



## **NCBA SOCIAL MEDIA POLICY**

### **APPLICATION**

This policy covers utilized social media platforms including, but not limited, to:

- Social Networking Sites (Facebook, Google+, LinkedIn, etc.)
- Micro-blogging sites (Twitter, Tumblr, etc.)
- Blogs (including OPM official use and non-official/personal use blogs, as well as comments)
- Agency User Posts to THEO
- Video and Photo Sharing Websites (Instagram, YouTube, Flickr, etc.)
- Forums and Discussion Boards (non-official and personal use of Google Groups, Yahoo! Groups)
- XML & RSS Feeds
- Emerging/new technology identified as social media by NCBA

### **Purpose of the NCBA's Social Media Sites:**

1. NCBA has established social media sites primarily in order to inform NCBA customers and the public about NCBA products, events (including those co-sponsored with other organizations), and materials, and to encourage dialogue and the exchange of information and knowledge between users and NCBA about these programs, events and materials.
2. The NCBA's Social media sites may also be used to notify the general public of NCBA employment opportunities. NCBA social media sites are not intended to forums for the general exchange of ideas and viewpoints, but a limited forum for discussing NCBA events and materials.
3. NCBA is only obligated to permit the public to exercise rights that are consistent with its brand aspirations.
4. Provide a platform to listen to and receive feedback about our services.
5. Provide a platform for efficient customer service through community management.

6. Provide a platform to recognize and reward our customers for their loyalty and patronage.

**AGREEMENT:**

1. By joining, utilizing and/or posting on the NCBA's social media sites, you agree to comply with this Policy.

**DEFINITIONS:**

“NCBA” shall mean NCBA group and its affiliates.

“Posting” shall mean any writing, image, video, download, audio file, and hyperlinks to other websites [or media which is downloaded, referenced, inserted, or] placed upon any NCBA's social media site.

“Social media site” shall include any online forum/site, web application or account created and/or maintained by the NCBA or its agents, which permits users to communicate with others users through postings, including without limitation, Facebook, Twitter, blogs, chat rooms, wiki, YouTube, Flickr, and LinkedIn

**Disclaimer:**

1. NCBA is not responsible or liable for the content of postings by third parties on any NCBA's sponsored social media site, and postings do not reflect the opinions or positions of the NCBA, its employees, or its Board of directors.
2. Under no circumstances shall NCBA Group, its offices and/or managers, employees and authorized personnel be responsible for any type of damage, loss, claims or expenses, whether arising from the use of its social networks or otherwise, the information acquired or accessed by or through it, computer viruses, operational failures or interruptions in the service or transmission, or failures in the line; the use of this social network, both by direct connection and by link to another medium, constitutes a warning to any user that these possibilities may occur.
3. NCBA Group is not responsible for other websites, which may be accessed through links from this profile or any content placed by third parties.
4. NCBA Group reserves the right to modify, suspend, cancel or restrict the content of this profile, the links or the information obtained through it, without prior notice.
5. By submitting content to any of NCBA Group social media sites, you understand and acknowledge that this information is available to the public, and that we may use this information for internal and external promotional purposes.
6. Please note that other participants may use your posted information beyond the control of NCBA Group. If you do not wish to have the information you have

made available via this site used, published, copied and/or reprinted, please do not post on the pages public forums.

7. You consent to NCBA's right to access, monitor and read any postings on the sites. The NCBA's social media sites may be considered public records .If requested, NCBA might disclose public records to third party requestors unless certain exemptions apply. NCBA in its sole discretion shall determine whether postings on its social media websites are public records and whether exemptions from disclosure apply.
  
8. You consent to NCBA's right to access, monitor and read any postings on the sites.

### **OWNERSHIP:**

By posting on the NCBA's social media sites, you give NCBA permission to use your name, profile picture, and the content of any posting you make without compensation to you or liability on the part of the NCBA. This permission ends when you delete your posting.

### **POSTINGS:**

Any postings inconsistent with this stated purpose, as determined by the NCBA in its sole discretion, may be removed in accordance with the process set forth in this policy.

### **PROHIBITED POSTINGS**

Postings not permitted include, but are not limited to:

1. Graphic, obscene, explicit or racial comments or submissions.
2. Comments that are abusive, hateful, harassing or intended to defame anyone or any organization.
3. Third-party solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency.
4. Attempts to defame or defraud any financial, commercial or non-governmental agency.
5. Comments that support or encourage illegal activity.
6. Unverified and untrue statements including but not limited to chain letters/ messages or 'spam'.
7. Comments that violate the privacy of our customers and their families;
8. Any other comments violating the legal rights (such as rights of privacy and publicity) of others.

9. Advertisements;
10. Postings which contain obscene matter;
11. Postings which contain privileged, proprietary, or confidential information about any person, business, or entity.
12. Postings that support or opposes the nomination or election of a candidate for public office, the investigation, prosecution, or recall of a public official, or the passage of a levy or bond issue.

#### **CONSEQUENCES OF VIOLATION OF THIS POLICY**

Postings which NCBA in its sole discretion, deems unpermitted under this policy, may be removed in whole or in part by the NCBA or its agents immediately upon discovery by the NCBA (or its agent) without prior notice. The NCBA reserves the right to terminate accounts, ban or block users who have posted in violation of this policy on more than one occasion.