

# FCB Social Media Policy & Community Guidelines

- 1. Social Media Overview.** First Community Bank has established a Facebook page in the interest of establishing a community forum in which the bank's employees, customers, prospective customers, partners, the media, and the broader community may engage in relevant dialogue toward intelligent and productive conversations. The bank presence will be governed by the principles of community, constructive dialogue, transparency, and education. Any content you post, such as pictures, information, opinions, or any personal information that you make available to other participants on these social properties, is subject to the Terms of Use and Privacy Policies of those properties. Please refer to them to better understand your rights and obligations with regard to such content. Because banking is such a highly regulated industry, First Community Bank must follow the rules and policies outlined within this Social Media Policy and Community Guidelines. Never disclose any financial information on the First Community Bank Facebook page, whether public facing or via direct message. First Community Bank will never ask for your Social Security number, account information, passwords or PINs via any social media platform. We are not responsible for the privacy and security policies or practices of the social media channels where we are present, and you should review the individual policies for each social media platform.
- 2. First Community Bank's Association with Facebook.** Facebook® is a third party site unaffiliated with First Community Bank. First Community Bank is not responsible for the privacy or security policies or practices on any of the third party websites that First Community Bank may link to. You should review the privacy and security practices of all such third party websites. As a follower of the First Community Bank Facebook page, you consent to receive news, company information and other dissemination of information by First Community Bank that we think our fans, followers, and viewers will find useful. If at any time you wish to no longer receive information via First Community Bank social media platforms, you may utilize the platform's privacy settings to unfollow. First Community Bank participation on Facebook is not an effort to socialize information, ideas, and pictures. If you send us ideas or pictures, we own them, and you will not receive compensation.
- 3. Public Usage.** The First Community Bank Facebook page is public, which means that anyone can see your posts and comments. Additionally, your posts and comments may even show up in search engine results (like on Google or Bing). While we want to foster healthy discussion, we may occasionally remove posts and comments that don't fit with our community banking philosophy and guidelines. When you visit, post, or comment on our Facebook page, we respectfully ask that you follow the below guidelines:
  - Stay on topic
  - Use common courtesy and be respectful of others

- Submit your own original content, and avoid content that you know to be fraudulent
- Never post personal, identifying, or confidential information
- Do not use this site to communicate or ask questions specific to your personal account or loan information
- Do not post any content which is abusive, offensive or inflammatory

First Community Bank is unable to service account-specific requests directly through our Facebook page. If you are a customer with a specific question about an account or loan, please log on to Internet Banking by visiting [fcbanktn.com](http://fcbanktn.com), or log on to your account via our mobile banking app, call us at 423-272-5800 or 423-392-5800, or visit a First Community Bank branch location. Send general email inquiries to [internetbanking@fcbanktn.com](mailto:internetbanking@fcbanktn.com). For secure email correspondence sign up for Internet Banking so we can answer your account specific questions through our secure site.

Because the First Community Bank Facebook page is public and anyone can participate, we cannot be responsible for views expressed other than our own. First Community Bank will post photographs and/or videos taken at bank-sponsored and/or local events. First Community Bank will not tag, reference, or acknowledge individuals in the photos, but will allow other users to tag, reference or acknowledge themselves and others in the photographs. If another individual tags you in a photograph, you can un-tag yourself from the photograph(s) at any time. To request an image be removed from the First Community Bank Facebook page, email [fcb-marketing@fcbanktn.com](mailto:fcb-marketing@fcbanktn.com) specifying the photo you would like removed, your contact information, and the reason for removal. First Community Bank will review and consider your request to remove the photograph, but the submission of this request does not guarantee that the photograph will be removed.

4. **Moderation Policies.** The First Community Bank Facebook page is moderated by First Community Bank employees. We will make every effort to respond in a timely manner; however, we can't guarantee that we'll reply to every comment. All comments and posts will be reviewed to ensure that they comply with our policies. We reserve the right to delete comments or posts that we deem abusive, inflammatory or otherwise inappropriate.

Do not post or transmit material you do not have the right to post or transmit under law (such as copyright, trade secret or securities) or due to your personal contractual or fiduciary relationships. The First Community Bank Facebook page may not be used for the submission of any claim, demand, informal or formal complaint, or any other form of legal and/or administrative notice or process, or for the exhaustion of any legal and/or administrative remedy.

First Community Bank reserves the right to ban any user from our Facebook page without prior written notice or consent for violations of community policies. Any comment(s) posted which we deem to be criminal in nature, or that instigates or implies violence towards oneself or another may be reported to the

proper authorities.

The First Community Bank Facebook page is for conversations between and among individuals and First Community Bank, and these platforms are not a substitute channel for services or general questions. Please visit [fcbanktn.com](http://fcbanktn.com) or a First Community Bank branch location for more information on specific products and services.

5. **Comment and Posting Policy.** We expect conversations to follow the rules of polite discourse, and we ask that participants treat each other, as well as our employees, with respect. First Community Bank may delete comments or posts that we deem to be:
  - Profane, obscene, inappropriate, disruptive and/or unrelated
  - Indecent, sexually explicit or pornographic material of any kind (including masked profanity where symbols, initials, intentional misspellings or other characters are used to suggest profane language)
  - Threats, personal attacks, abusive, defamatory, derogatory, or inflammatory language, or stalking or harassment of any individual, entity, or organization
  - Discriminatory or that which contains hateful speech of any kind regarding age, gender, race, religion, nationality, sexual orientation, or disability
  - False, inaccurate, libelous, or otherwise misleading in any way
  - Spam, or containing or linking to any kind of virus, malware, spyware, or similar program that could cause harm to a user's computer

For the benefit of robust discussion, we ask that comments remain on topic. This means that comments should relate to the topic that is being discussed within that wall post. While we welcome reasonable critiques, we may delete negative comments about First Community Bank and/or our competitors that aren't relevant and don't add to the overall experience. We may delete comments that we deem to be off topic, including solicitations. In addition, we may also remove identical posts by the same user or multiple users (a group of people sending identical messages or one person submitting under different aliases). In the case of identical posts, we will leave the first submission and delete the duplicates.

6. **Copyright and Intellectual Property Policies.** Infringement on any party's copyright, patent, trademark, trade secret, intellectual property, or other proprietary rights, or right of publicity or privacy is strictly prohibited and is your sole responsibility. By posting comments, posts, tagged photos, videos, ideas, or any other content on the First Community Bank Facebook page, you are granting First Community Bank nonexclusive, worldwide rights to republish, redistribute, or otherwise use this content in perpetuity in any way we see fit. This includes, but is not limited to, marketing and advertising materials.
7. **Links to Third Party Sites.** First Community Bank may occasionally post links to third-party sites when we think you'll find the information helpful. However,

please note that this does not in any way constitute an official endorsement of the site or company. If First Community Bank establishes an advertising relationship, we will do our best to identify and disclose any relationships that First Community Bank may have with a site or company.

8. **Privacy and Security Practices.** With respect to content collected and shared through the First Community Bank Facebook page, First Community Bank follows the privacy policy already established by Facebook. To protect your privacy and the privacy of others, please do not include personally identifiable information such as Social Security numbers, account numbers, phone numbers or email addresses in any comment or post. If you do include personally identifiable information in your comment, your comment or post may be deleted.
9. **Media Inquiries.** If you are a member of the media, please email us at [fcb-marketing@fcbanktn.com](mailto:fcb-marketing@fcbanktn.com).
10. **Updates to this Policy.** This Social Media Policy and Community Guidelines are subject to change. Please review periodically. Any changes to this Policy will become effective when we post the revised Policy on our website.