

## AltaLink Facebook Guidelines

The AltaLink Facebook account is managed by the communications team, on behalf of AltaLink. Its purpose is to facilitate open communication about electrical transmission in Alberta.

If you like our page, you can expect information covering some or all of the following:

- Updates from our complementary social media accounts, including Twitter
- Invitations for feedback
- Information about our facilities and operations
- Coverage of our events

### **Availability**

We will update and monitor our Facebook account during office hours, Monday to Friday, and may not be able to respond to every comment or posting immediately. We will work to respond within 24 hours.

### **Messages and external links**

We welcome input and ideas from all who like our page, and will join the conversation where possible. We will generally not respond to or engage with profiles that post comments that are harassing, defamatory, abusive, obscene or otherwise objectionable (in our sole judgment). All media inquiries are to be directed by to AltaLink's Manager, Communications, at 403-267-2152.

## AltaLink Twitter Guidelines

### Content

The AltaLink Twitter account is managed by the communications team, on behalf of AltaLink. Its purpose is to facilitate the dissemination of information about AltaLink, its activities, interests, events and facilities.

If you follow us, you can expect some or all of the following:

- Alerts about content on our other online channels
- Invitations for feedback
- Information about our operations and facilities
- Live coverage of events
- Industry updates

### Following

We are unable to automatically follow all of our Twitter followers. Being followed by AltaLink does not imply endorsement of any kind. We will un-follow profiles that engage in comments that are deemed inappropriate by our comment policy.

### Availability

We will update and monitor our Twitter account during office hours, Monday to Friday.

### Replies and Direct Messages

We welcome replies, conversation and ideas from all our followers, and will join the conversation where possible. However, we may not be able to reply individually to all the messages we receive via Twitter.

For a more prompt reply please visit the Contact Us section of our website [www.altalink.ca](http://www.altalink.ca)

### Comment Policy

We will generally not respond to or engage with profiles that post comments that are harassing, defamatory, abusive, obscene or otherwise objectionable (in our sole judgment).

All media inquiries are to be directed to AltaLink's Manager, Communications at 403-267-2152.

## AltaLink YouTube Guidelines

The AltaLink YouTube account is managed by the communications team. Its purpose is to facilitate open communication about electrical transmission in Alberta.

### **Availability**

We will update and monitor our YouTube account during office hours, Monday to Friday.

### **Messages and external links**

We welcome feedback, conversation and ideas, and will join the conversation where possible. We will not respond to or engage with profiles that post comments that are harassing, defamatory, abusive, obscene or otherwise objectionable (in our sole judgment).

All media inquiries are to be directed by phone or email to AltaLink's Manager, Communications, at 403-267-2152.