

**TATA STEEL**



# Guidelines posting on social media

2025

# Guidelines Social Media

The love for our company is regularly shared on social media. It's great that people outside our organisation can also see the fantastic projects taking place here and the proud individuals who make them happen. We also appreciate you following our channels and sharing our posts, allowing more people to see what our company is working on.

However, before you post, please be aware that your message or comment can reach a large audience in a short amount of time.

Anyone can read discussions on social media – whether on our own channels or those of third parties. This means your message or comment can quickly gain significant visibility.

Keep in mind that not everything is always received as you intended, and things can sometimes be misunderstood or misinterpreted. When posting, please make sure to also follow the guidelines in our Photo and Video Policy.

These social media guidelines apply not only to our employees, but also to our consultants, contractors, agency staff, volunteers, and interns – in any context where they post or respond to content relating to Tata Steel.

# Definition of Social Media

- By social media, we mean any online platform or app that allows (internal or external) parties to communicate directly with each other or share information on a public forum. This also includes private Facebook groups.
- This includes – but is not limited to – social platforms such as X, Facebook, LinkedIn, and WhatsApp, as well as image and video-sharing websites like Instagram, YouTube, and Pinterest.  
Naturally, this also applies to new or future social platforms (such as Bluesky, Mastodon, etc.).
- Our social media guidelines **also** apply to platforms that are not operated by Tata Steel, but where discussions or conversations about Tata Steel are taking place. Think carefully before you post or respond – not everything is always received as you intend, and things can sometimes be misunderstood or taken out of context.

# Confidentiality

We ask that you handle confidential information responsibly. If you are unsure about this, check with your client/department head or line manager before posting anything about a project. Always read the Photo and Video Policy before sharing any content.

**Just like in the offline world,** it is not permitted to breach confidentiality, for example by:

- Disclosing trade secrets or confidential information belonging to Tata Steel;
- Sharing confidential information about a colleague, customer, or company (such as a supplier); or
- Providing information about Tata Steel's internal confidential matters or future business plans that have not been made public.





# **Guidelines for commenting on Social Media**



# Be appropriate in your communication

- We ask that you keep your comments appropriate. People often have different opinions, so if you disagree with someone, express this respectfully – as outlined in our [Code of Conduct](#).
- Always focus on ideas, not individuals. Avoid personal attacks or criticism. Your comments and responses can help build trust when they are clear, constructive, and helpful. Be aware that the opposite is also true.
- Remember that the same standards of respectful behaviour apply online as they do offline. Treat others with respect. Defamation, insults, and discrimination are not acceptable. Always respect the privacy of others.
- We reserve the right to refuse or remove posts that we consider inappropriate from our own social media pages.



# Sharing is caring!

Sharing posts from our official channels is always allowed.

We also encourage you to share your own content – just make sure to keep in mind everything mentioned on the previous slides.

→ Planning to post something? Make sure to tag our official channels. This notifies us and allows us to engage with your content or share it further.

→ You can do this by typing @ followed by our name on the relevant social media platform.

Facebook: <https://www.facebook.com/TataSteelNL>

Instagram: <https://www.instagram.com/tatasteelnederland/>

LinkedIn: <https://www.linkedin.com/company/tata-steel-nederland>

X: <https://x.com/TataSteelNL>

YouTube: [https://www.youtube.com/@tatasteel\\_NL](https://www.youtube.com/@tatasteel_NL)



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