

WBCI'S SOCIAL MEDIA CODE OF CONDUCT

Social media offers opportunities for company officers and employees to champion WBCI capabilities, humanize our business, and celebrate our successes. Social media offers opportunities to build relationships and share insights. What you communicate online, just like your personal behavior offline, reflects both on you and WBCI. Moreover, social posts are permanent, shareable, and searchable forever. Thus great care should be taken when using social media. You are responsible for what you publish just like you are responsible for what you communicate orally or in emails, texts, or letters.

WBCI expects, however, that the same rules of conduct and behavior that guide our personal behavior offline will be adhered to online. When using social media, all officers and employees must comply at all times with the law, behave ethically, protect confidential and sensitive company information, and safeguard your account and WBCI's network.

Information about WBCI's business, its employees, its vendors, and clients should never be shared if that information is not already in the public domain. This includes names and anything else that could be used to identify a person or entity without their permission.

To ensure security, use a secure password; update it regularly; never share login information with anyone not otherwise authorized to have that information.

Do not use your WBCI corporate email address to create personal social media accounts.

Do not publish images of your WBCI computer screen or other identifiable security features.

Observe copyright laws. Pictures, videos, copy, and other content owned by others must not be used for our own commercial benefit. Do not post links to other websites, posts, or pages without first confirming that such sharing is authorized and that the content is lawful.

Never publish anything that is obscene, racist, sexist, pornographic, sexually exploitative, or in any other way discriminatory, threatening, harassing, personally offensive, defamatory, or illegal. Never publish anything that disparages the views of others.

Do not post anything that can be taken to mean that your post represents WBCI's official position on a matter. Be clear that you are expressing your own views and not those of WBCI unless you have been expressly authorized to do so.