

### **Guidelines for social media within Strukton**

These are the official guidelines for Strukton for the use of social media. If you are an employee, temporary worker, self-employed worker or trainee at Strukton and you are active in social media (blogs, wikis or social networks such as LinkedIn, YouTube, Flickr, Twitter, Facebook, etc.), these guidelines are meant for you. These guidelines may be adjusted on a regular basis according to new developments in the area of social media. You therefore need to refer back regularly so that you can keep up to date on the current guidelines. You can find these guidelines on the intranet, [www.strukton.com](http://www.strukton.com) or ask someone in the Communications department for help.

#### **Guidelines**

The general basic guideline for Strukton is that you should maintain the **general values of decency** and the **Code of Conduct for Doing Business with Integrity**. In other words: we assume that you will behave yourself online (just as you do offline).

In cases where you are working on a specific project, your involvement may be subject to additional, separate agreements in the area of social media. For further information on this matter, feel free to contact your Communications department.

The guidelines are as follows:

1. **Be sensible.** Whatever you publish can remain in existence for a long time. Therefore, consider the content with care. Don't forget that you can be held personally responsible for your contribution.
  - a. Write using the same style as you normally would when conducting a conversation in a professional situation.
  - b. **Never** post confidential information or information that is protected by author's copyright.
  - c. Respect owners' rights covering information and images and business secrets (including our processes and methods).
  - d. Ask for permission if you wish to publish internal information.
  - e. Give no comment to content relating to legal matters, procedures or parties with which Strukton is involved in a legal procedure.
  - f. Do not give away information about the content of possible work assignments that are being carried out for your clients and don't give the names of your clients.
  - g. Only talk about business of which you have an actual understanding. If you write about something in which Strukton is involved, but you're not an expert in that particular area, then state this as well.

