



Heritage

PETROLEUM
COMPANY LIMITED

SOCIAL MEDIA POLICY GUIDELINES

MAY 2024



**ONE TEAM...
ONE JOURNEY**

Purpose of Policy

To provide guidance about the appropriate use of social media by Heritage, contractors, its selected Social Media Champions and our sponsorship partners, aimed at protecting the company's reputation and brand identity as well as promoting positive interactions with stakeholders.

It is also intended to ensure that these stakeholders understand the potential impact of their social media presence on Heritage and to prevent problems that could result from negligent usage of social media in the workplace and outside of it.



Guidelines for Sponsorship Recipients

- a. Sponsorship Recipients shall also be required to develop and submit to Heritage an annual social media content management plan as a part of their continuing obligations during the term of their sponsorship agreements.
- b. Sponsorship recipients shall be mindful of their own reputation as well as that of Heritage. Anything they post reflects upon them and Heritage.
- c. All posts re-shared and re-posted must credit the source either through tagging or mentions. Collaborative posts must be clearly identified. All parties involved must have signed off on the final communique via email.
- d. Adherence to the company's Brand Guidelines Manual is required when posting Heritage branded content.
- e. The purpose of this policy is to provide guidance about All stakeholders to whom this policy applies shall refrain from hate speech, politically motivated comments, harassment of any kind, bullying, expletives etc. while interacting online.
- f. Always adhere to TPHL Group policies, and Heritage Polices when posting content.
- g. Always be transparent about who you are representing. No person to whom this policy applies shall speak/post on behalf of Heritage without prior approval (this applies to the posting about Heritage branded events).
- h. If a sponsored person or entity is not authorized to speak on behalf of Heritage, they shall include a disclaimer stating such at the end of their post/comment(s).

Guidelines for Heritage Contractors, Social Media Champions & Online Real Estate Owners

- a. All stakeholders to whom this policy applies shall refrain from hate speech, politically motivated comments, harassment of any kind, bullying, offensive images, expletives etc. while interacting online.
- b. Always adhere to TPHL Group policies, and Heritage Polices when posting content.
- c. Always be transparent about who you are representing. No person to whom this policy applies shall speak/post on behalf of Heritage without prior approval (this applies to the posting about Heritage branded events).
- e. Posts shall not disclose Confidential Information about Heritage, its employees, customers, contractors, Sponsorship Recipients and Joint Venture Licensee and Alliance and Contract Operators or competitors in the oil and gas industry.
- e. All posts shall accurately reflect Heritage's Vision, Values, Brand Guidelines Manual, and Strategy.
- f. Approved "Social Media Champions" will be authorised to post company-related materials on their personal social media accounts. All post shall be subject to the guidelines established for the use of Heritage's online real estate in this policy.
- g. Be mindful of reputation management and the Heritage INSPIRE values – page managers must never post defamatory, inaccurate, or inappropriate comments or posts on Heritage social media pages.
- h. Copyright laws shall be respected and observed when creating and sharing images or other content online; copyrighted material shall not be used without prior permission from the owner/creator of said material.

Enforcement of the Policy

Failure to comply with any part of this Policy may result in:

- Termination of Sponsorship Agreement where the non-compliance relates to the actions of a Sponsorship Recipients.
- Disciplinary action, in the case of Heritage personnel to whom this policy applies, up to and including dismissal.
- Refusal of entry to Heritage office and work sites, in the case of third-party invitees, including contractors.





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