



## Aarsleff Ground Engineering Ltd - Social Media Policy

Aarsleff Ground Engineering Ltd realise that social media and networking websites have become a regular part of everyday life and that many people enjoy membership of sites such as Facebook, LinkedIn or Twitter et al. However, we are also aware that these sites can become a negative forum for posting inappropriate photos and text, complaining or gossiping and care must be taken not to breach our confidentiality policy, harm the company's integrity or offend anyone when using these services.

The Per Aarsleff Social Media Policy is intended to provide all directors and employees (collectively, "Employees") of Aarsleff Ground Engineering Ltd with a basic policy on their use of social media. Social media is a valuable, easy-to-use service and tool. However, using it in the wrong way could damage consumer confidence in Aarsleff Ground Engineering Ltd and the Aarsleff brand image.

The following policy has been designed to give employees clear guidelines as to what Aarsleff Ground Engineering Ltd expect of them when accessing these sites. The absence of, or lack of, explicit reference to a specific website or service does not limit the extent of the application of this policy. Where no policy or guidelines exist, employees should use their professional judgement and take the most prudent action possible. Consult with your manager or supervisor if you are uncertain.

### **Guidance for Personal Use**

If you have your own personal profile on a social media website, you should make sure that others cannot access any content, media or information from that profile that (a) you are not happy them to have access to; and (b) which would undermine your position as a professional, trusted and responsible person.

As a basic rule, if you are not happy for others you work with or for, to see particular comments, media or information simply do not post it in a public forum online. When using social media sites, employees should consider the following:

- Changing the privacy settings on your profile so that only people you have accepted as friends can see your content.
- Reviewing who is on your 'friends list' on your personal profile. In most situations you should **not** accept friend requests on your personal profile from 'clients' you work with.
- Ensuring personal blogs have clear disclaimers that the views expressed by the author are theirs alone and do not represent the views of Aarsleff Ground Engineering Ltd. Make your writing clear that you are speaking for yourself and not on behalf of Aarsleff Ground Engineering Ltd.



**AARSLEFF**

- Ensuring information published on the Internet complies with Aarsleff Ground Engineering Ltd confidentiality and data protection policies. Breach of confidentiality will result in disciplinary action and may result in termination of your contract.
  
- Ensuring you are always respectful towards:
  - Aarsleff Ground Engineering Ltd
  - Other Employees Members
  - Other Agencies and Partners
  - Competitors

Employees should be aware that any disrespectful comments or inappropriate postings to, or referring to the above might be seen as libellous and could result in disciplinary action or termination of your contract.

Logos and/or trademarks belonging to clients or Aarsleff Ground Engineering Ltd may not be used without written consent.

At all times, in or out of working hours, you are an ambassador for Aarsleff Ground Engineering Ltd. Be aware that your actions captured via images, posts or comments online can reflect on the company.

Employees must realise that information posted online cannot be completely deleted and may be publicly available for a long time.

Employees should consider how fast information spreads online, it is quite easy to copy and cite the information posted online and it may rapidly spread to other media. **Particular care should be taken when posting on Social Media Groups.**

Aarsleff Ground Engineering Ltd.'s relationship with our customers, employees and partners is our most important asset, and it is important that we always protect these relationships.

- Do not cite or disclose customer names without their approval.
- Protect your fellow employees and our customers by refraining from sharing any of their information, statements, or photographs unless you have their written permission to do so.
- Referring to others without their permission can be destructive to relationships, cause misunderstanding, or violate the law (including privacy and defamation laws), commercial contracts, or confidentiality agreements.

Expressing negative thoughts about competitors without support of facts is not acceptable. If you write about competition, write with the respect they deserve as a competitor of Aarsleff Ground Engineering Ltd.



## **Aarsleff Ground Engineering Ltd - Use of Official Accounts**

Aarsleff Ground Engineering Ltd operate a number of accounts on social media websites (specifically Facebook, LinkedIn and Twitter) for the promotion of activities and events, and as a communication method. The following outlines the limits of their use:

- An official account on any social media website may only be set-up with written consent from the Managing Director.
- Only authorised employees may use these accounts to post online and access to the account should be strictly limited.
- All information published on the Internet must comply with Aarsleff Ground Engineering Ltd confidentiality and data protection policies.
- Aarsleff Ground Engineering Ltd should not be referenced on-line through employees' personal accounts unless prior permission has been granted. This includes all photos, videos and other media.