

Social Media Guidelines

As of: 4 November 2022



Introduction

Social networks are transforming and redefining the way we communicate with each other. They give us the chance to share information, convey our values and exchange opinions directly with our stakeholders – around the clock and on a global scale.

That is why, as a bank, we also maintain an active social web presence on Twitter, Xing, LinkedIn, Instagram and YouTube that is embedded in our existing communications strategy and linked to the overriding objective of communicating Helaba's vision and mission on social media platforms.

To our mission statement

→ <https://www.helaba.com/media/docs/de/kampagne/werte-die-bewegen/helaba-leitbild.pdf>

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1. Making an impact with values

We are not only focused on becoming more connected but, rather, on deliberating creating a „virtual experience“ that people associate with our brand.

In other words, even in the digital space we are a „good bank“ and stand for reliability, focusing on the customer and enthusiasm for our business. In this way, we aim to gain visitors to our social media platforms for both our products and services as well as the issues we address by offering interactive features.

This means entering into a dialogue with them, inspiring them with our values and advancing their interests with useful content - whether they are clients, partners, coworkers, potential employees, interested members of the public or the media.

Reliability

Focusing on the customer

Enthusiasm

2. Telling the Helaba story

Our social web presence provides new opportunities for information, interaction, inspiration and identification and allows us to express what the Helaba brand stands for in clear and concise terms.

This involves presenting how we act and what drives us, what makes us tick as an organisation, what makes our workforce stand out and what benefits and added value we can offer society as a whole and our clients. In order to do this, we describe our expertise in providing solutions, give insights into our business activities and the working environment of our bank and position ourselves in relation to relevant market and social issues.

What we stand for:

Values with impact.

3. Becoming a brand ambassador

With your own personal or professional profiles on social media platforms as members of staff, you are increasingly involved in our digital communication. That means you are a valuable part of the dialogue and information exchange and help to actively shape how our brand is perceived. Consequently, you play an important and responsible role with regard to the credibility of our brand promise and represent our corporate culture with your digital presence and actions. This also extends to Helaba's reputation as an employer. You become authentic propagators for the attractiveness of Helaba's employer brand through your personal relationships.

4. Acting together to promote our bank's strong brand

We have established these Social Media Guidelines in order to inform you about the opportunities and risks associated with using social media as part of your personal activities on the internet. These are intended as recommendations for action and guidance and form the basis for how we, as members of staff at Helaba, want to conduct ourselves online - both in the interests of your personal safety and the success of our brand.

5. Helaba's social media communication



Social media platforms enable us to proactively enter into new forms of dialogue with stakeholders using digital formats, to share information through additional channels and to reach new target audiences.

In order that we can take advantage of these opportunities, social media has become a key element of our corporate communication - and therefore an integral part of the bank's communication strategy - in recent years.

In this respect, the task of our social media communication is to

- make the public aware of our values, ethos and core areas of expertise and to continually raise the level of awareness;
- strengthen and expand trust in the quality of our brand as well as the products and parties involved;
- make the company's key positions and decisions comprehensible, thereby achieving the most effective communication of the brand.

In short:

our aim is to present Helaba in a positive light on social media and, by doing so, contribute to the bank's success. This is our objective in our current communications on social media platforms.

All content is created by Helaba's Social Media Team and each channel has a specific focus. If you are interested in what kind of content we use and what aims we are pursuing on specific platforms, please do not hesitate to get in touch with us.

Your contact persons:

Patricia Jara Götz and Marco Pfohl

e-mail: socialmedia@helaba.de

6. Strong brand messaging needs orientation

First things first: we very much appreciate your presence on the social web as an ambassador for our brand. So that we can provide the best possible support for your valued contribution, these Social Media Guidelines have been designed to provide you with practical advice on the day-to-day use of social networks. They contain specific tips and suggestions, encourage you to increase the bank's visibility on the web and help you to:

- avoid mistakes
- limit your risks, and
- ensure your security and safety

Even if you prefer to be a follower and observer rather than an active participant, these Social Media Guidelines will make you aware of the significance and impact of social media. In this way, even without direct interaction, you are able to contribute by closely observing, sharing your ideas and giving feedback, thereby playing a role in successfully developing Helaba's social media communication.

6.1. Scope of these Guidelines

These Social Media Guidelines are applicable to all members of staff of Helaba and its subsidiaries who use social media for private or professional reasons and who make reference to Helaba or its subsidiaries in their posts and/or use social media in the scope of their professional duties.

6.2. Use of social media during working hours

Our general rules on using the internet apply when using social media for private reasons at work. You are therefore permitted to use social media during working hours to inform yourself and participate in discussions on our official channels.

6.3. Legal notice

Please note that any individual failure to observe the basic principles outlined below may be negatively associated with Helaba and therefore has the potential to inflict damage on the bank. We therefore kindly request that you observe these Social Media Guidelines to the best of your knowledge and belief.

Please bear in mind:

As a general rule, all statutory requirements and obligations laid down in your contract of employment and in company regulations may also extend to any activity on social media platforms, both during and outside working hours, and may have consequences under employment law in the event of any breach of these statutory requirements or obligations.

7. Basic principles

7.1. Personal responsibility

It is up to you to decide whether and how you want to use the social web. That means that you are personally and solely responsible for everything you post. As the dividing lines between your professional and private identities are not always clear, it is advisable to carefully consider what information you wish to share.

Once it is published, it is difficult to delete content on social networks and sometimes it cannot be completely removed. That is why it is important to pay particular attention to what you disclose about yourself and your private or professional life.

Always bear in mind that information that has been posted can be read by superiors, colleagues, customers, partners and the media in addition to your friends and family.

7.2. Acting responsibly

We are guided by our Code of Conduct in order to clearly demonstrate to the public that we are committed to acting responsibly, and this includes our presence on the social web. This Code of Conduct constitutes a framework of reference intended to help all of Helaba's employees meet legal requirements as well as society's expectations in their day-to-day activities.

Link to Helaba's Code of Conduct

→ <https://www.helaba.com/de/ueber-uns/die-helaba/nachhaltigkeit/strategie/standards/verhaltenskodex.php>

7.3. Respect, Trust and Tolerance

Respect, trust and tolerance are the hallmarks of our corporate culture. Everyone has the right to be treated with respect and free from any kind of discrimination and we equally adhere to these principles in the digital world, too. This means that discriminating against anyone based on gender, age, disability, ethnic origin, nationality, pregnancy or parenthood, religion or ideology, sexual orientation or any other grounds covered by anti-discrimination laws will not be tolerated.



Furthermore, we will not accept any activity that threatens others or glorifies violence. We will report any criminal offences and take appropriate action in accordance with relevant employment laws

7.4. Transparency, openness, authenticity

Remember that you are representing the bank as soon as you identify yourself as a Helaba employee on social media platforms.

Should you post anything on social networks about issues that concern Helaba or its subsidiaries, we would kindly ask you to clearly state your personal connection to the subject matter as well as your position at Helaba.

Please use your real name whenever you comment on our company and make sure that your remarks do not imply that you are making an official statement. Ideally, we would recommend pointing out that your comments reflect your own personal opinion. This is the only way that other users are able to properly attribute and evaluate your remarks.

Example of a disclaimer:

„The comments published here reflect my personal opinion and do not represent the views of my employer.“

If you would like to identify yourself on your profiles as an employee of Helaba or any of its subsidiaries, we would ideally prefer you to write „Helaba“ as the name of your employer. In our public relations activities - including on social media - this is how we refer to our company and it links you directly to our official corporate profile.

When registering on and using social media platforms for strictly private purposes, we would advise you to refrain from disclosing any professional contact details. Please always use your private e-mail address when creating your accounts.

7.5 How to handle contact with the media

The sole responsibility for issuing official statements lies with our Communication and Marketing department. Should you be confronted with any media enquiries in the course of your activities on the social web that relate to issues concerning Helaba and its subsidiaries, please forward this enquiry to colleagues in Communication and Marketing:

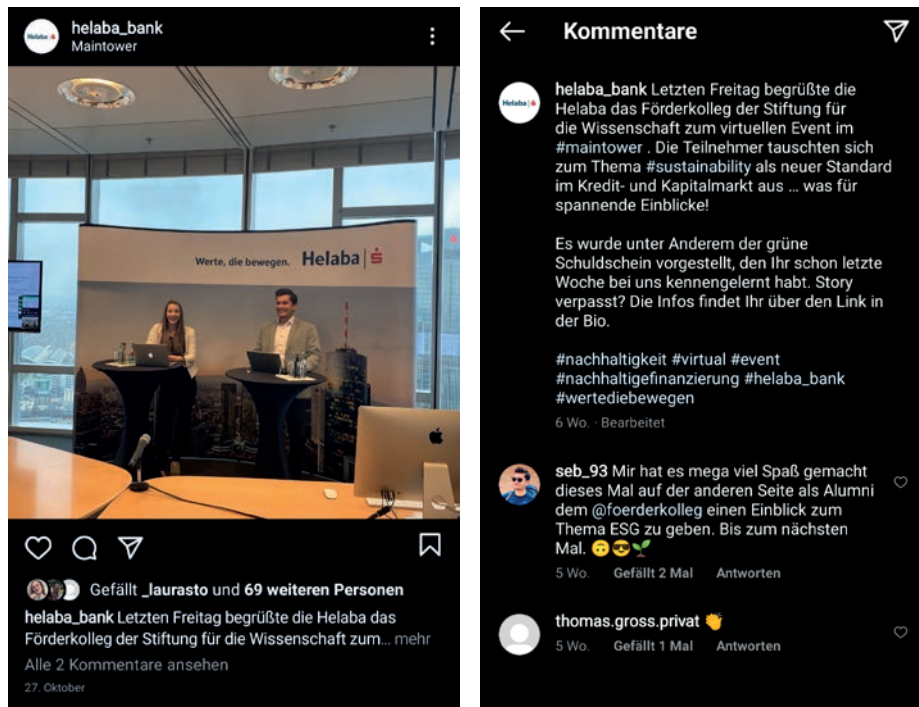
Communication and Marketing
Email: presse@helaba.de

Please do not make any comment on the matter in question. Instead, simply state that you have forwarded the enquiry to the appropriate department within the bank.

8. Positive examples

Below you will find some positive examples from Helaba's social media presence. They serve as a frame of reference to help you act in the interests of your personal safety and the success of our brand in the course of your personal activities on the internet.

Instagram comments



- clearly state a personal connection to the issue
- participate in our digital communication on social media using personal profiles
- and, in this way, enable us to provide new opportunities for information, interaction, inspiration and identification on the social web

Twitter profile



- clearly state your position at Helaba
- indicate that your remarks reflect your own personal opinion
- refer to your employer as „Helaba“, linked to our official company profile

Marco Pfohl · 1. Communications & Marketing at Helaba
2 Monate · Bearbeitet ·

#Corona | Meine Kolleginnen und Kollegen aus dem #Research haben in #KonjunkturKompakt die aktuelle Lage in ausgewählten Ländern beleuchtet #Leseempfehlung Helaba

<https://lnkd.in/d/bFgwv8>

Dr. Gertrud R. Traud · 2. Kapitalmarktexpertin - Keynote Speaker - Head of Research - Chefvo...
2 Monate ·

#corona #konjunktur #weltwirtschaft #trump
Die weltweite Konjunkturerholung ist für viele eine Überraschung - für uns Volkswirte jedoch nicht. Obwohl die Infektionszahlen wieder ansteigen, bleibt die Dynamik hoch - es sein denn, die wirtschaftliche Aktivität wird durch politische Entscheidungen wieder eingedämpft. Damit dies nicht passiert, ist es notwendig, dass jeder die Hygienemaßnahmen einhält und sich verantwortungsvoll verhält.

Wie stark die Auswirkungen in den unterschiedlichen Ländern sind, haben meine Analysten in unserer jüngsten Publikation eindrucksvoll für ausgewählte Länder dargestellt.



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Reaktionen



Gefällt mir · Kommentar · Teilen · Senden

Alexander Rasch · 2. Corporate Research & Advisory @ Helaba #sustainability #finance
4 Tage · Bearbeitet ·


Markets and Trends 2021 | We are still in a time with a persistently high level of uncertainty. That is the reason why our Economic and Capital Market Outlook explores the question of "Who is going to lead us into the future?"

This outlook covers a wide range of highly topical economic and capital market issues. Well worth a read!

<https://lnkd.in/d/dsl26Qv>


#research #economics #financialmarkets #investments #helaba

Helaba | Markets and Trends 2021



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Reaktionen



In my opinion ... · Helpful! This will ... · Thanks for sharing ...

Gefällt mir · Kommentar · Teilen · Senden

Markus Wüstenhöfer
1 Woche

Für alle die noch nicht wissen wo ich arbeite und was ich überhaupt mache 😊 #helaba #geschäft

Helaba
1 Woche

#Geschäft | Was machen wir als Landesbank eigentlich?

Wir sind Geschäftsbank, Sparkassenzentralbank und Förderbank in einem.

Wir arbeiten mit Wirtschaftsunternehmen, Institutionen, der öffentlichen Hand und kommunalnahen Unternehmen zusammen.

Wir sind Partnerin der Sparkasse und präferierte Dienstleisterin für über 400 Sparkassen deutschlandweit.

Als Förderbank sind wir gesellschaftlich verantwortlichem Handeln verpflichtet und richten uns am Gedanken der Nachhaltigkeit aus.

Weitere Infos über unsere Tätigkeiten einfach erklärt finden Sie in diesem Video.

#landesbank #tätigkeit #bankwesen



- clearly state your position at Helaba
- refer to your employer as „Helaba“, linked to our official company profile
- participate in our digital communication on social media using personal profiles
- and, in this way, enable us to provide new opportunities for information, interaction, inspiration and identification on the social web

9. Contact persons

Do you have any questions or suggestions or do you need advice on any particular issue? Feel free to contact our Social Media Team.

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marco.pfohl@helaba.de

