

Town & Country Credit Union's Social Media Policy

Social Media includes web-based and mobile based technologies that are used to create an interactive dialog among organization, communities and individuals. At Town & Country Credit Union social media is used as a platform for mass collaboration with members, potential members, and partners in the community.

This platform is a place where members and potential members feel comfortable sharing, connecting and learning more about Town & Country Credit Union. The mission of Town & Country Credit Union is to build trusted financial relationships through personalized service. It is the social purpose of credit unions to exist to help people. In the philosophy of "People Helping People" social media will be used to keep members informed while allowing Town & Country Credit Union to continue giving back to the community while supporting the credit union movement.

Town & Country Credit Union's use of Social Media

Town & Country Credit Union's use of social media use will include posts on information about local community events that Town & Country Credit Union is involved with such as trade shows, annual meetings, fundraisers, and other events sponsored by Town & Country Credit Union. Posts also include information important to members such as holiday hours, holiday closings and special promotions. Most importantly the purpose of utilizing social media is to have a two way communication and discussion with members outside of the credit union. Town & Country Credit Union employees should identify themselves as credit union employees when discussing Town & Country Credit Union on social media sites and state that the view expressed is their own. Town & Country Credit Union does not endorse any comments made by its employees, unless they are an authorized representative of the credit union.

Content Policy:

Town & Country Credit Union does not validate and endorse nor is responsible for the accuracy of information, opinions, claims or advice shared by other users. Town & Country Credit Union reserves the right to remove postings and ban the individuals posting if content posted is not productive, informative, respectful of diverse viewpoint, lawful or if comments are:

- a. Private or confidential in nature (account numbers, member numbers, social security numbers or any other personal non-public identifying information).
- b. Abusive, defamatory, malicious or obscene towards the credit union, its members, board of directors, staff or partners.
- c. Spam or not related to the subject of conversation.
- d. In violation of any law or regulation (copyright, licensing, patent infringements).