Social Media Policy.

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Social Media Policy

1. PURPOSE OF THE POLICY

This social media policy describes the rules governing use of social media at Alpine Fire Engineers Ltd. It sets out how colleagues must behave when using the company's social media accounts. It also explains the rules about using personal social media accounts and describes what colleagues may say about the company on their personal accounts.

This policy should be read alongside other key policies.

2. POLICY ELEMENTS

"Social media" refers to a variety of online communities like blogs, social networks, chat rooms and forums. This policy covers all of them. We consider two different elements: using personal social media at work and representing our company through social media.

3. EMPLOYEE ONLINE SOCIAL MEDIA ACTIVITIES

Alpine Fire Engineers Ltd respects the rights of its colleagues to use blogs and other social media (SM) (particularly LinkedIn) tools not only as a form of self-expression, but also to further the Company's business.

While we encourage colleagues to interact with company updates on SM, it is important that all employees are aware of the implications of engaging in forms of social media and online conversations that reference Alpine and/or the colleague's relationship with Alpine and its brands, and that colleagues recognise when Alpine might be held responsible for their behaviour.

3.1 Personal Use of Social Media

Employees are encouraged to engage in industry-related conversations online but must do so responsibly. When posting from personal accounts, especially on platforms like LinkedIn, employees should include a disclaimer such as *"Views are my own and do not represent Alpine"* when discussing industry topics, trends, or news. This helps distinguish personal opinions from official company positions.

- **Acceptable** posts might include sharing a news article about industry innovations with a personal insight, e.g., *"Great demonstration of the efficacy of fire suppression under test- excited to see how this develops. Views are my own."*

- **Unacceptable** posts include criticising competitors, disclosing confidential company information, or making inflammatory statements that could reflect poorly on the company. For example, *"Our competitors are clueless, no wonder they're losing clients"* would violate this policy.

Always be respectful, professional, and mindful of your public association with the company.

4. OUR EXPECTATIONS FOR EMPLOYEE PERSONAL BEHAVIOUR ON SOCIAL MEDIA

There's a big difference in speaking "on behalf of" Alpine and speaking "about" Alpine. This set of 4 principles refers to those personal or unofficial online activities where you might refer to Alpine.

4.1 Principle 1

You are responsible for your actions. Anything you post could potentially tarnish Alpine's image. While we encourage participation on SM, we urge you to do so properly. Please be extremely careful when posting on SM, with particular attention to naming our clients or sites. We must under no circumstances make any post that in any way identifies our clients, the contract or the site without prior management agreement.

4.2 Principle 2

Be a 'scout' for compliments and criticism. If you discover or are aware of any Positive or negative remarks about Alpine online that you believe are important, please share them by forwarding them on to Marketing Executive Lauren Parrott: l.parrott@alpinefire.co.uk.

4.3 Principle 3

Let the subject matter experts respond to negative post. You may come across negative or disparaging posts about Alpine or see third parties trying to spark negative conversations. In this situation, take advice from Marketing Executive Lauren Parrott: l.parrott@alpinefire.co.uk.

4.4 Principle 4

Alpine respects the free speech rights of all its colleagues, but please keep in mind when publishing information online, that it can be seen by more than friends and family. Please remember to never disclose non-public information of Alpine and be aware that taking public positions online that are a counter to Alpine's interests might cause conflict.

5 OUR EXPECTATIONS FOR ONLINE SPOKESPEOPLE

The same as with traditional media, we have an opportunity and responsibility to manage Alpine's reputation online. The following principles guide how you should represent Alpine in an online, official capacity when you are speaking "on behalf of Alpine.

5.1 Principle 1

Be mindful that you are representing Alpine as a company ambassador. Be respectful of all individuals, races, religions and cultures; how you conduct yourself online not only reflects on you but is also a direct reflection on Alpine.

5.2 Principle 2

Give credit where credit is due and don't violate others' rights. Do not claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilising their content. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rightsholder(s).

5.3 Principle 3

Know that the Internet is permanent. Once information is published online, it is essentially part of a permanent record, even if you remove/delete it later or attempt to make it anonymous.

6 DISCIPLINARY CONSEQUENCES

Breaches of this policy may be dealt with under Alpine's disciplinary procedure. Outcomes will depend on the seriousness of the breach and could include informal guidance for minor issues or formal action, up to and including dismissal, for serious or repeated violations.

Examples include:

- Sharing confidential or commercially sensitive information.
- Posting offensive, discriminatory, or harassing content.
- Identifying clients, contracts, or sites online without prior approval.