

STRATEGIC GROUP POLICY SGP003



USE OF SOCIAL MEDIA & EXTERNAL COMMUNICATION

LEADERSHIP

Written by: Liam O'Loughlin

Date: 07/02/2022

Revision: 02

Doc Ref: SGP003

Reviewed by: Andrew Smith

A handwritten signature in black ink, appearing to read 'Liam O'Loughlin', written over a horizontal line.

VISION:

Our Vision: "To promote the company's achievements whilst maintaining respect for our customers, suppliers, employees and competitors"

We are realising our Vision by monitoring and reviewing social media posts before they are made live and delivering internally approved company format external communications.

COMMITMENT:

At Arthur Civil Engineering Ltd we believe in open communication and you are encouraged to tell the world about your work and share your passion. Whether you do so by participating in a blog, online social network or any other form of online publishing or discussion is completely up to you.

However, irrespective of where or when you access social networking sites you are required to adhere to the requirements of this Policy.

If you use the Company name of 'Arthur Civil Engineering', whether in full or in any abbreviated form, on social or professional networking sites, you are reminded that anything you say can be attributed to the Company and could create legal liability for both the author of the reference and the Company.

RESPONSIBILITY:

The Directors of Arthur Civil Engineering will:

- Monitor compliance with this Policy.
- Ensure Arthur Civil Engineering Ltd works with clients and their Social Media Policies.
- Communicate this Policy to their employees to ensure awareness throughout the Company.

- Ensure sufficient provision of resources is made in order to implement the requirements of this Policy.

All Employees of Arthur Civil Engineering must ensure they:

- Read and understand this Policy.

APPROACH:

What we are happy for you to do:

- We share your passion for construction and project development and encourage interesting and relevant discussion of the issues that affect our industry: sustainability, safety, diversity, technology, innovation, design, mentoring, etc. We welcome and encourage photos, links, videos, questions, comments and constructive feedback.

How we expect you to behave:

We expect participants to post content and comments that are appropriate, respectful of the rights of others, and respectful to this community as a whole. We reserve the right in our sole discretion to take down any particular comments, posts or content, and/or to ban users who exhibit any of the following behaviours or otherwise offensive/intrusive behaviours online:

- Publish, post, distribute or disseminate any defamatory, infringing, obscene, indecent, pornographic, misleading or unlawful material or information.
- Abusive behaviour or harassing, stalking, threatening or attacking others.
- Hateful language targeting race/ethnicity, religion, gender, nationality or political beliefs.
- Fraudulent, deceptive, misleading or unlawful conduct.
- Trolling or deliberate disruption of discussion.
- Violation of any intellectual property rights.
- Violation of any person's or company's rights to privacy or publicity "Spam" and Internet hoaxes.
- Uploading files linking to sites that contain viruses or programs that could damage the operation of other people's computers.
- Commercial solicitation or solicitation of donations.
- Link baiting (embedding a link in your post to draw traffic to your own site).
- You are not permitted at any time to bring the name of the Company into disrepute.

How you should conduct yourself online:

- When you discuss anything to do with Arthur Civil Engineering on the internet, you must **identify yourself** with your name and, when relevant, your role at the Company. Only very few people in this company are official spokesperson, so if you are not one of them you must make clear that you are speaking for yourself and not for the Company. You can use a disclaimer like "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Arthur Civil Engineering". Please always write in the first person and don't use your company email address, if you have one, for private communications.

- You are **personally responsible** for the content you publish on any form of user-generated media. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very, very long time, please observe some common sense.
- Just because information is on any internal network (like SharePoint or WhatsApp), it is not ok to let the rest of the world know about it. If an item features the sentence "**for internal use only**" then that is exactly what it means and it is absolutely not meant to be forwarded to anyone who is not employed by Arthur Civil Engineering, no exceptions. Messages from our Directors to all employees are not meant for the media. All external communications will be produced and managed by the Directors and the Directors only.
- **Do not comment** on work-related legal matters unless you are an official spokesperson and have the legal approval by the Company to do so. In addition, talking about revenues, future products, pricing decisions, unannounced financial results or similar matters will get you, the company or both into serious trouble. Stay away from discussing financial topics and predictions of future performance at all costs.
- **Do not post** any personal presumption or falsely imply anything online that you have not been informed about by either an official spokesperson or a Director of the Company. This includes posting misleading information about the operations of the Company or the operations of our client's companies for which you have no right to do so, if you are not the official spokesperson for the Company.
- **Think about consequences.** Using your public voice to trash or embarrass your employer, your employers customers and clients, your co-workers or even yourself is not acceptable and you are not permitted to do post anything of this nature.
- Have you posted something that just wasn't true? **Be the first to respond to your own mistake.**
- Please respect **copyright**. If it is not yours, don't use it. It is that person's choice to share his or her material with the world, not yours. Before posting someone else's work, please check with the owner first.
- Don't cite or reference clients, partners or suppliers without their approval. When you do make a **reference**, where possible, link back to the source.
- Be aware that others will **associate you with your employer** when you identify yourself as such. Please ensure that your Facebook, Linked-in, Twitter, YouTube or Instagram profile and related content is consistent with how you wish to present yourself within the Company.
- Even if you act with the best intentions, you must remember that anything you put out there about Arthur Civil Engineering can potentially harm the Company, this goes for all **internal media** as well. As soon as you act on the company's behalf by distributing information, you must uphold the Company's image. Please act responsibly. If in doubt, please contact your line manager before you post anything.

Posting Company Information Online:

Company information may not be discussed or disclosed on social networks. Any employee in breach of this will be subject to disciplinary action which may result in instant dismissal. It is expected that you consider the impact of your language and behaviour when discussing any subject on social media sites. If it is brought to our attention that an employee has spoken or acted online in a way that is incompatible with our corporate values and potentially harmful to our corporate reputation, then disciplinary action may be taken, and this may result in dismissal. (Please refer to our **Disciplinary & Grievance Policy**).

REVISION STATUS:

	Rev.	Date	Description if Addition (A), Deletion (D) or Substitution (S)	Approved by:
1.1	01	23.03.2020	Written by Liam O'Loughlin	Andrew Smith
1.2	02	07.03.2022	2022 Review	Andrew Smith
1.3	03			

The information contained in this Policy applies to all employees of Arthur Civil Engineering Limited ('Arthur Civil Engineering Ltd' or 'the Company') subject to any qualifying conditions described. This policy should be read in conjunction with your Contract of Employment and the Company Handbook. The Company may amend and extend the contents of this document at any time, subject to statutory and/or operational requirements. If you require any clarification in respect of this Policy, please speak in the first instance to one of the Directors.