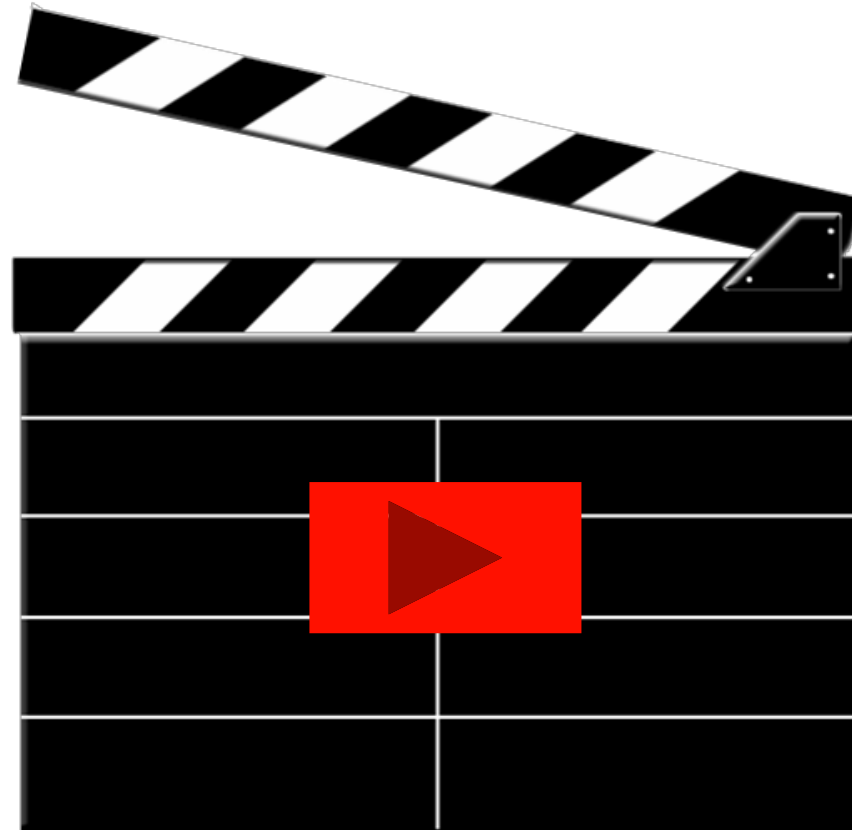


Using Media to Engage our Stakeholders

The power of social



Social media phenomenon

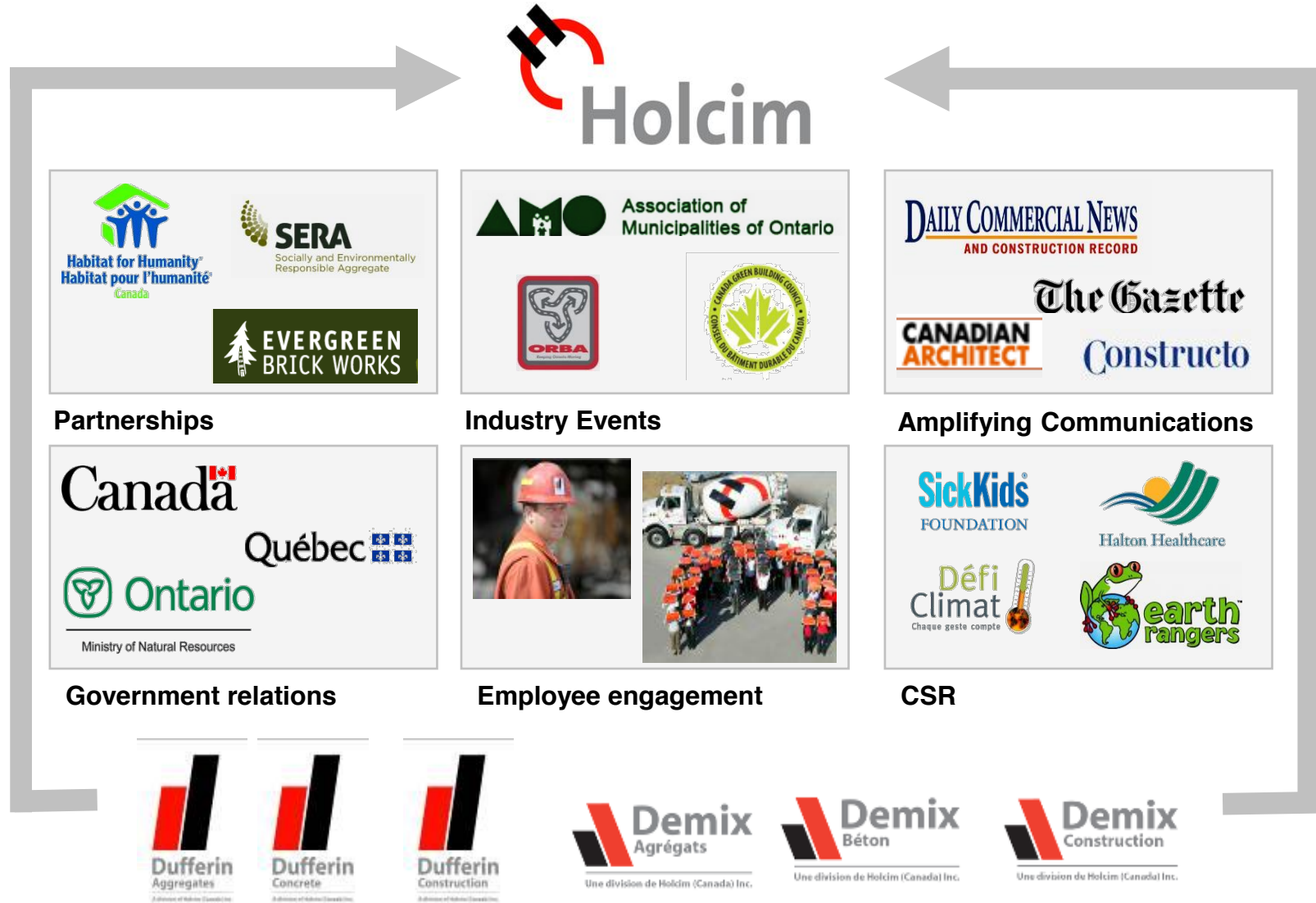


Social Media is no longer an option

“Realize that the social media success equation isn’t big moves on the chess board, it’s **little moves** made **every day** that eventually add up to a **major shift.**”



Incorporating social media into our outreach plans helps us maintain open and transparent communication with our stakeholders and lets us directly connect with our partners



Platforms for communicating our Strength. Performance. Passion.

Advertising

**Supporting
collaterals**

**University
outreach**

Media Outreach (PR)

Government Relations

Partnerships

**Tradeshows, Conferences &
Speaking Opportunities**

Internet Marketing and Social Media

Important to integrate social media in our business strategy in order to...

- Share good news stories (CSR, new initiatives, etc.)
- Build reputation by being open and transparent
- Share our innovative solutions with a wider audience
- Interact with stakeholders (customers, community, influencers, employees and media)
- Listen to stakeholders in real time
- Participate in community stakeholder discussions
- Build and strengthen the Holcim brand



Stakeholders have the ability to co-shape our reputation everyday – we need to be at the table

Before World Economic forum was active on social media, an image search of 'World Economic Forum' on Google would result to protesting, rioting, flag burning and other negative images

The screenshot shows a Google Images search interface. The search bar contains the text "World Economic Forum" and "Moderate SafeSearch is on". The search results are displayed in a grid of 12 images, each with a caption and metadata. The images depict various forms of protest and civil unrest, including people holding banners, burning flags, and demonstrating in public spaces. The captions are as follows:

- 1. **Anti-W.E.F. Protests, Bern, ...**
500 x 333 - 146k - jpg
www.flickr.com
[More from flickr.com]
- 2. **Anti WEF Demo, outside Citibank ...**
800 x 600 - 323k - jpg
www.lightstalkers.org
- 3. **... la manifestation anti.WEF**
468 x 312 - 85k - jpg
www.24heures.ch
- 4. **In past demonstration, anti.WEF ...**
560 x 373 - 65k - jpg
www.swisster.ch
[More from www.swisster.ch]
- 5. **Anti-WEF demonstrators march during a ...**
610 x 397 - 94k - jpg
www.daylife.com
- 6. **Manif anti-WEF: le discours ambigu ...**
469 x 239 - 21k - jpg
www.letemps.ch
- 7. **Anti WEF Demonstration Poster**
320 x 240 - 16k - jpg
www.claudiokuenzler.com
[More from www.claudiokuenzler.com]
- 8. **Anti WEF Demonstration Poster**
320 x 240 - 16k - jpg
www.claudiokuenzler.com
- 9. **Manif**
4

By simply uploading relevant and current images on Flickr, now an image search results to logos, world leaders' pictures, presentations and other positive images



World Economic Forum ...
50 x 243 - 14k - jpg
www.citifmonline.com



At the World Economic Forum in Davos ...
450 x 321 - 31k - jpg
sherwoodsf.wordpress.com



At the World Economic Forum ...
236 x 236 - 13k - jpg
watersecretsblog.com



worldeconomicforum
250 x 316 - 13k - jpg
nettriplecrunch.wordpress.com



Kjetil Phojo at the World Economic ...
50 x 352 - 27k - jpg
og.pocketphojo.com



world economic forum
420 x 334 - 144k - jpg
globalizing.wordpress.com



... the World Economic Forum meeting ...
1940 x 1744 - 852k - jpg
www.microsoft.com



World Economic Forum in Davos
580 x 381 - 81k
www.bundestkanzlerin.de



World Economic Forum ...
18 x 381 - 303k - png
venus.unive.it



The World Economic Forum has just ...
537 x 318 - 138k - jpg
www.isreali.org



... at the World Economic Forum
380 x 335 - 75k - jpg
www.pittwatch.com



... World Economic Forum in Davos, ...
500 x 330 - 426k - jpg
www.thecrimson.com



Our stakeholders are online!



Ministry of
Transportation



environmental
defence
INSPIRING CHANGE



Ministry of
Natural Resources

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Social Media platforms that Holcim is currently on

twitter

You Tube

Linked in®



twitter

Online social networking & microblogging service that shares short updates, called "Tweets" of 140 characters or fewer

These messages are posted to your profile, sent to your followers, and are searchable on Twitter search

Twitter Talk

- **Follow**: Someone who “subscribes” to your account to receive your updates
- **Following**: Receiving someone's Twitter updates. When you follow someone, every time they post a new message, it will appear on your Twitter home page.
- **Tweet**: An update or “information bite” consisting of 140 characters or less
- **Retweet**: A re-posting of someone else's Tweet.
- **Twitpic**: A picture shared on Twitter
- **Hashtag (#)**: Used to “tag” a word in your tweet. This helps develop trends (for example if there was an earthquake and people hashtagged the word (#earthquake), a search would bring up all the tweets containing that word)
- **Handle (@)**: A twitter account. Holcim Canada’s Twitter handle is @Holcim_Canada
 - This also lets you “tag” someone in your tweets

We discovered we can have direct access and interact with stakeholders in real time



Habitat for Humanity @HabitatToronto

8 Aug

Thank you @Holcim_Canada for volunteering with us today @ our #Ritchie build site that will give the Sinato family affordable, safe housing!



Bob Chiarelli @Bob_Chiarelli

7 Feb

Thank you! V important that all levels of govt and private sector work together RT @Holcim_Canada: Great keynote @Bob_Chiarelli at #ORBA!



Earth Rangers Centre @ERCshowcase

Putting old concrete to good use: our recycled aggregate driveway is done! @Holcim_Canada @concretelass
pic.twitter.com/bD1RKVKe



Charles Sousa @SousaCharles

Thank you "@Holcim_Canada: Proud to have supported @SousaCharles Turkey drive w/ 100 turkeys for #Mississauga @Food_Bank!"



Holcim Canada @Holcim_Canada

26 Jun

#Halton #Healthcare Services RMX truck pours #concrete this morning at the new #Oakville hospital #construction site!
pic.twitter.com/PgvY2EXV

Retweeted by Georgetown Hospital

Our social media presence could not have been successful without employee contributions



Big thanks to our employees who volunteered @DailyBreadTO sorting 9000lbs of food which



Thank you l'Envolee School for joining #HolcimCanada & @EarthRangers at #Demix



#DufferinAggregates #Acton Quarry employees volunteer to plant trees w/ #BruceTrail Conservancy!



New ready-mix truck in support of #Halton Healthcare Services unveiled last week! Thank you to all the participants!



#MNR Rangers learning about #Milton Quarry's operations yesterday despite the rain!

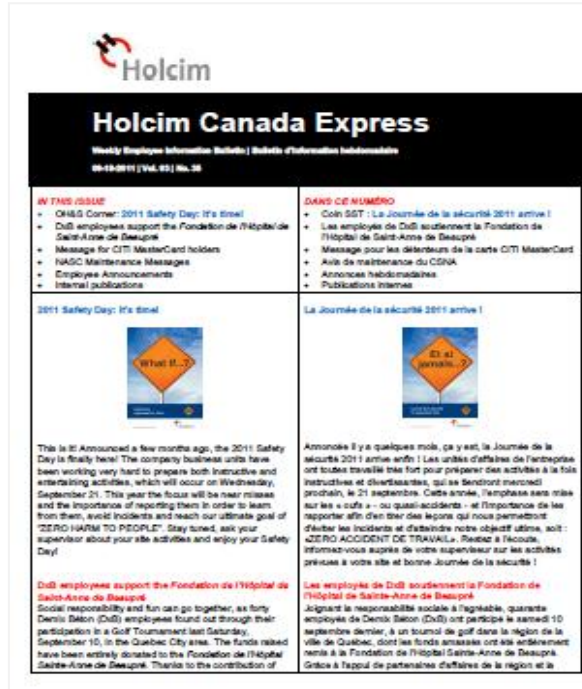
Internal call to action – We continuously encourage employees to share stories for social media



Holcim *strength. performance. results.*



The Conveyor
The magazine for Holcim Canada employees and unions
monthly / septembre 2012

Articles in the quarterly employee magazine



Holcim

Holcim Canada Express
Weekly Employee Information Bulletin / Bulletin d'information hebdomadaire
04-10-0911 (Vol. 63) No. 38

<p>IN THIS ISSUE</p> <ul style="list-style-type: none"> • OHS Corner: 2011 Safety Day: It's final! • DuB employees support the Fondation de l'Hôpital de Sainte-Anne de Beauport • Message for CITI MasterCard holders • HASC Maintenance Messages • Employee Announcements • Internal publications 	<p>DANS CE NUMÉRO</p> <ul style="list-style-type: none"> • Coin SGT : La Journée de la sécurité 2011 arrive ! • Les employés de DuB soutiennent la Fondation de l'Hôpital de Sainte-Anne de Beauport • Message pour les détenteurs de la carte CITI MasterCard • Avis de maintenance du CSNA • Annonces hebdomadaires • Publications internes
<p>2011 Safety Day: It's final!</p>  <p>This is it! Announced a few months ago, the 2011 Safety Day is finally here! The company business units have been working very hard to prepare both instructive and entertaining activities, which will occur on Wednesday, September 27. This year the focus will be near misses and the importance of reporting them in order to learn from them, avoid incidents and reach our ultimate goal of "ZERO HARM TO PEOPLE". Stay tuned, ask your supervisor about your site activities and enjoy your Safety Day!</p> <p>DuB employees support the Fondation de l'Hôpital de Sainte-Anne de Beauport Social responsibility and fun can go together, as forty Denis Babin (DuB) employees found out through their participation in a Golf Tournament last Saturday, September 10, in the Québec City area. The funds raised have been entirely donated to the Fondation de l'Hôpital Sainte-Anne de Beauport. Thanks to the contribution of</p>	<p>La Journée de la sécurité 2011 arrive !</p>  <p>Annoué il y a quelques mois, ce jour, la Journée de la sécurité 2011 arrive enfin ! Les unités d'affaires de l'entreprise ont toutes travaillé très fort pour préparer des activités à la fois instructives et divertissantes, qui se dérouleront mercredi prochain, le 27 septembre. Cette année, l'emphase sera mise sur les « vifs » ou quasi-accidents - et l'importance de les rapporter afin d'en tirer des leçons qui nous permettront d'éviter les incidents et d'atteindre notre objectif ultime, soit : "ZERO ACCIDENT DE TRAVAIL". Restez à l'écoute, informez-vous auprès de votre superviseur sur les activités prévues à votre site et bonne Journée de la sécurité !</p> <p>Les employés de DuB soutiennent la Fondation de l'Hôpital de Sainte-Anne de Beauport Joindre la responsabilité sociale à l'agréable, quarante employés de Denis Babin (DuB) ont participé le samedi 10 septembre dernier, à un tournoi de golf dans la région de la ville de Québec, dont les fonds amassés ont été entièrement remis à la Fondation de l'Hôpital Sainte-Anne de Beauport. Grâce à l'appui de partenaires d'affaires de la région et à</p>

**Sharing social media news
In our weekly newsletter**



Hosting educational sessions for employees and management

The Holcim Canada YouTube channel is a combination of corporate and grassroots videos



YouTube

Together for Communities launched at the Earth Rangers Centre for Sustainable Technology

Holcim Canada + Subscribe 21 videos

More from Holcim Canada's activity

- Holcim Canada at the 2012 Canada Green by Holcim Canada 147 views 3:22
- Holcim - Ensemble pour nos by mhprimeau 80 views 3:04
- Paul Ostrander: Holcim and the Earth by EarthRangersBBTW 406 views 3:46

Suggestions

- Paul Ostrander: Holcim and the Earth Rangers by EarthRangersBBTW

Holcim Canada + Subscribe

Holcim Canada added to Favorites and liked 2 weeks ago

A Beautiful Songbird: The Wood Thrush, HD
EarthRangersBBTW · 147 views
2:24
Have you ever heard the sound of a Wood thrush that is quickly being silenced as these migratory

Holcim Canada uploaded a video 1 month ago

Demix Construction
205 views
1:51
Chez Holcim Canada et ses divisions au quotidien nos employés. Entre

Holcim Canada uploaded and added to Together for Communities 1 month ago

Holcim Together for Communities - Ontario Launch
378 views
1:46
In 2012, Holcim Canada celebrates the centennial of its parent company, Holcim Ltd., and the launch of the Together for

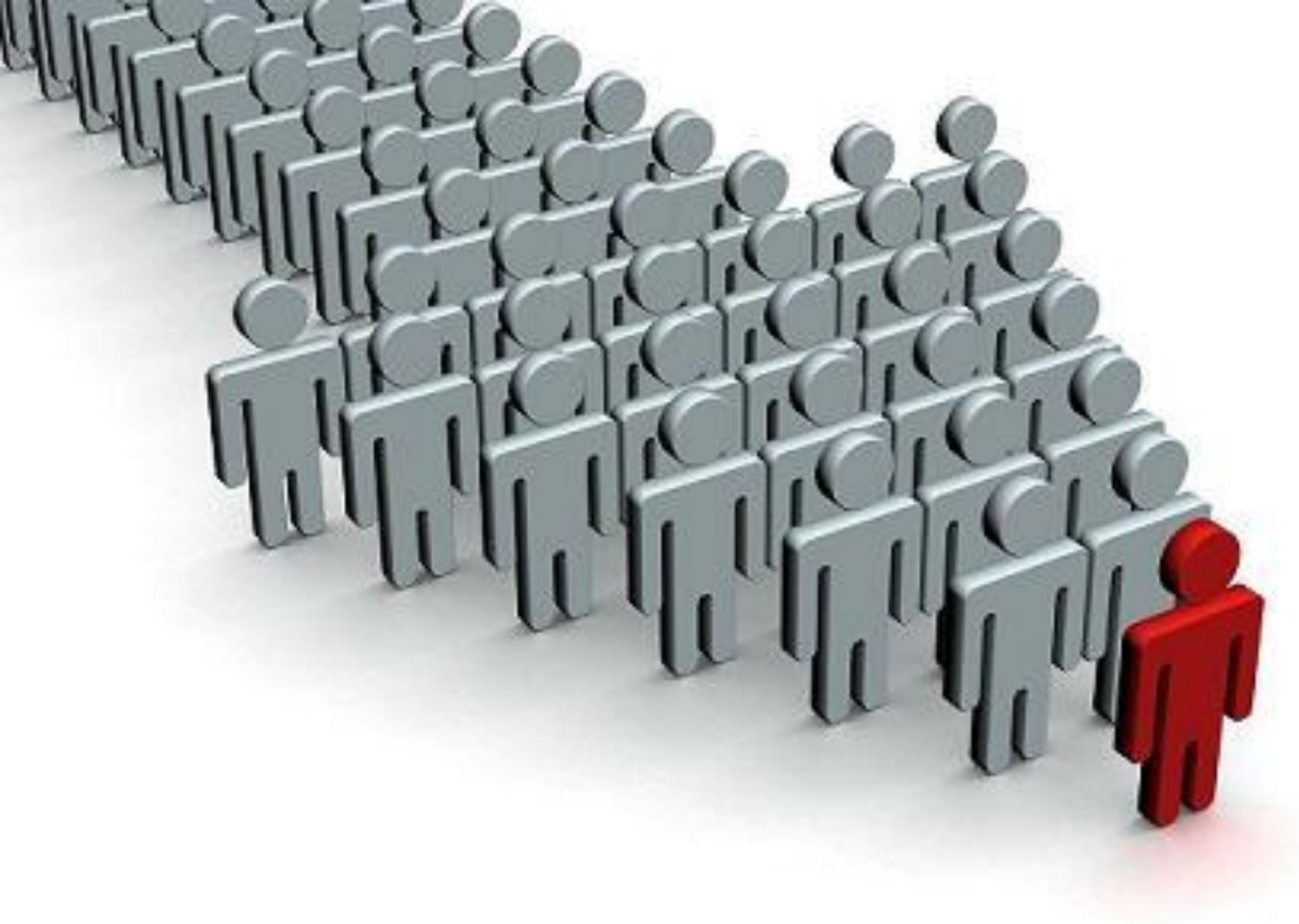
Holcim Canada uploaded and added to Together for Communities 1 month ago

Holcim Canada Together for Communities Annual Clean Up of Rattray Marsh
182 views
3:19

Our LinkedIn account is relatively new and we are currently populating it and promoting it internally and externally

The image shows two screenshots of a LinkedIn profile for Holcim Canada. The top screenshot displays the main profile page with the company name, logo, and navigation tabs for Home, Products & Services, and Insights. A large image of a bridge under construction is featured. Below it, a 'Recent Updates' section shows a post by a user named Jason Telford about the U Condo Project, where Dufferin Concrete poured over 2000 m3 of concrete in one day. The post includes a small video thumbnail and engagement statistics: 1,387 impressions, 12 clicks, 2 shares, and 1.59% engagement.

The bottom screenshot shows the 'Products & Services' page for Holcim Canada. It features a list of products, with 'Pervious Pavement' and 'Rapid Bridge Replacement' highlighted. Each product entry includes a thumbnail image, a brief description, and a 'Be the first to recommend' button. The 'Pervious Pavement' entry has 16 impressions, while 'Rapid Bridge Replacement' has 68 impressions.



You are what your stakeholders *think* you are

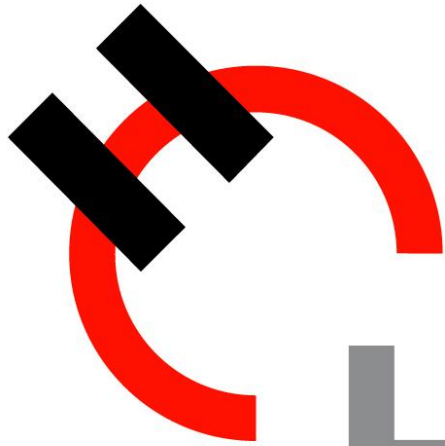
Follow us and contribute!

twitter

You Tube

Linked in

Andreea Bejgu
andreea.bejgu@holcim.com



Holcim