



## Social Media Policy

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### Savanna Energy Services Corp. (Savanna) Social Media Policy

#### 1.0 Policy Statement

Social media may be used by Savanna employees for business–related purposes subject to the restrictions set forth in this policy. These restrictions are intended to ensure compliance with legal and regulatory restrictions and privacy and confidentiality obligations and agreements. Social media is defined below and includes items such as blogs, podcasts, discussion forums, and social networks.

#### 2.0 Purpose

The purpose of this policy is to provide Savanna employees with restrictions on and requirements for participation in social media, including Savanna-hosted social media (Savanna Hosted Sites, defined below) and non–Savanna social media in which the employee’s affiliation with Savanna is known or identified, or can be determined or presumed.

#### 3.0 Scope/Coverage

This policy applies to all divisions under the Savanna Energy Services Corp. banner, including D&D Oilfield Rentals, Savanna Drilling, and Savanna Well Servicing, worldwide.

#### 4.0 Definitions

**4.1 Blog** – Short for “web log,” a site that allows an individual or group of individuals to share a running log of events and personal insights with online audiences.

**4.2 Electronic Media** – Non-computing devices, e.g.: portable memory drives, CDs, DVDs, tapes, hard disks, internal memory, and any other interchangeable, reusable, and/or portable electronic storage media (1) on which electronic information is stored, or (2) which are used to move data among computing systems/devices.

**4.3 Podcast** – A collection of digital media files distributed over the internet, often using syndication feeds, for playback on portable media players and personal computers.



**4.4 RSS feeds or Syndication feeds** – A family of different formats used to publish updated content such as blog entries, news headlines or podcasts and “feed” this information to subscribers via e-mail or by an RSS reader. This enables users to keep up with their favorite websites in an automated manner that’s easier than checking them manually (known colloquially as “really simple syndication”).

**4.5 Savanna Hosted Site** – Social media of any kind provided by Savanna for its business purposes. References to Social Media do not include Savanna Hosted Sites unless specifically stated.

**4.6 Savanna Information** – Information in any form or media that is created by or on behalf of Savanna in the course and scope of its business, regardless of whether that information is maintained or stored by Savanna and others on Savanna’s behalf. Examples of Savanna information include, but are not limited to, personnel records, financial information, company competitive information, Savanna–developed intellectual property, and business e-mail messages. Savanna information may be highly sensitive or confidential.

**4.7 Social media** – means and includes any website or web-based service, whether currently existing or invented or developed at any time, that permits social interaction or user-generated content and postings, including, as examples only, web logs or blogs, social net-working sites such as (the following are examples only) Facebook, Youtube, Flickr, MySpace, Digg, Delicious, Twitter, Google Buzz, LinkedIn, Second Life or other virtual worlds, RSS feeds, online forums, message boards, wikis, podcasts and other resources or services permitting users to upload, post, receive or exchange content (including, as examples, text, photos, images and video).

**4.8 Wiki** – allows users to create, edit, and link webpages easily; often used to create collaborative websites (called “wikis”) and to power community websites.

## **5.0 Provisions**

### **Savanna Hosted Sites**

**5.1 Using Social Media.** Employees are expected to adhere to Savanna compliance requirements, including, but not limited to Savanna's Insider Trading Policy and Disclosure Policy and Savanna’s Vision and Values when using or participating in social media. All rules that apply to other Savanna communications apply here, specifically: respecting fellow employees, customers and shareholders; protecting confidentiality, privacy and security; trading in securities of Savanna; disclosure of information in respect of Savanna and safeguarding and proper use of Savanna assets.

**5.2 Be Respectful.** Employees may not post any material that is obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful, or embarrassing to another person or entity when posting to Savanna Hosted sites.



**5.3 Savanna Hosted Blogs.** Savanna hosted blogs must focus on subjects related to the organization.

**5.4 Abide by the law and respect copyright laws.** Employees may not post content or conduct any activity that fails to conform to any and all applicable provincial and federal laws. For Savanna's and its employees' protection, it is critical that everyone abide by copyright legislation in ensuring they have permission to use or reproduce any copyrighted text, photos, graphics, video or other material owned by others.

**5.5 Obtain pre-approval before setting up Savanna Hosted sites.** Employees must seek approval from Corporate Communications before setting up a blog or other social media site as a Savanna Hosted Site.

#### **Social Media that are not Savanna Hosted Sites**

**5.6 Proprietary Information.** Employees may not disclose any confidential, proprietary or material undisclosed information of or about Savanna, its affiliates, vendors, suppliers, or customers including but not limited to business and financial information, represent that they are communicating the views of Savanna, or do anything that might reasonably create the impression that they are communicating on behalf of or as a representative of Savanna.

**5.7 Employee Postings to Social Media.** Employees must not say or suggest that the views and opinions they express related to Savanna and industry topics represent the official views of Savanna.

#### **Requirements Applicable to Both Savanna and Non Savanna Hosted Sites**

**5.8 Policy application.** This policy applies to employees using social media while at work. It also applies to the use of social media when away from work, when the employee's Savanna affiliation is known or identified, or can be determined or presumed. It does not apply to content that is otherwise unrelated to Savanna.

**5.9 Managers and executives take note:** Savanna managers and executives have a special responsibility when participating in Social Media. By virtue of their position, they must consider whether personal thoughts they publish may be misunderstood as expressing Savanna positions. A manager should assume that his or her team will read what is written. Social Media and public forums are not the place to communicate Savanna policies to Savanna employees.

#### **6.0 Protecting confidential and proprietary information.**

When Savanna wishes to communicate publicly—whether to the marketplace or to the general public—it has well-established processes to do so, including, but not limited to its Insider Trading Policy and Disclosure Policy. Only those



officially designated by Savanna have the authorization to speak on behalf of the company. You must make sure you do not disclose or use Savanna confidential information, proprietary information, or material undisclosed information of Savanna or that of any other person or company on any Social Media site. You must also make sure you do not breach privacy laws by using or disclosing personal information about other individuals. For example, you should ask permission to publish someone's picture or a conversation that was meant to be private.

**6.1 Savanna's business performance and other sensitive subjects.** Some topics relating to Savanna are sensitive or confidential and should never be discussed, even if you're expressing your own opinion and using a disclaimer. For example, you must not comment on, or speculate about, Savanna's future business performance (including upcoming quarters or future periods), Savanna's business plans, unannounced strategies or prospects (including information about alliances), potential acquisitions or divestitures, similar matters involving Savanna's competitors, legal or regulatory matters affecting Savanna and other similar subjects that could negatively affect Savanna and that could also mean you are breaking the law. This applies to communications to anyone, including conversations with financial analysts, the press, your friends, or other third parties. If you're unsure of the sensitivity of a particular subject, seek advice from your manager or legal team before talking about it or simply refrain from the conversation. For additional information on prohibited disclosures, please refer to Savanna's Insider Trading Policy and Disclosure Policy.

## **7.0 Discipline for Violations**

Savanna investigates and responds to all reports of violations of this Social Media Policy and other related policies. Violation of Savanna's policies will result in disciplinary action up to and including immediate termination. Discipline or termination will be determined based on the nature of the violation and the content and circumstances of any posting to Social Media or Savanna Hosted Sites. Savanna reserves the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

### **General Social Media Practices**

Customers, partners or suppliers of Savanna should never be quoted, identified, cited or obviously referenced without their specific approval. Never identify a customer, partner or supplier by name without permission and never discuss confidential details of any of the above. Confidential Savanna information should never be disclosed on Social Media. Your personal use of Social Media is never the place to conduct Savanna business.



***Identify yourself:* Name and, when relevant, your position with Savanna**

Identify yourself—name and, when relevant and appropriate, your role at Savanna—when you post about Savanna or Savanna-related matters. Write in the first person. However, unless you have express authority from Savanna to speak on behalf of Savanna, you must always make it clear that you are speaking for yourself and not on behalf of Savanna.

***Take responsibility:* You are personally responsible for your post.**

Blogs, wikis and other forms of Social Media are individual interactions, not corporate communications. Savanna staff are personally responsible for their posts. Be mindful that what you write will be public for a long time.

Savanna's core values involve trust, respect, and accountability. As a company, Savanna trusts—and expects—its workforce to exercise personal responsibility whenever they blog or participate in any Social Media. This includes not violating the trust of those with whom they are engaging. Savanna staff members should not use Social Media for covert marketing or public relations purposes. If and when members of Savanna's Communications, Marketing, Sales or other functions engaged in advocacy for the company have the authorization to participate in Social Media, they must identify themselves as such, and follow this policy.

***Respect Copyright laws:*** Do not post or conduct any activity that fails to conform to any and all applicable laws. For Savanna's protection as well as your own, it is critical that you show proper respect for copyrighted material owned by others which includes copyright laws for text as well as images. When writing, you should never quote more than a few sentences, and generally you should give credit to the source; linking to another's work instead of copying it is the best policy.

***Be yourself:*** When using Social Media such as blogs, wikis or other forms of online participation to relate to Savanna, our business or issues with which the company is engaged, using pseudonyms is discouraged. We believe in transparency and honesty. If you are blogging about your work for Savanna, we encourage you to use your real name, be clear who you are, and identify that you work for Savanna, provided that you comply with this policy. Be smart about protecting yourself and your privacy. What you publish will be public information, so consider content carefully and use discretion if disclosing personal details.

***Don't pick fights:*** When you see misrepresentations made about Savanna in the media, by analysts or by other bloggers, alert Savanna's Executive Team or



Corporate Communications representatives. Do not respond to such matters on your own.

***Use your best judgment:*** Remember there are always consequences to what you write. If you're about to post something that makes you uncomfortable, review the suggestions above and think about why that is. If you're still unsure, and the post is about Savanna business, feel free to discuss your proposed post with your manager. Ultimately, however, you have sole responsibility for what you choose to post to your Social Media.

***Be professional:*** Savanna workforce members are directed that, as with all communications, statements made in Social Media, even in the confines of restricted Social Media such as private blogs or chat rooms, must treat the company and its employees, customers and competitors with respect.