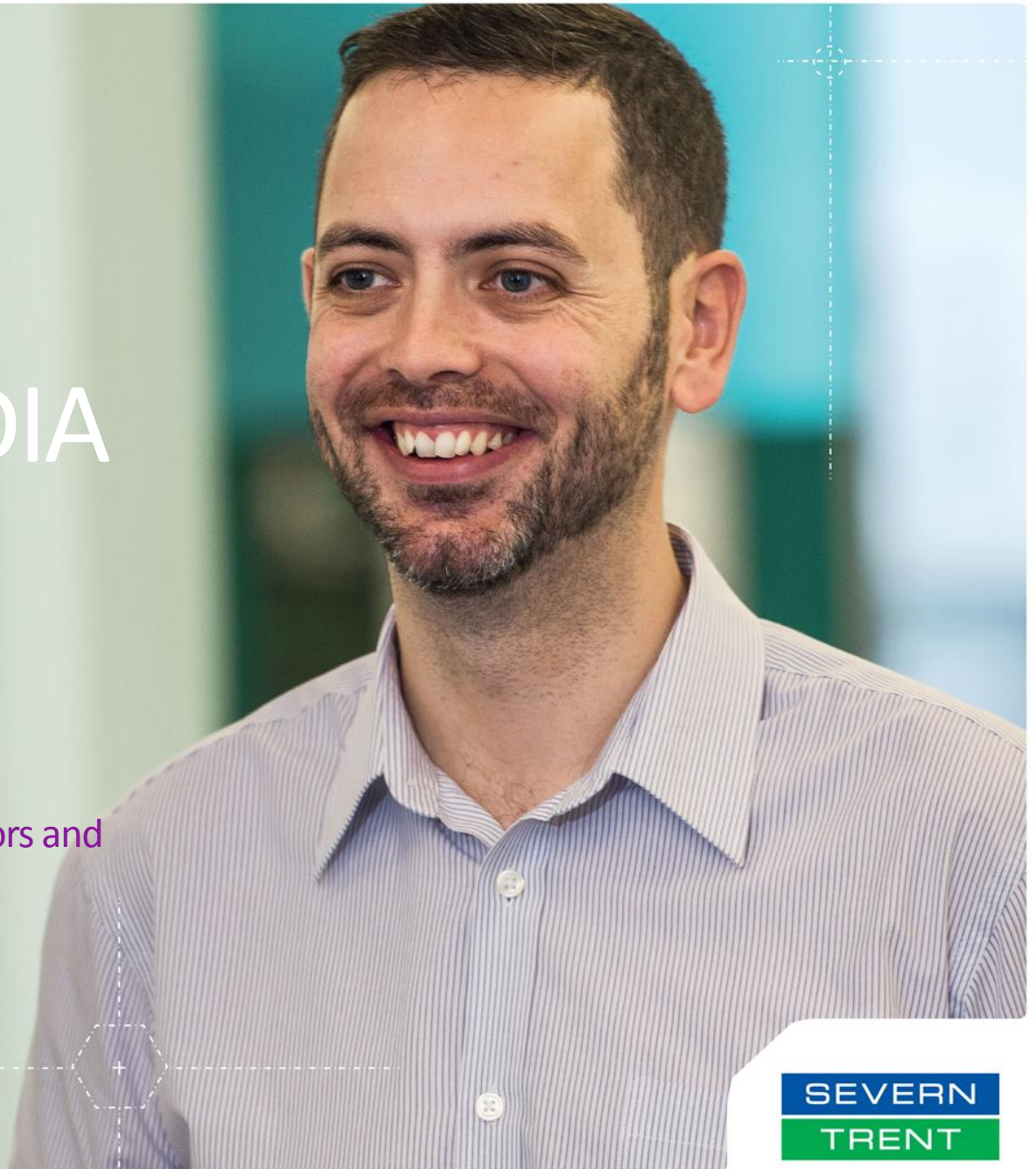


# GROUP SOCIAL MEDIA POLICY

## Conducting business the right way

Connecting with our customers,  
communities, colleagues, regulators and  
investors



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Version 1 [August 2016]

# CONDUCTING BUSINESS THE RIGHT WAY

## Our Values, Doing the Right Thing and Group Policies

Our purpose is to serve our communities and build a lasting water legacy. Our vision is to be the most trusted water company. Our Values, our Doing the Right Thing code and our Group Policies are the foundation for how we operate to achieve our purpose and to become the most trusted water company. They help us to make the right decisions, and provide guidance where needed.

Acting with Integrity is one of our Core Values, and we must never compromise it.

## Your Commitment to this Policy

- To conduct yourself with Integrity and comply with the law
- Recognise that your decisions have an impact on others - have high standards
- Unequivocally expect responsible and ethical decisions from others
- Speak up if you observe behaviours that are not consistent with our Values
- Tirelessly adhere to our Value of Acting with Integrity

## Our values

- We put our **customers first**
- We are **passionate** about what we do
- We act with **integrity**
- We protect our **environment**
- We are inspired to create an **awesome company**

# INTRODUCTION

## **Social media is a brilliant way for us to connect with our customers, communities, colleagues, regulator and investors**

Social media is the way forward – we recognise this and respect your right to use it as a way to self-express but also as a tool to further our company. We know that an important part of being the most trusted water company is being there when we're needed, whenever and however. We encourage our people to join in and have fun, but be smart. It's important to always consider the effect social media can have on our company. The best way to think about it is to remember that the same rules apply to communicating by social media as they do to communicating through traditional media (such as letters and emails).

When we speak about social media we mean things like Twitter, Facebook and LinkedIn as well as our internal forums such as Yammer. This also extends to blogs, wikis and video/image sharing websites such as Youtube and Flickr.

### **Scope**

Our Group Social Media Policy applies to you if you are employed by, or carry out work on behalf of Severn Trent Plc and extends to any Severn Trent group company, employees, contractors, temporary staff and agency workers.

# POLICY

## We will:

- Make sure we have the necessary measures to avoid reputational damage to our company and to protect working relationships;
- Establish practical, reasonable and enforceable guidelines by which our people can conduct responsible, constructive social media engagement;
- Prepare our company and our people to utilise social media to help each other and our customers;
- Be transparent in every social media engagement;
- Act responsibly in our use of technology which extends to keeping appropriate records as required by law and industry best practice;
- Protect personal data;
- Reasonably monitor behaviour on the online platform to ensure compliance with laws and our policies. We will not monitor individual employee accounts but if the company is directly mentioned, or keywords related to the business are used, we will be aware of this. We may also be made aware of behaviour on social media through people passing on comments to the company.

## You will keep in mind:

- All our policies, such as our Group Data Protection Policy and Group Security Policy, still apply to you;
- You cannot post any work information online that is confidential or would be considered sensitive;
- You cannot post pictures or photos taken at work unless this has been approved or is for use on Yammer;
- Media accounts in our company's name cannot be opened without our approval;
- You are responsible for your actions, so remember to use sound judgment and common sense – the internet never forgets;
- If you see posts or comments on topics that directly relate to our company, please refer this to the Communications team.



# POLICY

## You will keep in mind:

- Social media is a very public space and can reach a very wide audience, very quickly. Even when your online communication is private and between a few people, it can quickly be made public and widely available;
- Privacy settings should be used;
- Social media platforms can be used to hurt, upset or embarrass another person. We have a zero tolerance policy which applies equally to online social media platforms;
- If you do make comments about work online, you must ensure that they aren't harmful or detrimental to the company's reputation or working relationships;
- You cannot post comments about customers, suppliers or stakeholders online and you should consider the appropriateness of accepting them as 'friends' on social media;
- You shouldn't do anything online that you wouldn't do offline.

## Further Information:

### Please refer to the following documents:

- Group Security Policy;
- Group Data Protection Policy;
- Group Information Management Policy.

# OUR RESPONSIBILITIES



## DOING THE RIGHT THING

### Your Responsibility

We are all responsible for the way we behave on social media, whether we use it for personal or professional reasons.

You need to consider and implement the commitments made in our Group Social Media Policy when performing your work activities and when making decisions.

### Leaders

Leaders are responsible for making proper arrangements within their business areas to ensure compliance with this Group Social Media Policy.

### STEC

The Severn Trent Executive Committee of the Severn Trent Plc Board provides regular oversight of this policy.

# REPORTING CONCERNS

Information about this policy and relevant guidelines are communicated through our internal communication channels

I have a  
concern!

If you have a **concern** about any issues relating to the use of social media you should report this through your line manager. Alternatively, **concerns may be raised** with the Communications team, or with any of the following group senior executives: the CEO, HR Director or General Counsel or through our confidential and independent whistleblowing helpline. Please refer to our 'Speak Up' policy.

Severn Trent's  
Commitment

We are **passionate about what we do** and are committed to **communicating in the right way**. We will deliver training and development to our people to ensure they understand the high standards they are expected to work to. We will support anyone who raises genuine concerns in good faith under this policy, even if they turn out to be mistaken.

I have a  
question?

If you have a **question** about this policy or any media issue, you can contact the Communications team or the Head of Legal or the Deputy Company Secretary.