

## Social Media

Social media has changed the way the world communicates. Whether you are establishing relationships with potential prospects or engaging current stakeholders (customers, suppliers, distributors, employees, Board of Directors), we know that social communities are where people communicate and engage. To help you navigate social media effectively and responsibly, we've developed the following guidelines you must follow when using social media, whether for personal or business purposes. This policy is designed to protect your personal privacy, uphold professional standards, and safeguard GracoRoberts' reputation, confidential information, and business interests.

Social media has an ever-growing list of platforms, but these principles apply to all forms of electronic communication, including blogs and websites. Overall, just remember to use common sense and good judgment and to act online as you would in person. Any conduct that adversely affects your job performance, the performance of other GracoRoberts employees, our customers or suppliers, or the company's legitimate business interests may result in corrective action, up to and including separation from employment. Nothing contained in this policy is intended to or will be enforced in a way that will interfere with your rights under the National Labor Relations Act, including but not limited to the right to discuss the terms and/or conditions of employment, or other laws protecting lawful job-related activities.

### ***Get Involved***

As a valued member of our team, you play a vital role in amplifying our brand and expanding our network. The first step is simple—connect with all GracoRoberts family of brands on social media! Use the links below to follow our company's social media accounts and stay engaged with our latest updates.

**GracoRoberts:** [LinkedIn](#) | [Facebook](#) | [Instagram](#)

**Silmid:** [LinkedIn](#) | [Facebook](#) | [Instagram](#)

**Resin Formulators:** [LinkedIn](#) | [Facebook](#) | [Instagram](#)

**Pacific Coast Composites:** [LinkedIn](#) | [Facebook](#) | [Instagram](#)

**SkyGeek:** [LinkedIn](#) | [Facebook](#) | [Instagram](#)

**Sky Mart:** [LinkedIn](#) | [Facebook](#) | [Instagram](#)

### ***Social Media Code of Conduct***

GracoRoberts' social media policy applies to all employees and stakeholders across our family of brands, who use social media during or after business hours, whether for personal or business purposes. GracoRoberts understands that you will likely use social media both personally and professionally on a daily basis. However, because much of the information that is posted is available to the public, we have established the following guidelines.

*Company-related information includes:*

- Photos or videos taken at work or at company-sponsored events
- Photos or videos taken of fellow team members
- Confidential or personal information pertaining to employees, clients, prospects, or supplier partners
- Company-owned content such as blogs, presentations, videos etc.

*Social media includes:*

- Any online platform where you may be interacting with others—personally or professionally—such as Facebook, X, LinkedIn, etc.
- Photo-sharing networks such as Instagram and Snapchat
- Video-sharing networks such as YouTube or TikTok
- Discussion forums such as Reddit
- Q&A-based networks such as Quora
- Review platforms such as Yelp or Google

### ***The Dos for Personal Social Media Use***

You are free to maintain your own personal social media. However, please make sure that your personal use of social media does not interfere with your work for GracoRoberts. Remember that your personal use of social media can have an effect on your professional life.

Please remember to:

- Make it clear that a personal account is personal.
- Stick to behavior that aligns with GracoRoberts' policies, including our anti-discrimination and anti-harassment policies and intellectual property, confidentiality and non-disclosure policies.
- Keep confidential information confidential. This means not posting about our clients, customers, or vendors to your personal account without clear permission from GracoRoberts.

- Post disclaimers. If you do publish a blog or post online related to the work you do or subjects associated with GracoRoberts; make it clear that you are expressing your personal opinion and are not speaking on behalf of GracoRoberts. It is best to include disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of my employer."

### ***The Dos for Professional Social Media Use***

- Read and follow GracoRoberts Code of Conduct and Employee Handbook before posting to further familiarize yourself with how and why we use these policies.
- Maintain a professional tone when discussing GracoRoberts, its employees, customers, partners, or competitors.
- Adhere to company policies regarding intellectual property, confidentiality, and non-disclosure agreements.
- Support GracoRoberts by liking, sharing, and reposting company content. This includes posts about our products, services, company events, culture, careers, and industry news. Your engagement helps expand our reach and strengthen our brand's presence.
- Share audience questions or feedback with our social media team so that we may respond in a timely manner (defined as within 24 hours of post) – we are constantly monitoring and have a process to engage with all posts received.

### ***The Don'ts for Any Social Media Use***

- Misrepresent yourself as an official spokesperson for the company.
- React to negative or offensive posts about GracoRoberts, employees, customers, or partners. Instead, immediately share the post(s) with Cristina Burnett at [cburnett@gracoroberts.com](mailto:cburnett@gracoroberts.com).
- Share sensitive information about our employees, customers, or partners.
- Post inappropriate or offensive messages or images, including content that may be considered discriminatory, harassing, sexually explicit, hateful, threatening, or otherwise harmful. This includes, but is not limited to, posts that target individuals or groups based on race, gender, religion, sexual orientation, political affiliation, disability, or any other protected characteristic, as well as any imagery or language that could damage the company's reputation or make others feel unsafe or disrespected.
- Answer audience questions on behalf of the company. Instead, direct them to Cristina Burnett at [cburnett@gracoroberts.com](mailto:cburnett@gracoroberts.com).
- Post material that could be interpreted as libelous, defamatory or hurtful to a person's safety and reputation.

- Share content that may damage the company’s public image.
- Discuss employees, customers, partners, and suppliers without their expressed consent.
- Harass others by sending them offensive content or repetitive, unwanted messages.
- Communicate with company competitors in a disrespectful manner.
- Distribute spam and chain messages.
- Publish business-related content under your name or personal brand without prior approval by the GracoRoberts marketing team.

We reserve the right to request removal of a social media post for defamatory, disloyal, reckless, or maliciously untrue content, posts that do not comply with this policy, posts that infringe on copyright, trademark or other intellectual property laws, that violate privacy, or other circumstances that put us at legal risk. If you have questions regarding what is acceptable and unacceptable to post as an employee advocate, please contact Cristina Burnett at [cburnett@gracoroberts.com](mailto:cburnett@gracoroberts.com).

### ***Friend Requests***

As an employee of GracoRoberts, you may receive friend requests from customers, colleagues, or industry professionals on platforms such as LinkedIn, Facebook, or Instagram. Accepting these requests is at your discretion; however, employees are encouraged to maintain a level of professionalism and be mindful of their online associations.

### ***Privacy Settings and Personal Consent***

Be mindful of the personal information you share online about yourself and your family. Each social media platform provides privacy settings that allow you to control what information is visible—adjust these settings to match your comfort level.

Before sharing photos or stories that involve others, especially coworkers or family members, always ensure you have their permission. At GracoRoberts, we require a signed consent form before featuring any employee on our websites, social media, or other marketing materials. This helps protect everyone’s privacy and ensures they’re comfortable with their image or story being shared.

In order to prevent misuse, and maintain productivity and discipline, GracoRoberts reserves the right to monitor, intercept, and review, without further notice, your activities on our IT resources and communications systems, including but not limited to social media postings and activities.

If you've previously given consent but would like to withdraw it, you may update your Photography Release Form at any time. Your privacy and safety are our top priority, and we will honor any request to remove or update content accordingly.

***Personal Information***

Never share personal information about other team members, such as their name, location, image, or other identifying details, without their explicit written permission. Exercise caution when posting from your personal account to ensure that shared content does not unintentionally compromise your privacy or the privacy of others.

***Crisis Communication***

In the event of a crisis, employees should not post or comment on company matters. All media inquiries should be directed to Cristina Burnett at [cburnett@gracoroberts.com](mailto:cburnett@gracoroberts.com) and Allison Lombardo at [alombardo@gracoroberts.com](mailto:alombardo@gracoroberts.com).