

1600. SOCIAL MEDIA POLICY

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Social Media Policy

We are dedicated to educating, protecting and promoting safe use of social media to foster mutual value for all owners; however, with advancements in technology, social media has become a new avenue of communication. Social media websites are a “public forum” and their use can have unintended effects on Resource One Credit Union, its members, board of directors and employees. The social media guidelines set forth below are necessary to protect Resource One’s legitimate business interests and to ensure that the personal use of social media websites does not interfere with Resource One’s business operations or any Resource One employee’s job responsibilities.

Definitions of Social Media

Electronic Communications Systems

Resource One’s electronic communications systems include, but are not limited to, desktop and laptop computers, computer hardware and software, smartphones, personal data assistants (PDAs), cell phones, e-mail systems and Internet access.

Social Media

Social media encompasses a broad sweep of online activity. For purposes of this policy, “social media” includes, but is not limited to, online blogs, chat rooms, personal websites, and social networking sites, such as Facebook, Twitter, MySpace, LinkedIn, YouTube, Squidoo, Reddit, Digg, Del.icio.us, etc. 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.

Responding to Social Media Threats/Crisis

Disaster

In the event of a disaster, the Credit Union may use social media to connect with the membership, Officials and employees. Social Media may be used as part of the credit union’s Business Continuity Plan or Pandemic Plan.

Negative Publicity

In the event the credit union’s reputation is at risk due to financial change, management change, closing branches, rate changes, health and environmental concerns, Social

Media may be used to calm fears and/or communicate accurate and positive information.

Political

Political commentary and partisanship should be limited to personal sites and must not give the appearance of being associated with or supported by the credit union. Any political statements should be coordinated and approved by credit union management and directors and reflect a positive message.

Prohibited Conduct

Employees or directors of the Board may not use Resource One's computers or any of its electronic communications systems to access, view, or post to any social media websites or personal blogs at any time, unless they have been given prior authorization by management or their supervisor to do so for business purposes.

Employees may not use their own computer or personal electronic devices to access, view or post to any social media websites or personal blogs during the work day, except during authorized break or meal time outside of any work areas.

Resource One takes no position on an employee's or director of the Board's decision to start or maintain a blog or personal website or to participate in other online social media activities during their off-duty time. To the extent that employees or directors choose to use social media websites or personal blogs on their off-duty time (whether such sites are public or private), they must be certain that they do not:

- a. Identify themselves as an employee or director of the Board of Resource One or speak on behalf of Resource One (except when done in connection with a charitable or community event sponsored by Resource One and specifically authorized in advance by Resource One, or when done for professional purposes and specifically authorized in advance by Resource One);
- b. Publicly discuss any matters pertaining to Resource One's members, partners, vendors, board of directors or employees, or other business information, whether confidential or not (unless the communication is authorized in advance by Resource One);
- c. Post or publish any information about Resource One, its members, partners, vendors, board of directors or employees, which is negative or derogatory, reflects negatively on Resource One or the employee's role with Resource One,

- or would allow others to identify Resource One members, partners, vendors, board of directors or employees;
- d. Use social media websites to harass, threaten, discriminate against, disparage or defame any other employees, Resource One members, partners, vendors, board of directors, Resource One's products, services or business philosophy (employees are cautioned that their online posts and activities must comply with Resource One's policy on Harassment/Discrimination);
 - e. Use social media to embarrass, humiliate, threaten or intimidate other employees, Resource One members, partners, vendors or board of directors in an attempt to gain power and/or control over them;
 - f. Post or publish photographs or videos which use Resource One's logo or proprietary graphics or trademarks, or show its premises or operations or members, partners, vendors, board of directors or employees (except that employees may publish photographs or videos which use Resource One's logo or proprietary graphics or trademarks when done in connection with a charitable or community event sponsored by Resource One and specifically authorized in advance by Resource One);
 - g. Assume the identity of another employee, Resource One member, partner vendor or board of director for the purpose of using social media;
 - h. Disclose any confidential or proprietary Resource One information to which they may have access as a result of their employment with Resource One;
 - i. Disclose any personal identifying or sensitive information of any other Resource One employee, member, partner, vendor or board of director;
 - j. Provide references for any other Resource One employees, former employees, interns, board of directors or volunteers on any social media websites; or
 - k. Take any action via social media websites or personal blogs that would harm, or is reasonably likely to harm, the reputation of Resource One, its employees, members, partners, vendors, or board of directors.
 - l. Use explicit or profane language and/or acronyms of explicit expression or offensive language, including but not limited to ethnic, religious and racial slurs.

Confidential and Restricted Information

Resource One's privacy policies, which prohibit the disclosure of confidential or restricted information about Resource One, its members, partners, vendors, board of directors and their families, applies to employees' personal use of social media websites.

Disclosures

Credit Union employees are required to comply with copyright laws and reference or cite sources appropriately. Plagiarism applies to all online sites as well.

The use of social media activities shall not interfere with the credit union employee's main job responsibilities and work commitments.

The Credit Union logos and trademarks may not be used without written consent from senior management or an approved designated position.

The employee's use of social media and networking sites should have clear disclaimers that the views expressed are theirs alone and do not represent the views of their employer. This includes but is not limited to:

- Political
- Environmental
- Moral/Ethical Positions
- Staff/Management Differences

Communications should be clear and written in first person; thus, making it clear that the individual is speaking for themselves and not on behalf of the credit union.

Communications should also remain within the legal framework and be aware of libel, defamation, copyright and data protection laws which apply. A credit union employee shall not disclose information, make commitments or engage in activities on behalf of the credit union unless they are authorized to do so.

Any credit union employee who visits or participates in a social media and networking site is responsible for reading and complying with the terms of service for any site(s) used.

The official position of Resource One Credit Union is that it does not endorse nor is responsible for any comments and/or viewpoints on social media or networking sites made by its employees alone unless they are an authorized representative.

Permissions

From time to time, certain employees may be required to use/access social media websites for business purposes during working time. Those employees will be given prior authorization by Resource One management or their supervisor to use social media when their job requires them to do so. Such employees:

1. May only utilize/access social media for the business purpose authorized;
2. Must remain professional at all times when speaking on behalf of the Credit Union;
3. Must be in compliance with all Resource One policies and procedures; and
4. Must not engage in any conduct listed under Prohibited Conduct, unless expressly authorized to do so by Resource One.

Credit Union's Right to Monitor

Employees and board directors are cautioned that they should not have any expectation of privacy while using social media as the contents of such forums may be viewed by anyone, including Resource One. Resource One reserves the right to lawfully monitor social media websites to ensure compliance with this policy.

Policy Enforcement

Any employee or board director who discovers a violation of this policy shall promptly notify their manager, supervisor, member of the Marketing Department or HR department. A complete and thorough investigation will be conducted as follows:

- Alleged violations by an employee shall be handled by a committee comprised of the Executive Management Team and the HR Director.
- Alleged violations by a member of the Board of Directors shall be handled by a committee comprised of the Executive Committee of the Board and the HR Director.

- If a member of either of these review committees is alleged to have violated this policy, that person will recuse themselves from the investigation and subsequent review.

Policy Violations

Any employee or director who violates this Social Media Policy shall be subject to discipline, up to and including termination of employment/board of director position, as well as legal action for damages and injunctive relief.

Exhibit A

**SOCIAL MEDIA POLICY
ACKNOWLEDGMENT FORM**

I acknowledge the receipt of a copy of Resource One Credit Union's Social Media Policy. I have read and familiarized myself with the contents, and I agree to abide by this policy.

Name of Employee/Director (Please Print)

Employee/Director Signature

Date

Historical Record of Policy Changes

Date Revised: January 2012
Date Ratified: February 2012

Policy Change

Policy Enforcement

Added how violations will be handled between employees and board of directors.

Date Revised: July 2013
Date Ratified: July 2013

The term “Blackberry” was substituted for “smartphones” under Definitions of Social Media. The term “proprietary” was substituted for “restricted” under Confidential and Proprietary Information. The header was updated to reflect those changes as well.

Date Revised: June 2016
Date Ratified: June 2016

Responding to Social Media Threats/Crisis section (page 1) was added to provide guidance during such events.

Bullet “L” was added to the Prohibited Conduct section (page 3) to forbid the use of explicit language.

Additionally, a section pertaining to Disclosures was added (page 4) for employees use of social media.

Revised: June 2016
Ratified: April 2019