

GUIDE

**SOCIAL MEDIA
BEST PRACTICES**



KEY FIGURES



4.8 billion

social media users in the world, i.e. 59.9% of the global population, up 3.2% compared to April 2022.



2h 24 min

is the average time spent on social media every day throughout the world. The record goes to Nigeria with 3 hours 58 minutes on average every day!



57%

of the total time spent on the Internet is through mobile phones.



2.9 billion

active users on Facebook each month. They are 2.5bn on YouTube, 1.6bn on Instagram, 1bn on TikTok and 922 million on LinkedIn.



28,5%

of global Internet users watch live video streaming every week.



37.5%

of global Internet users use social media for work.

*Source: Digital 2023 April Global Statshot Report by We Are Social and Meltwater, April 2023

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WHY USE SOCIAL MEDIA?

Using social media enables you to boost your visibility and employability, to stay informed, but also to take back control over your image.

Your e-reputation

What is an e-reputation?

When you create a profile on a social network, you can then interact with other Internet users who have the same interests as you, either professionally or personally. **A carefully managed social media presence can increase your visibility and employability.**

These new forums for discussion have also given rise to a new concept: the e-reputation. **An e-reputation is the image of a brand, an individual or a company on the Internet.** It is forged over time by all the actions and content placed online.

You leave traces wherever you go!

Your date of birth on Facebook, posts on social networks, comments, articles on your blog, resume on LinkedIn... You leave traces of yourself, your friends and your family, without even realising it. Your e-reputation is thus formed of the information that you have provided, voluntarily or not, to social media. That said, you can determine what can be seen online by changing the privacy settings of your profiles and posts. **Anything you post online remains accessible for several years and can potentially be re-used later without your approval.**

An e-reputation is something that is moulded and optimised each day!

Staying off social media does not necessarily mean you have a clean e-reputation!

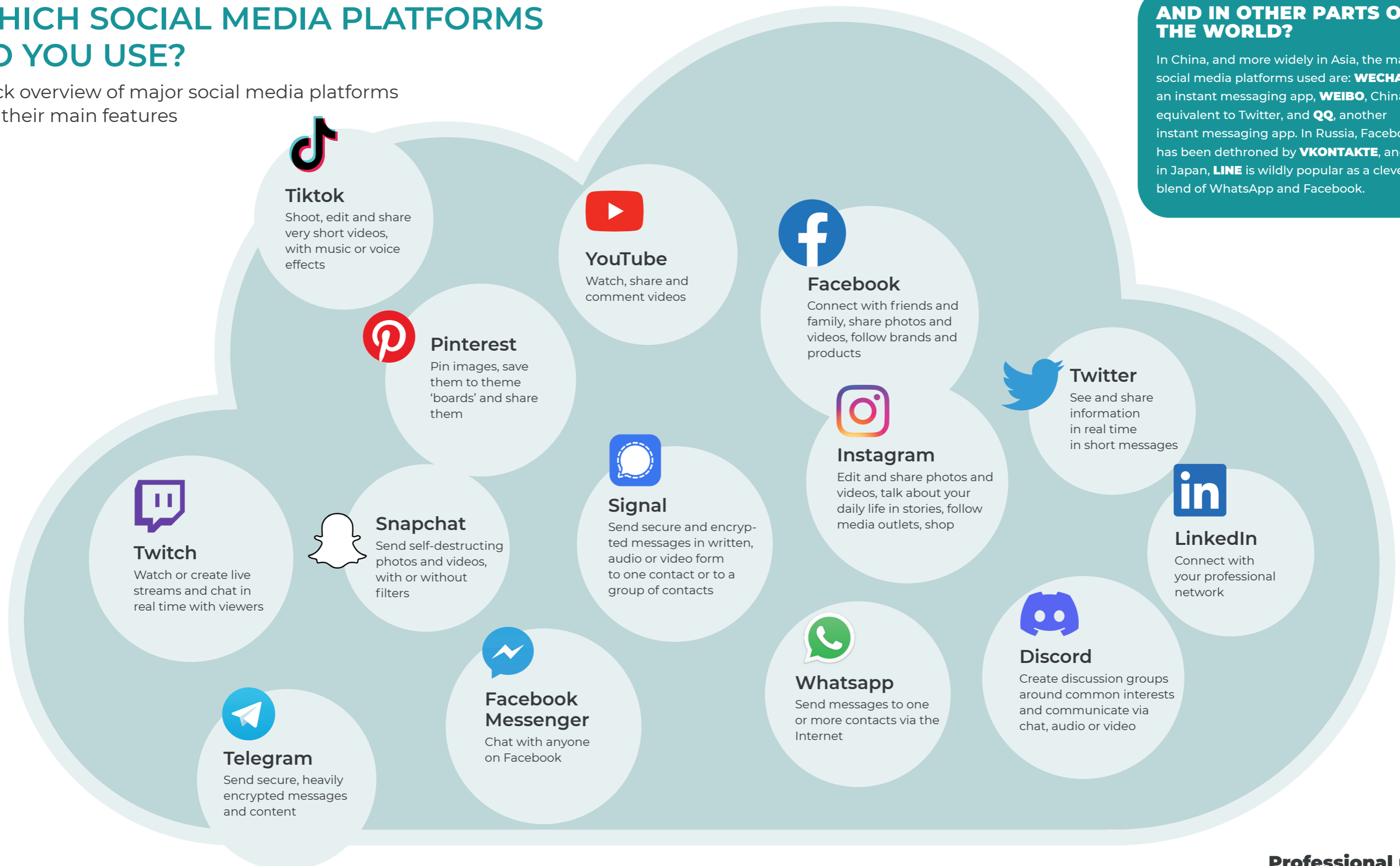
Active or not, others can talk about you and build your online image for you.

A company's e-reputation is the image that Internet users perceive of the brand. It is forged by the content placed online.

As an employee, when you speak about Crédit Agricole Group or one of its brands on the Internet, you contribute to its e-reputation!

WHICH SOCIAL MEDIA PLATFORMS DO YOU USE?

Quick overview of major social media platforms and their main features



AND IN OTHER PARTS OF THE WORLD?

In China, and more widely in Asia, the main social media platforms used are: **WECHAT**, an instant messaging app, **WEIBO**, China's equivalent to Twitter, and **QQ**, another instant messaging app. In Russia, Facebook has been dethroned by **VKONTAKTE**, and in Japan, **LINE** is wildly popular as a clever blend of WhatsApp and Facebook.

Private use

Professional use recommended

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TAKING YOUR FIRST STEPS ON SOCIAL MEDIA

Ready to get started on social media? Here are a few tips to set up your account with peace of mind.

Creating your account on social media



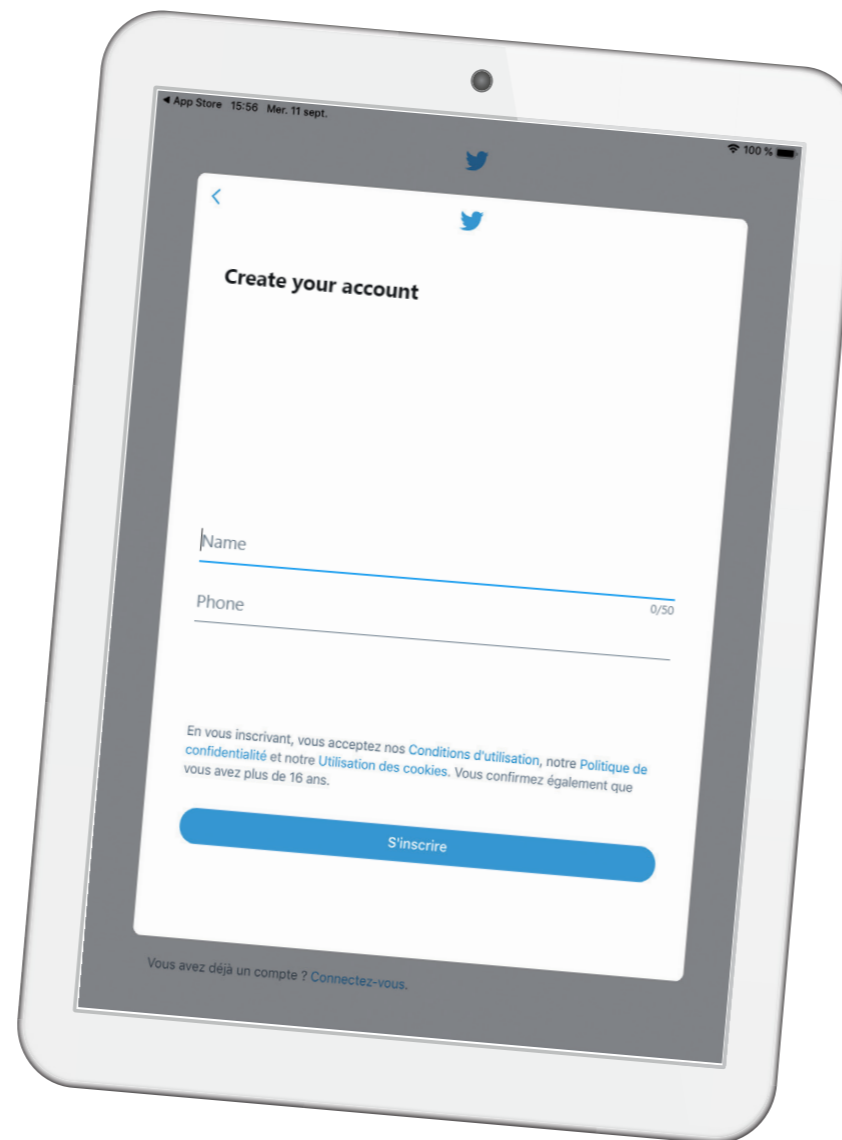
Behind each social media user lies a real person.

To create your account, you will need a valid email address, a picture that shows you at your best, and a username (your own name is generally recommended).

For the rest, just follow the guide!

GENERAL TERMS AND CONDITIONS OF USE

We recommend that you familiarise yourself with the general terms and conditions of use of the social media platforms on which you are present.



Public use and private use

There is a thin line between your private and your professional life.

Everything you post on social media (texts, photos...) can be viewed as belonging to the public domain. That is why it is so important to review the settings of each social media platform in order to optimise the confidentiality of your content and profile.

Do not forget about the settings of your contacts either! If you comment on a post made by a contact whose profile is set in public mode, your comment will also be public.

All of your posts can leave traces, even if you write them anonymously. While doing so may protect your privacy, it does not prevent you from being identified. You are always accountable for your online publications, even when you make anonymous comments.

Social media in the workplace

At work, at home or on the go, social media are a source of information that can be useful in a professional setting.

On Twitter for example, you can keep track of a business sector in real time.

While you are at work, social media can be used sparingly. You can use it for personal reasons, as long as you do it wisely and on occasions.



IDENTITY THEFT

Stealing someone's identity on social media is a crime, punishable by law.

That is why it is better to identify yourself.

KEY TIPS FOR YOUR PROFILES

On all social media

- ✓ **Pay special attention to your profile and cover photos.** Your profile picture is the first impression you give of yourself on a social media platform. Choose a quality image that reflects who you are and makes people want to engage in conversation with you. On many platforms, you can also add a cover photo. Be careful: if you use an image found on the Internet, it must be free to use. The two images you choose must be consistent and in keeping with the purpose of your account.
- ✓ **Add a well-thought-out profile description.** In a limited number of characters, the description allows you to explain who you are, what your interests are, what your skills are... This short presentation shows a little more of your personality and, on certain platforms, allows you to present the subjects you cover on your account. Do not hesitate to include hashtags (but don't overuse them) so that people with similar interests can find your profile. You can also add emojis to make your biography more attractive.
- ✓ **Choose the visibility of your content.** In the privacy settings of each platform, you can set your account to be public or private. With a public account, all users can see, like or comment on your posts. You can prevent certain users from doing so by blocking them individually. With a private account, only your contacts or approved users can interact with your posts.



On LinkedIn

- ✓ **Make sure your profile picture is recent.** You can also change your cover photo to further personalise your profile, while remaining professional.
- ✓ **Add your summary.** It should be short and simple. Put yourself in the shoes of a user who does not work in your sector and is discovering your profile for the first time.
- ✓ **Describe your previous work experience and educational background.** This is where you can detail the positions you have held and the training you have received.
- ✓ **Described your skills.** This will highlight your expertise and enhance your employability. Need inspiration? Take a look at the profiles of colleagues with similar jobs to get ideas.
- ✓ **If you are also targeting a specific market, be sure to translate your profile into other languages.** With the 'Create your profile in another language' feature, you can duplicate and translate your profile in another language to be visible to the targeted market.
- ✓ **Customise your account URL** to be even better referenced on Google.
- ✓ **Accept recommendations.** Having a hard time selling yourself? Your team members, colleagues, partners or managers - past and present - are the most qualified to attest to your skills. This is where you can give them a chance to sing your praises!

Professional use of your social media accounts for commercial purposes - only applicable to the banking sector.

We advise you not to use your personal accounts for commercial purposes.

In France, the ACPR (Autorité de contrôle prudentiel et de résolution) has issued recommendation 2016-R-01, still in force today, on the use of social media for commercial purposes, for all employees in the banking sector. We advise you to check the recommendations issued by your local authorities.



“The best practices are based on the principle of clear identification of the issuer, and recommend that content be disseminated from clearly identifiable professional accounts created in the name of the professional, or of the individual authorised to communicate for or on the professional's behalf. Given the immediacy of communications and their speed of propagation, the ACPR also recommends that professionals ensure the balanced nature of the content disseminated, particularly with regard to the benefits and conditions put forward, including when they result from the sharing of content published by a third party.”

Extract from the “Revue de l'ACPR” (ACPR Review), No. 30 (November-December 2016)

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WHERE TO FIND INFORMATION

Information is a currency on social media: we share it, trade it and react to it. But where do we find it?

Deciding who to follow on social media

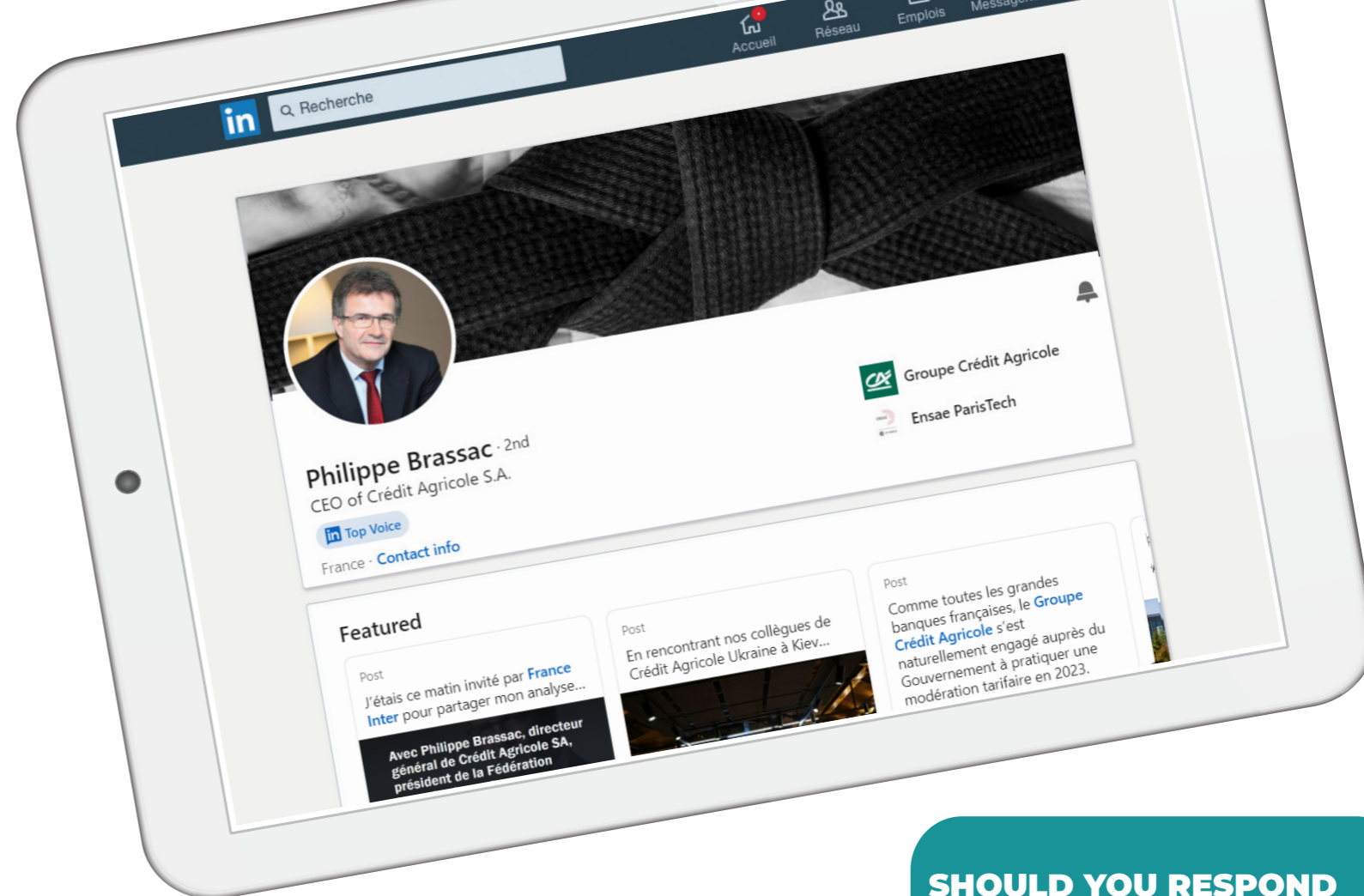
On Twitter, LinkedIn, Facebook, Instagram... Follow the right accounts to optimise your experience. The posts published by the accounts you follow are the first ones you see on your timeline.

Before starting to follow accounts, it is a good idea to define the topics that interest you. You can then search for accounts that match your interests and editorial content, including (but not limited to):

Your business contacts (colleagues, clients, prospects), are an invaluable source of information (business opportunities, job offers, sector news, upcoming events, etc.).

The experts in your sector are also great contacts, whether or not they work for your company. Their posts can keep you abreast of the latest market trends, legal developments, misconceptions in the news...

Institutions and corporations also use social media to share their news. Your company and its managers do too: follow them!



SHOULD YOU RESPOND TO NEGATIVE COMMENTS ABOUT CRÉDIT AGRICOLE?

Social networks are a vast open forum for discussion.

Any topic is fair game for comments or articles that may criticise Crédit Agricole.

We advise against getting involved in heated arguments, often fuelled by 'trolls'. The company's official accounts are there to moderate and manage conversations.

WHO TO FOLLOW WITHIN CRÉDIT AGRICOLE GROUP?

Find all of the Group's, Regional Banks' and subsidiaries' social media accounts on:

<https://mediasociaux.credit-agricole.com/en>

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ENGAGE THE CONVERSATION

To optimise your social media presence, you can take many actions that increase your visibility and employability.

Defining your editorial content

Before interacting, it is important to define your editorial content, i.e. to define the topics you want to address and why.

Feel free to share your views on topics you know a lot about!

Social media users tend to follow contacts with a clearly identified area of expertise or favourite topics.



Liking and commenting



All social media platforms operate on the same principle.

The more you interact with other members of the platform, the more you boost your visibility.

One of the easiest things you can do to engage with people on social media is to react to their posts, which can be found on their timeline.

You can click on the 'like' button - the thumbs-up on Facebook and LinkedIn, or the heart on Twitter and Instagram. Liking a post shows that you appreciate what users had to say.

You can also comment on the post to share your opinion.

Sharing and posting



You can share:

Content posted by the accounts you follow;

Content found anywhere on the Internet (articles, event photos, YouTube videos...);

Any content posted on social media

Content can be shared or retweeted without being customised. Here we are talking about original content simply shared with your community.

You can also share content with a comment that adds your point of view or answers a question someone asked.

Publishing your own content



You can also publish content that you created yourself by sharing a text, photo, video or post...

See all the best practices on the following pages.

GUIDE TO SOCIAL MEDIA INTERACTIONS



like
(LinkedIn, Facebook)



like
(Twitter, Instagram)

love
(Facebook)



comment
(LinkedIn, Facebook, Instagram)

reply
(Twitter)



retweet
(Twitter)



share
(LinkedIn, Facebook, Instagram)

HASHTAG

A hashtag is a keyword that ties your post to a specific topic, event, or discussion.

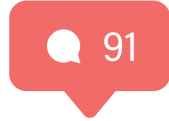
It thus facilitates the search for information and gives visibility to your post.

@ MENTION

Identify a company or individual in your posts by using the @ symbol followed by the username.

The mentioned accounts will be notified of your publication and can easily like, share and comment on it.

Optimising your chances of being read



Internet users have their preferences when it comes to each social network: On Facebook they like to post pictures and videos, on Instagram they post original, quality photos with multiple catchy hashtags, and on LinkedIn they publish professional, expert posts, with one or two select hashtags.

When should you post?

LinkedIn: morning

Twitter: mid-day & late afternoon

Facebook: lunch break

Instagram: any time



A closer look at LinkedIn

Here a few tips to reach more people with your LinkedIn posts:

Share a personal experience or news related to your industry,

Pay particular attention to your opening lines,

Use hashtags and emojis sparingly: 6 hashtags and 10 emojis maximum per post,

Vary media formats: PDF, survey, carousel, video, photo,

Interact regularly (through likes, shares, comments),

Respond as much as possible to the most relevant comments under your posts.

BEWARE OF FAKE NEWS!

Fake news can spread like wildfire. And advances in artificial intelligence don't make it any easier to verify information: the images and videos generated can be highly realistic and appear to be rooted in current events.

In a professional context, fake news peddlers risk their credibility. To avoid this situation, take the time to check any information you find dubious.

Questions to ask yourself

✓ Who reported the information? Does the source seem reliable?

✓ Is the message shocking, moving or scandalising? Emotion is often used to create a buzz.

✓ Is the information relayed by trusted media (radio, TV, newspapers)? To be sure, all it often takes is a quick Google search.

✓ Are you surprised by certain image details (grain, colours, background, etc.)? Checking these elements can indicate whether an image has been generated by artificial intelligence.

✓ What do the comments say? Internet users sometimes point out the incoherence of content by providing well-founded contradictions to the information given, and by referring to serious, well-argued articles.

For more tips, check out:
[https://www.europarl.europa.eu/RegData/etudes/ATAG/2017/599386/EPRS_ATA\(2017\)599386_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/ATAG/2017/599386/EPRS_ATA(2017)599386_EN.pdf)

KEY TIPS ON HOW TO BE LEGALLY PROACTIVE ON SOCIAL MEDIA

✓ Confidentiality

As is true of everyday conversations, respecting confidentiality is also a professional obligation on the Internet. **Never post information on social media that you wouldn't share outside the company.** If you are not sure about the confidentiality of a piece of information, we advise you to check with your manager or with the Compliance division before posting it. In addition to professional content, beware of intellectual property and image rights! Pictures, illustrations... If you make a reference to an individual or their work, you should at the very least credit your sources!

✓ Respect for the company's image rights and intellectual property rights

The media used for internal or external communication belong to Crédit Agricole Group.

You may not use the intellectual property of Crédit Agricole (copyright, trademark), such as logos, pictures, videos, images, official documents, internal memos, etc., without the prior written approval of the appropriate department or, by default, the Communication division (reseaux.sociaux@creditagricole-sa.fr). The same rules governing image and intellectual property rights also apply to the subsidiaries and entities of Crédit Agricole Group.

✓ Freedom of speech

You enjoy freedom of speech both in and out of the workplace. That said, you may not, particularly in accordance with the principle of good faith and the duty of confidentiality, abuse that freedom by making injurious, defamatory or inappropriate remarks against your employer. It is common for social media users to state "My opinions are my own" on their profiles to distance themselves from their company, but that does not legally protect them.

✓ Compliance with the law

This may seem obvious, but you must abide by the laws in your country. We recommend in particular that you do not publish :

Messages that are hateful, aggressive or incite discrimination, including insinuations,

Defamatory or insulting statements about any individual or legal entity,

Any message that could be construed as harassment against any individual,

Any message containing personal data, in particular the mention of personal contact details if these are not your own personal contact details for which you are responsible,

Any message infringing privacy or image rights.

10 GOLDEN RULES

FOR POSTING UNDER THE BEST POSSIBLE CONDITIONS

- 1. UPDATE YOUR BIO
- 2. USE A PHOTO THAT SHOWS WHO YOU ARE. IN SOME PROFESSIONS, ORIGINALITY IS A PLUS.
- 3. DEFINE YOUR EDITORIAL CONTENT
- 4. PROTECT YOUR PRIVACY AND YOUR PERSONAL OPINIONS
- 5. SHARE RELIABLE, FACT-CHECKED INFORMATION
- 6. DO NOT POST CONFIDENTIAL OR UNLAWFUL INFORMATION
- 7. DO NOT SPEAK ON BEHALF OF THE GROUP, YOUR ENTITY OR YOUR SUBSIDIARY
- 8. USE THE RELEVANT HASHTAGS
- 9. ENGAGE THE CONVERSATION
- 10. INTERACT WITH PEOPLE AND CONTENT SEVERAL TIMES A MONTH

WHERE TO FOLLOW US?



Find all of our social media accounts on the following page:

<https://mediasociaux.credit-agricole.com/en>

If you have any questions or need further information, feel free to contact our social media teams:

reseaux.sociaux@credit-agricole-sa.fr

GLOSSARY



ALGORITHM

A series of rules that determine which content will be presented to which user, and in which order. Each social network has its own algorithms that determine which publications are shown in preference to others.

BLOG

A regularly updated website run by a blog manager (or blogger), similar to a journal or a diary. Note: a vlog is a blog in video format.

BUZZ

Information shared multiple times on social media to the extent that it temporarily enters the public forum.

DARK SOCIAL

Dark social consists of recommendations for Internet content that are not made publicly on social media. Thus, sharing the link to an article by email, but also on a private messenger such as WhatsApp, Messenger or Telegram, falls into the category of "dark social". Why dark? Because these recommendations are not visible on social media, and because they are not always tracked by the content publisher who benefits from them. And this applies to the majority of content shared online today. If you want to share

an article discreetly, you are in the dark social space!

DEEP FAKE

A technique using artificial intelligence to superimpose images and videos on other existing images and videos. In particular, it can be used to propagate fake news, for example by superimposing the face of a well-known person onto any video.

DM

Acronym meaning «Direct Message». On social media, this term invites users to react to the author's post using private messaging.

FOLLOWER

A subscriber. A person who subscribes to another individual's or to a brand's account becomes one of that individual's or brand's "followers".

HATER

A social media user who spends their time bashing a group or a person, usually because of a conflict of opinion.

INFLUENCER

A person who has a digital community large enough to give them exposure and influence over consumer behavior in a given area.

MEME

An image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by Internet users.

REEL

A reel is an Instagram feature that enables you create short videos (up to 60 seconds), in vertical, full-screen format.

RT

A "retweet" is when you share someone else's post on Twitter. To clearly indicate that the content shared is not original content, the retweeter can use the acronym "RT".

STORY

A 24-hour-long publication in the form of video, photo or text. Stories are given pride of place on all social media that have chosen to implement them (Instagram and Snapchat in particular).

TREND

A trend is a subject or type of content (video, music, sound effect, etc.) that peaks in popularity over a limited period of time. Trends are often the subject of dedicated hashtags, and are promoted on specific places on each social network.

TROLL

A troll is a person who makes disruptive comments on social media for the sole purpose of starting arguments and preventing reasonable discourse.

GUIDE PREPARED BY
**THE BRAND & COMMUNICATION DIVISION,
THE GROUP COMMUNICATION DIVISION
AND THE GROUP HR/EMPLOYER BRANDING DIVISION**

