



GRAMEEN TRUST

SOCIAL MEDIA POLICY

TURKISH GRAMEEN MICROFINANCE PROGRAM (TGMP)

Social media refers to methods to report and share all kinds of information and content on the Internet and all forms of social computing systems. Social media platforms manifest in many forms including, but not limited to blogs/microblogs (Twitter, Tumblr), content communities (YouTube), social and professional networking sites (Facebook, LinkedIn), forums and discussion boards (Reddit, Whirlpool, Google Groups), online encyclopedias (e.g. Wikipedia). Social media tools provide institutions with the opportunity to quickly and easily share the content they publish and interact for possible collaborations. Thanks to their dynamic structure, social media tools have a positive effect on directing the changing needs of institutions over time if used effectively.

Purpose

The purpose of this policy is to guide employees of TGMP to be transparent and concise in their personal and corporate social media accounts, in line with TGMP's core values, mission and vision. This policy also serves to determine internal guidelines regarding the concept of social media and TGMP's presence in social media.

Guiding Principles

Social media tools function to project a message that is aligned with the core values and principles of organizations. TGMP expects its employees to share their posts on both personal and corporate social media accounts with a sense of responsibility. The following guiding principles should be observed in the use of social media;

- **Be transparent** – When posting on your social media accounts, you must disclose that you work for TGMP. In particular, if you are sharing content related to TGMP, you must clearly state that your views and opinions are your own and may not reflect the

views of TGMP. That's why you need to add the following statement to each of your social media profiles;

“Any opinions expressed in this account are my own and may not necessarily reflect the opinions of Turkish Grameen Microfinance Program (TGMP).”

- **Keep in touch with the authorities before sharing on behalf of TGMP** – You must always keep in touch with your manager before sharing content on your social media accounts. If you are unsure whether a particular content is suitable for social media, you should consult your manager and follow TGMP'S related social media guidelines.
- **Take confidentiality into consideration** – You must consider confidentiality before commenting about legal matters, financial performance, competitors, strategies or rumors about TGMP.
 - You must not share confidential or internal information (including location / travel information) on your social media accounts.
 - You must respect the privacy of your colleagues and employees working in institutions or organizations which TGMP cooperates with or considers future cooperation with. **Before sharing photos and/or videos of micro-entrepreneurs on social media, you must make sure that the document “KVKK¹ Consent Form” which is a written form permitting the consent of aforementioned micro-entrepreneur is signed.**
 - You must keep in mind that anything posted on social media can spread quickly once shared, regardless of your privacy features.
- **Be aware of etiquette rules and manners** – You must not send defamatory, obscene, insulting, threatening, harassing or embarrassing comments or messages to others. You must avoid sharing contents which contribute to a hostile work environment for the purpose of defamation or on the basis of race, gender, color, national origin, class, religion, age, disability, marital status, sexual orientation or gender identity, political opinion, or any other status protected by applicable law. You must not post spam or offensive content.

¹ KVKK “Personal Data Protection Law (PDPL)” refers to the “Law on the Protection of Personal Data” numbered 6698 published in Official Gazette dated April 7, 2016. PDPL regulates personal data protection and outlines the legal obligations that entities and individuals dealing with personal data must comply with.

- **There is no “delete” button on Internet** – You must make sure that you are honest and transparent on social media. If you make a mistake, correct it immediately and contact your manager. Do not hesitate to come forward about your mistakes.
- **Cite sources** – You must be careful not to violate copyright laws before sharing on your social media accounts. You must always cite sources and take permission of the people and institutions that contributed to the content.

If any social media user wishes to contact you regarding social media content shared on TGMP's corporate social media accounts, you must direct them to the authorized people at TGMP instead of contacting that person directly.