

KBZ Social Media Policy

Introduction

In today's modern world the way we communicate with our colleagues, our customers, the media, stakeholders and the general public is rapidly changing. So what is social media? Social media is any online space that allows you to share information, pictures, videos, locations etc. Examples include Facebook, Instagram, Twitter, LinkedIn, YouTube, Google+, Tumblr, Foursquare, Blogger, Wordpress, Pinterest, Flickr, Reddit and many more.

KBZ Group has prepared this Social Media Policy as a tool to help guide our employees to better understand the benefits and dangers of social media usage and to help us all to stay safe and avoid sharing inappropriate information that might risk personal or company safety or reputation. We want to empower our valued employees to participate in this new world of communications, so that they are properly protected as well as being able represent KBZ in the best possible light.

KBZ's Vision for Social Media Usage

KBZ Group's vision is to create strong online presence (as well as offline) and is fundamentally directed according to KBZ Group's Values, namely:

Teamwork and Cooperation

Honesty

Enthusiasm

Mutual Trust and Respect

Integrity

Leadership

Dedication

The KBZ Group's Social Media Policy aims to provide guidance on how our values should be reflected social media platforms and to show staff how to safely and effectively participate in this arena, both when you are using social media as an individual as well as when you are acting officially on behalf of KBZ.

It is important for all staff remember KBZ core values when using social media. The rules that govern us when we communicate using traditional media also apply to the online social media arena. Just because online communication is simple, fast and free does not mean different rules apply.



No.615/1, PYAY ROAD, KAMAYUT TOWNSHIP, YANGON, MYANMAR. Ph: 538 075-76, 538 078-80 Fax: 538 069-71 www.kbzbank.com

KBZ encourages employees to explore and connect using social media at a level at which you feel comfortable, but for your own safety and that of our organization, we recommend caution. Enjoy using social media, but please be smart. Please use good judgment and common sense. Always observe KBZ's Values and follow our Code of Conduct and other applicable policies. Seek advice from your line manager or Legal & Compliance Department if you have any questions.

The Importance of Using Social Media Properly

KBZ strongly follows its core values when we operate in the social media arena and we expect the same commitment from our employees. Any deviation from these commitments may be subject to disciplinary review or appropriate action from the HR Department. What is important to understand is that we all have to comply with our Employment Contract and associated employee rules that set out the standards expected throughout the KBZ Group. How we communicate using social media features into this – how you engage with people and how you talk about KBZ can have a negative effect on the company and its reputation, and could lead to disciplinary action even if it's outside of working hours.

KBZ also has a duty of care to ensure we all are safe at work. If you share information about what you do and where you work, you might encounter unwelcome or inappropriate attention from outside parties who may not have your best interests or those of KBZ as their primary motivation. You should know with whom you are sharing information and take consideration of the consequences this could have on your personal and online safety.

When Using Social Media as Part of Your Job

Some of us will use social media to connect and communicate with customers, stakeholders/media etc. Adherence to the Code of Conduct and other applicable policies is extremely important. The Creative Director and the Marketing and Customer Service Department will make sure that those people and teams are provided full training and support on how best to use social media, and how to protect their privacy in the process.

When Using Social Media in Your Personal Time

When you use social media in your personal time, please remember the following points as a rough guide on how to conduct yourself.

Do:

- Protect your online identity by regularly checking your privacy settings
- Remember you're in a public space and only publish things you want other people to see
- Use common sense when networking online
- Assume that everything that you place on social media sites will remain permanent and could be shared further or more publically by your contacts
- Familiarize yourself with any particular site and its Terms and Conditions before you agree to sign up

Do Not:

- Try to act as an official KBZ spokesperson on forums, blogs or networks unless it's part of your job
- Publish anything that could reflect KBZ in a negative light, including anything offensive or derogatory about branding, colleagues, customers, suppliers or competitors, as it could lead to disciplinary action
- Share information that could be confidential, including inviting colleagues to discuss issues in the workplace on public forums
- Over share personal information and make it easy for someone to steal your identity or know your whereabouts e.g. your house is vacant when you've said you're on holiday
- Name (tag) people in photos or videos without checking with them first

With the rapid development of social media, we will review this policy on a regular basis, at least on an annual basis. We welcome feedback and input from staff and all other stakeholders that may help us implement and improve our policy and performance.



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