



SOCIAL MEDIA POLICY

A social media policy simply outlines how an organization and its employees should conduct themselves via the web and online presence. It helps protect our company's online reputation and encourages employees to also get involved in sharing about the company in their online networks in an ethical manner.

“Social Media” is a form of communication (as websites for social networking and micro-blogging) through which users create online communities to share and receive information, ideas or messages through text and videos).

Online Communications, Social Media & Corporate Website

Information provided to social media sites cannot easily be retracted; therefore, it is vital to understand and follow the required procedures with regard to using social media to advance public relations. Social media is about making connections. They are an ideal place to put advertisements. Word-of-mouth in social media goes further than any amount of focused advertising. The following shall be factored in when using social media for the bank;

- All communications including the Bank’s own social media and website must comply with the rules set by this document. Marketing in collaboration with Corporate Affairs will manage all the contents and publications of the same.
- Only authorized personnel shall have access to respond and input any information on the social media platforms (Website, Twitter, Instagram, LinkedIn, YouTube and Facebook, accounts). Photos or words that could damage the Bank’s image shall never be posted on media.
- Social media support team will review and visit the bank’s online presence daily to ensure that any comments that are posted are quickly addressed.
- The bank shall not engage in hostile or negative communication on social media.
- Answering negative comments accurately, truthfully and quickly is the best approach and the one most likely to put out the flame before it becomes a blazing fire.
- Out-of-date or incorrect information or responses may result in negative public opinion.
- Any links in the Bank’s website to a third-party website should if appropriate include a notice that advises readers that he/she is leaving the Bank’s website and that the Bank is not responsible. Never release confidential information of the Bank including customers’ information, business plans, or payroll on social media.



- Proper guidance and training for staff in charge of the Bank's social media.
- The languages to be used in the Bank's social media accounts are English and Kiswahili.

Code of Conduct in the workplace

- CRDB Bank staff are highly discouraged from participating in discussions about the Bank in the internet discussion forums such as WhatsApp groups as it may be considered as the official position of the Bank. CRDB Bank staff may not, at any time, discuss or share confidential Bank materials in social media (i.e letters, emails, pictures etc)
- Employees are allowed to associate themselves with the company when posting but they must clearly brand their online posts as personal and purely their own. The company should not be held liable for any repercussions the employees' content may generate.
- Content pertaining to sensitive company information (particularly those found within CRDB Bank's internal networks) should not be shared to the outside online community. Divulging information like the bank's strategy plans, internal operations and legal matters are prohibited.
- Proper copyright and reference laws should be observed by employees when posting online.
- Employees are not allowed to disclose information that are financial, operational and legal in nature, as well as any information that pertains to clients and customers.
- DON'T talk about financial information, sales trends, strategies, forecasts, legal issues, future promotional activities. Give out personal information about customers or employees. Post confidential or non-public information. Respond to an offensive or negative post by a customer.
- Be careful discussing things where emotions run high (e.g. politics and religion) and show respect for others' opinions."

SOCIAL MEDIA DISCLAIMER

We welcome and encourage open discussion on CRDB Bank Plc (hereafter referred to as The Bank) social media sites – including but not limited to our blogs, Facebook, Twitter, Instagram, LinkedIn and YouTube pages – and look forward to any comments, stories, pictures, and experiences you want to share. That said, we do make reasonable efforts to monitor



participation to ensure that you stay on topic, are courteous, and avoid making offensive comments. Please be aware that once you post something online, there's the potential for thousands (or hundreds of thousands) of people to read your words, even years from now.

The opinions and or views expressed on the bank's social media platforms, including, but not limited to, our blogs, Facebook, Twitter, Instagram, and YouTube pages, represent the thoughts of individual bloggers and online communities, and not those necessarily of The Bank or any of their respective employees, Management Committee or of its Board of Directors.

By posting any content on CRDB Bank Website and Social Media Sites, you grant the bank the irrevocable right to reproduce, distribute, publish, and display such content and the right to create derivative works from your content, edit or modify such content and use such content for any of the bank's purposes.

While The Bank makes reasonable efforts to monitor and/or moderate content posted on its social media platforms, we do not moderate all comments and cannot always respond in a timely manner to online requests for information. The Bank reserves the sole right to review, edit and/or delete any comments it deems inappropriate. Comments including but not limited to the following may be deleted or edited by the moderators:

- Abusive or hurtful comments about a blogger or another participant
- Off-topic and redundant comments (this includes promotion of events, groups, pages, websites, organizations, and programs not related to or affiliated with the organization)
- Dishonourable content such as racial, ethnic, sexual, religious, gender bashing, and physical disability slurs are not tolerated.
- Personal attacks or defamatory statements or comments (i.e., making negative personal or untrue comments about a participant), instead of just criticizing his/her posting, opinion, or comments
- All links to other websites found linked from Community Servings' social media sites are provided as a service to readers, but such linkage does not constitute an endorsement of those sites by Community Servings, and as such we are not responsible for the content of external websites.

By submitting content to any of The Bank's social media sites, you understand and acknowledge that this information is available to the public and that Community Servings may use this information for internal and external promotional purposes. Please note that other participants may use your posted information beyond the control of CRDB Bank Plc. If you do not wish to have the information you have made available via this site used, published, copied, and/or reprinted, please do not post.

By submitting content, you expressly acknowledge that you assume all responsibility related to the security, privacy, and confidentiality risks inherent in sending any content over the



internet. CRDB Bank does not control third-party sites and the internet over which you may choose to send confidential or personal information; therefore does not make any warranties, express or implied, against interceptions or compromises to your information.

The bank reserves the right to edit or amend any misleading or inaccurate content depicted in blog posts. The company also reserves the right to delete blog posts violating the code of conduct.