

AUGUSTINE VENTURES INC.

SOCIAL MEDIA POLICY

I. Policy Statement

It is the policy of Augustine Ventures Inc. ("Augustine") to encourage clear and effective communication with a variety of accepted tools, including social media. The organization's use of social media must, like all other forms of communication, meet tests of credibility, privacy, authority and accountability.

II. Definitions

- Social media means the online technologies and practices that are used to share information and opinions and build relationships. It can involve a variety of formats, including text, pictures, video, audio and real-time dialogues. It includes, but is not exclusive to, such things as social networks, discussion forums, blogs, and podcasts.
- Moderated means technical and monitoring measures that prevent, or ensure the timely removal of, any defamatory or objectionable submissions.
- Reasonable communications practices include practices that help assess project appropriateness and possible alternatives, potential audience, the costs and benefits to Augustine and to the well-being of employees and other factors associated with any communication plan prepared by the Augustine staff.

III. Policy Objectives

The objectives of this policy are to:

- Encourage the safe, creative and effective use of social media by Augustine and its' employees.
- Enable social media use in communicating overall organizational projects, initiatives and direction.
- Ensure the use of social media by Augustine employees complies with all applicable laws, and all Augustine policies and procedures, including those related to protection of privacy, security, Augustine code of conduct, conflict of interest and Internet/e-mail use.

IV. Policy Application

This policy applies to all social media communication by Augustine's board of directors, management and employees.

V. Policy Directives

All Augustine employees using social media shall comply with the Augustine Ventures Inc. Guidelines for Social Media.

The decision to create or initiate new Augustine external blogs, discussion forums or other social media must be approved by the Augustine's Social Media committee. Blogs, discussion forums or other social media initiated and/or created by, and within the control of Augustine must be moderated.

VI. Accountability

All Augustine employees are responsible for understanding and following all Augustine policies affecting the use of social media.

Augustine Ventures Inc. Social Media Committee

Augustine Ventures Inc. Social Media Committee is responsible for:

- ensuring that all Augustine Ventures Inc. employees are advised of the Augustine Guidelines for Social Media;
- ensuring that social media services initiated and/or created by and within the control of Augustine are moderated;
- ensuring that all communications distributed through social media channels adhere to Augustine brand guidelines.

VII. Protocol

In order to ensure consistency of message and a strong brand, it is imperative to have only one social media voice for Augustine. For this reason, all Augustine employees are prohibited from:

- creating a page in Facebook on Augustine's behalf;
- creating a group and/or page in LinkedIn on Augustine's behalf;
- creating an account in Flickr on Augustine's behalf;
- creating a YouTube channel on Augustine's behalf;
- creating a Twitter account on Augustine's behalf;
- Creating a page, account, group, etc. on any other social media platform on behalf of Augustine.

For any questions or concerns regarding social media protocol, contact the Augustine Social Media Committee.

VIII. Monitoring

The Augustine Social Media Committee will monitor and update this policy.

IX. References

Augustine Guidelines for Social Media.