



Employee Social Media Use and Engagement Manual



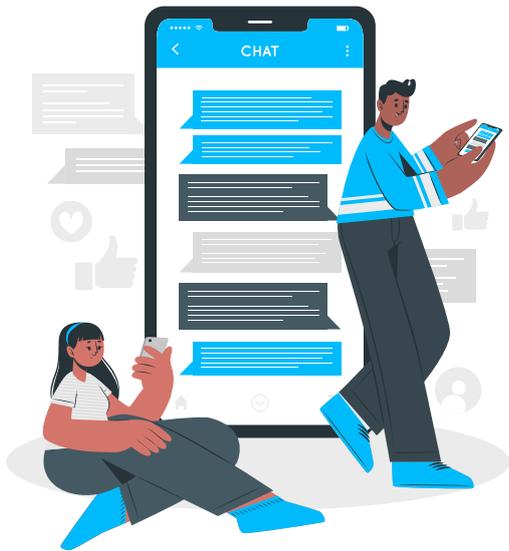
All information also available at
<https://www.aqualia.com/web/aqualia-en/ssmm-manual>



Employee Social Media Use and Engagement Manual

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Purpose of the Employee Social Media Use and Engagement Manual

Social Networks, the communicative revolution

Social Media have allowed us to share information and interact with anyone, anytime, from anywhere in the world. Moreover, it has contributed **to strengthen the relationship between companies, clients and employees, which benefits all parties.**

Today, **employees**, with their comments, tweets, posts or “likes”, can be the best **brand ambassadors**. That is why we have created **Employee Social Media Use and Engagement Manual of Aqualia**, to guide you on how to participate in them in the best way and also to inform you about the possible risks associated to this environment.

This document helps you 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.

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**.

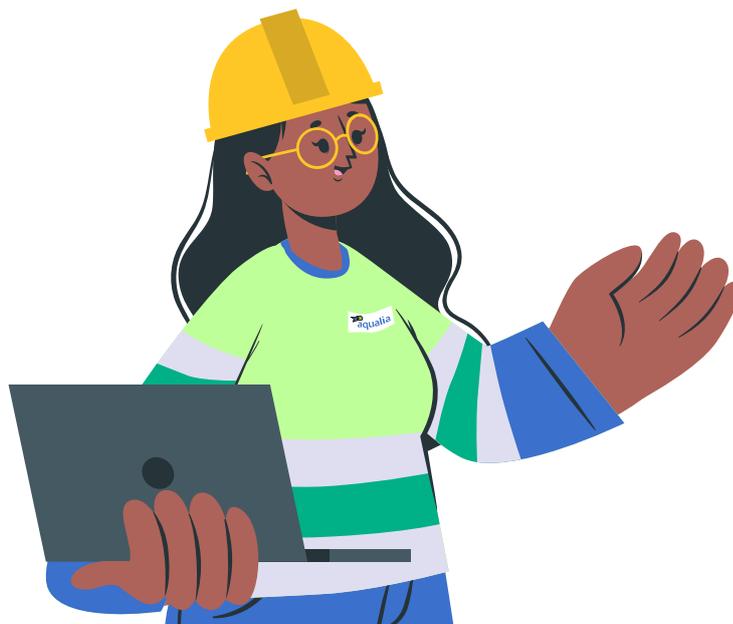
Therefore, before you start, **it is important that you identify yourself** in one of the three groups below:

- 1. You are an Aqualia employee and identify yourself as such on social media.**
- 2. You are an Aqualia employee but do not identify yourself as such on social media.**
- 3. 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.

Remember

- **Only the Communication, Branding and Public Affairs** 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, Branding and Public Affairs 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 questions, please contact
the **Communication, Branding and Public Affairs**: comunicacion@aqualia.es



Rules and Aqualia Code of Conduct

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, Branding and Public Affairs department, such as photographs or videos of facilities or works, personnel, plans, designs, or documentation related to projects managed by the company or its subsidiaries.
- **Safeguard the privacy of our customers and professional contacts.**

General tips for use and good practices

- 1** Make sure that what you are saying is true.

- 2** Think before posting something and read it at least twice before posting it.

- 3** Credit the source of every content. Verify the source of shared content.

- 4** Try to add value with the content you publish.

5

Deliver each content to its source.

6

When sharing links, make sure that they actually lead to the place they specify and not to unwanted content.

7

Show respect if you disagree with the opinions of others.

8

Respond to criticism or negative comments with justified answers.

9

Recognise and correct mistakes quickly.

10

Observe the **Personal Data Protection Act** and adhere to the Terms and Conditions of Use established by each platform.



If you have any questions, please contact the **Communication, Branding and Public Affairs** department: comunicacion@aqualia.es

2



How to respond on Social Media if...

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

- 1** Always engage in your own name and make it clear that your opinions are your own.

- 2** Making good use of the corporate image (logo).

- 3** Never post false or misleading information about Aqualia or about your role at the company.

- 4** Do not post any content that conveys a bad personal and/or professional image.

- 5** Avoid engagement in actions or movements that could lead to a degeneration of the reputation of Aqualia and/or its services.

- 6** The position you take on social media should be in line with your position and responsibilities at the company.

- 7** Do not disclose confidential company information or internal information about Aqualia or related third parties.

- 8** Your conduct should be in accordance with our [Group Code of Ethics and Conduct](#).

9

Add value as an employee in conversations in which the company is mentioned.

10

Notify us when you detect a serious risk to Aqualia, its subsidiaries and/or joint ventures.

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

1

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".

2

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, Branding and Public Affairs department (comunicacion@aqualia.es).

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

1

Send an **e-mail to Aqualia's Communication, Branding and Public Affairs department** (comunicacion@aqualia.es) indicating the Social Network with which you are registered and your username.

2

The Communication, Branding and Public Affairs 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.

3

Remember to take special **care** when handling your profiles and apply the advice we recommended in the first point.



If you have any questions, please contact the **Communication, Branding and Public Affairs department**: comunicacion@aqualia.es



3

Aqualia on YouTube

Presence	Since October 2012
We are	@aqualiaGestión
Follow us	www.youtube.com/user/aqualiaGestion

What´s YouTube?

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

How and why do we use YouTube?

- **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.

If you have any questions, please contact the **Communication, Branding and Public Affairs department**: comunicacion@aqualia.es



4

Aqualia on X (Twitter)



Corporate Account

Presence	Since November 2014
We are	@aqualia
Follow us	https://twitter.com/aqualia

CSC - Customer Service Centre

Presence	Since February 2018
We are	@aqualiacontact
Follow us	https://twitter.com/aqualiacontact

What's X (Twitter)?

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.

How and why do we use X (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 gives us visibility in search engines** so that when a user searches for Aqualia through Google, our profile will appear immediately.

How to create a personal account on X (Twitter)?



From your computer:

1. Visit www.twitter.com and fill in the registration form.
2. 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).
3. Fill in the rest of the fields (name, surname, city...).
4. Include a photo in which you are easily recognised and another in which you are easily identifiable for the header.



From a mobile:

1. Download the X (Twitter) app via Google Play if you are an Android user or the App Store if you are an iOS user and search for X.
2. Install the app.
3. Choose your username and link your account with an e-mail address you use frequently (never your corporate e-mail address).
4. Fill in the rest of the fields (name, surname, city...).
5. Include a photo in which you are easily recognised and another in which you are easily identifiable for the header.
6. 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.

Get the most out of your X (Twitter) profile

- 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.
- 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.
- We encourage you to click on the *Follow* button on the [@aqualia](https://twitter.com/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](https://twitter.com/aqualia) or [#Aqualia](https://twitter.com/Aqualia).
- We recommend following the advice and help provided by the network, [HERE](#).



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



5

Aqualia on LinkedIn

Presence	Since November 2018
We are	@aqualia
Follow us	www.linkedin.com/company/aqualia

What's LinkedIn?

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

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 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.

How to create an account on LinkedIn



From your computer:

1. 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.
2. 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.
3. Find out who uses LinkedIn among your friends and/or e-mail contacts. To start looking for them, click on Continue.



From a mobile:

1. 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.
2. Enter your first name, surname, e-mail address and the password you will use. You should use your real name when creating a profile.
3. Select "Join Now".
4. Complete the remaining steps.

Get the most out of your LinkedIn profile

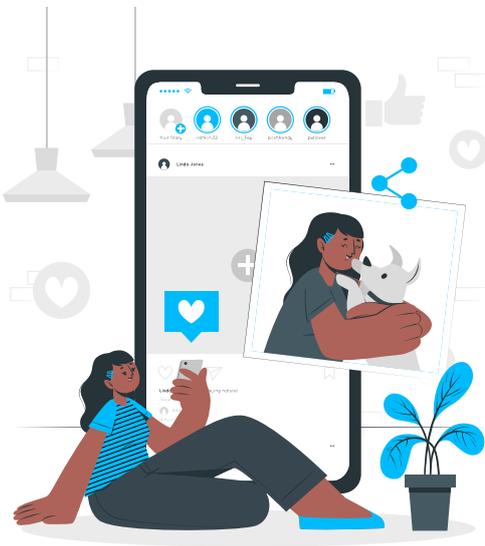
- Include a professional photograph so that other users can identify you.
- Use your job title correctly, as defined by the company.
- Think of a good headline, emphasizing those key words in the area in which you specialize.
- Capture the reader's attention by explaining who you are and what makes you 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.

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



6

Aqualia on Instagram



Presence	Since 22nd March 2022
We are	@aqualia_official
Follow us	https://www.instagram.com/aqualia_official/

What's Instagram?

It's a social network for **uploading photos and videos**.

- 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 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.

How to create an account on Instagram



From your computer:

1. Go to www.instagram.com

2. Click on "Sign up", enter your email address, create a username and password, or click "Login with Facebook" to sign up with your Facebook account.
 - **If you register with an email**, click on "Register". Make sure to enter your address correctly (never your corporate email address) and choose an address that only you have access. If you log out and forget your password, you will have to access your email to return to enter your Instagram account.
 - **If you sign up with Facebook**, it will ask you to log into your Facebook account if you haven't already.



From a mobile:

1. **Download the Instagram app** from the App Store (iPhone) or Google Play Store (Android).
2. **Once installed, tap to open it.**
3. **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.
4. We recommend applying the tips that the network shares at <https://help.instagram.com/>

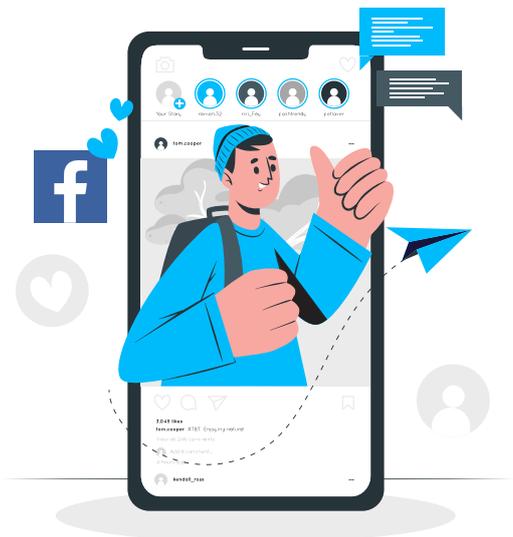


If you have any questions, please contact the **Communication, Branding and Public Affairs department**: comunicacion@aqualia.es

7

Aqualia on Facebook

(In study)



What's Facebook?

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 to create an account on Facebook



From your computer:

1. Go to www.facebook.com/r.php
2. Enter your name, e-mail or mobile phone number, password and date of birth.
3. Click on **Create an account** (remember that you must be at least 14 years old).
4. 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.



From a mobile:

- 1. Install the Facebook application on your mobile.** App Store for iPhone and Google Play Store for Android phones), search for the application and then download it.
- 2. Installed the application.**
- 3.** On the home screen, tap "Create Facebook Account".
- 4.** Enter your name and surname, enter your date of birth, gender and your mobile number to verify.
- 5. Choose a password.**
- 6. To finish, tap on "Register".** If there is a problem with your password, you will be asked to go back and change it.
- 7.** We recommend applying the tips that the network shares at <https://www.facebook.com/help/?ref=contextual>



If you have any questions, please contact the **Communication, Branding and Public Affairs department**: comunicacion@aqualia.es

8

Aqualia on WhatsApp



What's WhatsApp?

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.

What is WhatsApp for?

- It facilitates the creation of groups, with a maximum allowed of 256 users.
- It promotes the use of broadcast lists to send a message or multimedia file to several contacts at the same time, which is a great time saving by not having to forward the same message one by one.
- Allows you to create states that disappear after 24 hours.
- 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.
- 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.

How to create a WhatsApp account



From your computer:

1. 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.
2. Go to www.web.whatsapp.com and link your mobile phone via a QR Code.



From a mobile:

- 1. 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.
- 2.** 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.
- 3. Number verification:** WhatsApp needs to confirm that you own the phone number that will be linked to the user account. Therefore, you must now enter your telephone number in the field provided for this purpose.
- 4. 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.
- 5. 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.

How do I use WhatsApp on my company mobile phone?

- **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.

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, Branding and Public Affairs 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, Branding and Public Affairs Department to share it.

If you have any questions, please contact the **Communication, Branding and Public Affairs** departmen: comunicacion@aqualia.es





9

FAQs

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

Yes, you can voluntarily identify yourself as an employee of the company.

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, Branding and Public Affairs department (comunicacion@aqualia.es).

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.

Can I represent Aqualia on social media?

Yes, but you need the **express consent of Aqualia's Communication, Branding and Public Affairs 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 observe a critical and / or false conversation about the company?

Avoid confrontation or getting into discussions to disprove such information. If you detect any behavior or content harmful to Aqualia, notify the Communication, Branding and Public Affairs department (comunicacion@aqualia.es) or **Forward a private message to the Aqualia profile on that social network.**

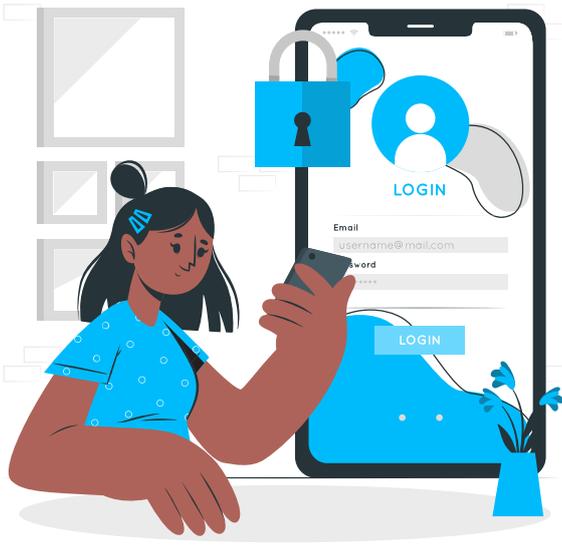
Can I defend Aqualia in RR.SS. of attacks or negative comments?

No. Do not respond to any attack or negative comment about the company on the network. Please, **immediately inform the Communication, Branding and Public Affairs department** (comunicacion@aqualia.es) that will tell you how to act.

Keep in mind that, as an employee, your presence in Social Media represents the Aqualia brand. It is up to you to become or not in one of the best ambassadors of the company.



If you have any questions, please contact the **Communication, Branding and Public Affairs department**: comunicacion@aqualia.es



10

IT security measures

1

Use secure passwords, that are easy to remember but hard to guess.

2

Do not save passwords on the device and log out when you are finished.

3

Be careful with the personal information you post. 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

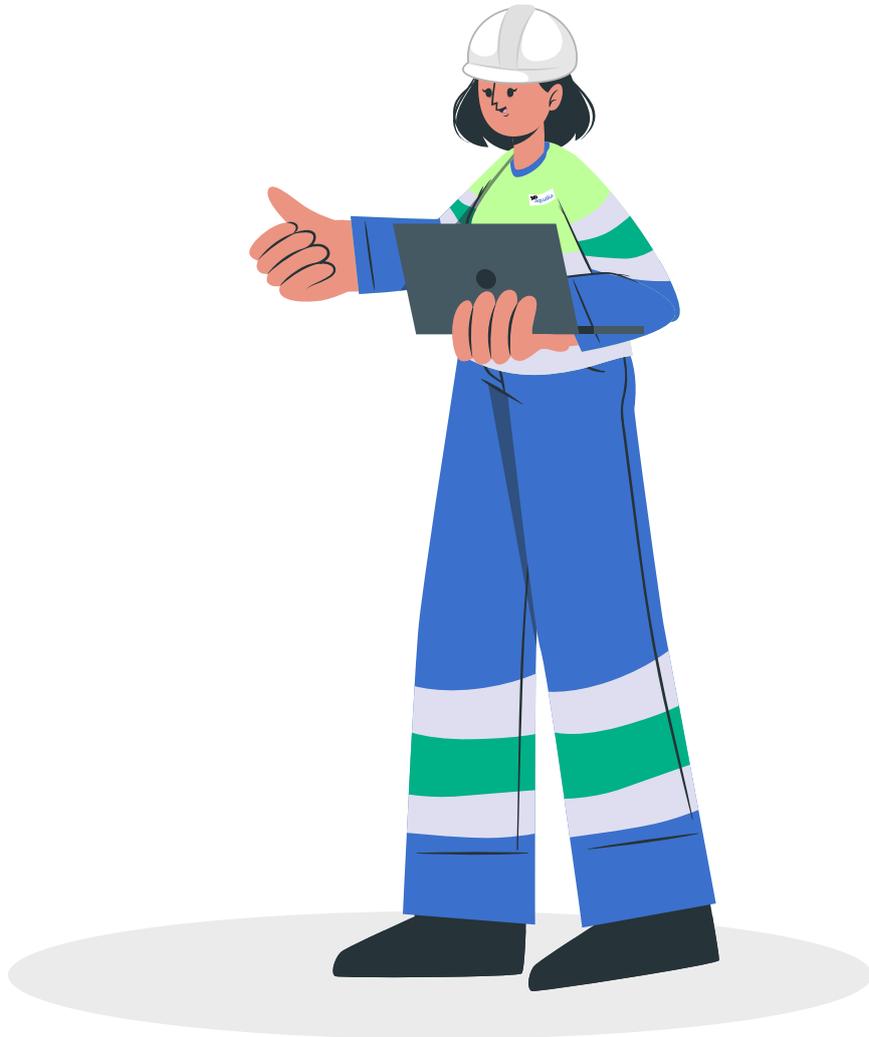
Do not accept friend requests from strangers; share your information only with people you know well enough.

8

Beware of scams. Be careful and cautious when sending certain personal and financial data.

9

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 questions, please contact the **Communication, Branding and Public Affairs** department: comunicacion@aqualia.es

All information also available at
<https://www.aqualia.com/web/aqualia-en/ssmm-manual>



Employee Social Media Use and Engagement Manual



Thank you

for taking care of
your image and
that of Aqualia
with respect,
professionalism
and commitment.

Communication, Branding and Public Affairs department
comunicacion@aqualia.es

