

Social Media Policy (External) Customer Service Codes of Practice

ecotricity

1) Purpose

We are committed to open, respectful, and professional communication that reflects our values. Social media helps us share information, participate in discussion, and support our customers and communities. This policy explains:

- how we use our official social media channels; and
- what we expect from people who engage with us on those channels.

2) Scope

This policy applies to:

- our official social media accounts and pages (e.g., LinkedIn, X/Twitter, Instagram, Facebook, YouTube and other platforms); and
- public interactions with our content (including comments, replies, posts, tags, mentions and direct messages).

3) How we use social media

We use social media to:

- share updates about our services and activities.
- provide general information and signposting; and
- listen and respond to feedback.

We aim to respond within reasonable timeframes during business hours. Some issues may require us to move the conversation to secure, private channels.

4) Customer support and protecting personal information

To protect your privacy and security:

- **Do not share personal or sensitive information** publicly (for example: account numbers, meter numbers, addresses, phone numbers, payment details, dates of birth, or anything relating to vulnerability/health).
- If you contact us via social media, we may ask you to use a **secure/private channel** (such as webchat, email, telephone, or an online account) to resolve your query.
- We do not request or accept personal customer data through public comments.

If you believe you have shared personal information in error, please contact us as soon as possible so we can help you reduce risk.

5) Accuracy, fairness, and transparency

We aim to keep our posts accurate and up to date. However:

- social media content is general information and may not cover your individual circumstances; and
- where appropriate, we may link to fuller or more authoritative sources.

We won't mislead people, impersonate others, or present opinion as fact.

6) Respectful conduct on our channels

We welcome debate and differing views, but we expect engagement to remain respectful. The following are not permitted on our channels:

- abusive, harassing, threatening, or hateful content.
- discriminatory language or personal attacks.
- obscene or sexually explicit content.
- misinformation that could cause harm (including scams).
- spam, repeated posting, or promotional content unrelated to the discussion.

- content that infringes intellectual property or confidentiality rights; and
- content that encourages illegal activity.

7) Moderation

To keep our social media spaces safe and constructive, we may:

- hide or remove comments/posts that breach this policy.
- limit or block accounts that repeatedly breach this policy; and/or
- report content or accounts to the platform where appropriate.

We may also retain records of posts or messages for operational, legal, and safeguarding purposes.

8) Threats, harassment, and safeguarding escalation

We take a **zero-tolerance approach** to threats, harassment, and hate speech directed at colleagues, customers, or other members of the public.

- Incidents may be recorded and handled on a case-by-case basis.
- Any **credible threat to safety** may be escalated to relevant authorities (including the police) where appropriate.

9) Intellectual property and use of our brand

Unless clearly stated otherwise:

- content we publish may be protected by copyright or other rights.
- you must not use our logos or branding in a way that suggests endorsement, partnership, or official status without permission; and
- please credit sources where required and respect the rights of others.

10) Privacy and data protection

We handle personal data in line with applicable data protection law, including the **UK GDPR** and the **Data Protection Act 2018**. Our use of social media may involve processing personal data (for example, usernames, messages you send us, and comment content). Please refer to our Privacy Notice for more detail.

11) Contact

If you have questions about this policy, or want to report content you believe breaches it, please contact our Communications team via our website contact form (or the contact details provided on our official social media profiles).



Anita Yandell-Jones

Chief Customer Officer
December 2025