

Media & Social Media Procedure Summary

This guide outlines how we communicate online and with the media to protect our teams, brand and reputation. It applies to all employees and contractors.

1. Social Media Management Protocols

GOVERNANCE OVERVIEW

Our social media governance ensures clear roles and responsibilities for creating, approving, and sharing content. Official content is managed by the Brand & Communications team, with specific workflows for national posts, Rio Tinto contracts, and crisis situations.

EDITORIAL CALENDAR

We operate with an annual editorial calendar which is reviewed monthly to ensure relevance and alignment with business priorities. All new content must align with the social media process and workflows outlined in this guide and detailed on pages 9 and 10 of the "Media Management and Social Media Procedure"

POSTING OFFICIAL CONTENT

National Posts: Created by the Brand & Communications team, reviewed by Subject Matter Experts (SMEs), and approved by the External Communications Manager.

Rio Tinto Contract Posts: Go through a specific approval process involving Rio Tinto SMEs, Directors, and their Communications team.

Crisis Situations: Standard workflows are bypassed; the External Communications Manager directly handles content to ensure a fast, safe response.

Have a content idea to share? Contact us at austcommsteam.amecaa.au@sodexo.com

EMPLOYEE ADVOCACY - HOW TO SHARE

We encourage you to share your pride in your work! You don't have to post, but if you do, here is how to be a great advocate.

Follow us: @SodexoAustralia on Facebook, LinkedIn, and Instagram.

Tag us: Use #SodexoAustralia to share your stories.

Be Yourself: Post under your own name and share your personal experiences and talents.

Want to learn more about the do's and don'ts? Check the "Sodexo Social Media Ambassador Guide".

The Golden Rules

Be Responsible: Don't post anything online you wouldn't say publicly at work.

Protect Privacy: Never post photos of colleagues, clients, or consumers without their permission.

Keep Secrets Safe: Never share confidential financial or operational information.

Be Clear: If you mention you work for Sodexo on a personal account, add a disclaimer like "opinions are my own."



2. Media Management Protocols

SPEAKING TO THE MEDIA

Only authorised spokespersons (like the Managing Director) can speak to the media on business matters.

Do not answer media questions yourself, whether in person, online, or via email.

Action: If a journalist contacts you, take their details and tell them the Brand & Communications team will be in touch. Email details immediately to mediarelations.au@sodexo.com.

3. Crisis Protocols

CRISIS MANAGEMENT

If you spot a potential crisis (negative news, safety incident, etc.) on social media or in the news, report it immediately to mediarelations.au@sodexo.com.

Do not comment, reply, or engage with the crisis content yourself.

All scheduled social media posts will be paused until the situation is resolved.

GUARDRAILS

Be Kind: Do not react angrily to negative comments.

Stay Professional: Assume your manager, colleagues, and clients can read your posts.

If in doubt, don't post. It's better to be safe than sorry.

For more detailed guidelines and information, we strongly encourage you to read the full "Media Management and Social Media Procedure" available on the SOS Portal. Staying informed is key to ensuring professionalism and protecting our team, brand and company reputation. Take a moment to review the document today!

