

## Education Credit Union (ECU) Standards and Expectations for Use of Social Media Guidelines

ECU welcomes social media conversations. We're glad to share important information about ECU, our community, financial literacy, events and other helpful information as well as provide solutions to your questions and concerns.

However, as a business, we need to protect ourselves from exposure to risks that would have legal impact or negatively affect our reputation. In light of this, we're providing the following guidelines and standards to you. We always reserve the right to restrict or remove posts in order to protect the best interests of our members, our employees and our company.

We follow Facebook's Community Standards. This includes standards against violence and threats, bullying and harassment, hate speech, graphic content, and more. As indicated within those standards, the worldwide web is a diverse community and it is possible that postings may be disagreeable or disturbing to an individual but still acceptable for our page. If you have issue with a post on our page, please email us at [marketing@educationcu.com](mailto:marketing@educationcu.com) to let us know. Our goal is open dialogue.

- We're a family-friendly institution. We reserve the right to edit or remove posts we consider inappropriate or discriminatory.
- Everyone loves to hear positive feedback. But if you've got negative feedback about one of our specific employees, please respect their privacy and refrain from posting it in this public forum. Email any employee-specific negative criticism to the following email address: [hr.info@educationcu.com](mailto:hr.info@educationcu.com)
- Honesty and authenticity are pillars of ECU. Help us protect that. Never misrepresent yourself, your views, or any other type of interaction on our sites. Don't post words or photos that are copyrighted by someone else.
- Security and privacy are treated with the utmost priority. Don't include personal account or contact information, including e-mail addresses, in your posts — and definitely don't post anyone else's.
- Help us avoid controversy. There are many other sites that serve as online "soapboxes." Please don't post information here advancing overtly political, moral, or religious positions, events, or causes.
- We mean business. Contributions that we deem in violation of these guidelines or the spirit of any of our guidelines will be removed — without advance notice. We reserve the right to remove any post we deem inappropriate, especially if it exposes us to legal or reputation risks.
- Our page is meant to engage discussion among our members and the community at large. It is not meant to advertise products not related to ECU or our affiliates. We will remove any posts which use our page to solicit business.
- We're all about putting our members first. We believe that social media offers an open opportunity for conversation. By allowing individuals to post to our page, we understand the risk being taken. If it appears that an individual is using our page to promote their own company, product or agenda, we will remove the posts. Please use ECU's interactive features and presence on the web fully, but responsibly. Show restraint and we'll all benefit — individually and collectively.
- Don't give abusers a free pass. If you become aware of any postings that violate these expectations or that you believe are otherwise objectionable, let us know. E-mail us at [marketing@educationcu.com](mailto:marketing@educationcu.com).
- We reserve the right to remove any post at any time.

By posting on our page, you agree that you have read these Standards and Expectations and that any material you post here conforms. You also understand that submitting content via this channel grants ECU permission to use for publicity and/or promotional purposes, your name, likeness, photographs, and any other submitted content, without additional consideration or compensation to you. Furthermore, you agree to hold harmless, release, indemnify and discharge from any and all liability ECU, the Credit Union and its affiliates, successors, assigns, officers, directors, and employees, and each of them, from any and all claims, demands, obligations, losses, causes of action (whether in law or equity), costs, expenses, attorney's fees and liabilities of any nature whatsoever, whether based on contract, tort, statute or other legal or equitable theory of recovery, whether known or unknown, asserted or unasserted, which you now have or which arise out of or relate to submitting the content.

### **Using Social Media**

First and foremost, this is a public space. We welcome comments and feedback, but want people to be aware that this site is not an area for member service requests. For the safety of your account, as well as personal and financial information, please do not include information specific to your personal or account information. Contact us directly at 1-800-687-8144 and we will be happy to assist you in an environment and with procedures which ensure your safety.

Also, please note, this page and the associated links for ECU's home page are presented and monitored by ECU. Facebook is owned by a third party. ECU is not responsible for the privacy or security policies at this site or any third party sites that may be linked to by this page or other Facebook pages. We do not endorse and are not responsible for any ads that Facebook may place on this page, or for the content, products, advice, opinions, or any other information provided by third party sites, or individuals posting on this page. Content submitted by users on this page is subject to approval based on our Guidelines as included here.