

# Communications Policy & Social Media Guidelines

## Communications

### Purpose and Scope

Mitie is a publicly listed company with a highly visible brand and a large high-profile customer base across the country. We therefore attract a significant amount of interest from the media.

The media, across all social, print, digital and broadcast platforms, is read by our customers, our staff, our investors, our competitors, government and other stakeholders. Both positive and negative comment on our business directly impacts our relationships with this diverse group of interested parties.

This document provides specific guidance which is designed to protect, manage and enhance our reputation and it is critical that Mitie engages with all forms of media in a considered, ordered and consistent way.

### Protocol – Mitie Communications

- All media communications concerning any aspect of Mitie including our operations, our performance, our customers and our employees must be done through the Mitie Press Office.
- As representatives of the Mitie business, Mitie employees should first speak to the Press Office if they wish to engage with print or broadcast media in a personal capacity.
- Executives and staff should not provide comment, formally or informally, on or off the record, on any company activity without first speaking to the Press Office.
- All incoming calls from journalists or the media, should be sent to the Press Office on: [press.office@mitie.com](mailto:press.office@mitie.com) / 020 3123 8682. Simply direct the caller/ the journalist to the press office, or take their details - name, publication, telephone number/email address and what their query is regarding - and forward them to the Mitie Press Office.
- All proactive communications, such as press releases, quotes for publication, by-lined articles or broadcast appearances must be prepared in conjunction with, and approved by, the Mitie Press Office: [press.office@mitie.com](mailto:press.office@mitie.com) / 020 3123 8682.
- Mitie spokespeople are listed below. No other staff or executives at Mitie are permitted to talk to the media:
  - Phil Bentley – Group CEO
  - Claire Lovegrove – Head of Media Relations, 0203 123 8716
  - Members of the ELT and some senior management are permitted to provide press comment, provided they have had media training, and do so in consultation with the Mitie Press Office
  - Other employees who are considered ‘expert’ spokespeople may also speak on behalf of Mitie but only with the express permission, and in conjunction with the Mitie press office

## Social Media Guidelines

At Mitie we use social media to connect with audiences, enhance our brand and attract talent – with c3 billion people on social media across the globe (BrizFeel, 2018), it is an excellent platform to engage with prospects and stakeholders.

However, it is very important we engage on social media in the right way – a negative comment can go viral in seconds, even if you quickly delete it, and can cause enormous reputational damage. The below guidance on appropriate social media behaviour/usage at Mitie is provided to help mitigate this risk.

### Protocol – Social Media and Website

- All activity on social and digital media concerning any aspect of Mitie including our operations, our performance, our customers and our employees must be done in collaboration with the Mitie Press Office/Group Marketing
- Unless prior agreement has been given by the Mitie Press Office/Group Marketing, personal social media and other digital platforms may not be used to represent Mitie’s viewpoints or activities
- All Mitie social and digital marketing activity should be done in consultation with Group Marketing
- No Mitie websites may be created without approval from Group Marketing
- Remember – anything can be shared on social media by screenshotting, so please be mindful about other forms of digital communication that could be captured and shared online
- Please report any social media issues to Group Marketing at [SocialMedia.Group@mitie.com](mailto:SocialMedia.Group@mitie.com)

### Do’s:

- Follow Mitie on social media. Our Group marketing channels are:
  - Mitie Twitter @Mitie: <http://twitter.com/mitie>
  - Mitie LinkedIn: <https://www.linkedin.com/company/mitie/>
  - Our CEO’s Twitter @PhilBentleyCEO: <http://twitter.com/philbentleyceo>
- Engage with and amplify content from Mitie’s official social media channels – we encourage you to Share/Re-post, Like and add positive comments
- Submit content ideas/news to Group Marketing Team e.g. business events, key networking and team building events – please send them to [SocialMedia.Group@mitie.com](mailto:SocialMedia.Group@mitie.com)
- Use Hashtags (but not too much!) e.g. #Mitie #ConnectedWorkspace
- If you see any negative comments, please email Group Marketing at [SocialMedia.Group@mitie.com](mailto:SocialMedia.Group@mitie.com) and the team will investigate further and respond if appropriate
- Remember, if your personal social media account mentions Mitie (e.g. posts, channel profile), people who see your posts may assume that ALL of your posts speak on behalf of Mitie so clearly state in your profile that your views are your own

### Don’t:

- Post comment on social media that may portray your personal views as those of Mitie:
- Respond to any negative comments about Mitie – if you do see any negative comments, please email Group Marketing at [SocialMedia.Group@mitie.com](mailto:SocialMedia.Group@mitie.com) and the team will investigate further and respond if appropriate
- Promote or post illegal, racist, homophobic, transphobic, sexist or otherwise derogatory comments or images on social – remember, your ‘digital footprint’ is linked and traceable
- Share commercially sensitive or confidential information

- Use social media to criticise Mitie, your colleagues, our suppliers or customers
- Create 'Groups' or 'Chat forums' without the prior consultation and approval from Group Marketing

## Useful Contacts

For further advice on how to engage on social media or report issues please contact:

- Jaymini Desai, Marketing Executive, Jaymini.Desai@mitie.com
- Michael Bolton, Head of Digital (Maternity cover), Michael.Bolton@mitie.com
- David Wiggin, Head of Strategic Communications, David.wiggin@mitie.com
- Social media email: SocialMedia.Group@mitie.com

## Responsibilities

- The CEO is responsible for:
  - Reviewing, endorsing and achieving this policy's aims.
- The Chief Marketing and Strategy Officer is responsible for:
  - Administering this policy on behalf of the CEO; and
  - Developing and rolling out the supporting strategies.
- The Press Office and Group Marketing teams are responsible for:
  - Supporting the CEO and CMO in implementing the policy.
- Divisional/Business Managing Directors are responsible for:
  - Ensuring that this policy and supporting strategies and procedures are distributed, implemented and complied with; and
  - Leading by example in protecting the Mitie brand and communicating effectively.
- Managers are responsible for:
  - Implementing and enforcing the processes and procedures;
  - Ensuring that their people are aware of their responsibilities and receive appropriate training; and
  - Addressing any inappropriate behaviour.
- Employees are responsible for:
  - Carrying out their work in line with this policy and associated procedures;
  - Challenging any behaviour that falls short of the expectations of this policy; and
  - Identifying any breaches of this policy and reporting them to their line manager.

## What will successful implementation of this policy achieve?

- Consistent reporting resulting in improved stakeholder confidence; and
- Maintenance of brand standards.



Phil Bentley  
Chief Executive Officer  
Mitie Group PLC

12 February 2020