

SWIFT Social Media Policy

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| Author |  | Katja Mader |
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| --- | --- | --- | --- | --- |
| Reviewers |  | Approver(s) |  | Copy to |
| Natasha De Terán |  | Christian Sarafidis |  | Global Corporate Security |
|  |  | Legal department |  | Corporate Affairs |
| Patrick Thyssens |  |       |  | Legal department |
| Louise Herbert |  |  |  | Marketing Communications |
|  |  |  |  | Regional Communications |
|       |  |  |  | Studio |
|       |  |  |  |       |

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# Introduction

This policy outlines SWIFT’s social media vision and strategy and provides guidance to SWIFT staff using social media in an official, professional or personal capacity.

SWIFT is committed to digital innovation and the advancement of community dialogue. In this context, social media represents an important communications channel for SWIFT to engage with its community. Social media creates opportunities to develop SWIFT’s brand, communicate and network with our stakeholders, and positively impact public opinion.

Engaging through social media channels also entails significant risks, which demand that SWIFT staff engage responsibly. Inappropriate use of social media may cause significant security and reputational risks for staff and our company. It may generate security risks, damage community relationships or even cause legal issues for users as well as SWIFT. When using social media, staff must adhere to this policy to preserve the integrity and reputation of SWIFT, its partners, customers, and employees.

The policy applies to SWIFT-related use of social media and location-based services, and is not meant to infringe upon your personal online interactions or commentary.

In a social media landscape where platforms and user behaviour changes quickly and continuously, company policy cannot always keep up. This document provides overarching guidance on the appropriate use of social media, but please contact the Studio team regarding any specific questions, concerns or considerations.

For more information, please consult the [social media page on PlanetSWIFT](https://planet2.swift.com/sc1/communications/Pages/SocialMedia.aspx).

# SWIFT’s social media vision

As an innovative, forward-thinking company, SWIFT is committed to exploring new technologies and methods for communications in order to reach new markets and target audiences and engage with customers and stakeholders. Social media has emerged as a valuable channel for this ambition, enabling SWIFT to communicate with speed, agility and cost efficiency.

**Governance**

Social media sits at the crossroads of several disciplines such as web, content marketing, branding, and media relations, making it a relevant channel for multiple internal teams at SWIFT. As the lead team on digital marketing at SWIFT, Studio is responsible for overseeing social media strategy and execution, with regular input and guidance from Corporate Communications, Marketing Communications and Human Relations.

Together, these teams ensure that SWIFT social media accurately reflects the values of the company, supports all communications and business priorities and effectively engages with SWIFT’s diverse, global community.

**Social media maturity**

Social media has evolved rapidly in the decade since SWIFT first began investigating its potential as a corporate communications channel. As social platforms grew to become more conducive to official use by brands and professional use by employees, SWIFT recognised that social media could become an integral part of the company’s long-term communication strategy.

Starting in 2008, SWIFT began exploring social media, researching platforms and benchmarking against other companies within financial services. In 2010, the first SWIFT social media strategy and policy were established and the first official SWIFT profiles were launched on a selection of social platforms.

In the years that followed, SWIFT further defined its social management teams whilst educating SWIFT employees about social media best practice. By 2014, SWIFT’s social media strategy was aligned with Corporate Communications and Marketing Communications, creating a clear roadmap for platform roll-out, content development and community engagement.

SWIFT is now at a pivotal point in its social media maturity. Having successfully launched, managed and grown a selection of SWIFT corporate profiles on priority platforms, the focus is now on optimisation. Monitoring, reporting and analysis measure the impact of SWIFT’s social media activity. By implementing clear strategies, team workflows and approval processes, SWIFT has developed a cohesive SWIFT narrative across all social platforms and a strong digital presence befitting our modern organisation.

**Our ambition for social media**

SWIFT remains dedicated to an ambitious social media programme that supports both the communications and business objectives of the company. In alignment with both SWIFT’s Digital Strategy *[hyperlink]* and 2020 Strategy *[hyperlink],* the key pillars of SWIFT’s social strategy are community, service, collaboration, and security.

Today, SWIFT has official profiles across LinkedIn, Twitter, Facebook, YouTube, and Instagram among other platforms, spotlighting the core SWIFT business as well as Careers, Sibos, Innotribe and SWIFT Institute. At the close of 2016, SWIFT will have over 60,000 followers across its social platforms – a mix of industry professionals, partners, customers, financial experts, media and interested observers – all receiving regular updates from SWIFT. But SWIFT social activity is not limited to broadcasting company news. It is also used to amplify marketing campaigns, support events, generate leads on swift.com, highlight spokespersons and, most importantly, engage the SWIFT community in conversation around the most important topics to our industry.

The ever-changing nature of social media requires that SWIFT employ an agile social media strategy. Exploring emerging platforms and technologies, piloting new featuresand educating ourselves on industry best practice are vital to the continued success of the social media programme. Key metrics are reported on a regularly basis to benchmark the growth and engagement of all SWIFT social profiles, whilst additional analysis uncovers insights for the continued optimisation of the social strategy.

Social media at SWIFT will also be impacted by our internal community’s engagement and interest in the channel. To this end, Studio, Corporate Communications, Marketing Communications and Human Relations are committed to empowering our staff to use social media, whether in an official or a professional capacity.

Social media resources can be found on the [social media page on PlanetSWIFT](https://planet2.swift.com/sc1/communications/Pages/SocialMedia.aspx).

For questions about social media training, please contact the Studio team.

# SWIFT’s social media strategy

SWIFT recognises social media as an important inclusion within SWIFT’s mix of communications channels. In addition to its inherent value as a driver for brand awareness, engagement and advocacy, social media supports SWIFT’s other communications efforts: amplifying the reach of public relations, building conversation around events, increasing traffic to swift.com, generating leads and increasing SWIFT’s share of voice in the industry.

Social media priorities and executional activities vary by channel and business area, but the guiding strategy remains consistent across all SWIFT corporate, Careers, Sibos, Innotribe, SWIFT Institute or other profiles.

The role of social for SWIFT is to:

1. **Foster greater awareness around SWIFT** and SWIFT’s products, services and initiatives
2. **Engage with the SWIFT community** via relevant social channels, creating regular touch points for communication, content sharing and advocacy
3. **Share SWIFT news** **quickly and effectively** with the company’s diverse, global community of stakeholders
4. **Improve SWIFT’s digital footprint** by developing a consistent, engaging online presence across relevant social platforms and driving traffic to SWIFT’s digital platforms
5. **Improve market intelligence** around stakeholders, competitors and relevant industry topics
6. **Generate new leads by driving good quality traffic to swift.com**
7. **Support and being integrated with the other digital marketing channels,** such as swift.com, email, paid campaigns, video, event marketing, etc as part of the digital marketing mix.

**Content and tonality**

SWIFT’s social media profile is driven by marketing, business and careers-related content. Top sources for social media content are: SWIFT news, press releases, campaigns, thought leadership collaterals (white papers, industry reports, publications) SWIFT events, SWIFT hosted webinars, spokesperson activity, videos, media coverage, partner activity, careers information and relevant third-party content. Planning is overseen by the aforementioned SWIFT teams and the balance of content is determined by the unique strategy and target audiences of each social platform.

Corporate content is shared sparingly on social media in order to minimise exposure to online debates about sensitive issues. In the case of negative social media conversations, the Social Media Manager and Corporate Communications work together to mitigate risks to the reputation of the company.

The tonality of all social media messaging reflects the professional, informed and neutral voice of SWIFT. Although social media provides ample opportunities to engage with audiences in a conversational way, SWIFT social media posts are never casual or familiar in tone. Colloquialisms and slang are never used, abbreviations are avoided (except with some exceptions on Twitter due to character limitations), and all content is carefully crafted so as not to appear negative, biased or otherwise damaging to the reputation of the company.

# Official, professional and personal use of social media

SWIFT breaks down social media use into three categories:

1. **Official use** of social media applies when using official and authorised SWIFT social media accounts or “profiles” (refer to *Section 3: SWIFT’s social media strategy).*

Official use of social media is limited to approved channels and to staff previously authorised to post content on behalf of SWIFT. A list of authorised channels and authorised staff for official social media use is managed by SWIFT’s Social Media Manager.

The creation of new official social media profiles is strictly managed by the Studio team. Anyone interested in creating a new profile must first receive approval and guidance from the Social Media Manager and Studio team. Those wishing to use existing SWIFT social media profiles must undergo the established communications approval processes and social media training.

1. **Professional use** of social media refers to staff posting work-related content as a subject matter expert in their role as a SWIFT employee, but not on behalf of SWIFT. This may include tweeting about SWIFT news, sharing a SWIFT LinkedIn post to one’s personal network, posting about a SWIFT event, or engaging in industry-related conversation in an online forum.

SWIFT staff are strongly encouraged to use social media in a professional capacity and to coordinate their efforts with SWIFT’s corporate and marketing communications strategies. By tapping into the reach of personal professional networks, employees have the power to make a positive impact on brand awareness and advocacy.

However, SWIFT staff should exercise particular caution in their professional use of social media. Statements made by staff can easily be misinterpreted to reflect SWIFT’s views and any non-professional content shared on the same account may be viewed as irrelevant or inappropriate. Staff should represent themselves accurately in their social media bios and clearly mark their personal accounts as reflecting their “personal views only”. Additional guidance on professional use of social media can be found in the SWIFT Social Media Guidelines *[hyperlink].*

1. **Personal use** of social media applies when staff use personal accounts to publish non-SWIFT related content, e.g. discussing sports on your personal Facebook profile. Whenever possible, personal accounts and profiles should not refer to SWIFT. Since any information posted online may be attributed back to SWIFT, staff should clearly mark their personal accounts as reflecting their “personal views only”.

Staff wishing to discuss both business and personal topics on the same channel, are strongly advised to create two distinctive accounts to avoid potential conflicts.

For security reasons, SWIFT staff should exercise particular caution when exposing information about their personal life.

# Policy rules

1. **Obey the law** – You are personally responsible and legally liable for any content you publish online. Always act in accordance with applicable laws, including those governing trademark, privacy, copyright, non-discrimination and fair use.
2. **Adhere to existing SWIFT policies and guidelines** – The guiding principles in the Code of Conduct, Press Policy, and any other company policies and guidelines apply to everything we do as SWIFT employees, including social media. You are responsible for protecting the spirit, integrity and interests of SWIFT and your actions should always be aligned with SWIFT strategy.

**Use caution with location-based services** – Do not check in at, or geotag, any SWIFT premises and offices. Furthermore, to avoid sharing business activities outside of SWIFT, do not check in at your clients’ locations.

The use of location-based services is acceptable at non-OPC and non-CCC locations, such as HQ or business offices, provided there is a business need – whether you are using social media in a personal or a professional capacity. Only the offices published on swift.com are public. Other SWIFT locations should only be shared on a need-to-know basis and never on social media.

1. **Sensitive SWIFT topics** – Under **no** circumstances may SWIFT staff engage in discussions about sensitive corporate topics on social media.
2. **Photographs** – Photography is restricted on SWIFT premises. Do not publish images or footage of SWIFT facilities online without Global Corporate Security (GSC) approval. While you may generally take pictures or film at the office for limited personal use, you may never take pictures or film at any of our OPCs; in any areas marked with a ‘no camera’ sign; or of security installations, operational infrastructure and confidential information. Please consult [SWIFT’s security policy](https://planet2.swift.com/sc1/GS/Pages/SecurityPolicies.aspx) for details.
3. **SWIFT spokespersons** – Social media is merely another communications channel. As such, the same limitations and approval processes for spokespersons apply.
4. **Protect privacy** – Do not reference clients, partners, employees, or any other stakeholders without their prior written approval. Never identify anyone by name, post their image, or discuss personal or confidential details without permission.
5. **Don’t disclose confidential or proprietary information** – Do not disclose any data or information about SWIFT, its customers, employees, partners/suppliers that is not available to the public, including but not limited to inventions, projects, strategy, client list, personnel, methods of doing business, research and development activities, know-how, trade secrets, commercial secrets, computer programs or finances, without prior consent from the individuals or companies concerned.
6. **Don’t use company emblems** – Do not use company logos or trademarks on your social media accounts, so as to avoid the appearance that you represent the company officially. As indicated above, only *SWIFT spokespersons* and *ambassadors can communicate on behalf of SWIFT.*
7. **Don’t create SWIFT accounts** – Only the Studio team can create official SWIFT social media accounts on third-party platforms. Any accounts you intend to create that would include the SWIFT name, brand or any SWIFT trademarks must be approved by Studio in advance. For more details on official account permissions and security, consult the SWIFT Social Media Security Protocol *[hyperlink].*
8. **Add a disclaimer** – Always make it clear that the views expressed are your personal views and do not necessarily represent those of SWIFT. If you discuss work-related issues online, add a disclaimer making clear that the views you express are yours alone. Be aware that a disclaimer doesn't free you from the obligations you have under the Code of Conduct or trademark, privacy, and copyright laws. Always avoid libellous or other illegal content, as a disclaimer in such case will not protect you against third-party claims.

Example for blogs: "*The views expressed here are my personal opinions. Content published here is not read or approved by [my employer] before it is posted and does not represent the official positions, strategies or opinions of [my employer].*"
Example for microblogs: *“My tweets reflect my personal opinions.”*

1. **Don’t submit LinkedIn recommendations on behalf of SWIFT** – LinkedIn is a business network where individuals connect for professional purposes. Please bear this in mind if and when you create a profile, and be aware that your profile, picture and any comments you post on LinkedIn will reflect on SWIFT. If you know someone well and can vouch for the quality of their work, you may recommend them personally. Do not recommend any persons, companies, products or services on behalf of SWIFT. Keep in mind that who you and what you recommend reflects on your own reputation.
2. **Don’t accept LinkedIn invitations from people you do not know** - Fake profiles are created to gather information about companies and their structure.
3. **Do not provide details on SWIFT projects or contracts**. Such information is usually treated as confidential and might be sensitive from a competition point of view. Only comment on finalised projects that are already public. Do not comment on projects that are still being negotiated.

# Best practice guidelines

**Encourage open debate**

**Be genuine** – Readers can see through marketing talk. Show your personality. Let people see you as a person, not a mouthpiece. Respond to questions and comments to encourage dialogue.

**Stick to the facts when disagreeing** – We are a complex organisation, and we work in complex legal and operational contexts. If you come across a misrepresentation of the company, and feel the urge to correct the mistake, do so with respect and facts only, as well as identify yourself as an employee who is not speaking on behalf of the company. In case of doubt, contact SWIFT Communications before posting any correction.

**Report slanderous content** – Report slanderous content to Corporate Communications, who may escalate the issue to Legal and senior management.

**Moderate in moderation** – As a blog or forum administrator, do not delete comments unless they are spam, off-topic, or defamatory.

**Contribute rich content**

**Add value** – Post timely, meaningful content. Be thought-provoking and build a sense of community. Provide unique, expert perspectives. Add value by helping people improve knowledge or skills, build businesses, do their jobs, and solve problems.

**Stay timely** – Social media happens almost in real time. Keep content fresh and respond to comments quickly. Post frequently, but aim for quality over quantity.

**Avoid blind links** – Social media is about connections. When sharing a link, always provide anchor text, so people know where the link will take them. Make sure to credit sources.

**Be a compelling writer** – Even in social media, proper spelling and grammar will increase your credibility. Aim for clarity and simplicity, avoid jargon, and stay on topic. Tell stories, use meaningful headlines, and write for the ear, not for the eye: make it sound good.

**Add reference links to swift.com** or SWIFT related website (Sibos, Innotribe, etc)- When sharing content about SWIFT, think about the appropriate SDC page that would best represent the content: a news article, a product page, a white paper, an event page or a video testimonial, etc. This would help increasing the traffic to SDC and encourage your audience to learn more about the topic, while also possibly generating new leads. If the content is a video, it’s better to share the SDC page with the embedded video rather than the Youtube video itself.

**Protect your reputation**

**The web does not forget** - What you publish is widely accessible and will be around for a long time. Consider your content carefully. Google has a long memory; even after you’ve deleted something.

**Share with care** – Don't say anything online that you wouldn't be comfortable seeing quoted on CNN, being asked about by your parents or having to justify to your boss.

Benjamin Franklin said: “Remember not only to say the right thing in the right place, but far more difficult still, to leave unsaid the wrong thing at the tempting moment.”

**Consider your audience** - Please remember that any information posted online can easily be circulated beyond your intended audience, and may be visible to colleagues, managers, customers etc.

**Respect your employer**

**Stay focused on your job** – Social media can be a valuable source of inspiration and information, spark creativity and relieve stress. However, ensure that online activities do not interfere with your work responsibilities.

**Use common sense** – Use common sense when it comes to the use of objectionable language, sensitive topics, etc. Don’t let online activities compromise SWIFT’s reputation, security and confidentiality, or damage professional relationships.

**Respect your audience**

**Be respectful of others** – Do not post any material that is obscene, defamatory, profane, libellous, threatening, harassing, abusive, hateful or embarrassing to another person or entity.

**Be accurate** – Make sure that any SWIFT content is correct and that it supports SWIFT’s strategy, operating plans, business plans, and communications plans.

**Be honest** – Never lie or mislead. Admit when you are unauthorised to speak on certain subjects.

**Be transparent** – If you discuss work-related topics, make clear that you work for SWIFT, but do not speak on behalf of the company.

**Be the first to admit a mistake** – If you have made a mistake, admit and correct it.

**Be culture-savvy** – Social media communities have their own culture, etiquette, and norms; be respectful of them.

# Appendix A: List of approved SWIFT social media accounts

**Twitter**

* SWIFT Community
* Sibos
* Innotribe
* SWIFT Institute
* Standards Forum

**LinkedIn (company page)**

* SWIFT

**LinkedIn (showcase page)**

* Sibos
* Innotribe

**LinkedIn (groups)**

* Sibos
* Innotribe

**Facebook**

* SWIFT Community

**YouTube (channels)**

* Planet SWIFT
* Sibos
* Innotribe

**Instagram**

* Sibos

**Flickr**

* Sibos

**SmugMug**

* SWIFT
* Sibos

**SlideShare**

* SWIFT

**WeChat**

* SWIFT

**Storify**

* SWIFT
* Sibos

###### Revision record

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