

# Social Media Policy

## *Purpose and scope*

This policy outlines the acceptable use of social media by employees and contractors of Hydrock and sets guidelines for responsible and professional behaviour when representing the company online.

## *Introduction*

Social media is a powerful communication tool that can have a significant impact on our company's reputation. It's important to use social media responsibly and in a way that aligns with our company values and goals.

## *Scope*

This policy applies to all employees, contractors, and associates of Hydrock who use social media in any capacity for both professional and personal purposes when it relates to our company.

## *Personal use*

Employees are free to use social media for personal purposes during non-working hours. However, it is essential to avoid:

- » Sharing confidential company information, proprietary data, or trade secrets.
- » Posting content that may harm the reputation of the company or its employees.
- » Engaging in negative discussions about the company, colleagues, or customers.
- » Impersonating or pretending to be a spokesperson for the company without proper authorization.

## *Professional use*

Employees who are authorized to represent the company on social media platforms must adhere to the following guidelines:

- » Ensure that all social media posts related to the company are accurate and factually correct.
- » Respect intellectual property rights and obtain proper permissions when sharing content from other sources.
- » Identify yourself as an employee of Hydrock when discussing company-related matters.
- » Abide by the company's code of conduct and policies when interacting with colleagues, customers, and competitors on social media.
- » Seek permission from the appropriate authority before disclosing confidential information or making official statements on behalf of the company.

## *Privacy and security*

Protect your personal and company's data on social media platforms.

- » Use strong, unique passwords for your social media accounts.
- » Be cautious about sharing personal information, especially when communicating with unknown individuals.
- » Report any suspicious activity or security breaches immediately to the IT department.

## *Compliance with legal requirements*

Comply with all UK laws and regulations, including data protection and privacy laws, when using social media.

Do not engage in discriminatory, defamatory, or harassing behaviour on social media platforms, as this can lead to legal consequences.

## *Consequences of violations*

Violations of this social media policy may result in disciplinary actions, including but not limited to verbal or written warnings, suspension, or termination of employment or contract.

## *Reporting violations*

If you witness or suspect a violation of this policy, please report it to your line manager or the People Team immediately.

## *Review and updates*

This policy may be updated or modified as needed to reflect changes in social media platforms or legal requirements. Employees will be notified of any changes through official company channels.

## *Acknowledgment*

By using social media platforms in connection with Hydrock, employees agree to adhere to this social media policy.



Dr Brian J McConnell, CEO

April 2023