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## VALARD EMPLOYEE SOCIAL MEDIA USE & ETHICS EXPECTATIONS

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### POLICY

This document summarizes key expectations and required actions related to Valard Construction's Social Media and Ethics Policies.

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### PURPOSE

#### Our Shared Responsibility

Every employee plays a role in upholding Valard's reputation and brand image. How we present ourselves — on the job, in our communities, and online — reflects directly on our company, our teams, and the work we proudly deliver.

Employees are reminded that what is shared on social media matters. Posting photos, videos, or commentary involving Valard worksites, workers, vehicles, equipment, or incidents — including accidents — is inappropriate and strictly prohibited unless formally authorized.

All employees are expected to review the following expectations and recommit to representing Valard with professionalism, respect, and integrity.

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### APPLICABILITY

#### Social Media Expectations

Employees who participate in external social media platforms (e.g., Facebook, Instagram, TikTok, X, Snapchat, LinkedIn), must ensure their activity aligns with Valard's policies and values.

#### Do Not Post:

- Photos or videos of workplace incidents, including vehicle accidents
- Images of Valard trucks, equipment, workers, or worksites without authorization
- Content that could harm Valard's reputation or public trust
- Confidential, sensitive, or operational information
- Negative commentary representing Valard

Content shared from personal accounts may still be widely circulated, misinterpreted, or taken out of context.

#### Acting in Valard's Best Interests

Employees are expected to act in the company's best interests at all times and exercise sound judgment, free from personal bias or divided loyalties.

Both at work and in outside activities, employees must avoid:

- Conflicts of interest
- Situations that could be perceived as conflicts

A conflict may exist if personal, financial, or external activities interfere — or appear to interfere — with your objectivity, decision-making, or responsibilities at Valard.

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## **GUIDELINES**

### **Accountability & Consequences**

Any breach of the Social Media Policy — or conduct that negatively impacts:

- Job performance
- Fellow employees
- Customers or suppliers
- Individuals working on Valard's behalf
- Valard's legitimate business interests

may result in disciplinary action, up to and including termination.

Unauthorized or inappropriate use of Valard's name, logo, affiliates, or assets online will not be tolerated. Valard reserves the right to report, block, or request removal of such content. Repeat or serious violations may be escalated further.

### **What To Do Instead — How You Can Help**

We all play a role in protecting Valard's reputation. Employees are encouraged to:

- Remain professional online
- Avoid offensive or inappropriate language
- Share personal career achievements appropriately
- Submit project photos and stories through approved internal channels
- Report harmful or inappropriate content
- Treat everyone as a customer
- Drive responsibly
- Represent the Valard brand positively — on and off duty

If you are ever unsure whether content is appropriate to share or have concerns about something you see online involving the company, please contact Valard's Communications or Safety Departments.

**Thank you for doing your part to protect our people, our projects, and the reputation we've built together.**