acknowledge your own mistakes.
  - c. If you're about to publish something that makes you even the slightest bit uncomfortable, don't shrug it off and hit 'send.' Review these guidelines and try to figure out what's bothering you, then fix it. If you're still unsure, discuss it with your manager.
- Ultimately, what you publish is yours—as is the responsibility. So be sure.
6. Commitment – *Our dedication to the environment and our guests is unwavering.*
- a. Be considerate of the privacy of others.
  - b. If you speak about a competitor, make sure it is factual and do not criticize them.
  - c. Avoid arguments. It may generate traffic but results in negative perceptions of yourself and the brand. Don't add fuel to the fire by replying with heated emotion.
  - d. Don't forget to do your day job! As important as social media has become; we exist as an organisation to effect greater good for ecotourism and conservation.

The company has the right to request you to remove any communication you may have posted about the company that is incorrect or portrays the company in a negative way.

Should you post something that is incorrect or that could put the company at risk in any way you may be subject to disciplinary action. Therefore please think carefully before posting.