



Greater Texas Mortgage Social Media Policy

Revised 6/30/2015

These guidelines apply to employees or contractors who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of social media during work-hours. The list includes but is not limited to: Twitter, Yelp, Tumblr, Google+, Wikipedia, Pinterest, Instagram, YouTube, Foursquare, LinkedIn, Wordpress, Vimeo, Facebook pages/groups, or comments on online media stories.

Note: *This policy does not apply to employees' personal use of social media platforms outside of work-hours where the employee makes no reference to company related topics.*

Social Media Specific Policy for Employees or Contractors

Take time to understand and follow these simple but important guidelines. Our overall goal is simple: to enable employees and contractors to participate online in a respectful, relevant way that protects our reputation and follows the letter and spirit of the law.

1. Internet/Intranet Usage

- a. Acceptable Use - Internet access is to be used primarily for business purposes. Any personal social media use must not interfere with normal business activities, must not involve solicitations, must not be associated with any for-profit outside business activity, and must not potentially embarrass the company, damage Greater Texas Mortgage's reputation or tarnish its image.
- b. Blocked Content – Greater Texas Mortgage at its sole discretion, reserves the right to block access to any Internet site. .

2. Never represent yourself or Greater Texas Mortgage in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.

3. Post meaningful, respectful comments - in other words, please no Spam and no remarks that are off-topic or offensive. Only mortgage or real estate related topics may be posted. Any topics posted outside of the mortgage area must be approved by Scott Yonce prior to posting.

4. Stick to your area of expertise and feel free to provide unique, individual perspectives on non-confidential activities at the company.

Be smart about protecting yourself, your privacy, and Greater Texas Mortgage's



confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully, Google has a long memory.

Greater Texas Mortgage Employees or Contractors Must NOT:

1. Comment on any topic related to legal matters, litigation or any parties the company may be in litigation with.
2. Participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or Greater Texas Mortgage's IP address. Refer all Social Media activity around crisis topics to Scott Yonce.
3. Create company specific Social Media profiles referencing Greater Texas Mortgage on their own. Doing so dilutes the follower-base and creates situations where the profiles are individually-owned instead of company owned. Greater Texas Mortgage's Social Media platforms/profiles are created by Scott Yonce and maintained by Scott Yonce. Any additions to social media sites owned by Greater Texas Mortgage must be approved by Scott Yonce. .

Consequences of Violating Greater Texas Mortgage' Social Media Policy

Please know that employee and contractor's engagement in Social Media while at work will be monitored. There should be no expectation of privacy while using Social Media during working hours.

In the event of the company's Social Media policy violation:

1. The company will report unlawful activity to the authorities.
2. Inappropriate activity that is in conflict with this document's guidelines may result in termination for just cause.
3. Scott Yonce has the right to demand that any offensive or unauthorized posting be deleted if it is posed by employees or contractors of Greater Texas Mortgage. Scott Yonce has the sole discretion of determining what is offensive or in appropriate.

Additional Company policy regarding Video Chat, FaceTime, Periscope, Snap Chat, or posting company pictures on any Social Media platform.



The use of video conferencing or posting of pictures will only be used in a professional manner.

- The use of the Periscope app or Snap Chat app is prohibited by Greater Texas Mortgage employees
- Video chat or Face Time will be limited to business discussions and only used with a professional “background.” For example, anyone chatting with customers must be dressed in appropriate work attire with an appropriate scene behind them like a wall or office view. Video chatting from non-secure environments like; bars, restaurants, or public areas is prohibited.
- Video chat or Face Time will only be used with the permission of the borrower.
- While video chatting or using Face Time, Greater Texas Mortgage employees or contractors are required to first secure the area of any private information and continue to take caution that all private information remains out of the viewing area.
- All pictures posted on any Social Media site are to be inspected for private information prior to posting. Any photos containing private information are not to be posted.
- Any photos of customers must be approved by the customer and Scott Yonce prior to posting.