

SOCIAL MEDIA POLICY

FEBRUARY 2024

Policy Statement

The Marsh McLennan Social Media Policy is designed to protect and enhance the reputation of Marsh McLennan and its businesses (“the company”). All colleagues must comply with the guidelines set forth in this policy when representing the company using social media.

Scope

This policy applies to the company’s directors, officers, employees, and temporary workers (“colleagues”) in all businesses, geographies, practices, and functions in their use of social media on behalf of the company.

This policy does not apply to your personal use of social media when you are not representing the company.

This policy is intended to help you, our Marsh McLennan colleagues, understand how to harness the power of social media while operating within the bounds of our existing policies and relevant legal regulations when representing the company.

Some colleagues have additional requirements. Licensed investments professionals must refer to the [Investments Social Media Guidelines](#), marketing colleagues must refer to important guidance in the [Marketing Social Media Guidelines](#), and Talent Acquisition colleagues must refer to the [Social Media Guidelines for Recruitment](#).

Definition

For the purposes of this policy, “social media” includes all external digital platforms that enable users to create, share and exchange information, ideas and multimedia content. .

Contacts

You can reach the Social Media Center of Excellence (CoE) [here](#).



RULES OF ENGAGEMENT

1. Professionalism

Maintain a professional and respectful tone when representing the Company on social media platforms.

2. Confidentiality

As you represent the company, do not disclose any internal, confidential or proprietary information about our company, our clients or our colleagues. This includes the sharing of internal communications, tools, technologies, and platforms.

3. Reputation

- a. Only official spokespeople appointed by the Marsh McLennan External Affairs and Media Relations team are permitted to speak on behalf of the company. Refer to the [Marsh McLennan Media Relations Policy](#) for more information.
- b. The line between “business” and “personal” is permeable on social media. What we post online as individuals can reflect on the company, regardless of topic and platform, if you are representing the company.
- c. Be mindful and respectful when posting on social media on behalf of Marsh McLennan and its businesses and realize that even things that you view as non-controversial could impact the company’s reputation or individuals.
- d. When representing the company, before posting content, consider the intention. If the goal is not to drive engagement (conversation), turn off the ability to comment on the post.
- e. When representing the company, the posting, liking, and sharing of derogatory or discriminatory comments directed towards others is not permissible. If you are representing the company, you should avoid divisive topics on social media. When in doubt, do not post. Reach out to the company’s Global Head of Social Media, a regional marketing & communications leader, a business social media leader, or socialmedia@mmc.com with questions.

4. Brand

- a. The logos, trademarks or proprietary content of Marsh McLennan and its businesses may only be used for personal use in colleagues’ social media profiles when designed and approved by the Global Head of Social Media and/or your business’s social media leader.
- b. Colleagues are not permitted to set up social media accounts on behalf of the company, nor are colleagues permitted to create LinkedIn groups or any groups on a social media network on behalf of the company or as a representative of the company.
- c. All sponsorship activities that include social media activities on behalf of the company must be reviewed and approved by the Social Media COE before commitments are made.

5. Governance

- a. When representing the company, do not use tools or technologies to intentionally manipulate social media channels, including artificial inflation of social media metrics including, but not limited to, the number of followers, likes, comments, shares, clicks, or views.
- b. Marsh McLennan and its businesses can monitor what colleagues say or post on social media when they are representing the company.

6. Privacy

- a. Respect the privacy of colleagues and community members, including clients, partners, vendors, and third parties. Do not share personal or confidential information without proper consent.
- b. Remember that your social posts are permanent, even if they are deleted, and conversations that you have in the direct messages or private chat feature of a social media channel are not private. They can be publicly shared at any time.

Speak Up

7. Times of crisis

When representing the company, all social media content regarding the company's response to a crisis or catastrophe must first be directed to the company's Global Head of Social Media, a regional marketing and communications leader, a business social media leader, or socialmedia@mmc.com.

These events may include natural or man-made disasters, terrorist attacks, cyberattacks, civil unrest, humanitarian crises, and any event posing a widespread risk to the health and safety of colleagues or resulting in widespread disruption of services within a particular region.

8. Cybersecurity

Take steps to make your social media accounts as secure as possible. Change your password frequently and ensure two-factor authentication is enabled.

Contact the [Global Head of Social Media](#) if you have questions or doubt pertaining to this policy or Legal and Compliance immediately if you become aware of potential violations of Company requirements at compliance@mmc.com or ethicscomplianceline.com.



