

Heartland Credit Union Social Media Public Use 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, Twitter, LinkedIn, and YouTube.

To ensure exchanges that are productive, informative, respectful of 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 Heartland Credit Union employee to follow-up with you, you may email us directly at Support2@hcu.org.
- **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.
- **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 the Credit Union by calling 217-726-8877 or visit one of our local branches for assistance.
- **Posts in HTML Format (or URLs)** will not be accepted. Please only use plain text when submitting your comments.
- **Posts from Individuals under the Age of 13** will not be accepted.
- **Posts Containing Photos** will not be accepted unless specifically requested by an authorized Heartland Credit Union employee for a contest or other business-related purpose. In these instances, pictures will be reviewed and will not be posted or will be removed if deemed inappropriate.

All comments are reviewed and approved by Heartland Credit before posting to our social media sites, including Facebook, Twitter, LinkedIn, and YouTube. Comments are monitored by the public, but not controlled by Heartland Credit Union. **At our sole discretion, Heartland Credit Union reserves the right to deny the posting of any comment we deem inappropriate.**

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

Heartland Credit Union employees- If you are a Heartland 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 Heartland Credit Union is a material fact that may influence content, and community members have a right to know you work for Heartland Credit Union. When commenting on the credit union, unless you are authorized to speak on behalf of Heartland Credit Union, you must state that the views 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 social media site. Thank you for helping maintain the integrity of our community by disclosing your employment relationship.

Heartland Credit Union reserves the right to change these guidelines at any time at its sole discretion