

Media & Social Media

All media requests (including but not limited to TV, Newspaper, Magazine, Social, Blogs, Radio, Podcasts) must be directed to the president of **Sporting Columbus** before any action can take place. Only people specifically authorized to do so by the president of **Sporting Columbus** shall be permitted to speak to the media and use social media and/or blogs on behalf of Sporting Columbus or in their role as a representative of Sporting Columbus.

The goal of authorized social networking and blogging is to become a part of the industry conversation and promote web-based sharing of ideas and exchange of information. Authorized social networking and blogging is used to convey information about **Sporting Columbus** products and services, promote and raise awareness of **Sporting Columbus** brand, search for potential new markets, communicate with customers to brainstorm, issue or respond to breaking news or negative publicity, and discuss corporate, business-unit and department-specific activities and events.

When social networking, blogging or using other forms of web-based forums, **Sporting Columbus** must ensure that use of these communications maintains our brand identity, integrity and reputation while minimizing actual or potential legal risks, whether used inside or outside the workplace.

Rules and Guidelines

If uncertain about any information, material or conversation, discuss the content with your supervisor. **Sporting Columbus** expects all guest contributors to abide by all rules and guidelines of this policy. **Sporting Columbus** reserves the right to remove, without advance notice or permission, all guest contributors' content considered inaccurate or offensive. **Sporting Columbus** also reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.

Personal Blogs and Social Media

Sporting Columbus recognizes that some of our representatives may choose to express themselves through personal blogs and social media websites. **Sporting Columbus** values creativity and honors the right to engage in these forms of personal expression. However, problems can arise when a personal blog or social media website identifies or appears to be associated with **Sporting Columbus**, or when these are used in ways that violate **Sporting Columbus**' rights or the rights of other representatives or **Sporting Columbus** employees. Therefore, violations of the following rules will lead to discipline, up to and including termination:

- Bloggers and commenters are personally responsible for their commentary on blogs and social networking sites. Bloggers and commenters can be held personally liable for commentary that is considered defamatory, obscene, proprietary or libelous by any offended party, not just Sporting Columbus.
- Representatives cannot use **Sporting Columbus** time to conduct personal blogging or social networking activities.
- Representatives cannot use blogs or social networking sites to harass, threaten, disparage or discriminate against representatives, employees or anyone associated with or doing business with **Sporting Columbus**.
- If you choose to identify yourself as a **Sporting Columbus** representative, please understand that some readers may view representative as a spokesperson for **Sporting Columbus**. Because of this possibility, **Sporting Columbus** asks that representative state that the views expressed in the blog

or social networking area are the representative's and not those of **Sporting Columbus**, nor of any person or organization affiliated or doing business with **Sporting Columbus**.

- Representative cannot post on personal blogs or other sites the name, trademark or logo of **Sporting Columbus** or any business with a connection to **Sporting Columbus**. Representative cannot post **Sporting Columbus** -privileged information, including copyrighted information or **Sporting Columbus** issued documents.
- If you have any questions relating to this policy, a personal blog or social networking, ask the president of **Sporting Columbus**.

Please keep in mind that personal blogs and social media websites may be read by many people, including potential applicants, competitors, and customers of **Sporting Columbus**, and use common sense when deciding what to include in a blog or on a social media website. **Sporting Columbus** will take appropriate legal action to prevent the defamation of its representative, employees, its customers, or others associated with it.