Social Media Resources

This PDF includes:
- An example of STCU's public Online Moderation Standards, which govern how we moderate public comments on the social media pages we control.
- Our internal Social Media and Online Media policy for employees
- An example weekly social media report that goes to our Leadership Team

You can also find plenty more resources at my website, andreaparrish.com. These resources include:
- Andreaparrish.com/social-resources
  - A big list of statistics and data to help make the case for social
  - Resources on social media planning & monitoring
  - Steps for responding to negative feedback
  - Resources for social media content
- https://andreaparrish.com/2019/05/15/employee-social-media-policy/, which has statistics and resources for creating your own social media policy and promoter program for employees
- https://andreaparrish.com/2018/03/03/owning-awesome/ for a discussion of what kind of content to post on social media.
- And plenty more!

If you've got any questions, you're always welcome to reach out to me. There's a contact form on my website, or email me at andreajeanparrish@gmail.com

Online Moderation Standards

Monday, February 24, 2020   8:23 AM

STCU Online Moderation Standards and Expectations

It's not just through dollars and cents that STCU members reach out to help one another.

The cooperative spirit here often extends well beyond savings and loans — to a more general cooperation, helpfulness, and sharing of opportunity. That's why STCU supports certain online features that leverage members' collective energies — features and tools through which members can share their personal financial stories and experiences, such as blogs, Facebook, Twitter, and other channels.

But in providing these services, we reserve the right to restrict member contributions in commonsense ways that limit our legal and reputation risk.

- **We're a family-friendly institution.** We reserve the right to edit or remove postings that we consider "sexually-charged," predatory, obscene, violent, racist, sexist, or discriminatory. Kids grow up fast enough without finding harsh or grown-up language and images on their credit union's website.

- **Honesty and integrity is a core value here.** Help us protect that. Never misrepresent yourself, or your views. Don't impersonate someone you're not. Don't post words or photos that are copyrighted by someone else.

- **We're fanatics about security and privacy.** Even yours. Don't include personal account or contact information, including e-mail addresses, in your contributions — and definitely don't post anyone else's.

- **Help us avoid controversy.** There are lots of other sites that serve as online "soapboxes." Please don't post information here advancing overtly political, moral, or religious positions, events, or causes. We all benefit from sharing common interests, so let's avoid content that could be divisive. Comments containing any of the following inappropriate forms of content shall not be permitted on STCU social media sites and are subject to removal and/or restriction by STCU:
    - Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, sex, national origin, religion, age, sexual orientation, gender identity, marital status or mental or physical disability;
    - Defamatory or personal attacks;
    - Threats to any person or organization;
    - Solicitation of commerce, including but not limited to advertising of any business or product for sale;
    - Conduct in violation of any federal, state or local law;
    - Encouragement of illegal activity; or
    - Information that may tend to compromise the safety or security of the credit union or its members.

- **Don't undermine STCU's members' interests.** This is not the place to peddle stuff that can be used to rob us — firearms and other weapons, ski masks, etc. — or services that compete directly with ours such as savings, loans, mortgages, etc.

- **We mean business.** Contributions that we deem violate the letter or the spirit of any of these will be removed — without advanced notice, without discussion, without readings of Miranda rights. We reserve the right to remove other stuff not explicitly listed, especially if it exposes us to legal or reputation risks.

- **We're all about putting members first.** We're willing to stick our neck out a little bit — but only a VERY little. Please use STCU's interactive features fully, but responsibly. Show

restraint and we'll all benefit — individually and collectively.

- ▪ <u>Don't give abusers a free pass</u>. 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 onlinemedia@stcu.org.

Internal Online Media Policy

BOARD APPROVED POLICY:

STCU employees are welcome to be an active participant in online conversations, speaking about their own lives and their employment with STCU. If employees choose to participate in any online conversations or maintain any online presence, they are expected to do so in a responsible, respectful, professional manner and in accordance with all applicable STCU policies.

Unless explicitly authorized to do so, employees are not to speak on behalf of the credit union or conduct credit union related business on their personal social media or online accounts.

As a condition of continued employment, all employees are expected to be familiar and fully comply with the standards below. Violations of this policy and standards can lead to disciplinary action up to, and including, termination.

STANDARDS:
(Revised: 12/18)

COMMITMENTS FOR ONLINE INTERACTIONS

Anywhere STCU participates in social media or online conversations, we adhere strongly to the following commitments, and expect the same of all STCU employees and representatives, including on their personal accounts.

- **Respectful**: STCU, its employees and its representatives must always operate with the upmost respect for laws, regulations, and other human beings. This includes but is not limited to ensuring that all posts and conversations are carried out without denigrating others, with courtesy, respect, and in accordance with the terms and conditions of the website, forum, or network. This also includes carefully avoiding anything that could be construed as harassing, bullying, provoking, or intimidating.

- **Responsible:** All employees are expected to protect member data, sensitive information, and the privacy of our employees and members. This includes, but is not limited to, not posting anything that contains member information or could be construed as potentially containing member information; revealing security or private data; or posting anything untrue, inaccurate, or misleading. In the end, each individual is ultimately responsible for what they choose to do, say, participate in, and post.

- **Transparent:** Within the bounds of protecting private information, we expect all employees to be as transparent as possible in every social media engagement. Do not hide or misrepresent the employment relationship. In cases of issues, emergencies, or crisis situations involving STCU, our official

social media profiles should be the only social media accounts posting about the issue, emergency, or crisis. Should someone contact you directly with questions, refer them to our official profiles rather than offer your own information or comment.

UTILIZING SOCIAL MEDIA ON BEHALF OF STCU

When an employee is or will be authorized to participate in social media or conduct business on any online forum in the name of and on behalf of STCU, they are required to undergo training and adhere to all standards and guidelines provided to them about their participation.

These standards and guidelines may include, but will not be limited to, the STCU Social Media Playbook, Social Media Workflow, and Internal and External Communications Conduct Policy and Guidelines.

Employees must also store all account credentials where business is conducted under the STCU name within STCU's secure system for back-up and security, and work with the Marketing and Communications team to coordinate and manage monitoring, posting, and response on those accounts.

EXPECTATIONS FOR PERSONAL BEHAVIOR ONLINE:

STCU respects that employees may choose to use online media as a form of self-expression. It is important to note that employees' relationship with STCU means that STCU may be held responsible for an employee's online behavior. Therefore, our expectations for employees include:

- **Be conscious of actions when mixing business and personal lives.** Personal and business personas are never truly separate online. It is important to remember that members, colleagues, supervisors, and community partners could easily have access to anything shared online, even if you believe it is private. That content can and does impact STCU's professional image and reputation. Keep this in mind when publishing online.

- **Always speak in the first person.** While employees work for STCU, the expectation is that an employee only speaks **about** STCU and not **for** the organization. Only the official STCU profiles should ever speak on behalf of STCU. Employees are always welcome to interact with, like, share, or comment on STCU's posts as themselves.

- **Adhering to all applicable policies, procedures, guidelines, and laws.** The STCU policies and procedures that guide offline behavior with respect to information disclosure, treatment of co-workers, interactions with members, presence in the community, and use of technology are also applicable to personal activities online.

- **Employees are ultimately responsible for their own actions.** Anything that employees post online will ultimately be their

responsibility. STCU expects all employees to exercise sound judgement and common sense. Keep in mind that nothing online is ever truly deleted, and can be easily found. Know that information originally intended for small groups can easily be forwarded. When in doubt, do not post.

- **Employees should be member advocates.** If employees come across compliments, criticisms, concerns, or other conversations online about STCU, they are encouraged to use personal judgement and forward those posts or remarks as they feel is appropriate to 1.socialmedia@stcu.org (this distribution list should not be used for HR related or confidential issues) or by texting the social media on-call phone at 509-992-3766. If there is something impacting the member experience, it is everyone's job to speak up so it can be addressed.

- **Let the experts help.** STCU employ social media managers and subject matter experts, and employees are expected to resource those as needed. If an employee is uncertain of the proper response to a particular situation, if they are being targeted online because of their employment with STCU, or just have a basic question about online interactions, ask the STCU social media team. It is always better to ask what may feel like a silly question than to guess and be incorrect.

- **Be mindful of work**. STCU understands that social media activities at work can, in some situations, be helpful for the organization. However, employees are expected to exercise sound judgement and common sense to prevent social media from becoming a distraction at work or negatively impacting job duties.

REPORTING PROCEDURES

If employees encounter or suspect any situation that violates the STCU Social Media and Online Media Policy and Standards and/or raises a question in their mind, the employee has a duty to report the suspected post or activity as soon as they become aware of it. While there may be a reluctance to "get involved," it's important to note that failure to report violations can have substantial consequences for STCU. To report a potential issue, employees have the option of contacting:
- Any member of the Human Resources team
- Any Brand Marketing manager or assistant manager, preferably the Assistant Manager of Digital Marketing.
- The social media on-call phone at 509-992-3766. **If a situation is developing or requires immediate attention, calling or texting this phone is the preferred reporting method.**

Reports may also be made via email, phone call, or anonymously via interoffice mail. Employees should include a screenshot of the suspected violation if available, as well as any relevant details such as network, usernames, and timing.

MONITORING

STCU has a responsibility to protect itself and its members and to maintain trust and confidence in the STCU brand and presence online. Therefore, social media and online media are actively monitored for mentions of STCU, locations, employees, or topics that impact the credit union. This monitoring may include employee accounts. If employees are found to be in violation of the social media and online media policy and standards, disciplinary action will be taken up to and potentially including termination.

RELATED DOCUMENTS:

Fraud, Dishonesty, and Breach of Trust Policy and Standards
Internal and External Communication Conduct Policy and Standards
Anti-Harassment Policy and Standards
Workplace Violence Policy and Standards
STCU Online Moderation Standards and Expectations
Electronic Communication Systems and Internet Use Policy
Crisis Communication DRP

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Weekly Social Media Report

Monday, February 24, 2020   8:24 AM

stcu **Digital MXR**
Nov 7-14, 2018

Social Report by Andrea Parrish, Ashley Marlow, and Robyn Best
Website Statistics provided by Andrew Baker

Social media engagements: **1,596**	Social media audience size: **26,706**	Unique stcu.org audience: 132,985

Social Media & Website Feedback

Kudos

Recommendation: While sharing Second Harvest Tri-Cities post about our volunteering, we received the comment "I would highly recommend…"

SVP Donation: We had several individuals post about the Spokane Valley Partners donation, saying things like "thank you for your generosity" and "from everyone at Spokane Valley Partners, a big thank you."

Foodies Brick Random Acts : Foodies posted about our Random Acts of Kindness in the Tri-Cities, and several individuals posted things such as "I can't wait for STCU to open!"

Who Do You Love: Our WDYL nomination period has been getting a number of mentions, including from organizations and individuals supporting their particular preferred charities for the gifts.

Complaints

- **Bad in-branch experience:** a 1-star Yelp review detailed a frustrating in-branch experience where the individual felt the branch was trying to talk him out of a credit card. We were unable to determine which branch, and did not hear back from the member.
- **Heart Vandalism:** A member with previous complaints about getting denied for a loan feels that the vandalism of the hearts "couldn't be happening to a more appropriate business" because of their STCU association.
- **Not local:** On a person's share of the Regional Chamber story, someone detailed that they feel STCU is "moving into our area acting as if the Tri-Cities doesn't have companies that offer great service."
- **ATM issues:** A member contacted us about ATM errors over the weekend.
- **Shea:** Another comment was made expressing anger that Spokane area credit unions had supported Matt Shea.

Info Requests

- A question about how to dispute an unexpected charge from Netflix.

October Website Statistics

In the month of October, STCU.org brought in 77,100 new audience members (individuals who visited the website for the first time or on a new device).
Items of note in the website analytics include:

- The personal membership page approximately doubled the number of pageviews compared to September, with a 11.95% click-through rate to the "join" button.

- The business membership page received 50% more visits compared to September.

- Several real estate pages improved their statistics:
  - Fixed rate mortgages had a 10.96% click-through rate, with 30% more clicks compared to September, without a significant growth in visits.
  - Government-backed loans received 350% more visits and clicks on the "get started" button, compared to September.
  - Construction loans doubled the number of pageviews and increased clicks by 250%.

- The personal checking account page continued to be the non-membership page that drove the most clicks on the "join" button, with a 5.11% click-through rate.

- The business checking page received 33% more visits and double the clicks on the "get started" button compared to September, with a 27.44% click-through rate.