

## **Social media posting guidelines**

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TruMark Financial is excited to connect with members on social media and welcomes all constructive feedback. TruMark Financial's social media accounts are managed by the credit union's Marketing department. While we are happy to assist where possible, we are unable to provide member service regarding or related to an account. For personalized account assistance or to address an immediate concern, please visit a local branch or call the credit union's Member Service Center at 1-877-TRUMARK (878-6275).

While social media is an open forum, TruMark Financial intends to maintain a family-friendly atmosphere. Please be aware all comments, posts, and materials are reviewed to ensure appropriate language is being used and there are no violations of TruMark Financial's social media guidelines. The comments posted on TruMark Financial's social media do not represent the opinions of TruMark Financial Credit Union.

By submitting content, you grant TruMark Financial the right to use this content in any and all TruMark Financial channels including: social media, print and other media, including your likeness (your profile photograph/picture), without compensation or any other considerations.

In addition, please take note of the following measures:

- TruMark Financial reserves the right to remove any posting or material deemed offensive, inappropriate or objectionable, off-topic, racial, graphic, or disparaging in any form or context. At the sole discretion of the credit union, offenders may be subject to permanent removal.
- TruMark Financial will never request sensitive information such as account numbers, member numbers, PINs, Social Security numbers, or any other sensitive personal information via email, social media, or any other online medium.
- TruMark Financial may occasionally direct you to third-party links or sites to share articles of interest or on topics of potential interest, however, views or offers on shared websites do not constitute official endorsement by TruMark Financial.
- Participation on all TruMark Financial social media pages, including but not limited to Facebook, Twitter, Instagram, YouTube, Google+, is done so at your own risk; therefore, you take personal responsibility for all posts/comments, your username, and any information you provide on public forums. Please avoid sharing personal information you prefer to remain confidential.
- Solicitations and/or advertisements are not permitted.
- Content that defame or defraud any financial, commercial, or non-governmental agency is prohibited.