

## SOCIAL MEDIA POLICY

<b>Document number:</b>	<b>CMN-PLD-110002</b>
<b>Applicability:</b>	Global Essential Consistency
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<b>Revision:</b>	0
<b>Revision date:</b>	1-Oct-2021
<b>This document supports</b>	Marketing & Communications

**Responsibility for this document:**

The functional responsibility for the development, review and maintenance of this document rests with the Social Content Marketing Manager

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## 1 Purpose and Scope

This Social Media Policy ("The Policy") informs Wood employees of what is expected of them when they use social media platforms, to help Wood maximise engagement and minimise the risk to our business. This aligns with our [Wood Code of Conduct](#), and includes when you post or engage identifying yourself as a Wood employee on any social media platform (internal or external) or when posting or engaging on Wood's corporate social media channels (Facebook, Twitter, Instagram, LinkedIn) or Wood's internal channel, Yammer.

We define social media as a collection of highly accessible online media channels (for example or including, but not limited to) – blogs, video-sharing sites, social networks, and microblogging tools. Social media is dynamic and changes rapidly, and this Policy will continue to evolve and be reviewed on a regular basis.

At Wood, there are expectations and responsibilities regarding how we interact with the public and each other, which is aligned to both our [Code of Conduct](#) and our values of care, commitment and courage. These expectations and responsibilities apply to all interactions on social media for all Wood employees and individuals who work for Wood.

Social media can be a powerful force for good, and we want to encourage Wood employees to use it in positive ways. When you post and engage on these channels you shall apply the following principles:

- Remember that electronic messages are permanent, transferable records—and those messages can greatly affect our reputation, as individuals as well as a corporate entity.
- Protect Wood using good judgement by thinking about what you are saying before posting and considering how the content would impact Wood and the Wood community.
- Never give the impression that you are speaking or acting on the company's behalf via social media *unless* specifically authorised to do so by the Social Content Marketing Manager. When authorised, ensure you clearly disclose your relationship to Wood.
- Never disclose confidential information.
- Never disclose personal information of others without their approval or the approval of the Social Content Media Manager.
- Respect others by not posting discriminatory, harassing, or inappropriate comments, images or materials.

This Policy applies to all Wood employees and associated persons (including consultants, contractors, trainees, interns, agency staff) and parties who work with Wood (including suppliers) are also expected to respect, and ensure their employees respect the principles of this policy (referred to throughout this policy as personnel). Breach of this policy by Wood employees may result in disciplinary action up to and including dismissal.

This Policy shall supersede and replace all other prior Social Media Policies or any documents referred to as Social Media Policies.

This Policy does not form part of any employee's contract of employment and may be amended, updated or withdrawn by Wood at any time.

## 2 Roles and Responsibilities

All personnel are required to comply with this Policy.

Improper, inappropriate and misuse of social media by personnel, whether at work or in their own time work, carries tremendous risk for Wood, these may include for example:

- Potential unauthorised disclosure of the employer's confidential and proprietary information.
- Infringement of third-party intellectual property rights.
- Infringement of data protection and cyber-security laws.
- Liability for discriminatory or defamatory comments posted by employees.
- Reputational damage.

## 3 Use of External Social Media

When engaging on social media platforms, you have a responsibility to do so in a thoughtful, respectful and professional manner.

As a company, we must protect the safety and privacy of our colleagues and other external parties we operate with, including clients, contractors and all external parties, and our reputation.

You shall avoid inappropriate comments about Wood, including our services, solutions, systems, groups, colleagues or external parties. We all have a responsibility to work together to keep Wood and our Wood community safe and secure by reporting concerns about improper or inappropriate use.

Any use of social media that the Company considers to be inappropriate could affect the company's reputation or safety and privacy of our people and external parties, will result in the appropriate disciplinary action, aligned with our [Code of Conduct](#).

Conduct which the Company may consider inappropriate would include for example, personal attacks or insults, obscenities, name-calling, ethnic or racial slurs, profanities, or inappropriate or offensive comments relating to how individuals identify or their religion or beliefs, any form of discrimination, or conduct which might constitute harassment or bullying.

You shall exercise commitment to care for others who may have a different life experience than your own. Be especially thoughtful of this should you choose to speak up about or engage in topics that are inherently sensitive or personal such as racial or ethnic origin, health and ability, sexual orientation, gender, politics and religion. It is your responsibility, to consider what you are posting and the forum in which you are posting, and ensure it is appropriate. Remember that comments are easily shared and forwarded and difficult to delete. Your post may be read by people all over the world and in very different circumstances to yourself. If you have any doubt, exercise caution or seek guidance from the Social Content Marketing Manager or Internal Communications team as appropriate.

You shall not use social media in a way that could potentially breach the Wood Code of Conduct. compliance with Wood policies. For example, you are prohibited from using social media to:

- Debate or share internal Wood strategy in the public domain.
- Engage in conduct that violates Wood's [Code of Conduct](#) or ethics policies prohibiting discrimination, harassment, and other inappropriate behaviours.
- Disclose confidential information of Wood, our associates, or our clients.
- Disclose personal information of any Wood employee without their consent or consent of the Social Media Content Manager.

You are encouraged to:

- Include the hashtag #TeamWood when posting about the company, providing the content you are posting does not breach the [Code of Conduct](#). This lets people know that you are affiliated with Wood
- Update your employment information on social media sites, if joining or leaving the company.
- Make it clear you are expressing a personal opinion when talking about Wood, using a statement such as "all opinions are my own".

If you have any questions about whether it is appropriate for you to post something, please contact the Social Content Marketing Manager.

Any comments from members of the legal team are considered to be personal comments only and do not reflect the company position on any issues, legal or otherwise under debate

## **4 Use of Yammer**

Yammer is open to everyone with a woodplc email account, including employees and contractors. Our collective focus is making Wood a great place for us all to work together, where all our people feel they belong. Yammer is one of our platforms to achieve this.

We encourage you to use this platform to connect with your teammates across Wood's global footprint, to bridge expertise, interests and geographic locations, share meaningful information and build relationships.

As part of your commitment to care for your Wood colleagues, you have a responsibility to approach subjects you choose to raise or engage with on Yammer, in a thoughtful, respectful and professional manner, while having the courage to speak up and share your thoughts and constructive opinions that will help to build a better Wood.

Using the Wood Yammer network is entirely voluntary and a matter of individual choice. Information or opinions posted on Yammer by other users do not replace company policies and procedures, which must still be complied with. We cannot guarantee the accuracy, privacy or validity of information employees choose to share. Any comments from members of the legal team are considered to be personal comments only and do not reflect the company position on any issues, legal or otherwise under debate

All posts on Yammer are intended for internal sharing only and content should not be shared on any external platforms without first seeking permission of the original content poster. You must keep information shared on wellbeing and other topics specific to a Yammer network, confidential within that group, unless you have permission or unless exceptional circumstances

exist – for example if there is a genuine concern about an imminent effect on an individual's health or safety.

As with any social media, Wood's [Code of Conduct](#) applies to your activities on Yammer. As a company we must protect the safety, wellbeing and privacy of our colleagues and clients. The Internal Communications Team monitors Yammer and exercises the right to remove a Yammer group, post, thread or comment to the network and, if necessary, Yammer privileges, from any user at any time if activity is deemed by Wood to be inappropriate for the workplace aligned with our Code of Conduct.

Yammer groups, posts, threads or comments that include for example personal attacks or insults, obscenities, name-calling, ethnic or racial slurs, profanities, or inappropriate or offensive comments relating to how individuals identify, their health, abilities or beliefs, and any form of discrimination or conduct which might constitute harassment or bullying will not be tolerated. In the event of this, the appropriate steps will be taken dependent on the conduct involved and could include disciplinary action

If you witness inappropriate conduct on Yammer, please report it via your team leader, P&O Business Partner, Wood Ethics and Compliance or the [Wood Ethics Helpline](#). Data protection breaches should be reported directly to [privacy@woodplc.com](mailto:privacy@woodplc.com). These reports will be relayed to the Vice President Employee Communications and Engagement.

## **5 Managing comments on Wood's external, corporate social media channels**

A presence on social media will attract both positive and negative comments. Wood [personnel](#) are publicly connected with our brand and this Policy sets out Wood's requirements in relation to the type of conduct we expect to ensure we protect our brand, clients, communities and Wood colleagues.

We encourage healthy debate associated with our content, but expect all who use social media to show respect to others.

### **How do we monitor comments on external social media platforms?**

Wood monitors posts for Wood's corporate external social media channels. Any member of the extended Marketing and Communications team responsible for a piece of content will also be expected to check periodically for activity associated with their post.

If a Wood subject matter expert – an expert in our business who authors a piece of content for our external social media channels – is tagged in an external social media post, the Marketing and Communications team member responsible for the content will suitably prepare that individual to respond to any comments looking for clarity or further information.

### **How does Wood deal with negative comments on our external social media channels?**

It is critical that Wood does not simply ignore negative comments and distinguishes the differences between certain types of commentary, for example:

- Anything that is solely promotional, that links to a malicious website or that is clearly irrelevant to the post at hand constitutes spam will be deleted by Wood.
- Any comments that include swearing, derogatory language towards any protected characteristic or target an individual, will be deleted immediately by Wood.

- IfWood personnel views negative or concerning comments on our corporate social media channels you shall raise this with the Social Content Marketing Manager.
- The Social Content Marketing Manager will review and engage with the relevant colleagues to consult on a way forward. In the event an agreement is not reached, the final decision on the action required, will be agreed by the Chief Ethics and Compliance Officer and the Chief Communications and Marketing Officer.

### **When does Wood respond to comments?**

If the negative comment is a genuine complaint, Wood commits to acknowledge the complaint and offer a method for the commenter to discuss offline.

There will be occasions when Wood receives comments that offer an alternative opinion – provided these comments are submitted with the right tone, they will not necessarily be viewed as negative. Any subject matters experts related to a piece of content will be contacted by the relevant member of the Marcomms team, to offer their input and potentially engage a healthy debate. Please ensure any subject matter expert involved in this content is made aware of this possibility at the outset.

### **Negative comments from Wood employees**

While Wood is a community where we encourage, welcome and celebrate diversity of thought we must balance individuals' rights to freedom of expression with the need to respect the rights of others and protect Wood from risk.

An example: If an individual comments on a post sharing their own political views in a measured and respectful manner but the view conflicts with another person, this is acceptable. However, if that person disagreed with an opposing view and reacted in a threatening manner to address their point, this may not be acceptable. This could include making personal threats towards that individual or targeting particular individuals due to a characteristic including but not limited to age, ability, religion, beliefs, sex.

In the event inappropriate posts or comments are made on any social media platform including Wood's social media channels or personal social media channels that Wood considers do not align with our Code of Conduct, such posts will be brought to the attention of the relevant member of the Marketing Communications team and P&O contact, to determine the appropriate next steps or take any other steps deemed appropriate to remove or minimise the relevant post or comment.

## **6 Revision History**

Rev no.	Rev date	Summary of changes
0	02-Nov-2020	Document re-written throughout and re-classified as a policy document, replaces CMN-POL-100006
1	01-Oct-2021	Policy revised to broaden reference/understanding of employees use of Yammer. Also to ensure connectivity to Wood's Code of Conduct, compliance with legal and data privacy and Wood's cultural expectations.