


CORPORATE SOCIAL MEDIA POLICY

Approved by BOD

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Revised

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1. INTRODUCTION


Communication is often referred to as the lifeblood of a business, given the high value it holds. It plays an integral role in helping build a powerful relationship with customers. Social Media has become one of the most proficient social needs in daily life of both personal and business communication. The rise of social media has changed the world's perspective on communication and will continue to dominate business communications. AYA Bank, as a leading Bank in Myanmar, is adapting the changes in communication as quickly as possible to remain competitive in the marketplace.

2. OBJECTIVE

We recognize the vital importance of keeping abreast with digital communication and are committed to ensuring that we participate in social media communication in the right way. AYA Bank Senior Management has determined to provide a detailed set of guidelines for employees on using social media which will aid protecting their personal safety, as well as Bank's business reputation.

3. POLICY STATEMENT

This policy is intended to outline how our staff to behave appropriately in the online social media space and guide their participation personally as well as acting on behalf of AYA. The staff are required to observe the standards when using social media, the circumstances in which we will monitor their use of social media and the action we will take in respect of breaches of this policy. This policy supplements our AYA Banks Employee Handbook, Code of Conduct and Communication Policy. This policy does not form part of any contract of employment, but it covers all individuals working at all levels and grades, including Board of Directors, Senior Management, Employees, Consultants, Contractors, Trainees, Part-time workers and Fixed-term employees, Casual and Agency staff, and Volunteers/Interns (collectively referred to as staff in this policy).

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4. SCOPE OF POLICY

All staffs are expected to always comply with this policy to protect the privacy, confidentiality, and interests of our bank and our services, employees, partners, customers, and competitors. Breach of this policy may be dealt with under our Employee Disciplinary Procedure and, in serious cases, may be treated as gross misconduct leading to summary dismissal.


5. GUIDING PRINCIPLES

It is important that employees understand the difference between making representations on social media platforms on behalf of the Bank and the personal use of social media. Employees are advised to observe the principles that apply to both corporate and personal social media use.

6. COMPLIANCE FOR USING SOCIAL MEDIA SITES IN AYA BANK'S NAME

Employees that responsible for representing the company on social media are required to uphold the Bank's image, core values and brand. Subsequently, AYA Bank expects all employees to remain fair, professional, and polite to any of AYA partners, shareholders, customers, members, and/or suppliers.

- Only authorized officials are permitted to post material on a social media website in our name and on our behalf. Any breach of this restriction will amount to gross misconduct.
- Avoid speaking on and/or posting about subjects outside of the company's expertise.
- Avoid posting and/or sharing offensive, discriminatory, and/or false information.
- Respond to all public and customers' comment / queries in professional and a timely manner.
- Adhere to the company's confidentiality agreement and anti-discriminatory policy.
- If you are in any doubt as to what you can and cannot say using social media, you are suggested to contact Head of Corporate Affairs/Section Head of Corporate Communication.

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- Before using work-related social media, you must have read and understood this policy and other relevant policies of AYA Bank and have sought and gained prior written approval to do so from respective senior management.

7. COMPLIANCE FOR USING PERSONAL SOCIAL MEDIA

Using personal social media is restricted during office hours. Activity on social media websites during office hours should complement and/or support your role and should be used in moderation with the consent of Head of Department. The following guidelines are to be observed even using personal social media accounts.

- In order to grow the Bank's networks, employees are allowed to share Bank news, story, events, views, and promotions on social media. The practice, known as employee advocacy, is taking on more importance as the social media power grows. Employees shall understand the lines between opinion and professional responsibility. Employees are suggested to provide a disclaimer to their social media accounts stating that their thoughts are their own. Staff should be mindful of the impact of the contribution might make to people's perceptions of us as a bank.
- Staff are strictly not to publish or otherwise disclose commercially sensitive, anti-competitive, private, or confidential information either electronically or otherwise. If you are unsure whether the information you wish to share falls within one of these categories, you should discuss with your reporting HOD or People Department. Reminded not to respond to any competitor or other person posting negative reviews or comments about the Bank. All employees are personally responsible for content you publish into social media tools since it will be public for many years.
- Avoid sharing intellectual property like trademarks on a personal account without approval.
- Any member of staff who feels that they have been harassed or bullied or are offended by material posted or uploaded by a colleague onto a social media website should inform to their reporting Manager or People Department.

Staff shall report to Management if he/she notices any content posted on social media about Bank (whether complementary or critical).

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8. MONITORING USE OF SOCIAL MEDIA WEBSITES

Bank has the right to restrict or prevent access to certain social media websites if personal use is excessive. Monitoring is only carried out to the extent permitted or as required by law and as necessary and justifiable for business purposes. Where evidence of misuse is found, we will undertake a more detailed investigation in accordance with our Disciplinary Procedure, involving the examination and disclosure of monitoring records to those nominated to undertake the investigation and any witnesses or managers involved in the investigation.

9. DISCIPLINARY ACTION

Management shall take disciplinary action leading up to and including termination if employees do not follow this policy's guidelines. Non-conformity with Social Media Policy includes following but not limited to disregarding job responsibilities and deadlines to use social media at work, disclosing confidential information through personal or corporate accounts, directing offensive comments towards other members of the online community.

10. CONCLUSION

Social Media Policy of AYA Bank stated in this document covers the aspects of corporate and personal use of social media sites in possible situations to a certain extent. Corporate Affairs Department shall be responsible for reviewing this policy every year and revised as necessary. It shall be effective on the date approved by Board of Directors.