

Social Media Standards

Gardiner Federal Credit Union

A. Purpose:

The Credit Union will use Social Media as a communication outlet to members and potential members with the goals of building awareness, education, and interaction.

B. Scope:

The Credit Union will utilize social media channels deemed appropriate to further the Credit Union's mission. The absence of, or lack of, explicit reference to a specific social networking tool does not limit the extent of the application of this policy. As new online tools are introduced, this policy will evolve and be equally applicable without advance notice.

1. Target Audience – Members and community members ages 13 & above.
2. User Comments – Users of social media expect to engage in open, authentic dialogue. In order to create an inviting environment we must allow members to express their voice by allowing their comments to exist on our page, even if they are unfavorable to the credit union.
3. Comment response – Authorized Credit Union employees will generally respond to comments within 24 business hours of posting.
4. Postings – Postings will be made only by authorized Credit Union employees as often as necessary.
 - a. Employees must be signed into the credit union social media channel username so posts are made on behalf of the Credit Union.
 - b. Posts will be informational, educational, engaging, or thoughtful in nature. They will not disclose confidential information about the credit union, its members, or employees.
 - c. Posts must follow the media channel Statement of Rights and Responsibilities and applicable terms. Posts will comply with applicable laws and regulations.
 - d. Posts including pictures or videos of employees or members from an event must have a photo release form or prior permission from individual(s).
 - e. To protect our members and employees, pictures will not be “tagged” with personal information including name and location. Employees and social media users may not “tag” themselves or others in our photos. Any tagging will be removed by an authorized Credit Union employee.

C. Enforcement:

The Credit Union reserves the right to remove comments when:

- a. They are threatening, harassing, obscene, defamatory, racist or violent.
- b. They include personal account or identification information.
- c. They are unauthorized advertisements, solicitations, or infringement on copyrights or trademarks.
- d. They personally attack an employee or any other individual.
- e. They include photos or videos.

D. Responsibility:

1. Authorized Employees - Management and the Marketing Specialist will be the authorized social media channel users to represent the Credit Union. It will be their duty to make posts, review comments, and provide responses within the stated timeframe.
2. Reporting – the Marketing Specialist will periodically provide a report of activity to Management.

E. Definitions:

Social Media - *Social media* includes all means of communicating or posting information or content of any sort on the Internet, including web log (blog), journal or diary, personal web site, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with the Credit Union, as well as any other form of electronic communication. Does not apply to www.gardinerfcu.org or email.

Approved by Board Members: March 24, 2014