

Beta Engineering Social Media Policy

As a Beta employee, *you are one of our brand ambassadors*. We're excited to have you on the team!

We work in an industry that is *critical to our nation's infrastructure*, which means we take seriously how, when, where and what we share about our projects and our company. We are proud of our work and hope you want to celebrate it as much as we do. In order to do so securely and appropriately, please adhere to the following guidelines, which we have established to protect our customers, our employees and our Beta brand.

If you participate in any type of public social media (Facebook, LinkedIn, YouTube, Instagram, etc.), take a moment to familiarize yourself with **Beta's Social Media Policy**.

Social Media Do's

- ✓ **Keep your public posts professional and courteous.** Remember that when you post publicly, you are representing not only yourself, but also Beta Engineering.
- ✓ **Share posts from Beta's Facebook and LinkedIn accounts** when you are looking for opportunities to promote Beta or to talk about your work. This will ensure that you are accurately representing the Beta brand. We strive to provide you with valuable content through Beta's official social media so you can celebrate your work at Beta and share your accomplishments with family, friends and professional networks.
- ✓ **Consider tagging Beta on social media** when you share professional updates and accomplishments. This can be an effective way of linking your experiences at Beta with our company page.
- ✓ **Join Beta's social media mailing list** to get the latest updates about stories, news or photos that we have shared on Beta's Facebook and LinkedIn accounts. Email Beta's marketing team if you would like to be added to the email list to receive these notifications. We promise not to spam you!
- ✓ **When in doubt, ask Beta's marketing team.** We'll be glad to answer your questions.
- ✓ **Watch out for AI images.** Please don't like, comment on, or share third-party posts related to Beta or our projects if you know the image is AI-generated.

→ Tip: The "**CR**" icon in the corner of a photo on LinkedIn and "**AI Info**" tag on Facebook provide information on the image source and whether it might be AI-generated.

Social Media Don'ts

- ✓ **Never post a Beta project photo on your personal social media account.** Instead, send it to Beta's marketing team so we can identify the proper channels for sharing the photo and/or story. Beta must go through a multi-step internal review process (and with our customer, when necessary) to make sure we do not jeopardize the project's security or our customer's media policies.
- ✓ **Never mention sensitive project details when sharing or commenting on Beta projects online** unless these details are explicitly mentioned in an official Beta post, in which case we have received customer approval to mention them in this context. These details include anything that could present a security or confidentiality risk for Beta or its customer. Common examples include the **project name, project location, customer name and the names of any companies involved in the project**, whether end users, interconnecting facilities or contractors.
- ✓ **Never incorporate Beta or Agile logos into a personal post.**
- ✓ **Never create or share work-related images using AI.** Ex. Fake images that include "Beta employees," project sites, the Beta name, or the Beta logo.

Questions or concerns? Please direct all PR, social media and branding inquiries to the Beta Marketing Department.

Beta Marcom Contacts

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Beta's Official Social Media Accounts

-  **LinkedIn:** <https://www.linkedin.com/company/beta-engineering>
-  **YouTube:** <https://www.youtube.com/@Beta-Engineering>
-  **Facebook:** <https://www.facebook.com/BetaEngineeringEPC>

Note: The “Beta Engineering Social Media Policy” does not supersede the Crest Industries “Social Media Policy.” Crest’s policy is provided for reference below (pp. 4–5) and is also available in the *Crest Employee Handbook, Section 13:5*, a copy of which was provided to you during your onboarding process.

Crest Industries Social Media Policy (Section 13:5 of the Crest Employee Handbook)

The Company understands that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, the use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

In the rapidly expanding world of electronic communication, social media can mean many things. Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web log or blog, journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Company, as well as any other form of electronic communication. The same principles and guidelines found in the Company's policies apply to your activities online. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow associates or otherwise adversely affects members, customers, suppliers, people who work on behalf of the Company or the Company's legitimate business interests may result in disciplinary action up to and including termination.

- (A) Social Media Account Ownership. Employees are prohibited from establishing any accounts in the name of the Company (including any of its operating subsidiaries).
- Company Accounts: The Company maintains certain social media accounts for purposes of promoting the Company. Only employees with approved access may post on the official Company social media accounts in the name of the Company.
 - Accounts Used for Business Purposes: If you participate in social media activities as part of your job at the Company, that account may be considered Company property. Employees who need to use social media as part of their job must obtain Company approval prior to setting up such accounts and disclose account access information to their supervisor. If an account is Company property, employees may not keep the account or its contents when they leave the Company, meaning that they may not try and change the password or account name, create a similar-sounding account, or have any ownership of the contacts and connections that they have developed using the account.

- Personal Accounts: Employees own their personal non-work related social media accounts. The Company understands that employees share personal information about their daily lives on these sites, which may include information about what they do for work. If you talk about the Company on social media, however, be aware that what you have posted on social media sites is no longer in your control. You should understand the guidelines contained in this policy before engaging in any type of online conversation that may impact the Company.

(B) Know and follow the rules. Carefully read these guidelines and all other applicable Company policies, including workplace behavior, confidentiality and business ethics, computer use and the policies on discrimination and harassment. Each employee is responsible for ensuring that their postings are consistent with all Company expectations for social media use.

- Confidentiality: Employees must maintain the confidentiality of the Company's trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, policies, procedures or other internal business-related confidential communications. Do not post information about the Company's customers or competitors, or any information about business or transactions that you learned about through the course of your employment. *When in doubt, do not share!*
- Express Only Your Personal Opinions: Employees must refrain from representing themselves as a spokesperson for the Company. If the Company is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Company, fellow employees, members, customers, suppliers or people working on behalf of the Company. If you publish a blog or post online related to the work you do or subjects associated with the Company, make it clear that you are not speaking on behalf of the Company. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of the Company."

(C) Post Only Appropriate Content. Be aware that you are legally responsible for your postings online. Therefore, you may be subject to liability if your posts are found to be defamatory, libelous, harassing or in violation of any other applicable law.

- Accuracy: Make sure you are always honest and accurate when posting information or news. If you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything and even deleted postings can be searched. Never post any

information or rumors that you know to be false about the Company, fellow employees, customers, suppliers or any of the Company's competitors.

- Be Respectful: Always be fair and courteous to fellow employees, customers, suppliers or people who work on behalf of the Company. Examples of poor conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy.
- Improper Use of Social Media: Do not use social media to post anything that belongs to someone else, including copyrighted publications, logos, or illegal music or video sharing. In addition, some posts, which might include posts meant to intentionally harm someone's reputation, that are harassing in nature, that contain threats of violence or that contribute to a hostile work environment on the basis of race, sex, sexual orientation, disability, religion or any other status protected by law or Company policy, may be the basis of legal liability either criminally or civilly. The Company does not tolerate such improper or illegal uses of social media and will subject you to disciplinary action up to and including termination for these activities.

(D) Using Social Media at Work. Refrain from using social media for personal purposes while on work time or on equipment we provide. Do not use your Company email addresses to register on social networks, blogs or other online tools utilized for personal use.

(E) Retaliation is Prohibited. The Company prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.