VALMONT® INDUSTRIES SOCIAL MEDIA GUIDELINES FOR AUTHORIZED USERS

As an acting representative of Valmont on social media, you understand the impact of published content and respect the importance of maintaining our brand value. In an effort to avoid problems and misunderstandings, the Valmont Digital Governance Committee has established guidelines to provide helpful and practical advice for company-sponsored social media administration and content publishing.

Though these guidelines are primarily for authorized social media users, they do apply to everyone at Valmont Industries, including those not involved in a marketing or brand role.

What You Should Do:

- Be respectful. Always treat others with respect on social media. If a follower questions or criticizes Valmont or the content in a post, be thoughtful. If the criticism is especially aggressive or inconsiderate, it is best to refrain from responding. We support the right of our authorized users to mute or block people on social media who are threatening or abusive. However, avoid muting or blocking people simply because they were critical of Valmont or a post.
- Be quick. If you accidentally posted an error and wish to delete it, be sure to either edit or delete the post quickly, and then repost the correct content.
- Know your customers. Your Valmont social media accounts should be tailored to your customer base, not to your personal interests. Follow the 80/20 rule: 80% or more of content should be relevant specifically to your customers, while 20% or less can be about the business, products and/or services. In addition to Valmont created content, be sure to understand if your customers are interested in third-party content, like industry articles; if so, work these into your editorial calendar, as well.
- Be active, but don't over-do it. Be active on your social media accounts, but don't post so often that you overwhelm or annoy people. Too much information can cause your followers to stop following your brand, and/or your posts may blend into newsfeeds that make relevant content more apt to be missed. For the most recent professional guidelines on publishing frequency by platform, you can find articles or blog posts by social media experts.
- Time does matter, and let the data do the talking. Many social media experts will publish their point of view on what time you should publish to your accounts; however, these articles are usually written in a “one size fits all” mentality and may not actually work for your brand. Instead, experiment by posting at different times and pay attention to the analytics. Find out when your followers are most active on social media and post during those timeframes.

- Maintain one voice. Your Valmont social media accounts are digital representatives of your brand, and people follow you because of your brand. Make sure your message is clear and consistent across all channels: website, public, social media, etc., so that those who engage with your brand do not become confused and dissatisfied.
- Have a plan. Develop and document a repeatable process that ensures that all content is reviewed for accuracy, spelling and grammar. Make sure the information you're sharing can be published to a public space and that all of your links work. Create and maintain an editorial calendar to help map out your content strategy and when you would like each post to publish. Attention to these details could save you time and trouble later.
- Be original. Help people see what makes your brand different from your competition.
- Have a personality. Your social media voice should show excitement about your brand, company, products and the services you can provide your customers. If you aren't excited about what you stand for, you can't expect your customers to be. But remember: stay true to your brand's voice and your customers' interests.
- Understand which social media platform(s) is best for your business. Just because everyone else seems to be on Pinterest, for example, doesn't mean you need to be. Social media isn't one-size-fits-all. If you are unsure if your brand belongs on a certain social media platform, experiment with a pilot program. Take note of who follows you, how much time it takes you to manage the platform and content, and if you receive any negative feedback about the pilot.
- All social media login and password information must be registered with the Digital Governance Committee. Please make sure that it is on file and update the committee immediately if the information changes. Please send your notification to digitalgovernance@valmont.com.

What You Should NOT Do:

- Create any new social media accounts without the prior approval of the Digital Governance Committee. Each request will be evaluated based on the business need and the resources allocated to managing the account. Please email digitalgovernance@valmont.com with your new account request.
- Publish content that is not property of Valmont. Social media is all about sharing and interaction, so it's OK to share appropriate content to your Valmont social media account that belongs to someone else. However, it is unlawful to natively upload and publish content that is copyright protected by someone else. The internet is full of content, but it is not a free-for-all.
- Don't like your own posts. Instead, encourage your employees to share and like the material that is posted. Your employees can be your brand's greatest ambassadors.
- Don't neglect your account(s). If you are unable to post content on a regular basis, then work with the Digital Governance Committee to revisit the value of the account. Not posting consistently, or

engaging with your followers, can present your brand – and Valmont - in a negative light. People follow your brand on social media for a reason, and if you do not have the resources or business need to meet those reasons, we must reconsider your social media presence.

- Don't share too much. Be mindful of the information you share and ensure that content is vetted by the appropriate parties.
- Don't connect with everyone. Just because someone follows you, it doesn't mean you have to follow them back. Think of it as choosing who you surround yourself with in real life. Before you follow back, think of how it will reflect on your brand and Valmont. Is this someone who would represent you and your business in a good way if consumers saw that you were associated with them?
- Don't forget about privacy settings. Remember that once you share something on the internet, it doesn't go away. Taking care of privacy settings also includes protecting your passwords.
- Choose a password that is extremely secure (minimum 8 characters, 1 number, 1 special character, 1 capital letter). Only give passwords to those who are assigned to help you manage the account. If you have a social media admin leave your team, be sure to revoke their privileges as soon as possible. And remember, all social media login and password information must be registered with the Digital Governance Committee. Please make sure that it is on file and update the committee immediately if the information is changed.
- Don't be spammy. If you post the same information over and over, or inundate your followers with bad content, you risk becoming a nuisance and could lose some of the followers you've worked so hard to attract.
- Don't ignore comments and private messages. It is vital to engage with your followers. With no engagement, they may feel as if you don't care about their question, comment or concern. Use comments and private messages as an opportunity to interact with your followers and show them how you address positive and negative situations. If you are unsure how to answer a question, reply immediately with something like “Thank you for reaching out! We will direct your question to the appropriate personnel and get back to you as soon as possible.” In general, you should not go more than 24 hours without responding to a comment or private message.

In essence, represent Valmont with integrity. In addition to these social media guidelines, Valmont employees should be familiar with, and follow, the company’s Code of Conduct and other similar policies. As always, if you are unsure about something, please consult with your supervisor or other leader about your social media practices.

If you do not follow the guidelines outlined above, the outcome may result in:

- Reassignment of responsibilities.
- A negative mark on a formal view or in your employment file.

- Termination.
- Legal trouble with and/or loss of customers, shareholders and/or investors.

Valmont Industries reserves the right to determine what qualifies as inappropriate content and the resulting consequence.

Please email digitalgovernance@valmont.com with any questions and/or concerns.

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