



Capita Social Media Policy

At Capita, we use social media to engage our audiences, advance our brand reputation, and strengthen relationships. This policy sets out the requirements and guidance for all employees and third parties regarding the use of social media, covering both business and personal use. It integrates and supersedes previous standards, ensuring clarity, compliance, and best practice for all social media activity.

We are committed to

- Promoting appropriate use of social media platforms for both business and personal purposes.
- Supporting our people to prevent and address work-related social media abuse, bullying, or harassment.
- Using social media responsibly and in accordance with all applicable laws in the countries we operate in.
- Ensuring all business social media accounts are managed by approved employees and are the property of Capita.
- Empowering colleagues to feel confident when posting on social media while mitigating risks to Capita's reputation.

In line with our standards, this policy covers:

- Social Media for Business Use
- Social Media for Personal Use

What you should expect from us

- Clear guidance on social media use for both business and personal contexts.
- Monitoring of business social media channels to ensure compliance and protect our brand reputation.
- Support for employees in addressing any issues or incidents arising from social media use.
- Super admin access maintained on all business social media accounts.

What we expect from you

- Adherence to this policy and all related standards when using social media for business or personal purposes.
- Do not create business social media channels unless authorised by Group Communications.

- Use social media responsibly, ensuring posts do not harm Capita's reputation or breach confidentiality.
- Escalate any concerns or incidents to the Social Media Team:
SocialTeam@capita.com

Social media for business use

- Only Communications teams can create Capita social media channels and Group Communications must approve any new channel.
- All business social media accounts are Capita property and must be managed by approved employees.
- Super admin access must be maintained by Group Communications.
- Ensure accounts are secure (generic Capita.com email, two-factor authentication, password management per IT Security Standard).
- Content must follow Capita's Brand Guidelines and Social Media Strategy.
- Paid media must be approved by the Social Media Team.
- Monitor engagement and follow escalation processes for negative comments.
- Non-compliance with our Social Media for Business Use Standard may result in disciplinary or legal action.
- Share content plans and attend bi-weekly editorial meetings/ via Hootsuite.

Social Media for Personal Use

- Follow our social media pages, engage with our content and share your stories about life at Capita.
- Do not speak on behalf of Capita unless you are an approved spokesperson.
- Do not share confidential or sensitive information.
- Use good judgement and ensure posts are appropriate. Be respectful, stay on topic, protect your personal information, and respect intellectual property. Don't engage with trolls or in negative commentary.

- Be honest about your identity and role if you affiliate with Capita.
- Do not use social media to vent work-related complaints.
- Use correct channels in a crisis and escalate to the Social Media Team.
- Non-compliance with our Social Media for Personal Use Standard may result in disciplinary or legal action.

What we expect from our managers

- Oversee the implementation of this policy within your area of responsibility.
- Ensure team members are aware of and comply with all social media requirements.
- Support employees in understanding and applying the policy.

How we will achieve this

- Regularly review and update social media guidance and training.
- Monitor channels using approved tools and manual checks.
- Report exceptions and non-compliance through risk governance channels.
- Collaborate with the Social Media Team for advice and escalation.
- For questions or clarification, contact SocialTeam@capita.com

Governance, Compliance, and Escalation

- Heads of Functions and Executive Officers to oversee implementation.
- The Social Media Team monitors channels regularly.
- Exceptions require approval from the Social Media Team or Head of Corporate Comms.
- This policy is confidential and may only be shared externally with approval.

Nicole Dorskind

Chief Communications & Corporate Affairs Officer, November 2025