

Guidelines for social media within Strukton

These are the official guidelines for Strukton for the use of social media. If you are an employee, temporary worker, self-employed worker or trainee at Strukton and you are active in social media (blogs, wikis or social networks such as LinkedIn, YouTube, Flickr, Twitter, Facebook, etc.), these guidelines are meant for you. These guidelines may be adjusted on a regular basis according to new developments in the area of social media. You Therefore need to refer back regularly so that you can keep up-to-date with the current guidelines. You can find these guidelines on the intranet, www.strukton.com or ask someone in the Communications department for help.

Guidelines

The general basic guideline for Strukton is that you should maintain the **general values of decency** and the **Code of Conduct for Doing Business with Integrity**. In other words: we assume that you will behave yourself online (just as you do offline).

The guidelines are as follows:

1. **Be sensible.** Whatever you publish can remain in existence for a long time. Therefore, consider the content with care. Don't forget that you can be held personally responsible for your contribution.
 - a. Write using the same style as you normally would when conducting a conversation in a professional situation.
 - b. **Never** post confidential information or information that is protected by author's copyright.
 - c. Respect owners' rights covering information and images and business secrets (including our processes and methods).
 - d. Ask for permission if you wish to publish internal information.
 - e. Give no comment to content relating to legal matters, procedures or parties with which Strukton is involved in a legal procedure.
 - f. Do not give away information about the content of possible work assignments that are being carried out for your clients and don't give the names of your clients.
 - g. Only talk about business of which you have an actual understanding. If you write about something in which Strukton is involved, but you're not an expert in that particular area, then state this as well.
 - h. Think twice about mixing your personal life with your business activities. It is easy for your work to merge with your personal life online. Strukton respects the right to freedom of speech of all its employees, but reminds you that clients, competitors, colleagues and managers often have access

to the messages that you post online. Don't forget that information that was initially meant only for friends and family can easily be forwarded on.

2. **Always remain open and honest.** You will soon be exposed on the internet if you act unfairly.
 - a. Write in the first person.
 - b. If you are blogging about your work at Strukton, use your real name and say that you work for Strukton and what your job is there. Also say that you're not necessarily speaking on behalf of Strukton.
 - c. If you've made a mistake, admit it. Be honest and quick in coming up with a correction of your mistake. If you change your text, be clear that you have changed it.
3. **Identify compliments and criticisms.** As an employee you are one of our most important channels for monitoring social media. If you come across negative messages about Strukton which you think are important, don't react to these yourself, but report them to Annemarie Hoogendoorn, Head of Corporate Communications (+31 (0)30 - 248 63 44 - Annemarie.Hoogendoorn2@strukton.com).

If you have any questions or comments about these guidelines, please contact Corporate Communications (+31 (0)30 - 248 63 48 – CorporateCommunications@strukton.com).