

Social Media Policy



BlueScope encourages the use of social media when our people use it in the right way, with sound judgement and common sense.

Purpose

Social media is an important communication channel used by BlueScope to convey news and information to its partners, stakeholders and the public.

The aim of this Policy is to empower you to engage on social media in a way that:

- aligns with our core values and How We Work;
- complies with our policies and guidelines, and applicable law;
- respects your colleagues and BlueScope's interests; and
- protects BlueScope from being exposed to cyber-attacks, hacking or other security risks.

Scope

This Policy applies to all BlueScope employees and contractors when using social media at any time, and regardless of whether you are talking about BlueScope or not.

Social media includes any online digital or printed publishing technology that enables content to be shared.

For instance, this includes (but isn't limited to): Facebook, Twitter, WeChat, TikTok, Instagram, Pinterest, Weibo, Reddit, Wikipedia, LinkedIn, Xing, YouTube, Twitch, WhatsApp, forums, blogs or instant messaging services.

References

You'll find more information about using social media at BlueScope in these documents on the intranet:

- [Our Code of Conduct, How We Work](#)
- [Social Media Guidelines](#)

In addition, if you are in a role where you use social media on behalf of BlueScope in your day to day work, please check your department or business unit policies and guidelines.

Principles

The following principles apply whenever you use social media.

Be Safe

- Manage security risks when you are online by selecting strong passwords and keeping them private.
- Avoid using your BlueScope email address for social media accounts, or downloading content from social media sites on to BlueScope computers.
- Refrain from making statements or sharing personal opinions that conflict with Our Purpose and Our Bond, and our Code of Conduct, How We Work.

Be Responsible

- Think before you post: assume that what you say on social media is a public statement.
- Identify yourself as a BlueScope employee or contractor if you refer to BlueScope, our people, products and services, our competitors and/or other business-related people or organisations.
- Ask yourself: are you prepared to stand behind your statements and any consequences? It is important to remember that, even if you don't refer to BlueScope, you might be recognised as a BlueScope employee and so you should be confident and comfortable in taking responsibility for your posts.
- Remember that whatever you say or do on social media could reflect on BlueScope's image and reputation.

Be Careful

- Only post and discuss publicly available information, not any confidential information, trade secrets, intellectual property or other information proprietary to BlueScope.
- Ensure you use social media in an appropriate and respectful way, and do not reflect negatively on BlueScope, its employees or partners.
- Avoid commenting on matters that you are not qualified or authorised to speak on, such as political or economic criticism or forecasting.
- Be cautious of photos published online which can reflect on or be linked to BlueScope and its stakeholders, particularly if your association to BlueScope is tagged or linked to the photo.
- Adhere to the Terms of Use of the relevant social media platform or website, as well as all relevant laws including those relating to copyright (e.g. photos), privacy, defamation, contempt of court, discrimination, harassment, continuous disclosure, competition and consumer protection.
- Do not impersonate another person on social media or pretend to be someone you are not.

Measures and Accountability

You are personally responsible and accountable to BlueScope for the content you publish on social media that relates to BlueScope people, products, services and related companies or organisations.

BlueScope reserves the right to monitor and record any content you post on social media. This includes access to internet sites (including social media sites) and the time spent on each site.

BlueScope's Expectations

BlueScope expects that all employees will comply with its policies.

The consequences for non-compliance with any BlueScope policy may include disciplinary action (including termination of employment) in accordance with the BlueScope Code of Conduct and your employment contract or applicable industrial instrument.

Contact

If you have any questions in relation to this Policy, please refer to our Social Media Guidelines in the first instance. If you wish to report a breach of this Policy, please contact your line manager or the human resources manager in your business.

We value inclusion and encourage our People to share their ideas and feedback. We are committed to fostering a culture of speaking up when something isn't right.