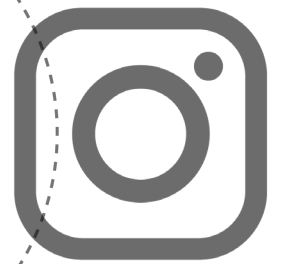
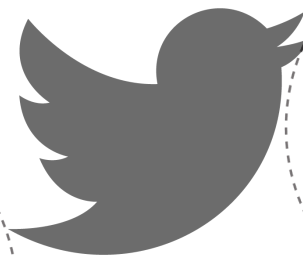
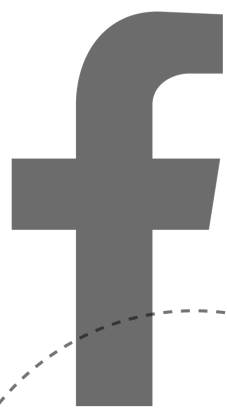


Social Media Policies & Best Practices

Understanding What is Expected From Employees' Social Media Use



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McAbee is a business founded on safety, quality and productivity. These three principles are the foundation on which our name, image, likeness and reputation are built. It is who we are, and it is up to us as employees to uphold that identity with integrity, enthusiasm and pride. These three principles are also how we engage in commerce, develop new business opportunities, foster genuine relationships with customers and the public and *engage on social media*.

With the help of Safety & Human Resources, General Counsel and Marketing & Communications, this social media policies & best practices toolkit is being presented to protect you from any physical or emotional harm, and to protect you and McAbee from any legal repercussions that may come from misusing social media platforms.

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Social Media Policy

With social media being readily available and accessible, it is important that we understand how to appropriately use the platforms and how they can create potential risks as an employee. It is also important that you fully understand the social media policy in place at McAbee Construction, Inc., “McAbee,” and the repercussions of not following this policy.

McAbee encourages and understands the value in connecting with a community through social networks. Social media provides an opportunity to connect with others with similar interests, communicate with friends and colleagues and discover and learn. Social media can also present risks or potentially harmful situations if not managed appropriately.

As an employee, you represent McAbee inside and outside of the workplace. This includes social media. Social media is an extension of your personal brand and your employer, in this case, McAbee. Any engagement practiced on social media can be associated with or interpreted as representing McAbee. Below is our policy for engaging in social media. You are expected to adhere to this policy at all times.

McAbee does not tolerate any of the following:

- Abusive, harassing, stalking, threatening or attacking others
- Defamatory, offensive, obscene, vulgar or depicting violence
- Hateful in language targeting race/ethnicity, age, color, creed, religion, gender, sexual preference or orientation, nationality or political beliefs
- Sexually explicit or pornographic material
- Fraudulent, deceptive, libelous, misleading or unlawful statements
- References to criminal or illegal activity
- Violations of any intellectual property rights
- Violations of client safety protocol while on site
- Violations of client confidentiality while on or off site

You must maintain the confidentiality of McAbee’s, customers’, and suppliers’ trade secrets and private or confidential information. Trades secrets include information regarding the development of systems, processes, products, know-how and technology.

You are to refrain from using social media while on work time or on equipment McAbee or a customer provides. This also includes any social media (and/or talking, texting or emailing on a cell phone or Linc) while driving or operating equipment for McAbee. McAbee does not tolerate the use of social media or mobile devices while driving or operating equipment. Violation of this policy can result in disciplinary action up to and including termination.

Risks

Every action and decision comes with risks. Social media can create risks that often involve damaging your, your family's and friends', and/or your employer's reputation. By accepting full-time employment, you become a representative, an ambassador, of McAbee. In doing so, you agree to devote your full professional time and interest first-of-all to McAbee. McAbee personnel are expected to participate in no outside activity if said activity interferes with or conflicts with the interests of McAbee, or if it in anyway has an adverse effect on the performance of your assigned responsibilities and duties. You are also expected to participate in no activity that can damage or harm the name, image, reputation, trade secrets, intellectual property, systems, processes, products, know-how or technology of a customer. Ultimately, the risk for posting to social media anything that indicates or implies you are on work time or that reveals customer information is potential grounds for termination of employment.

Other potential risks from misusing social media platforms include physical harm, emotional harm or legal repercussions.

Best Practices

Below are five key reminders, or best practices, for using social media. Always remember, when in doubt, don't post.

1. Be SMART - If your post displays or features the McAbee brand, a customer's brand or a supplier's brand, do NOT post. Chances are someone will see the post, and information can easily be misconstrued.
2. Be KIND - Always ask yourself if what you are posting can be interpreted as offensive material, harassment or bullying. If there is any doubt, don't post.
3. Be RESPONSIBLE - Remember that you represent McAbee. Do not use social media in a way that can jeopardize your employment at McAbee or can potentially jeopardize the employment of a coworker.
4. Be SAFE - Using mobile devices on work time can be unsafe, so it's best not to use social media in the first place. Remind yourself, you're working, don't be posting.
5. Be ACCOUNTABLE - You can hold yourself and your coworkers accountable for implementing social media best practices without the fear or retaliation or harassment. If you see someone using social media while on work time, ask them to stop or contact a supervisor. After all, it could put you at a safety risk.

Use common sense. Always assume that your social media content will be seen. What you post can be misconstrued, misinformative or misleading, which can lead to repercussions. Content that is interpreted how you intended can still lead to repercussions up to and including termination of employment.

Ways to Engage

McAbee currently utilizes social media tools and resources to increase awareness of McAbee, highlight and showcase capabilities and work, and engage with employees, customers, and the community. It is recommended that you engage with the McAbee social media channels directly as the content featured is already approved and has been posted within the social media policy guidelines and expectations. Thus, you are limiting the risks when engaging directly with McAbee's social media channels.

Social media is a great tool for building community and sharing insight into your interests. In McAbee's case, social media can build a network and reach potential customers. McAbee recognizes the benefits of social media and encourages employees to engage when appropriate. That is to engage directly with what is featured by McAbee and not submit any original content that does not have prior approval. In other words, like, comment and share McAbee's social media content, but do not post your own photos from a job site or at the workplace without prior approval. In most cases, McAbee customers strictly prohibit the use of photos on job sites.

McAbee reserves the right to ban any user from following a McAbee social media channel if the user engages with McAbee content in any way that is considered harmful, harassment, bullying or discrimination of any kind. Always refer to the Social Media Policy and Best Practices before posting.

You can follow McAbee on Instagram (@McAbeeInc), Facebook (@McAbeeInc), LinkedIn and YouTube.

Definitions

Engagement - Any form of interaction with a social media post or personality, such as liking, commenting, sharing, etc.

Social Media Channels - The individual accounts or profiles established by a user within a social media platform.

Social Media Platforms - The platform that allows users to create, share and engage with a network of connections, friends or followers. I.e., Facebook and Instagram.

Acknowledgment

This Social Media Policies & Best Practices document for McAbee Construction, Inc. (McAbee) and its employees was developed by Safety & Human Resources, General Counsel and Marketing & Communications. As an employee, you hereby acknowledge that you have read and understand the policies herein and the possible risks involved with engaging in social media.

If you have any questions regarding McAbee's social media policies, please contact Human Resources.