

# Fort Knox Federal Credit Union Standards and Expectations for Use of Social Media

Fort Knox Federal exists to improve the financial lives of its members.

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Improving our members' financial lives includes providing free and open access to information about Fort Knox Federal, its products, services, and locations as well as courteous member service interaction. Increasingly, Fort Knox Federal members choose to interact with the Credit Union via electronic options. Fort Knox Federal is committed to offering and enhancing online and electronic communications with members as well as being dedicated to providing secure online account management services.

At the same time we need to keep in mind that as a business we need to protect ourselves from exposure to risks that would have legal impact or negatively affect our reputation. In light of this we're establishing the following standards, but reserve the right to restrict or remove contributions to the Credit Union's social media to protect the best interests of our Credit Union and our members.

- FKFCU will follow Facebook's Community Standards. This includes standards against violence and threats, bullying and harassment, hate speech, graphic content, and more. As indicated within those standards, the world-wide web is a diverse community and it is possible that postings may be disagreeable or disquieting to an individual but still be considered acceptable for our page. If you have issue with a post on our page, please email us at [fkfcu@fkfcu.org](mailto:fkfcu@fkfcu.org) to let us know. We strive for open dialogue but try to take all positions into consideration.
- FKFCU is family-friendly institution. We reserve the right to edit or remove postings that we consider inappropriate or discriminatory.
- Security and privacy are treated with the utmost priority. Please don't include personal account or contact information, including e-mail addresses, in your contributions – and definitely don't post anyone else's. Any comments, questions or concerns about your account should be addressed privately and confidentially in person at any branch, on the telephone to 800/285-5669, ext, 6400 or email to [fkfcu@fkfcu.org](mailto:fkfcu@fkfcu.org).
- Everyone likes to hear positive feedback. *But if you've got negative feedback about one of our employees, please respect their privacy and refrain from posting it in this public forum. Email any such criticism to us at [fkfcu@fkfcu.org](mailto:fkfcu@fkfcu.org), and we will forward on to the appropriate individuals.*
- Help us avoid controversy. There are many other sites that serve as online "soapboxes." Please don't post information here advancing overtly political, moral, or religious positions, events, or causes.
- FKFCU mean business. Contributions that we deem to violate the letter or the spirit of any of these (i.e., overtly political, moral, or religious positions, events, or causes) will be removed – without advanced notice. Please don't post words or photos that are copyrighted by someone else nor misrepresent you, your views, or any other type of interaction on the web. We reserve the right to remove any post we deem inappropriate, especially if it exposes us to legal or reputation risks.
- Our page is meant to engage discussion among our members and the community at large. It is not meant to advertise products not related to Fort Knox Federal Credit Union or its

affiliates. We will remove any posts which use our page to solicit business.

- FKFCU is all about putting our members first. We believe that social media offers an open dialog for all and by allowing individuals to post to our page; we understand the risk being taken. But we do need to maintain this page for the interest and support of Fort Knox Federal Credit Union and our members. If it appears that an individual is using our page to promote their own or third company, product or agenda, we will remove the posts. Please use FKFCU's interactive features and presence on the web fully, but responsibly. Show restraint and we'll all benefit – individually and collectively.
- Don't give abusers a free pass. If you become aware of any postings that violate these expectations or that you believe are otherwise objectionable, let us know. E-mail us at [fkfcu@fkfcu.org](mailto:fkfcu@fkfcu.org).
- FKFCU reserves the right to remove any post at any time.

By posting on our page, you agree that you have read these Standards and Expectations and that any material you post here conforms. You also understand that submitting content via this channel grants Fort Knox Federal Credit Union permission to use for publicity and/or promotional purposes, your name, likeness, photographs, and any other submitted content, without additional consideration or compensation to you. Furthermore, you agree to hold harmless, release, indemnify and discharge from any and all liability Fort Knox Federal Credit Union and its affiliates, successors, assigns, officers, directors, and employees, and each of them, from any and all claims, demands, obligations, losses, causes of action (whether in law or equity), costs, expenses, attorney's fees and liabilities of any nature whatsoever, whether based on contract, tort, statute or other legal or equitable theory of recovery, whether known or unknown, asserted or unasserted, which you now have or which arise out of or relate to submitting the content.

#### Using Social Media

Social media is an open dialogue with many aspects. First and foremost, this is a public space. We welcome comments and feedback, but want people to be aware that this site is not an area for member service requests. For the safety and security of your account, as well as personal and financial information, please do not include information specific to your personal or business accounts. Contact us directly at 1-800-285-5669 and we will be happy to assist you in an environment and with procedures which ensure your safety.

Also, please note, this page, and the associated links for Fort Knox Federal loan applications, articles on our website, etc. are presented and monitored by Fort Knox Federal Credit Union. Facebook is owned by a third party. Fort Knox Federal Credit Union is not responsible for the privacy or security policies at this site or any third party sites that may be linked to by this page or other Facebook pages. We do not endorse and are not responsible for any ads that Facebook may place on this page, or for the content, products, advice, opinions, or any other information provided by third party sites, or individuals posting on this page. Content submitted by users on this page is subject to approval based on our Guidelines as included here.

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