

# Knight Frank Global Social Media Policy

## Purpose

This policy has been designed to positively support communicating and promoting Knight Frank through Social Media in appropriate and respectful ways.

## Why it matters

Knight Frank recognises and welcomes the benefits which may be gained from appropriate use of Social Media, however, it is important that our personnel take reasonable steps to mitigate any risks it poses to Knight Frank's business. These risks could include, for example, disclosure of confidential information, violation of intellectual property rights, personnel wellbeing or, damage to Knight Frank's reputation.

To help minimise these risks and to protect personnel wellbeing, this policy outlines a series of the rules and requirements which apply to the use of Social Media by Knight Frank personnel in the course of their employment or engagement with Knight Frank.

## Scope

This policy applies to all employees and members of Knight Frank. It applies also to consultants, contractors and agency workers in relation to their work for, or on behalf of, Knight Frank.

Knight Frank refers to the member firms of the Knight Frank Global Network, each of which is a separate legal entity. The Knight Frank Global Network comprises Knight Frank LLP, its subsidiaries (direct or otherwise), its affiliates and any other entity or practice carrying on business under or including the name Knight Frank or in association with Knight Frank LLP internationally in over 50 territories. Failure to comply with this policy may result in disciplinary action being taken against anyone involved, or the termination of contracts with contractors and other third parties working for Knight Frank.

This policy covers all forms of social media websites or applications, including but not limited to all META company platforms (Facebook, Instagram, Threads, WhatsApp, etc.), LinkedIn, X (formerly Twitter), WeChat, Snapchat, TikTok, Reddit, and all other social networking sites and internet postings, including blogs (collectively referred to as "**Social Media**"). It applies to the use of Social Media during working hours and in personal time to the extent that it may affect the business of Knight Frank.

Personnel have a responsibility to be familiar with Knight Frank's expectations as set out in:

- i) this policy, and
- ii) any relevant policy relating to computer and mobile use, and
- iii) any relevant Knight Frank online training modules.

This policy does not form part of any employee's contract of employment and may be amended at any time.

## Definitions

For the purposes of this policy, the following terms are defined as:

**Approved Social Media Accounts Index** – the central register maintained and updated by the Social Media Team listing all Branded Accounts that have been formally reviewed and approved for use by Knight Frank.

**Branded Account** – an official Knight Frank social media account approved by Knight Frank's Social Media Team which represents the company or one of its business units. This could be an account linked to an office, country, region, or particular role within Knight Frank. For example, an account affiliated with the London Lettings Office, or Knight Frank France, or Knight Frank Middle East, or a role such as the Head of Knightsbridge Sales. It may include "Knight Frank" or "KF" in the profile/handle name and can use Knight Frank logos, fonts and colours.

**Intellectual Property Rights** - any and all intellectual property rights of any nature anywhere in the world, including copyright, know-how, trade secrets, trademarks and trade names, service marks, design rights, domain names, moral rights, and any other intellectual property rights which subsist in computer software, websites, documents, business methods, drawings, logos, marketing methods, advertising materials, including the "look and feel" of any websites, and all rights or forms of protection of a similar nature or effect to any of them which may subsist anywhere in the world.

**Licensed Music** – music that Knight Frank is legally permitted to use which includes: (i) music for which Knight Frank holds a valid licence or usage right that the Social Media Team has reviewed and confirmed as approved for use on Branded Accounts and Professional Accounts; and (ii) music made available through platform-approved commercial music libraries that expressly allow business or commercial use (e.g. Meta Sound Collection or TikTok Commercial Music Library).

**Networking Account** – an individual’s personal LinkedIn account or other social media account for personal employment networking.

**Personal Account** - is any Social Media account operated by an individual in their personal capacity. It is not work-related and should not appear to represent Knight Frank. The user may share, like or engage with Branded Accounts or Professional Accounts, provided it is clear they are doing so in a personal capacity. The account must not use Knight Frank logos, fonts, colours or include “Knight Frank” or “KF” in the profile/handle name.

**Professional Account** – is any social media account used by an individual employee to support their work at Knight Frank. The profile/handle name may use the individual’s own name and reference Knight Frank in the bio, job title or professional description, and in any corporately approved cover image and anywhere where the Knight Frank logo displays automatically to identify Knight Frank as the individual’s employer, but must not use Knight Frank logos, fonts colours or include “Knight Frank” or “KF” in the profile/handle name. The user may post work-related or original content (e.g. market insights, Knight Frank properties, services or achievements) in a way that reflects their personal professional voice and for the purpose of promoting the particular sector of the business they service or content which resonates with that sector’s target audience. (E.g. @WBGproperty or @WBGnewhomes).

**Social Media** - all forms of social media websites or applications, including but not limited to Facebook, Instagram, LinkedIn, X (formerly Twitter), WhatsApp, WeChat, Snapchat, TikTok and all other social networking sites and internet postings, including blogs.

**Social Media Team** – the Knight Frank LLP social media team.

**Unlicensed Music** – any music that Knight Frank does not have permission or the legal rights to use. Using unlicensed music can result in copyright claims or content being removed.

## General Principles

### Responsible Use of Social Media

As an employee and/or representative of Knight Frank, you are expected to display appropriate behaviours on Social Media, including meeting the requirements listed at Schedule 1 when you are using Social Media in the course of your employment or engagement.

Crucially, always consider your audience, and avoid any behaviours online which are likely to bring you or Knight Frank into disrepute.

You must keep your content general in nature and avoid publishing any private and confidential company or client information – never disclose client names, details of any transaction or advisory work. If you are unsure whether your content is appropriate, speak with your line manager.

Remember that you are personally responsible for what you communicate on Social Media. Often materials published will be widely accessible by the public, can be easily shared outside of the applicable social media platform and will remain accessible for a long time.

If you are uncertain or concerned about the appropriateness of any statement or content, you should discuss it with your line manager before making the post.

### Use of Social Media

If you are required or permitted to use Social Media in the course of performing your duties for or on behalf of Knight Frank, you should ensure that such use has appropriate authorisation and that it complies with the standards set out in this policy.

Each member firm of the Knight Frank Global Network has its own internal authorisation process for Social Media accounts. Personnel employed by or at any member firm are expected to comply with the rules appended to this Policy at Schedule 1, and any member firm specific guidelines for Social Media accounts, which should be considered to form part of this policy.

## Whistleblowing

Knight Frank maintains a Global Whistleblowing Policy, incorporating an independent hotline, to ensure that anyone can report concerns, confidentially where possible, and to ensure that such concerns are investigated and remediated appropriately.

Anyone who has concerns relating to a potential breach of this policy must follow our Global Whistleblowing policy and report the matter immediately. There will be no repercussions for anyone taking these reporting steps, providing the suspicions or concerns are for genuine and not malicious reasons.

Management has a responsibility to investigate any reports of wrong-doing. Inaction in investigating reported or known issues will not be tolerated and will be subject to disciplinary action.

## Policy Implementation

This policy is to be adhered to by all entities part of the Knight Frank Global Network. This policy will be made available to the Knight Frank Network via the Knight Frank website and other applicable platforms.

## Monitoring and Review

This policy will be reviewed in line with all other Global policies at least annually. If there is a business or legislative reason for it to be reviewed more frequently, then this will be conducted by Knight Frank's Social Media Team.

## **Knight Frank Global Social Media Policy**

Prepared on: April 2026  
Signed: William Beardmore-Gray  
Position: Senior Partner and Chair  
Review Date: April 2027

## Schedule 1 – Global Social Media Rules

**Schedule 1** sets out the mandatory rules for using social media in a business context. These rules apply to all Knight Frank employees worldwide, regardless of role, location, or platform used. Schedule 1 contains the operational requirements, restrictions, and standards that must be followed whenever an employee uses social media for business purposes or refers to Knight Frank in a professional capacity.

### 1. In your use of Social Media you must not:

- harass, bully or unlawfully discriminate in any way, either in your statements, comments or attachments;
- breach the rules of any relevant regulatory body;
- breach contractual confidentiality requirements;
- breach other key policies/requirements including Knight Frank's personnel policies;
- breach copyright or the intellectual property rights of any third party; including posting a video, photo or image on social media that is not Knight Frank's own;
- breach the law, including the Data Protection Act 2018;
- disclose non-public company information (this includes Knight Frank's secret, confidential or legally privileged information, future services, production schedules or information on future acquisitions, and may include marketing plans and campaign launches).
- make statements which cause, or may cause, harm to our reputation or otherwise be prejudicial to our interests;
- make or post political statements, comments or attachments;
- post off market properties under any circumstances;
- post anything that will compromise your client's personal data or privacy, or put their safety at risk;
- make disparaging or defamatory statements about us, our employees, clients, customers, or suppliers;
- make or post any images of children;
- undertake any marketing on instructed properties until Customer Due Diligence has been signed off – this includes "Coming soon" posts or filming a property while undertaking a market appraisal;
- share Knight Frank contacts with social media platforms where you do not have express permission;
- alter the password or account name for any Branded Account, or create a similar sounding account;
- assert any ownership of Branded Accounts or the contacts and connections you have gained through the Branded Account;
- post content generated by AI unless the post clearly discloses that AI was used in its creation. A disclaimer should be included within the post text, or within any image or video content generated by AI (e.g. "AI generated content") Refer to the UK Artificial Intelligence policy for confirmation of permitted AI technologies and usage.

### 2. In your use of Social Media, you must:

- before posting online, confirm with the relationship partner that a property is being openly marketed and we have vendors permission to promote it via social media;
- consider your audiences at all times and not do anything that is likely to bring your or Knight Frank's name into disrepute;
- keep your content general in nature – never disclose client names or details of any transaction or advisory work unless you have the prior consent of the client and approval of your line manager/department head;
- act respectfully;
- ensure all Knight Frank employees featured on Branded Account and Professional Account content are dressed appropriately for their role within the business;
- keep your tone of voice professional, polite, friendly and approachable;
- remember that you are personally responsible for what you communicate on Social Media. Often materials published will be widely accessible by the public and will remain accessible for a long time;

- ensure any images or videos used have all necessary rights cleared, including music licences, third-party Intellectual Property Rights and permission from anyone visible in the content;
- use only approved templates, fonts and branding for posts on Branded Accounts;
- immediately report any potential breaches to the Social Media Team so any content or comments can be removed;
- maintain clear separation between Professional Accounts, Branded Accounts and Personal Accounts, and ensure it is always obvious when you are posting in a professional capacity;
- seek approval from the Social Media Team for any paid partnerships, collaborations or influencer-style activity involving Knight Frank branding.