

Social Media Guidelines

Welcome to the official Bank of Central Florida Facebook page! Our goal is to host a discussion forum to foster dialogue, share experiences, enhance brand awareness, offer financial education, and make this site an interactive and useful resource.

We encourage you to “Like” us and join the conversation. Here are a few Social Media Guidelines to keep the conversation productive and secure:

1. **Comments are encouraged.** We want to hear from our clients and friends in the community on how we are providing excellent service, in addition to how we can make our services and your experiences even better. Our Facebook page will be moderated during normal banking hours by staff who will, when appropriate, respond to your questions, issues, or comments publicly, or will contact you directly. We will do our best to respond in a timely manner.
2. **Please be courteous.** Your constructive opinions and feedback that reflect the topic of the post are appreciated. While we welcome reasonable critiques, please abstain from such comments that are unlawful, abusive, defamatory, offensive, sexually explicit, false, or that contain profanities. We reserve the right to remove those types of posts and may block you from future posts. Inappropriate web links, including those that may contain viruses or malware, are not allowed.
3. **No SPAM.** In order not to disrupt the value of our social community, we ask that no comments, links or photos be posted that is intended to promote a commercial or private solicitation or offers for goods and services. These will be deleted and users may be blocked.
4. **Protect yourself.** Please remember that social networks are public. In order to protect your identity never share confidential personal and financial information such as your social security number, online banking information, account numbers, or debit card numbers in a public network. Bank of Central Florida will **NEVER ask you to disclose account or other types of confidential information** through our social sites. Comments containing non-public personal information about any client will be removed immediately. For additional security tips, you are encouraged to visit the “[Client Protection](#)” section of the Bank of Central Florida website.
5. **You are looking for assistance.** We apologize but our Facebook page generally is not used as a customer service channel due to security and regulatory concerns. If you have any questions relating to your account or have a specific issue, please feel free to contact us during the business hours of 8:30 – 5:00 ET Monday – Friday (with the exclusion of bank holidays). A full listing of contact information can be found on Bank of Central Florida’s website under the “[Contact Us](#)” link. For your security, please do not include any confidential information if you use email to contact us.

Legal Disclaimer. This Facebook page is sponsored by Bank of Central Florida, but an unaffiliated third party owns the site. Bank of Central Florida is not responsible for the privacy or security at this site and other third-party sites that may be linked to this page. Since our Facebook page is public and anyone can participate, we cannot be responsible for views expressed other than our own. By using our Facebook page, you agree to comply with our Social Media Guidelines and Facebook’s terms and conditions that include, but are not limited to, the [Statement of Rights and Responsibilities](#) and [Facebook Community Standards](#). We reserve the

right to delete any content that violates these terms or our company's values. Bank of Central Florida does not endorse and is not responsible for any ads that Facebook.com may place on this page, or for the content or other material of third-party sites or other pages on Facebook. You also agree to release and hold harmless Bank of Central Florida from any and all claims, damages, or losses arising out of your participation on the Bank of Central Florida Facebook page. We may post photographs taken at bank-sponsored and/or local events to our Facebook page. It is our policy to not tag these photos to personal profiles, and we will only address individuals by their first name (unless a consent form is signed). To request an image be removed, please contact us. Bank of Central Florida reserves the right to amend these Social Media Guidelines at any time and without prior notice.

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