



# Social Media Policy

This policy is intended as a guideline for the social media channels, which individuals may use. Social media refers to online platforms used to share information, promote discussion, and build relationships, including Facebook, Instagram, Twitter/X, LinkedIn, Tik Tok, Snapchat, and YouTube. This is not an exhaustive list and additional examples are constantly being developed.

## *Use of social media for work purposes*

SES Water encourages its employees to make reasonable and appropriate use of social media, as part of their work, where it is relevant to do so. It is an important part of how the Company communicates with its customers, communities, stakeholders, staff (including prospective employees) and the wider water industry.

Employees may contribute to the Company's social media activities, for example, by commenting on posts shared via SES Water's channels – Facebook, Instagram, LinkedIn, and Twitter/X. Individuals must be aware that when contributing to the Company's social media posts they are representing the business. In doing so, we ask that an individual does not give the impression they are speaking for or on behalf of the Company. Staff who use social media as part of their role must adhere to this policy.

## *Personal use of social media at work*

Employees are allowed to make reasonable and appropriate use of social media from Company devices, provided that this does not interfere with their duties or affect their productivity. It is recommended that personal use is limited to break times only. This also applies to the use of social media on personal devices, during working hours. Employees should be aware that use of social media on Company devices may be monitored.

During working hours, employees are not permitted to view inappropriate content on personal devices. The viewing of inappropriate content on Company devices is strictly prohibited and may result in disciplinary action.

Inappropriate content includes pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling, and illegal drugs.

This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

## *Social media in your personal life*

SES Water recognises that many employees make use of social media in a personal capacity. Whilst an individual may not be acting on behalf of the Company, you must be aware that you can damage the reputation of the business if you are identified as an SES Water employee and do not behave appropriately on social media platforms. Please be aware that if your digital profile includes reference to working for SES Water, any posts from you may be perceived by others as representing the Company. We ask that you always keep these points in mind and adhere to the social media guidelines set out within this policy.

### *Social media guidelines:*

When posting social media updates on behalf of or in connection with SES Water, employees should use the same safeguards as they would with any other form of communication about the business in the public domain. This includes ensuring that the communication has a purpose and a benefit for the Company. Before publishing content, you should check it carefully and consider asking someone else, such as a member of the Communications team, if you are unsure about anything.

Any communication that employees make in a professional capacity, must not:

- ✓ Bring the Company into disrepute, for example by:
  - criticising or arguing with customers, colleagues, or other stakeholders
  - making defamatory comments about individuals, customers, or other stakeholders
  - posting images that are inappropriate or links to inappropriate content
  - criticise or make defamatory comments about SES Water, its staff, services, or facilities
- ✓ Breach confidentiality, for example by:
  - revealing trade secrets or information owned by the Company
  - giving away personal or confidential information about an individual (such as colleague or customer contact details)
  - discussing the Company's internal workings, such as future business plans, and any other information which are not in the public domain
- ✓ Breach copyright, for example, by:
  - using someone else's images or content, without their permission
  - failing to give acknowledgement where permission has been given to reproduce or use original content
- ✓ Do anything that could be considered discriminatory, bullying, or harassment, for example, by:
  - making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief, or age
  - using social media to bully another individual (such as an employee of the Company or a customer)
  - posting images or links to content that is discriminatory or offensive

### *Use of social media in the event of an emergency*

We have a communications plan in place to outline how we will respond to different emergency situations and incidents. It is important that any information is shared by the Communications team, following approval from the relevant internal and external stakeholders. As a result, no member of staff is permitted to communicate any information relating to an emergency situation via social media or any other means, without the express permission to do so.

### *Disciplinary action over social media*

All SES Water staff are required to adhere to this policy. Employees should note that any breaches of this policy may lead to disciplinary action. Serious breaches of this policy, for example incidents that cause serious reputational damage to the Company, may constitute gross misconduct and lead to summary dismissal.



Ian Cain

**Chief Executive Officer**