



Employee Social Media Use and Engagement Manual

Respect, Professionalism and Commitment

Table of contents

1. Introduction

- 1.1. Purpose of the Employee Social Media Use and Engagement Manual
- 1.2. Aim of this Manual
- 1.3. Code of Ethics and Conduct

2. Engagement Guidelines

- 2.1. General tips for use and good practices
- 2.2. How to respond on Social Media if...
 - 2.2.1. You are an Aqualia employee and identify yourself as such on social media.
 - 2.2.2. You are an Aqualia employee but do not identify yourself as such on social media.
 - 2.2.3. You are an Aqualia employee not yet on social media, but you want to be and also to identify yourself as an employee

3. Aqualia's presence on social media

- 3.1. What is a social network?
- 3.2. Competition on social media
- 3.3. Aqualia on Twitter
- 3.4. Aqualia on YouTube
- 3.5. Aqualia on LinkedIn
- 3.6. Aqualia on Instagram
- 3.7. Aqualia on Facebook

4. Your presence on social media

- 4.1. LinkedIn
 - 4.1.1. How to create a personal account on LinkedIn
 - 4.1.2. How to link your personal LinkedIn account to Aqualia's corporate account
 - 4.1.3. Glossary of Terms
- 4.2. Twitter
 - 4.2.1. How to create a personal account on Twitter
 - 4.2.2. Glossary of Terms
- 4.3. Instagram
 - 4.3.1. How to create a personal account on Instagram
 - 4.3.2. Glossary of Terms
- 4.4. Facebook
 - 4.4.1. How to create a personal account on Facebook
 - 4.4.2. Glossary of Terms

5. WhatsApp. From smartphone instant messenger to social media

- 5.1. Why and for what purpose do we use WhatsApp?
- 5.2. How to create a WhatsApp account

6. FAQs

7. IT security measures

1. Introduction

1.1. Purpose of the Employee Social Media Use and Engagement Manual

Social Media have revolutionised the way we communicate: they are a means of communicating with anyone, anywhere in the world, at any time. Their impact is not lost on companies and institutions, which are involved in thousands of conversations happening online today, and their **employees play a key role in building reputation through their comments, tweets, posts and 'likes'**.

For this reason, Aqualia has created a Use and Engagement Manual **as a series of reference criteria regarding employee conduct on social media and also to warn of possible risks that could arise in the *online environment***.

This document therefore **aims to**:

- Lay the foundations for engaging in social media that positively contributes to the reputation of Aqualia, our subsidiaries, temporary consortia, joint ventures, and all our employees in a professional, respectful and committed manner.
- Ensure a consistent presence of the Aqualia brand on social media in terms of editorial criteria, terminology, use of photographs, videos and/or audio.
- Promote the ethical, upright and formal use of social profiles on both personal and professional levels.
- Guide employees in the efficient use of social media to ensure awareness of their conduct regarding the Aqualia brand and in accordance with the company's ethical values.
- Make recommendations for the correct use of these networks to prevent possible risks, understand how to respond if they occur and know the opportunities afforded in this environment.

The guidelines in this manual are based on the [Code of Ethics and Conduct](#) and on the Aqualia Corporate Visual Identity Manual, **mandatory regulations** within the company, and are related to the company's Internal Communication Plan.

1.2. Aim of this Manual

This Manual is **intended for all employees**, regardless of their responsibilities within the company, **who voluntarily engage in social media and openly identify themselves or may be identified as members of Aqualia**.

If both circumstances apply to you, be aware that you could be viewed as a **Aqualia spokesperson**.

Therefore, before you start, **it is important that you identify yourself** in one of the three groups below:

- a) **You are an Aqualia employee and identify yourself as such on social media.**
- b) **You are an Aqualia employee but do not identify yourself as such on social media.**
- c) **You are an Aqualia employee not yet on social media, but you want to be and also to identify yourself as such.**

Once identified, we recommend reading carefully and applying the guidelines throughout this Manual to learn how to correctly manage your engagement in social media as an Aqualia employee, respecting at all times the personal use you make of them. As an employee, remember that you play a fundamental role in building the reputation of the Aqualia brand.

The following encompasses all three groups and is **mandatory for** all of them:

- **Only the Communication and CSR department is authorised to open digital channels on behalf of Aqualia, its subsidiaries and/or TC/TJVs (Temporary Consortia/Temporary Joint Ventures).**
- For joint undertakings in which Aqualia participates, the content of this Manual applies to the ones in which Aqualia directly manages the communication of the service.
- **Only employees who have been expressly authorised in writing by the Communication and CSR department may publish information or opinions in social media on behalf of Aqualia, always acting with respect, using good judgement and common sense, and taking care with the shared information.**

If you have any **doubts or need to clarify any point** in this document, please e-mail **Aqualia's Communication and CSR department**:
comunicacion@aqualia.es

1.3. Code of Ethics and Conduct

The [Code of Ethics and Conduct](#) outlines a series of guidelines applicable to the different areas through which the company carries out its activity, including, but not limited to, social media. As a company employee, you must therefore:

- **Adhere to the ethical standards set out in the [Code of Ethics and Conduct](#)**, based on **respect** for human rights and dignity, objectivity and **professional** impartiality in all our decisions, honesty in all our relationships and intolerance of any form of corruption.
- **Respect confidentiality** so as not to disclose information that has not been disseminated through Aqualia's official channels, or with the express permission of the Communication and CSR department, such as photographs or videos of facilities or works, personnel, plans, designs, or documentation relating to projects managed by the company or its subsidiaries. All content published on Aqualia's website or on its social media profiles is considered **public information**.
- **Safeguard the privacy of our customers and professional contacts.** As a reminder, in compliance with data protection and privacy regulations, any disclosure of data or information relating to customers, company contacts, interested parties or colleagues is prohibited, and all such data or information must be kept secret.

2. Rules of conduct

2.1. General tips for use and good practices

There are a number of **general considerations common to all social media that should be considered before engaging in the digital environment sensibly**:

1. Make sure that what you are saying is true.
2. Think before posting something. If you are not sure if certain content is appropriate for sharing, do not post it.
3. Try to add value with your content.
4. Credit the source of every content. Verify the source of shared content.
5. When sharing links, make sure that they actually lead to the place they specify and not to unwanted content.
6. Read what you intend to post at least twice before posting it.
7. Respond to criticism or negative comments with justified answers.
8. Show respect if you disagree with the opinions of others.
9. Digital conversations are sometimes misinterpreted. Always contextualise your comments.
10. Mind your spelling. Use a spell checker if necessary.
11. Recognise and correct mistakes quickly.
12. Keep calm and do not seek conflict on social media.
13. Observe the Personal Data Protection Act and adhere to the Terms and Conditions of Use established by each platform.

2.2. How to respond on Social Media if...

2.2.1. You are an Aqualia employee and identify yourself as such on Social Media

If you voluntarily identify yourself as an Aqualia employee on social media, keep in mind a series of factors to properly manage your engagement on them:

1. **Always engage in your own name** and make it clear that your opinions are your own. **Do not ascribe your own views** to the company.
2. Abide by the guidelines on the Aqualia brand and its business principles, making **good use of the corporate image** (logo) and the company's general protocol on privacy, security and ethics.
3. **Identify yourself correctly**, using your real name, when taking part in discussions related to your professional activity.
4. **Never post false or misleading information** about Aqualia or about your role at the company.
5. **Do not post** any content that conveys a **bad personal and/or professional image**.
6. Do not engage in **activities** that could bring the company into **disrepute**.
7. **Avoid engagement in actions** or movements that could **lead to a degeneration of the reputation of Aqualia** and/or its services.
8. The **position you take on social media** should be **in line** with your **position** and **responsibilities** at the company.
9. **Do not disclose confidential company information or internal information** about Aqualia or related third parties.
10. Comply with the standards and legal requirements within the company's standard protocols. **Your conduct should be in accordance with our [Code of Ethics and Conduct](#).**
11. **Add value** as an employee in conversations in which the company is mentioned.
12. **Notify us when you detect a serious risk** to Aqualia, its subsidiaries and/or joint ventures.

2.2.2. You are an Aqualia employee but do not identify yourself as such on Social Media

Even if you do not explicitly indicate your belonging to the company, your social media **activity may reveal this**: your followers and the people you follow, the posts you post, share or interact with through a single "like".

It is easy to identify yourself with Aqualia, so **we recommend** that, if you are going to use your social media for topics related to your professional activity, or your activity may at some point be related to the company, you should contact the Communication and CSR department (comunicacion@aqualia.es) and follow the recommendations in **section 2.2.1**.

2.2.3. You are an Aqualia employee not yet on social media, but you want to be and also to identify yourself as an employee

If you decide to voluntarily identify yourself as an Aqualia employee:

- Send an **e-mail to Aqualia's Communication and CSR department** (comunicacion@aqualia.es), indicating the Social Network with which you are registered and your username.
- The Communication and CSR department, as the guardian of the good use of the brand, will **accompany you** in the carrying out of your social media activity with regard to everything related to the company.
- If you write or share content related to Aqualia or its affiliates and/or joint ventures, you must **mention the company's official channel** (see [section 3](#)).
- Remember to take special **care** when handling your profiles and apply the advice we recommended in [section 2.2.1](#) above.

If you have any questions, please contact the Communication and CSR department: comunicacion@aqualia.es

3. Aqualia's presence on social media

3.1. What is a social network?

A **Social Network** is a social structure composed of a group of users (people or organisations) connected and united by a common interest, relationship or activity, who share information, knowledge and opinions through messages, images and videos through a communication platform on the Internet. Moreover, they do not necessarily have to know each other before making contact through a social network, but can do so through it.

Social media afford us tools for greater and better communication and collaboration between people.

It is, without a doubt, an invaluable channel of information, relationships, communication and loyalty: the best way to hear in real time what our customers (internal, final, institutional) and potential customers think of our products or services, analyse the competition, detect trends and identify needs.

3.2. Competition on social media

Channel opening/ Followers	Aqualia	Suez (Spain)	Acciona (Group)	Veolia (Group)	Canal Isabel II	Global Omnium	Gestagua	Emasesa
	Since 2018	2011	2008	2009	-	2015	2020	2008
	6,240 followers	14,306	143,222	34,534	-	2,415	189	5,223
	Since 2012	2013	2008	2011	2012	2015	2014	2011
	2,400 subscribers	1,010	106,000	11,200	1,290	1,380	199	288
	Since 2018	2015	2015	2014	-	2016	2015	2013
	19,498 followers (869 employees)	26,146	618,386	302,457	14,608	7,059	6,898	6,509
	-	2017	2015	2018	2016	2019	-	2016
	-	4,875	162,000	1,746	3,127	1,040	-	993

Data as of March 2021

3.3. Aqualia on YouTube

Description: YouTube is the third most visited website in the world. Purchased by Google in 2006, it is the most important video viewing platform.

Presence

Since October 2012

We are

@aqualiaGestión

Follow us

<https://www.youtube.com/user/aqualiaGestion>

How and why do we use YouTube?

- The audiovisual content transmits messages in a direct and clear way.
- It increases *engagement* (commitment, user/customer loyalty).
- Watching a video is more convenient and quicker than reading text; it is easier to remember something you have seen rather than something you have read.
- Videos are shared more often than written content.
- Through YouTube, we can reach a wider audience.
- We can direct the campaigns that we launch towards certain groups because YouTube allows audiences to be targeted by age, profession, location, tastes...
- Videos help us to quickly position ourselves at SEO^(*) level.
- It is easy to find us in Google searches because, besides being part of this platform, YouTube is the second most used search engine behind Google.
- It is the audiovisual platform par excellence, with audiovisual content being one of the company's commitments due to it becoming more and more popular as time goes by.

(*) Search Engine Optimisation: Search Engine Optimisation:
Process of improving the visibility of a website on different search engines)

3.4. Aqualia on Twitter

Description: Twitter is a *microblogging* social network where you can interact in real time with people in your sector or who share your interests using a message of up to 280 characters.

<i>Corporate Account</i>	Presence	Since November 2014
CSC – Customer Service Centre	We are	@aqualia
	Follow us	https://twitter.com/aqualia
	Presence	Since February 2018
	We are	@aqualiacontact
	Follow us	https://twitter.com/aqualiacontact

How and why do we use Twitter?

- It is one of the most active and dynamic social networks, one of the best to promote our services, to post content about events, etc.
- It allows the creation of *branding*, i.e. building a brand image and transmitting positive values to make customers identify with Aqualia.
- It lets us interact directly and constantly with users and create a sense of community with our followers.
- We can actively listen to our users/customers and potential customers to understand their interests, needs, and identify potential problems they may have with the service we offer.
- It has a great capacity to disseminate content, which makes it easier for it to go viral and be recommended.
- It is one of the best sources of traffic to our website.
- It gives us visibility in search engines so that when a user searches for Aqualia through Google, our profile will appear immediately.

3.5. Aqualia on LinkedIn

Description: The first professional network, LinkedIn was created as a way to connect professionals worldwide.

<i>Presence</i>	Since November 2018
<i>We are</i>	@aqualia
<i>Follow us</i>	https://www.linkedin.com/company/aqualia

How and why do we use LinkedIn?

- It allows us to position the Aqualia brand in an exclusively business environment, with professional direct connections to contacts and suppliers in our sector.
- We can recruit professionals and find new talent.
- We can promote our services in a professional environment and expand our sphere of influence and knowledge to other countries.
- It allows you to obtain information on the competition and news within the sector.
- It improves external communication through the generation of quality content and internal communication, involving our employees in the objectives of the company, making them part of our profile and improving communication.
- It sends traffic to our website.
- It is the ideal social network for B2B (*Business to Business*) product and service launches.
- It improves the brand's digital reputation because the *know-how* shown through the publications we carry out presents us as an expert to our target audience.
- It works as a connecting factor between our employees who have a profile on this social network.

3.6. Aqualia on Instagram (*Coming Soon*)

Description: Instagram, currently owned by Facebook, is a social network for uploading photos and videos created in 2010. Since then, its growth has been relentless.

How and why do we use Instagram?

- It is the fastest growing social network in terms of followers.
- Instagram offers us greater visibility, which translates into more traffic to our website and therefore improved organic positioning.
- It allows us to bring the Aqualia brand closer to the audience, showing its more human side.
- It is the social network with the best *engagement*, which translates into a very high rate user interaction with the brand and its content.
- It is a good platform to attract talent, where we can share our values and business philosophy and also to promote our company culture.
- It allows us to announce the most important news with a more personal and unique approach than other social networks, thus making it easier to build relationships with our target audience.
- It offers us the ability to increase customer loyalty to the Aqualia brand through content focused on emotions and feelings that they can relate to.

3.7. Aqualia on Facebook (*Under study*)

Description: Facebook is the most popular and used social network worldwide. Used informally to share mainly personal content with contacts on the web, it offers the possibility of creating communities and making the world a more connected place.

How and why do we use Facebook?

- Facebook is the social network where advertising works best. It offers a large number of options for audience targeting and has several advertising formats to adapt them to what we need at all times for a very low budget.
- It offers us the possibility of managing our online reputation, attending to and preventing possible incidents. However, it may also serve as a loudspeaker for content of dubious credibility and intentionality.
- Facebook can help us reach segments of the population that we do not reach through traditional channels, with a close and understandable communication.
- Facebook posts offer a direct and effective way of communicating all Aqualia's news to the public, and all content not directly related to the service, such as training, dissemination of educational material, competitions, CSR and environmental actions, etc.
- It generates traffic to our website.
- We can use it as a way of communicating with our customers through their interactions on the wall or through private messages.
- It allows us to have personalised communication through the targeting of the message to the groups we want to address, so that we can receive a better response.
- We can get to know our customers and build their loyalty through the emotional closeness that this social network offers. We will connect with our customers through content with which they can identify.

4. Your presence on social media

4.1. LinkedIn

4.1.1. How to create a personal account on LinkedIn

Getting started with LinkedIn is very similar to building a CV:

a) To create a LinkedIn account **from your computer**:

- Go to www.linkedin.com and fill in the form with your name, surname, e-mail and a password of your choice that has at least 6 characters. Click on *Join Now* and fill out your location details. If you provide LinkedIn with your exact location, it will be able to show you people, jobs and posts that are closest to you.
- In the next step, it will ask you if you are a student or if you are working. In either case, you must specify where. **Be sure to select the right [Aqualia](#) profile.** Once you have provided all your details, click *Next* and include your main interests. This section is where LinkedIn tries to get to know you a little better.
- Find out who uses LinkedIn among your friends and/or e-mail contacts. To start looking for them, click on *Continue*.

b) To create a LinkedIn account **from a mobile device**:

- Download the LinkedIn app. Go to the *Google Play Store* if you are an Android user or the *App Store* if you are an iOS user and search for *LinkedIn*. Download the application.
- Enter your first name, surname, e-mail address and the password you will use. You should use your real name when creating a profile.
- Select *Join Now*.
- Complete the remaining steps.

After creating your account, optimise your profile by adding images and information from your CV, bearing in mind the following recommendations:

- Include a professional photograph so that other users can identify you.
- Use your job title correctly, as defined by the company.
- Think of a good headline, emphasising those key words in the area in which you specialise.
- Capture the reader's attention by explaining who you are and what makes you stand out.
- Add skills that you have developed in your professional life and make you stand out. These can be validated by your contacts, making your profile more effective.
- Recommend co-workers or former co-workers, explaining your relationship, their way of working, successes, etc. In turn, They will recommend you.
- Create your profile in several languages to give you more visibility.
- Share updates on your profile frequently.

4.1.2. How to link your personal LinkedIn account to the Aqualia corporate account

As you know, Aqualia has a [LinkedIn profile](#) and we want to help all employees to be linked to our corporate account in order to strengthen the company's digital positioning and that of the employees, as professionals who are part of it.

Why? Because, in addition to being the most widely used social network in the corporate sphere, allowing people to form networks of employment contacts, upload their CVs on the web and have them available publicly, it also has other business-oriented features such as discussion forums, promotion of events or job searches.

Proceed as follows to link your account to the Aqualia LinkedIn account:

- Log in to your LinkedIn professional account. In the *Experience* section, click on the *pencil* to edit your profile.
- Search for the position you hold at Aqualia by selecting the *Company* option, searching for the name *Aqualia* and then selecting the profile.
- Once you save this change, your position will appear correctly linked to the company profile on LinkedIn. If you click on our logo, you will access the corporate profile and you will be able to find Aqualia's latest news.

We encourage you to click on the **Follow** button to be the first to know about all the news we share with our users every day.

We recommend following the advice and help provided by the network, [HERE](#).

For further assistance, please contact the Communications and CSR department: comunicacion@aqualia.es.

4.1.3. LinkedIn Glossary

- **Search engine:** Once logged in to LinkedIn, you will see a search bar at the top of your wall where you can search for contacts. The advanced search lets you filter by country, company type, etc.
- **Discussions:** conversations initiated in a LinkedIn group.
- **Groups:** Similar to forums, LinkedIn pools contacts into professional groups that share information, interact and share news and issues of professional interest with each other through discussions. Each professional can be a member of up to 50 groups. Group types:
 - **Open group:** Your discussions are visible not only to anyone on LinkedIn but also to anyone who has the URL of the discussion.
 - **Closed groups:** content is private. You have to be a group member to join a discussion or talk to other group members. They are good places to have private conversations.
 - **Subgroups:** always closed and private.
- **Messages:** private conversation between two users.
- **Wall:** space where all the user's updates appear, as well as the publications shared by his or her network of contacts and the pages he or she follows.
- **Notifications:** notifications of the interactions that a user has.
- **Company page:** A company's public profile in which it shares information about its area of business to its followers on the social network.
- **Profile:** online curriculum vitae of the user. It includes personal information, educational background, work history and other achievements and awards.
- **Recommendation:** interaction of a user with a posted content. When you recommend an update, it appears on the wall or timeline of all the contacts of the person who recommended it.

4.2. Twitter

4.2.1. How to create a personal account on Twitter

- a) To create a Twitter account **from your computer**:
 - Visit www.twitter.com and fill in the registration form.
 - Choose your username (we recommend your first and surname) and associate your account with an e-mail address you use frequently (never your corporate e-mail address).
 - Fill in the rest of the fields (name, surname, city...)
 - Include a photo in which you are easily recognised and another in which you are easily identifiable for the header.

- b) To create a Twitter account **from a mobile**:
 - Download the Twitter app via Google Play if you are an Android user or the App Store if you are an iOS user and search for Twitter.
 - Install the app
 - Choose your username and link your account with an e-mail address you use frequently (never your corporate e-mail address).
 - Fill in the rest of the fields (name, surname, city...)
 - Include a photo in which you are easily recognised and another in which you are easily identifiable for the header.
 - Click on Synchronise to synchronise your address book contacts. They will then become part of your network of Followed contacts and, once they accept the invitation, become your Followers.

In both cases, remember:

- Keep your posts public if you want to use this social network as a personal branding space, visible to everyone, not just your followers.
- Write your bio. Be original.
- Update the information regularly.
- Locate *influencers* in your community or other communities of interest to you with the 'People Search' option.
- Check out the day's trends (*Trending Topics*) for the most talked about issues.
- Talk about topics that you think might be of interest and get involved in conversations with other users and share your own content to gain followers.

We encourage you to click on the *Follow* button on the [@aqualia](#) account to be the first to know about everything we share with our users on a daily basis and to share the content we post.

Remember, whenever you reference any content from your company, mention us! [@aqualia](#) or [#Aqualia](#)

We recommend following the advice and help provided by the network, [HERE](#).

For further assistance, please contact the Communications and CSR department: comunicacion@aqualia.es

4.2.2. Twitter Glossary

- **Avatar:** Personal image of each user. It's the picture that accompanies all our tweets and represent us on Twitter.
- **Biography (Bio):** User description only visible on the personal profile page.
- **Block:** With this action (or button) you can prevent a user from following you. Your Tweets will also not appear in their Timeline and you will not appear in their Following list. Use the link in the sidebar of the user's profile to block them. You can always unblock any previously blocked user by visiting their profile and clicking on "unblock".
- **Connect:** A term that refers to connecting with other users, within Twitter.
- **Direct Messages (DM):** Messages that can be sent between users. They are private, i.e. only visible to the message receiver and sender. You can only send a DM to a user if they follow you. An easy way to do this is to add a d before the name of the user who is going to receive the message.
- **Discover:** Tab showing the most viral tweets.
- **Favorites:** The tweets you mark as favourites are the ones you consider to be the best and of special interest. You can mark your favourites by clicking on the star at the top right of each tweet. There is a sidebar option to access your or another user's favourite tweets.
- **Follow:** The act of following another user, becoming a Follower and starting to receive that user's Tweets on your timeline.
- **Followers:** All the users who follow you on Twitter. Every tweet you send will appear on your followers' timeline and they will be able to read it (and even share it :)). The number of followers appears in your account summary or in the sidebar, depending on which menu you are in. The number of followers will depend on how many friends you have on Twitter, how often you update, and above all, how interesting your Tweets are.
- **Following:** Users who you follow on Twitter. Their tweets appear on your timeline and you can read them as long as they haven't "blocked" you.
- **HashTag (#):** The "# hashtag" is used on Twitter to tag Tweets about specific topics to make them easier to find on Twitter. For example, #holiday is usually the most popular in the early summer every year. Clicking on a hashtag will bring up an automatic search for all tweets that include it. This helps us keep track of everything that is "tweeted" on a given topic. #hashtags can be inserted at the beginning, middle or end of a Tweet.

- **Home:** User page with the core of your Twitter activity. Our Timeline is shown in Home.
- **Influencer:** Person with a high level of influence in a social network due to a high number of followers. They are high-value users for brands.
- **Lists:** Groupings of user-created accounts. They are usually thematically arranged and are designed to simplify reading and access to certain content of interest to us.
- **Me (Profile):** All options can be accessed from your profile page, where you can see your followers, those who follow you, your tweets, RTs, etc.
- **Like:** Button to indicate that a particular message is of interest to you. By clicking on the heart symbol below each tweet, the user receives a notification.
- **Mention:** Every Tweet in which your username is included (mentioned). You will be able to keep track of who mentions you or not by clicking on your username in the sidebar. Don't confuse mentions with replies, since a reply refers to Tweets that begin with @Username. All Replies are Mentions, but NOT all Mentions are Replies.
- **Profile:** Public part of each account visible to other users and to any web surfer. You can view any user's profile by simply entering <http://twitter.com/Username> in your browser. It will display all Tweets posted by a specific user.
- **Reply (direct Tweet to a user):** Tweet sent directly to you. Reply by using the formula @UserName + tweet to send and the recipient user will receive it in Mentions.
- **Retweet (RT):** One way of reposting a Tweet from one of the users you follow that you find particularly interesting. Retweeting a Tweet lets your Followers who do not follow the original Tweeter see the content of the Tweet while maintaining the authorship of the original Tweet. There are two ways to Retweet:
 - Using the formula RT + @UserSender + Interesting Tweet. This is the most common and widespread way on Twitter.
 - By putting, usually in brackets, the authorship of the tweet at the end of the tweet, indicating the original source of the message.
- **Timeline (Bio):** Basically the page that displays your own and your followers' Tweets. It is the neurological hub of your Twitter activity from the web, where you will receive tweets from the users you follow and the right place for RTs.

- **Trending Topics:** Most popular topics at any given time on Twitter. They appear in a drop-down in the sidebar and give an idea of the importance of Twitter in the dissemination of events and news. Clicking on one will display a search for that popular term, and the refresh rate of tweets containing that term will help you gauge just how important or popular a particular topic is at that moment.
- **Troll:** A fake Twitter user or account that uses their profile to attack other users with derogatory or rude messages.
- **Tweet:** Individual messages of a maximum of 140 characters each that can be sent via the Twitter service.
- **Tweeters (or Twitters):** What Twitter users are called.
- **Tweet:** Action of issuing Tweets on Twitter.
- **Unfollow:** The opposite of Follow, i.e. unfollowing a user on Twitter. Their Tweets will no longer appear on your Timeline.
- **Username:** The name of each Twitter user. It is always preceded by an @ and can be a real name, the name of your brand...

4.3. Instagram

4.3.1. How to create a personal account on Instagram

a) To create an Instagram account **from your computer**:

- Go to www.instagram.com
- Click *Sign Up*, enter your email address, create a username and password, or click *Log in with Facebook* to sign up for your Facebook account.
- If you are registering by e-mail, click *Sign Up*. If you sign up with *Facebook*, you will be asked to log in to your *Facebook* account if you have not already done so.
- If you are registering with your e-mail, be sure to enter your address correctly and choose an address that only you can access. If you log out and forget your password, you will need to access your e-mail to log back in to your Instagram account.

b) To create an Instagram account **from a mobile device**:

- Download the Instagram app from the *App Store* (iPhone) or *Google Play Store* (Android).
- Once installed, tap to open it.
- Log in with your e-mail or phone number (Android) or *Create New Account* (iPhone), enter your e-mail address or phone number (which will require a confirmation code), and tap *Next*. If you have a Facebook account, you can also tap *Sign in with Facebook* to sign in with that account.
- If you are registering with your e-mail or phone number, create a username and password, fill in your profile information, and tap *Next*. If you sign up with *Facebook*, you will be asked to log in to your *Facebook* account if you have not already done so.

We recommend following the advice and help provided by the network, [HERE](#).

For further assistance, please contact the Communications and CSR department:

comunicacion@aqualia.es

4.4. Facebook

4.4.1. How to create a personal account on Facebook

- a) To create a Facebook account **from your computer**:
- Go to www.facebook.com/r.php
 - Enter your name, e-mail or mobile phone number, password, date of birth and gender. If the website indicates that your password is not secure enough, try adding more characters or combining upper and lower case ones.
 - Click on *Create an account* (remember that you must be at least 14 years old).
 - Finally, you will need to confirm the e-mail address or mobile phone number you entered previously. To confirm the e-mail, click on the link in the confirmation e-mail. To confirm the mobile phone, you have to write the code you received by SMS in the *Confirm* box, which will appear when you log in.
- b) To create a Facebook account **from a mobile**:
- Install the Facebook application on your mobile. Simply go to the relevant app store (*App Store* for iPhone and *Google Play Store* for Android phones), search for the application and then download it.
 - Once you have downloaded and installed the application, open it. On the home screen, tap *Create Facebook Account*.
 - On the screen that appears below, tap *Next*.
 - Enter your name and surname, enter your date of birth, gender and your mobile number to verify.
 - Choose a password.
 - To finish, tap on *Register*. If there is a problem with your password, you will be asked to go back and change it.

We recommend following the advice and help provided by the network, [HERE](#).

For further assistance, please contact the Communications and CSR department:
comunicacion@aqualia.es

4.4.2. Facebook Glossary

- **Update:** every single post, whether text, photo or video, that is made through the "What's on your mind" box. It is shared on your timeline and also on the timelines of those who are part of your friends list.
- **Friends:** all the contacts you are connected to on the social network.
- **Biography:** set of updates on the user's personal profile, arranged in chronological order.
- **Interaction buttons:** a tool that lets users interact and express emotions with postings from their list of friends. The most popular is the "Like" button, but since October 2015 there are others such as "Amused", "Angry", "Sad", "Love it" and "Amazed".
- **Chat:** private conversation between two or more users in real time. Messages are private and therefore only visible to those who are part of the conversation.
- **Comment:** action of commenting on an update from another user or page.
- **Share:** button to post to a user's profile any content that has been posted by another profile. Shared content is displayed on the timeline of anyone who is a "friend" or "follower" of the sharer.
- **Events:** the activities to which a user has been invited or which the user has created. It requires an RSVP or confirmation of attendance. Each event generates a page where information and photos about the event are shared and where invited guests can interact.
- **Groups:** set of Facebook users linked by some kind of connection: interests, studies, etc. Each participant or group member is referred to as a "member". It can be public or private, which will determine whether the messages posted in it can be seen only by other group members or everyone else.
- **Interests:** lists that unify public pages and profiles under a common theme. They can be created by any user
- **Mention:** the action of mentioning another user in a conversation or update. This is done using the formula @+Facebook profile name. Whenever users are mentioned, they receive a notification that someone has mentioned them.
- **Private message:** private communication between two or more users, although not necessarily in real time. Similar to a chat, messages are only visible to the participants in the conversation.

- **Wall:** space displaying user updates, posts made by friends and followed pages.
- **Notifications:** notifications of the interactions that a user has. Whenever anyone mentions or tags you in a posts, or comments on or shares one of yours, you get a notification to keep up to date with what is being said about you.
- **Fan page:** Facebook profiles created for brands, organisations, institutions or celebrities. They are usually public.
- **Profile:** place where the user includes his or her personal data and the photograph that identifies him or her.

5. WhatsApp. From smartphone instant messenger to social media

WhatsApp is a free instant messaging application for sending and receiving messages over the Internet, including images, videos, audio, audio recordings (voice memos), documents, locations, contacts, gifs, and can also support calls and video calls with several participants at the same time.

You only need a person's mobile phone number to communicate with them via WhatsApp. Enter their mobile phone in the APP manually or directly from your contact list, and you can send them messages when they have WhatsApp.

The APP lets you create groups to interact with several people at the same time. Any user can create **WhatsApp** groups. The user who creates the group can also designate other contacts as group creators, who can then delete or add people to the group. There is a maximum of 256 users in a WhatsApp group, but no minimum.

The APP lets you create a **broadcast list** to send a single message to multiple recipients at the same time. It is designed to transmit a message privately to a set of users (and groups), which are easily selected. Broadcasts save time in forwarding the same message one by one to a large group of contacts.

To **share** photos, videos, websites and any other content appearing on a website or app. Simply select the content and tap the share icon or the Share option in the menu of the app where it is located. A window will open with the option to share it on WhatsApp and other apps: choose WhatsApp and then the recipient, and the image, video or link you have selected will be sent to them.

The app has a series of icons for creating **statuses** to share text updates, photos, videos and gifs that disappear after 24 hours; you can also consult the voice **calls** you have made through WhatsApp; take photos with the **camera** and send them; consult the conversations or **chats** you have with a person or a group, each one with the messages you send and receive; search for people, words or messages in your conversations quickly using the **magnifying glass**; or access the application's **configuration** or **settings** where you can adjust privacy, notifications, make backup copies of messages or invite a friend to join via another medium, such as e-mail.

The coloured ticks or *checks* to the right of sent messages provide information on the transmission and reception of messages. Thus, a single grey checkmark means that the message has been sent successfully; two grey checkmarks mean that the message has been downloaded to the recipient's mobile phone but not yet read; and two blue checkmarks mean that the recipient has read the message.

You can also disable the read receipt option so that the blue check marks do not appear on messages so that no one will know whether you have read them or not. You can deactivate this option under *Privacy*.

WhatsApp currently leads with more than 2 billion users worldwide, though Telegram and Signal are beginning to gain weight, due to WhatsApp's controversial privacy rights and policies.

Please note that everything we share via these systems related to the company remains under the guidelines of this handbook and the [Code of Ethics and Conduct](#).

5.1.1. Why is WhatsApp considered a social network?

WhatsApp is much more than a messaging application, since it also enables other types of interactive communications: In addition to photos, videos, location, documents and contacts, WhatsApp lets users send **recorded audio instantly**, with unlimited duration, between users; **emoticons**, which are included in the keyboard of mobile devices and can be used for any other messaging application; and **gifs**, through a search engine, users type in keywords that the application reacts to with certain gifs.

5.2. Why and for what purpose do we use WhatsApp?

- This is a compromise between the cold formality of e-mail and telephone or face-to-face service in offices. It is designed to adapt to the usual channels of communication used by users in their daily lives.
- It may seem a more informal channel than e-mail, but if the communication is with third parties (suppliers or customers), it is still professional business communication.
- This practice is already done between different collaborative groups in the company, either for quick notifications between team members, or as an informal channel. This communication channel may also be used by corporate teams to address professional matters with suppliers, customers,

even users, thus making it a professional channel. We must therefore treat it with the same responsibility as other channels.

- We can use it for instant notifications, sharing text, documents, images or multimedia material.
- WhatsApp groups are very frequent and useful, as they can be formed by teams, projects, territories, hierarchical levels...
- It enables voice and video calls without extra phone costs or *roaming*, using the device's internet access.
- You can also share links from the internet, and many websites already let you do this directly from their sharing options on their web pages.

5.2.1. How do I use WhatsApp on my company mobile phone?

If you have a corporate mobile phone as an Aqualia employee, please bear in mind the following series of mandatory rules of use:

- **Can I put a personal photo as my WhatsApp profile picture or share a status related to my personal life?**

No. It is a professional mobile device and, as such, the use you should make of it is strictly professional.

- **Can I share company-related content I receive via WhatsApp with my contacts?**

Yes, as long as the content sender is Aqualia's Communication and Marketing Department and you have received express authorisation from them to share it.

- **Can I share content I have seen through corporate Social Media via WhatsApp?**

Yes, as long as the content you share has been previously posted on Aqualia's corporate channels (Aqualia's websites or social networks) and you receive express authorisation from Aqualia's Communication and Marketing Department to share it.

Consider the following if you want to share corporate content via your personal mobile phone:

- **Can I share corporate content that I receive via WhatsApp with my contacts?**

Yes, as long as the content sender is Aqualia's Communication and Marketing Department and you have received express authorisation from them to share it.

- **Can I share content I have seen through corporate Social Media via WhatsApp?**

Yes, as long as the content you share has been previously posted on Aqualia's corporate channels (Aqualia's websites or social networks) and you receive express authorisation from Aqualia's Communication and Marketing Department to share it.

5.3. How to create a WhatsApp account

a) To create a Whatsapp account **from your computer**:

- You cannot create a traditional WhatsApp account on a computer, but you can use WhatsApp Web, a tool that allows you to take advantage of this service from your computer.
- Go to <http://web.whatsapp.com> and link your mobile phone via a QR Code.

b) To create a WhatsApp account **from a mobile**:

- Download the WhatsApp app: Simply go to the relevant app store (*App Store* for iPhone and *Google Play Store* for Android devices), search for the application and then download it.
- Locate it in your list of apps and open it, accept the terms and conditions if you agree and allow Whatsapp access to your content so that you can share photos later.
- Number verification: WhatsApp needs to confirm that you own the phonenumber that will be linked to the user account. Therefore, you must now enter your telephone number in the field provided for this purpose.
- Enter the verification code, which the application will send you via SMS. In some cases, there is no need to write anything, since the application can detect the SMS on the terminal where it is being installed, automating the step after the message is received.
- Set up your profile: Set your username and profile picture. Choose the ones you want. Click on the circular icon on the left to choose your profile picture from the ones stored in your mobile phone. For the username, tap on the field next to the icon and enter a name.

6. FAQs

- **Can I identify myself as an Aqualia employee on social media?**

Yes, you can voluntarily identify yourself as an employee of the company. We explain how in [section 2.2.3](#) of this Manual.

- **Can I create a profile on social media and associate it with my corporate email address?**

No, it is completely forbidden to use your corporate credentials on social media, regardless of how you use it or how you present yourself.

- **Can I post corporate content on my profile?**

Yes, but first you have to notify Aqualia's Communication and CSR department (comunicacion@aqualia.es). **Never post corporate content before the corporate account has done it unless you have express authorisation from the Communication and CSR department to do so.**

- **Once the corporate account has posted the content on their profile, can I share it on mine? How?**

Yes, you can share it and even write about it as long as you tag Aqualia in your post and incorporate the campaign hashtags that the company has used in its posting. Aqualia will thus be able to see the corporate content you have shared and everything will be grouped under the same umbrella on the network.

- **Can I represent Aqualia on social media?**

Yes, but you need the express consent of Aqualia's Communication and CSR department (comunicacion@aqualia.es). Only those employees authorised to represent Aqualia on social media may use the company logo, always following the guidelines set out in the company's Corporate Visual Identity Manual.

- **What kind of corporate content can I post?**

You can share corporate content that Aqualia has posted on its social media, together with the content that the Communication and CSR department makes available to you through the company's external or public channels, such as the website (www.aqualia.com), but never through internal channels, such as the ONE intranet, news flash, or internal communication e-mails. Remember

to always tag the company and include the campaign hashtags that appear in corporate posts.

- **Can I share pictures of my work environment?**

Yes, but remember to protect the Aqualia brand, as any content related to the company impacts on our image, values and culture. Respect project confidentiality. Also, remember that if you share photos of colleagues, collaborators or suppliers, you must always have their prior authorisation for the use of their image. We remind you that the data of minors are especially protected and even if you have the authorisation of the parents, according to article 84.2 of the LOPDGDD (Law on Data Protection and Guarantee of Digital Rights) it could entail an unlawful intrusion of the minor's fundamental rights, which could cause the Public Prosecutor's Office to become involved in application of the Organic Law 1/1996 of 15 January on Legal Protection of Minors.

- **Can I create an account on behalf of Aqualia?**

No. For this, you need the express consent of Aqualia's Communication and CSR department (comunicacion@aqualia.es).

- **What do I do if a journalist contacts me about something posted about Aqualia?**

Immediately contact Aqualia's Communication and CSR department (comunicacion@aqualia.es) who will tell you how to act or ask whoever has contacted you to contact them.

- **Can I take part in conversations as a spokesperson for Aqualia?**

No. Only employees who have been expressly authorised in writing by the Communication and CSR department may publish information or opinions in social media on behalf of Aqualia, always acting with respect, using good judgement and common sense, and taking care with the shared information.

- **What do I do if I witness a conversation that is critical and/or false about the company?**

Do not enter into discussions to disprove corporate information and/or sensitive conversations. If you detect any high-risk behaviour or content for Aqualia, report it to the Communication and CSR team (comunicacion@aqualia.es) or forward it

by Direct Message to the @aqualia account/profile.

- **Can I defend Aqualia on social media from attacks or negative comments?**

No. Do not respond to any attack or negative comments about the company on the network. Please, immediately inform the Communication and CSR department(comunicacion@aqualia.es) that will tell you how to act. Please keep in mind that, as an employee, your presence on social media represents the Aqualiabrand. It is up to you to become or not in one of the best ambassadors of the company.

7. IT security measures

1. Use **secure passwords**, that are easy to remember but hard to guess. Follow the same guidelines as with the creation of your corporate passwords, making sure you use different passwords for each profile.
2. **Do not save passwords on the device and log out** when you are finished.
3. **Be careful with the personal information you post**, you do not have to tell everyone everything; attackers use personal information from profiles to personalise malicious e-mails. Keep in mind that **once the information is uploaded you lose control of it**.
4. **Keep the information private**, Keep in mind that posting certain information on public walls exposes not only ourselves but also our friend's privacy at risk.
5. **Beware of location services and data**, as on certain social networks location information can be added to any multimedia content we send or receive, and any attacker can easily interpret information such as our economic status, lifestyle, frequently visited places and daily routine through geotagged media.
6. **Be cautious of the links** that you receive, even if they come from a friend. Sometimes it can be a trap and cause us a lot of harm.
7. **Do not accept friend requests from strangers**; share your information only with people you know well enough.
8. **Use https:// and not http://**, as often someone could be "listening" to the information being transmitted from our device.
9. **Beware of scams**, especially what can happen in real life, on social media you can fall victim to tricks, scams and fraud, so be careful and cautious when sending certain personal and financial data.
10. The vast **majority of malicious code needs user interaction to run**, so we must always be **alert** and use **common sense**.

If you have any **doubts or need to clarify any point** in this document, please **e-mail Aqualia's Communication and CSR department**: comunicacion@aqualia.es

