



Social Media Public Policy

We welcome member and non-member participation as a means of sharing experiences, suggesting improvements, and contributing to conversations. We have established terms of use regarding our social media sites, including Facebook.

To ensure exchanges that are productive, informative, respectful or diverse viewpoints and lawful, we will review all comments and we will not post comments that are, or include:

- **Off Topic**—We will exclude comments not related to the subject of the conversation. If you have an idea for a subject, would like to provide feedback, or would like a Dakota West Credit Union employee to follow-up with you, you may message us directly via the Dakota West Credit Union Facebook page.
- **Spam**—Comments focused on selling a product or service, or comments posted for a purpose of driving traffic to a particular website for personal, political, or monetary gain will be excluded.
- **Personal Attacks**—If you disagree with the content, we would like to hear from you, but ask that you refrain from personal attacks or being disrespectful to others. Malicious intent and/or participation not in the spirit of civil conversation will be excluded. All inappropriate content will be deleted from pages, including but not limited to: offensive language, links or photos, and derogatory/non-constructive comments. You may message us directly via the Dakota West Credit Union Facebook page.
- **Illegal**—Posts must not violate laws that govern use of copyrights, trade secrets, etc.
- **Offensive Language**—Comments including, but not limited to, profane or provocative language will be excluded. Comments that contain threatening, hateful, offensive, derogatory, obscene or sexually explicit language will not be tolerated.
- **Private or Confidential Information**—Please do not provide any of your specific account details or other personal information when posting comments. If you have immediate service needs, please contact us at 1-800-411-7590 or visit one of our branches for assistance. Any private or confidential information shared will be removed immediately.

Posts containing photos will not be accepted unless specifically requested by an authorized representative of Dakota West Credit Union for a contest or other business-related purpose. In these instances, pictures will be reviewed and will not be posted if deemed inappropriate.

Dakota West Credit Union may post photographs taken at Credit Union sponsored and/or local events to the Photos section of the Dakota West Credit Union Facebook page. It is our policy not to “tag” individuals in photos. To request an image be removed from the page, please send a message to the Credit Union detailing your request and including your name, contact information with phone number, the title of the image

or description of the image on Facebook and the reason for the request.

All comments are reviewed and monitored by Dakota West Credit Union before posting to our social media site.

Dakota West Credit Union does not endorse any comments made by its employees, unless they are an authorized representative of the Credit Union. Dakota West Credit Union does not validate assertions or forward-looking statements in the comments. All statements and viewpoints expressed in the comments are strictly those of the commenter alone, and do not constitute an official position of Dakota West Credit Union unless they are posted by the original author (who is an authorized representative of Dakota West Credit Union) or by a subject matter expert responding on behalf of that authorized representative.

Dakota West Credit Union Employees—If you are a Dakota West Credit Union employee, you **MUST** disclose your employment status when you submit a comment or question. When participating in online communities, do not misrepresent yourself. Whether you are at home or in the office, working for Dakota West Credit Union is a material fact that my influence content, and community members have a right to know you work for Dakota West Credit Union. When commenting on the Credit Union, unless you are authorized to speak on behalf of Dakota West Credit Union, you must state that the view(s) expressed are your own. If we feel the nature of your comment is confidential, shares information not generally available, or recommends an action which could adversely affect our members, we reserve the right not to post your comment to our social media site.

Administration—Currently there is only one administrator for the Dakota West Credit Union Facebook page. Notifications are sent when there are new comments, posts, or messages and are reviewed promptly.

Users/Fans will be warned and Dakota West Credit Union will terminate repeat offenders by removing them from the page.

