



Social Media Policy

**NB ALPINE INC. (Ski NB)
DECEMBER 2025**

Policy

1. Purpose

The intent of this policy (the “Policy”) is to ensure that social media postings made by any Participant connected to New Brunswick Alpine Inc. (“Ski NB”) conforms with the Ski NB *Code of Conduct* and represents the Ski NB and Alpine Canada Alpin (“ACA”) brand accurately.

2. Application

This policy applies to all Participants, as defined in Section C.7 Definitions, in the Ski NB *Code of Conduct* including all individuals who are engaged in activities that are provided, sponsored, promoted, supported, or sanctioned by the ACA, Ski NB Board members, employees and staff, and athletes, coaches, volunteers and officials participating in Ski NB and/or ACA sanctioned event

The objective of the within Policy is to provide guidelines and provisions for use of social media, both for official accounts operated by Ski NB and also for personal accounts of Participants when posting content related to their association with Ski NB or participation at an Ski NB event. Participants who maintain personal social media pages or accounts are required to comply with the following guidelines as they relate to their association with Ski NB. Participants will be held accountable for what they write or post on social media or internet pages. Inflammatory comments, unprofessional remarks or disparaging remarks made about the organization, its employees, customers, vendors, or competitors may result in disciplinary action, up to and including termination, per Section 5 below

- In this Policy “social media” consists of online tools such as social networks, online communities, blogs, forums, social classified sites, wikis, comment sections and multimedia sites that are used to publish and discuss user content and/or to connect with others. Social media sites that are commonly used as of the date of this Policy include but are not limited to X (formerly Twitter), Threads, Facebook, YouTube, Flickr, LinkedIn, Instagram, TikTok, WhatsApp, Noplace, Reddit and Snapchat. For clarity, in this Policy, social media engagement also includes leaving product or service reviews on retailer or stakeholder review sites, participation in online votes and polls and participation in conversations on public and private web forums

3. Guiding Principles & Guidelines

Social media offers the opportunity for people to gather in online communities of shared interest and create, share, consume content whilst assisting in building personal profiles and fan bases worldwide. Used appropriately, social media is a powerful tool for communicating and promoting a brand or ideas; used inappropriately, this medium can hamper the reputation of an

organization or individual and negatively impact the ability for the organization or individual to earn revenue.

Social media has to a great degree eroded the line between our personal and professional lives. While all Participants are afforded an expectation of freedom of expression and privacy in their personal lives and in use of their personal social media, they also maintain a duty to Ski NB, ACA and other stakeholders when engaging in social media, even for personal use. It is expected that all Participants will adhere to the following guidelines but also use common sense and stop to think about the personal impact, as well as the impact on Alpine NB, ACA and other stakeholders, when engaging in the use of social media.

Guidelines for Appropriate Use of Social Media

- Follow sponsors and teammates to build awareness of your pages and show support;
- Celebrate the accomplishments of teammates/sporting excellence;
- Wish teammates well – show support for fellow athletes;
- Comment on your own performance/form/training, in a positive manner;
- Share your excitement about upcoming events;
- Express gratitude to participants;
- Support personnel, Ski NB, ACA, or other PTSO sponsors/supporters by tagging and mentioning;
- Seek guidance if you're unsure of your posts or tweets;
- Engage positively with fan base; and
- Tag Ski NB in your posts to help broaden your personal brand and audience.

Guidelines for Inappropriate Use of Social Media

- Do not post negative comments about any company, product or brand. Even if the company is not a current sponsor or corporate partner, the same rule applies. They could be a partner or sponsor in the future and therefore a stakeholder.
- Do not post comments about a competitor to any of Ski NB corporate partners. Even if you have a passion for this brand, corporate partners are sensitive to these types of posts regardless of what the context is.
- Do not post negative comments about Ski NB. This includes staff, events, the organization, team selection, race selections, team policy or team strategy.
- Do not release medical information about yourself or another athlete prior to consulting with Ski NB Manager of Communications. Specific medical information will only be released by Ski NB after the medical team has confirmed the injury and only in conjunction with Ski NB medical team and the athlete and team management.
- Do not make any comments that could be interpreted as harmful to the sport.

- Do not post any content or negative comments regarding what is shared in team meetings other than to share content that has originated from official Ski NB social media
- Do not post negative comments about your peers. Do not post any negative comments related to race, sexuality, gender, ability, religion or culture.
- Do not publish lewd, vulgar or obscene comments or photographs.
- Do not post video from inside any race venue.
- Do not endorse or promote products for commercial gain, that conflicts with current Ski NB sponsors. This specifically relates to companies and/or products not covered through traditional sponsorships, as outlined in the Athlete Agreement.
- Do not post images of yourself or teammates in Ski NB branded clothing with conflicting sponsors (e.g., ACA example: NewEra hat with Helly Hansen clothing).
- Do not create any group social media accounts related to your position as a coach or athlete with Ski NB and any of its teams

4. Filing a complaint

Breaches of this Policy may be reported to Ski NB, using the complaint process outlined in Section 10: of Ski NB's *Discipline & Complaints Policy*.

5. Non-Compliance

Participants who fail to comply with these guidelines will be subject to disciplinary action, up to and including termination of their employment with Ski NB or association with and involvement in Ski NB teams and events.

Note: This policy is available in English and French. Should a dispute arise with the interpretation of the translated policy, the English version of the policy shall prevail