

# SOCIAL MEDIA POLICY

Version 1.0 Date 26-11-2025 Owner: CGO

## 1. Purpose

This policy ensures that all social media activity by employees reflects positively on Stonbury, protects client relationships and upholds professional standards.

## 2. General Principles

- Do not post anything that could bring Stonbury into disrepute.
- Avoid contradicting company messaging or posting content that puts clients in a difficult position.
- Never criticise clients, customers, suppliers or partners.
- Do not fabricate, embellish, or mislead in any post (including “greenwashing” or exaggerating achievements).
- Do not talk about the location of a job or site name unless you are sharing a client post that already discloses this information.

## 3. Engagement with Company Content

- Employees are encouraged to repost and comment on official Stonbury posts.
- Employees are encouraged to tag in relevant clients/contacts on Stonbury posts.
- When posting about work on personal profiles:
  - Use appropriate language and maintain a professional tone.
  - Ensure posts align with Stonbury’s values and brand image.

## 4. Content Guidelines

- Be mindful of photos and videos:
  - Images can show collaboration with clients but must not include intimate plans, detailed site layouts, or sensitive information.
  - Photos of yourself or completed work are acceptable if:
    - You use positive language
    - Do not include specific site locations or identifiable details.
    - Avoid anything negative or controversial that could attract unnecessary media attention.
- Do not post inappropriate or unprofessional content that could harm Stonbury or client reputation.

## 5. Copyright & Intellectual Property

- Do not use images, videos, or content that you do not own or have permission to use.
- Never take someone else's image and present it as Stonbury's work.
- Ensure all content posted is either:
  - Created by you
  - Provided by Stonbury
  - Licensed for use
- Always credit original sources where appropriate.

## 6. Restrictions

- No filming TikToks, "silly videos," or similar content while in uniform, on-site, or during work hours.
- Do not post anything that could appear unprofessional or unsafe.

## 7. Language and Terminology

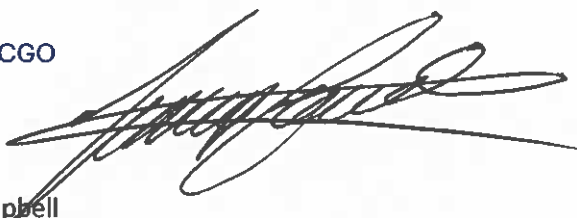
- Refrain from using the term "civil engineering contractor", as an alternative use: we are specialists, we are a sustainable solutions provider, we are direct delivery specialists
- Use your appropriate role title when referencing work and your profile.
- Please remember, while your profile is personal, it is also part of a professional network so please conduct yourself accordingly.

## 8. Compliance

- Posts that violate this policy may lead to disciplinary action. Please see the staff handbook for more information on the disciplinary policy and procedure.
- If unsure whether content is appropriate, seek guidance from your manager, people team or the marketing team.

Approval

Signed by the CGO



Jeremy L. Campbell

Date 26<sup>th</sup> November 2025