



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 **Aqualia Code of Ethics and Conduct 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 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.

