

## Appendix 1

# Taylor Wimpey social media – procedure for agencies, contractors and suppliers

As an agent of Taylor Wimpey, you and your staff should understand the impact that your contribution on social media might have to people's perceptions of Taylor Wimpey. Please ensure that you circulate this information to your employees.

Taylor Wimpey recognises the significant potential benefits of social media and how it helps to shape public opinion about our Company and our operations, employees, customers and partners.

All social media activity in relation to Taylor Wimpey is currently managed centrally by Taylor Wimpey via IR Comms, Sales and Marketing, and Customer Services in conjunction with their appointed agencies.

It is important that Taylor Wimpey's presence across all social media platforms is carefully managed and any inappropriate or derogatory comments are dealt with appropriately. A mismanaged or inappropriate comment from a contractor or supplier on a social media channel can be extremely damaging and easily picked up by the media.

The subject and content of any social media messages in relation to Taylor Wimpey must not:

- Compromise the name or reputation of Taylor Wimpey.
- Make unauthorised financial commitments on behalf of Taylor Wimpey.
- Represent personal views as the views of Taylor Wimpey.
- Contain confidential, anti-competitive or commercially sensitive information.
- Contain harassing or offensive statements, including any debasement of race, creed, colour, nationality, ethnic origin, marital status, sex, sexual orientation, sexuality, gender, gender reassignment, age, disability, religious or political beliefs, including membership or non-membership of a trade union.
- Contain defamatory statements. In particular, care should be taken with the style of the language used and the effect that the message will have on the recipient. Material will be deemed as being defamatory if it has a damaging or derogatory effect on any person or on the organisation.
- Contain personal information relating to Taylor Wimpey employees, competitors, customers or suppliers without their prior approval.
- Contain your contact details where they can be accessed and used widely by people that you did not intend to provide them to. Never publish anyone else's contact details.