

## Social Media Policy for Employees

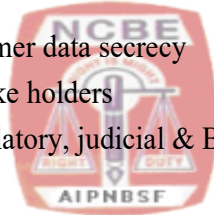
### **Background:**

The advent of social media has revolutionized the way in which people connect, communicate and share information with one another. The social media is a fast communication channel and has 'viral' ability for potential spread of information without any control. Moreover the views expressed in Social Media are permanent memory in the internet with no option to backtrack.

Being a commercial organization, reputation is a key asset for our Bank. Bank handles public money and has the responsibility of maintaining secrecy and holding trust of the customers. Bank has to comply with various regulatory & cross border transaction guidelines. In this context, Bank has Information Security, Email, Customer Right, Spokesperson(s) and other data/operations related policies, which are to be complied with.

Therefore, while using social media employees should ensure that his/her act in a manner that is anyway does not:

- a. Breach their commitment on customer data secrecy
- b. Cause loss of confidence to the stake holders
- c. Lead to noncompliance of the regulatory, judicial & Bank's internal guidelines
- d. Erode the Bank's Brand image



### **Need for Social Media Policy:**

The increasing use of social media among the employees and its consequent impact has made it necessary to create guidelines for employees with regard to use of social media.

### **Coverage and Scope:**

The policy covers all employees working at all levels and grades in bank.

The Social Media Policy Guidelines are intended to help employees make appropriate decisions about use of social media. These guideline supplements the existing guidelines on HR matters and it does not substitute any of them. This is also in supplement to Bank's guidelines on Information security, Internet use, e-mail usage, Customer Right Policy, Policy on Spokesperson(s) etc. These are indicative and are not to be construed as only guideline, the general principle of responsible employee will continue to hold good.

### **Definition of Social Media:**

Social media includes all existing, will include all newly emerging electronic/digital communication applications. Although it may not be possible to list all Social Media Platforms, some forms of Social Media include:

- a. Social networking sites (e.g. Facebook, LinkedIn, Google +, Myspace)
- b. Video and photo sharing websites (e.g. Flickr, Instagram, Pinterest, Youtube)
- c. Blogs, including Micro-blogging sites (e.g. Twitter, Tumblr)
- d. Forums, discussion boards and groups (e.g. Google/Yahoo/Facebook groups, Quora)
- e. Instant messaging (e.g. Whatsapp, Facebook Messenger, Google Hangout, Telegram, Snapchat, Hike, Viber)

### **Guidelines for use of Social Media:**

#### **1. Protecting Bank's Brand Image:**

- a. Employees should not post/forward/share/upload anything that puts/ likely to put Bank in bad light or cause loss of confidence to the stake holders or lead to noncompliance of the regulatory, judicial & Bank's internal guidelines or which erodes the Bank's Brand image.
- b. While using social media employees should not speak/post/tweet/blog on behalf of bank or post or forward any unauthorised / casual views, opinions, response which may be construed as the views or opinion or response of the Bank rather than the individual employee view or opinion or response.