

# **MONROE BANK & TRUST SOCIAL MEDIA POLICY**

## **Purpose**

Monroe Bank & Trust (MBT) recognizes that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics using a wide variety of social media, such as Facebook, Twitter, blogs, wikis and interviews and/or communications with news media. However, employees' use of social media can pose risks to MBT's confidential and proprietary information, reputation and brands, and can jeopardize the company's compliance with business rules and laws.

To minimize these business and legal risks, to avoid loss of productivity and distraction from employees' job performance and to ensure that the company's IT resources and communications systems are used only for appropriate business purposes, MBT expects its employees to adhere to the following guidelines and rules regarding use of social media.

Apart from personal use of social media in accordance with this policy, MBT encourages its employees to participate responsibly in these media as a means of generating interest in MBT's products and services and creating business opportunities.

## **Compliance With Related Policies and Agreements**

All of MBT's other policies that might apply to use of social media remain in full force and effect. Employees should always adhere to them when using social media. In particular, the following policies and/or employee obligations should be kept in mind:

- The Code of Ethics as contained in the Ethics Policy
- The Privacy Policy
- All the Policies found in the Technology Policy Manual
- All matters covered by the MBT Employee Handbook

In addition, social media should never be used in a way that:

- Defames or disparages MBT or its affiliates, officers, employees, customers, clients, business partners, suppliers, vendors or other stakeholders.
- Harasses other employees in any way.
- Circumvents policies prohibiting unlawful discrimination against current employees or applicants for employment.

Employees should also never provide references for stakeholders on social or professional networking sites, as such references, positive and negative, can be attributed to MBT and create legal liability for yourself and MBT (such as interference with prospective business contracts and allegations of wrongful termination).

Employees who violate MBT policies will be subject to discipline, up to and including termination of employment.

## **Personal Use of Social Media**

We recognize that employees might work long hours and occasionally may desire to use social media for personal activities at the office or by means of the company's computers, networks and other IT resources and communications systems. We authorize such occasional use so long as it does not involve unprofessional or inappropriate content and does not interfere with your employment responsibilities or productivity. While using social media at work, circulating chain letters or other spam is never permitted. Neither is commercial, personal, religious or political solicitation, or promotion of outside organizations unrelated to company business.

## **No Expectation of Privacy**

All contents of the MBT's IT resources and communications systems are the property of the company. Therefore, employees should have no expectation of privacy whatsoever in any message, files, data, document, facsimile, telephone conversation, social media post, conversation or message, or any other kind of information or communications transmitted to, received or printed from, or stored or recorded on the company's electronic information and communications systems.

You are expressly advised that in order to prevent misuse, **MBT reserves the right to monitor, intercept and review, without further notice, every employee's activities using the company's IT resources and communications systems, including but not limited to social media postings and activities, and you consent to such monitoring by your acknowledgement of this policy and your use of such resources and systems.** This might include, without limitation, the monitoring, interception, accessing, recording, disclosing, inspecting, reviewing, retrieving and printing of transactions, messages, communications, postings, log-ins, recordings and other uses of the systems as well as keystroke capturing and other network monitoring technologies.

The company also may store copies of such data or communications for a period of time after they are created, and may delete such copies from time to time without notice.

Do not use the company's IT resources and communications systems for any matter that you desire to be kept private or confidential from the company.

## **Business Use of Social Media**

If you are required to use social media as part of your job duties, for the company's marketing, public relations, recruitment, corporate communications or other business purposes, you should carefully review MBT's *Guidelines for the Business Use of Social Media*. If your job duties require you to speak on behalf of the company in a social media environment, you must still seek approval for such communication from a member of the executive management of MBT or the Director of Marketing. Likewise, if you are contacted for comment about MBT for publication, including in any social media outlet, direct the inquiry to the Marketing Department and do not respond without written approval.

## **Guidelines for Employees' Responsible Use of Social Media**

The above material covers specific rules, policies and contractual obligations that employees must follow in using social media, whether for personal or business purposes, in consideration of their employment and subject to discipline for violations. The following sections of the policy provide employees with common-sense guidelines and recommendations for using social media responsibly and safely, in the best interests of MBT. These voluntary guidelines are intended to add to, not contradict, limit or replace the applicable mandatory rules, policies and contractual obligations above.

### **Protect the Company's Goodwill, Brands and Business Reputation**

MBT's Employee Handbook and the Code of Ethics prohibit you from posting disparaging or defamatory statements about the company or its business interests (see above), but you should also avoid social media communications that might be misconstrued in a way that could damage the company's goodwill and business reputation, even indirectly.

Make it clear in your social media postings that you are speaking on your own behalf. Write in the first person and use your personal e-mail address when communicating via social media.

You are personally responsible for what you communicate in social media. Remember that what you publish might be available to be read by the masses (including the company itself, future employers and social acquaintances) for a long time. Keep this in mind before you post content.

If you disclose your affiliation as an employee of MBT, it is recommended that you also include a disclaimer that your views do not represent those of your employer. For example, consider such language as "the views in this posting do not represent the views of my employer".

If you communicate about your work or MBT in general, you should disclose your connection to and role at MBT, but be sure to reiterate that your views do not necessarily represent those of MBT. Use good judgment about what you post and remember that anything you say can reflect on MBT, even if you do include a disclaimer. Always strive to be accurate in your communications about MBT and remember that your statements have the potential to result in liability for yourself or MBT. Be respectful to MBT and be professional and honest in your communications.

If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the Marketing Department.

If you see content in social media that disparages or reflects poorly on MBT or its stakeholders, you should contact a member of the executive management of MBT or the Director of Marketing. Protecting MBT's goodwill, brands and reputation is every employee's job.

## **Respect Intellectual Property and Confidential Information**

MBT's Employee Handbook and the Code of Ethics restrict employees' use and disclosure of the company's confidential information and intellectual property (see above). Beyond these mandatory restrictions, you should treat the company's valuable trade secrets and other confidential information and intellectual property accordingly and not do anything to jeopardize them through your use of social media. In addition, you should avoid misappropriating or infringing the intellectual property of other companies and individuals, which can create liability for yourself and for MBT.

Do not use the company's logos, brand names, taglines, slogans or other trademarks, or post any confidential or proprietary information of the company, without prior written permission from the MBT Marketing department.

To protect yourself and the company against liability for copyright infringement, where appropriate, reference sources of particular information you post or upload and cite them accurately. If you have any questions about whether a particular post or upload might violate the copyright or trademark of any person or company (outside of "fair use" exceptions), ask the MBT legal department before making the communication.

## **Respect Your Co-Workers and Other MBT Stakeholders**

Do not post anything that your co-workers or MBT's customers, clients, business partners, suppliers, vendors or other MBT's stakeholders would find offensive, including ethnic slurs, sexist comments, discriminatory comments, insults or obscenity.

Do not post anything related to your co-workers or MBT's customers, clients, business partners, suppliers, vendors or other MBT's stakeholders without their written permission.

## **ACKNOWLEDGEMENT OF RECEIPT AND REVIEW**

**I have received and read a copy of the MBT Social Media Policy and understand its contents. I understand that MBT expressly reserves the right to change, modify or delete its provisions without prior notice. I further understand that it is my responsibility to read and know the contents of the MBT *Guidelines for the Business Use of Social Media*.**

\_\_\_\_\_ Signature

\_\_\_\_\_ Printed Name

\_\_\_\_\_ Date