

Marketing - Social & Email Sharing Guidelines

Specifically applying to posts that are not about Players

February 2020

Current Social Platforms:

1. Facebook
2. Twitter
3. Instagram (including stories)

Proposed Social Media Guidelines/Criteria:

- Players' social "support" of non-Players posts will be limited at a maximum to retweets, shares, and reposts i.e. Players will not create custom content for non-Players posts
- Players, at its discretion, may choose to retweet/share/repost non-Players posts featuring a Players alumni participating in a charitable endeavour (Ex. Ceol Kids)
- Players, at its discretion, may choose to retweet/share/repost non-Players posts featuring any of the season's charities and/or sponsors (Ex. PMCF, Steam Whistle)
- Players, at its discretion, may choose to retweet/share/repost any non-Players post it feels is in keeping with the overall tone, nature and purpose of the company
- Notwithstanding the above, Players, at its discretion, may choose to send a note of encouragement to alumni (Ex. "Break a leg!") even if the event is not charitable with the understanding that encouragement is not the same as promotion
- Players does not desire to become an event promotion tool and/or platform for non-Players posts and may choose to decline the opportunity to boost a post
- Players will not actively seek out non-Players posts to share, but rather, will share posts when we become aware of content that we feel meets the above criteria and suits our purposes and/or does not disrupt or distract from our own posts
- If a Players alumni/sponsor/charity would like Players to retweet/share/repost a non-Players post they are welcome to tag Players in their post or email us at info@playersto.com and we will try to accommodate their request if it meets the above guidelines, suits our purposes and/or does not disrupt or distract from our own posts
- Players makes no promises that requested non-Players posts will be retweeted/shared/reposted and we do not offer a dispute mechanism for those that aren't posted

See next page for Proposed Email Guidelines/Criteria

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Current Email Lists:

1. Players Alumni
2. Players Audience

Proposed Email Guidelines/Criteria:

- Players' emails to Alumni may mention charitable events from Players alumni, sponsors, charities or supporters following similar guidelines to those listed for social media above.
- Players' emails to Audience will not mention events from Players alumni, sponsors, charities or supporters unless Players is directly involved in the event or there is a reciprocal promotion being offered by the other party AND has received approval for such from the Players Board of Directors
- It is noted that the Players Audience email list is of significant importance to the company and should not be abused or spammed in any way and the utmost care shall be taken to make sure it remains safe