



TRIPURA GRAMIN BANK

(A Joint Undertaking of Govt. of India, Punjab National Bank and Govt. of Tripura)
Head Office, Abhoynagar, Agartala, 799005
IT Department

Sponsored By



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Social Media Policy for Employees

In order to account for the subsequent addition of internet based Social Media platforms and changes in the way of communication through Social Media, need has been felt to frame the guidelines regarding use of Social Media.

Board of Directors in its 264th meeting dated 10.11.2022 vide Agenda No. 13 has approved the Social Media Policy of the Bank.

Since, our Bank is going to launch its Social Media handle on Twitter and other SM platforms, hence, framing of guidelines with regard to use of Social Media is contained herein.

The policy defines Social Media, enumerates guidelines for its use and consequences of breach thereof. The guidelines address the need of employees and customers for free expression and protecting the interest of the Bank at the same time.

All employees and customers will be required to comply with Bank's Social Media policy at all times and to protect the privacy, confidentiality and interest of the Bank.

Head of Branches/ Offices and Controlling Offices are advised to sensitize all staff members regarding this policy.

Enclosed: Annexure I – Social Media Policy

SOCIAL MEDIA POLICY

Annexure-I

Background:

The advent of social media has revolutionized the way in which people connect, communicate and share information with one another. The social media is a fast communication channel and has 'viral' ability for potential spread of information without any control. Moreover, the views expressed in social media are permanent memory in the internet with no option to backtrack.

Being a commercial organization, reputation is a key asset for our Bank. Bank handles public money and has the responsibility of maintaining secrecy and holding trust of the customers. Bank has to comply with various regulatory & cross border transaction guidelines. In this context, Bank has Information Security, Email, Customer Right, Spokesperson(s) and other data/operations related policies, which are to be complied with.

Therefore, while using social media employees should ensure that his/her act in a manner that is anyway does not:

- a. Breach their commitment on customer data secrecy
- b. Cause loss of confidence to the stake holders
- c. Lead to noncompliance of the regulatory, judicial & Bank's internal guidelines
- d. Erode the Bank's Brand image

Need for Social Media Policy:

The increasing use of social media among the employees and its consequent impact has made it necessary to create guidelines for employees with regard to use of social media.

Coverage and Scope:

The policy covers all employees working at all levels and grades in bank.

The Social Media Policy Guidelines are intended to help employees make appropriate decisions about use of social media. These guideline supplements the existing guidelines on HR matters and it does not substitute any of them. This is also in supplement to Bank's guidelines on Information security, Internet use, e-mail usage, Customer Right Policy, Policy on Spokesperson(s) etc. These are indicative and are not to be construed as only guideline, the general principle of responsible employee will continue to hold good.

Definition of Social Media:

Social media includes all existing, will include all newly emerging electronic/digital communication applications. Although it may not be possible to list all Social Media Platforms, some forms of Social Media include:

- a. Social networking sites (e.g., Facebook, LinkedIn etc.)
- b. Video and photo sharing websites (e.g., Flickr, Instagram, Pinterest, YouTube etc.)

- c. Blogs, including Micro-blogging sites (e.g., Twitter, Tumblr)
- d. Forums, discussion boards and groups (e.g., Google/ Yahoo/ Facebook groups, Quora etc.)
- e. Instant messaging (e.g. WhatsApp, Facebook Messenger, Telegram, Snapchat, Hike, Viber etc.)

Guidelines for Use of Social Media:

1. Protecting Bank's Brand Image:

- a. Employees should not post/ forward/ share/ upload anything that puts/ likely to put Bank in bad light or cause loss of confidence to the stake holders or lead to non-compliance of the regulatory, judicial & Bank's internal guidelines or which erodes the Bank's Brand image.
- b. While using social media, employees should not speak/ post/ tweet/ blog on behalf of bank or post or forward any unauthorized/ casual views/ opinions, response which may be construed as the views or opinion or response of the Bank rather than the individual employee view or opinion or response.

2. Observance of Secrecy:

- a. Employees should not post anything which will breach their commitment on customer data secrecy. They should protect confidentiality of the information gathered, collected or handled about the bank, its customers, in the ordinary course of business and it is not to be published in any form or manner.
- b. Employees should not disclose any matter related to Bank to anyone not entitled for the same.

3. Sharing Circulars/Guidelines on Social Media:

- a. Employees should not share/upload matters related to Bank including circulars and other guidelines on social media or any other platform unless it is specifically authorized by Competent Authority.

4. Using Bank Name, Logo, and Office resources:

- a. Employees should not become member of any group/ community or web page which is using name or logo of the Bank, unless such group is expressly created or permitted by the Bank.
- b. Employees, who are on the social media should not create/ join/ promote groups, profiles, blogs etc. by tagging TGB or logo of bank as part of the profile, group, blog etc. as it may mislead the general public about the official status of the site, group, blog etc.
- c. Any existing Group/Profile/Blog using Bank's name/logo in contravention

of above guidelines are to be either changed/ modified or deleted.

- d. Employees shall not use their social media accounts for endorsement of any product, service or enterprise or for the private gain of friends, relatives or other acquaintances or their own. Also, the employees shall not use their accounts in a manner that could reasonably be construed to imply that the Bank endorses or sanctions their personal activities.
- e. Office resources should not be used for accessing Social Media, unless it is work-related.

5. Use of Social Media during office hours:

- a. The use of Social Media other than permitted official purpose should take place out of normal working hours.
- b. Access to the Social Media (online media activity) should not interfere with the official and customer commitments.
- c. During working hours, employees should restrain from Messaging or use of Chat Applications or any other online activities other than permitted for official purpose.

6. Use of Official Email:

- a. Employee should not use Bank's email address to register on Social Media, Shopping Websites, other profile Creations, etc.

7. Anonymous and pseudonymous postings:

- a. If an employee creates a profile in social media, the employee may do so in his or her personal capacity and should not create any fictitious profile.

8. Criticizing the Bank Management, Processes, Strategies and Policies of Bank:

- a. Employees should not post, forward or upload or share a link containing any false, misleading, defamatory, discriminatory, harassing content/ statements which may damage reputation of bank, its subsidiaries, customers, Management, associates and other staff members.
- b. Employees are expected to avoid being part of any discussion/ group whether open, secret or closed, in which other group members are expressing negative views or criticizing the Bank management, its business processes, strategies and policies on Social Media.

9. Articulation of Personal Grievances:

- a. Employees should not post or articulate personal grievances in public. It is expected that the internal grievances redressal mechanism and policy guidelines on them shall be followed rather than in the open forum.

10. Communicating in Personal Capacity:

- a. Employees to familiarize themselves with the terms of service and privacy policy of all social media sites they wish to participate.
- b. Employees to stand by the private or personal views or expressions made and should avoid attribution to Bank and its sponsor, subsidiaries, customers Management, associates and other staff members.
- c. Employee while posting in blog or any other social media should make it clear that the views and opinions are personal and not the official views of bank and publish following disclaimer:
“The views and opinions expressed or implied herein are my own and does not reflect those of my employer, who shall not be liable for any action that may result as a consequence of my views / opinions”.
- d. The employees are expected to consider/ assess consequences carefully before speaking/ recording/ posting/ uploading/ forwarding/ sharing anything on Social Media. Be aware that what is written/ posted/ forwarded in Social Media is public and permanent and many a times without an option to edit.
- e. The employees are expected to verify the facts/ content before posting/ forwarding any information as it may be false, inaccurate, libelous or otherwise misleading and should desist from expressing views/opinions that are based on hearsay and speculative.
- f. Refrain from self-publicity through social media channels which might compromise with duties/ responsibilities as a Bank employee.
- g. Respect the privacy of other fellow employees, customers and should not use un-parliamentary language, insults, inflammatory, objectionable, obscenity in any communication.
- h. Material in breach of copyright or Intellectual Property should not be posted.

Consequences of Breach

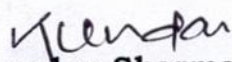
Various provisions of Bank's guidelines clarify that every officer

employee shall, at all times take all possible steps to ensure and protect the interests of the bank and maintain the strictest secrecy regarding the Bank's affairs.

Further, unauthorized disclosure of information regarding the affairs of the bank or any of its customers or any other person connected with the business of the Bank which is confidential or the disclosure of which is likely to be prejudicial to the interests of the bank and doing any act prejudicial to the interest of the bank or gross negligence or negligence involving or likely to involve the bank in serious loss, shall be deemed as 'gross misconduct'.

All employees are expected to comply with Bank's instruction regarding use of social media at all the times to protect the privacy, confidentiality and interest of the Bank.

Any violation of these guidelines will attract Disciplinary Action as per Bank guidelines.


Kundan Sharma
Chief Manager

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GUIDELINES FOR USE OF SOCIAL MEDIA
DISCLAIMER FOR GENERAL PUBLIC, STAKEHOLDERS AND
CUSTOMERS

1. Content

- 1.1 All content posted on Social Media channels are meant to be indicative and informative in nature. These do not imply any contractual obligation on the part of the bank. For the most authentic information, please visit bank's corporate website <https://www.tripuragraminbank.org> or visit your nearest TGB Branch.
- 1.2 The Bank reserves its right to change information, material, content posted on its Social Media channels/ Platforms as and when required without prior intimation to any person.
- 1.3 Sharing the content posted on Bank's Social Media channels in its original format is permitted. However, no one has the right to use the same for monetary purpose, change, alter, modify, amend, revise, publish, translate, copy or otherwise distribute any part or content posted thereof, or link any other Social Media channels or any other website to this page.
- 1.4 Please refrain from the use of abusive, obscene, intimidating, discriminatory, defamatory, offensive, unpleasant, threatening, harassing, improper language that target specific individuals or groups while communicating with us / others on our page.
- 1.5 Please refrain from post of any content which may violate any law or which may be against the public policy or which may infringe privacy rights of any person.
- 1.6 Post regarding selling of any product and services etc. by any person shall be prohibited. Individuals/ any entities making such posts may be blocked, without intimation, from making further posts on bank's Social Media platforms. The same is at the sole discretion of the Bank.

- 1.7 No information or opinion provided by the bank or through a third party on the page is intended to constitute legal, tax, securities or investment advice, or opinion regarding the appropriateness of any investment, or a solicitation for any product or service.
- 1.8 Bank reserves the right to remove without intimation, any comments or posts that use discriminatory, defamatory, threatening, obscene, intimidating, discriminating, harassing, hateful, improper language, spam or violate any intellectual property rights or may contain virus or are immaterial and unconnected to the topics discussed on our page or any matter that the Bank deems as inappropriate in any way. Individuals/ any entity making such posts may be blocked, without intimation, from making further posts on bank's Social Media platforms. The same is at the sole discretion of the Bank.
- 1.9 Bank may delete/ request to delete comments/ posts that are clearly off-topic, that promote services or products, or that promote or oppose any political party, person campaigning for elected office, or any ballot proposition.
- 1.10 The information and material available on the Social Media Platforms, including text, graphics, links or other items - are on "as is," "as available" basis. No warranty of any kind, implied, express or statutory is given in conjunction with the information and material.
- 1.11 It is not possible for the Bank to fully monitor all comments/ posts on its Social Media channels but wherever it comes to the notice of the Bank that any comment/post is misleading, offensive, unlawful, infringes third party rights or in breach of these terms and conditions, then the Bank reserves its right to remove it from its Social Media channels.
- 1.12 Bank cannot take up specific customer queries or complaints due to reasons of confidentiality and privacy of one's account(s) since resolution of such matters require customer sensitive details which should not be posted on any social media platforms due to the risk of information/identity theft which may result in financial and other losses to the

customers.

- 1.13 All information posted by the Bank including but not restricted to brand names, features, colour schemes etc. may be safeguarded by trademarks, copyright and other legal measures available to us. Hence, please do not copy, amend or in any other manner use the content posted by us without prior written permission.

2. Privacy

- 2.1 The content of all comments/ posts is immediately released into the public domain, so please refrain from submitting anything you do not wish to be broadcast to the general public. Any data and information that you post on these Social Media platforms may reside on servers that the Bank does not own or control. Often, the data posted here is available to any and all members of the public as per the Social Media platforms' policies. Even upon deletion, the data may be archived by the Social Media platform as per their policies.
- 2.2 Please do not post personal, account sensitive information viz. debit/ credit card number, PIN, Passwords, account numbers, phone numbers etc. The Bank doesn't undertake any liability for any financial and/ or other losses, identity/ information theft or any such issue faced by users on account of posting their sensitive/ personal information.
- 2.3 With the use of our Facebook, Twitter and other Social Media channels, you also conform to the respective platform's Terms and Conditions and its prevailing Privacy Policy or any regulatory norms that have to be adhered to.

3. Third Party Information

- 3.1 The Bank is not responsible for the content, privacy or security policies of any external websites or links.
- 3.2 Any third-party views and opinions in the comments or posts are solely and exclusively of the user/ such third-party. The Bank neither takes any responsibility for such views, nor

endorses their views. This is inclusive of the text, images, documents, audio and videos added, posted or linked by the users/ third parties.

- 3.3 The Bank does not undertake any liability on account of the messages, comments, links or uploads that are posted by users on and/ or via bank's Social Media properties and/ or decisions taken by anyone on the basis of messages from third parties. Bank does not take any form of liability for such messages or comments and will not be liable for any violating content that is uploaded and/or linked by Social Media website users.
- 3.4 The Bank does not take any responsibilities or provide warranties regarding the accuracy, functionality or any third party's software performance that may be utilized in connection with the page. No guarantee is given from the bank regarding complete security of sending or posting or uploading any content over the Internet as they are subject to possible interception, alteration or loss.
- 3.5 The Bank does not endorse the advertisements and any content or links provided by Social Media websites on our Social Media channels and bank will not be responsible for the same. While using this page, you may be provided links to the website (<https://www.tripuragraminbank.org>) or related pages or any other related websites including those of our group companies, alliance partners etc. for further information on the products, services etc. Your use of our website and/or such third-party websites shall be governed by the respective terms and conditions of such websites. The products and services offered by us exclusively or in alliance with third parties shall be governed by the terms and conditions applicable to such products and services.
- 3.6 Please use utmost care and caution while acting upon/ commenting on the content posted by third party. The Bank shall in no way be liable for any loss/ damages/ any legal action incurred by you by acting upon such content.
- 3.7 All these Guidelines shall be governed and controlled by the laws of India and any dispute or claim that may arise shall be exclusively decided by a Court of competent jurisdiction in

Agartala, Tripura.

- 3.8 “Tripura Gramin Bank” and its Logos are trademark and property of “Tripura Gramin Bank”. Misuse of any intellectual property, or any other content displayed herein is strictly prohibited.

4. Queries, Suggestions, Feedback & Complaints

- 4.1 The Bank welcomes your suggestions/ feedback online and a dedicated link will be provided soon in our website.
- 4.2 Channels mentioned in the link shall be the secure channels designated by the Bank. Resolution of such matters require customer sensitive details which should not be posted on any Social Media platforms due to the risk of information/ identity theft/ phishing attack which may result in financial and other losses to customers.

5. Regulations, Legal and compliance

- 5.1 Communications made via the bank’s Social Media channels will in no way constitute a legal or official notice to the Bank or any official or employee of Bank for any purpose.
- 5.2 Any content that you post on bank’s Social Media channels shall be deemed and remain the property of the Bank. The Bank shall be free to use such content/ information, for any purpose without any legal or financial compensation or permission for such usage.
- 5.3 The Bank reserves its rights to initiate appropriate legal proceedings in the event of any breach/ violation of these guidelines/ other terms and conditions as may be specified by the Bank from time to time.
- 5.4 Under no circumstances bank shall or any of our affiliates, sponsor, employees or representatives, be liable to you for any direct or indirect, claims or damages whatsoever emanating from any mistakes, inaccuracies, or errors of content, personal injury or property damage, of any nature whatsoever, emanating from your use to and access of our Social Media platforms or entities purporting to represent the Bank. You specifically acknowledge that the bank shall not take any

liability for content or the offensive, defamatory, or illegal conduct of any third party and that the risk of damage or harm arising from the preceding entirely rests with you. The foregoing limitation of liability shall apply to the fullest extent that's permitted by law in the applicable jurisdiction.

- 5.5 To the extent permitted by law applicable, you agree to indemnify, defend and hold harmless, Bank, its affiliates, officers, directors, employees, and agents, arising from and against any and all damages, claims, obligations, liabilities, losses, costs or debt, and expenses (including but not limited to lawyer's/attorney's fees) arising from: (i) your use of and access of our page; (ii) your violation of any of these Guidelines; (iii) your violation of any third party right, including without limitation any copyright, proprietary, or right to privacy; or (iv) all or any claim that content posted by you caused damage to a third party. The indemnification obligation contained herein shall survive these Guidelines and your use of our Social Media channels.
- 5.6 Anyone with the intent to cause or knowing that he/ she is likely to cause wrongful loss or damage to the brand's image, to destroy or delete or alter any information residing on the Social Media platform or diminish its value or utility by any means, commits hack, shall be prosecuted under Information Technology Act, 2000 [As amended by Information Technology (Amendment) Act 2008], its subsequent amendments as well as any other statute prescribed by the concerned authorities.
