

SOCIAL MEDIA GUIDELINES

STATUS: OCTOBER 2025

ACHIEVE MORE TOGETHER!

INTRODUCTION

Social networks are changing and shaping the way we communicate with each other. They give us the opportunity to share information, convey values and exchange opinions – in direct dialogue with our stakeholders, networked worldwide and 24 hours a day.

We as a bank are therefore also active on the social web and officially present on the platforms LinkedIn, Xing, Instagram and YouTube – this is embedded in our existing communication strategy and linked to the overarching goal of communicating Helaba's vision and mission in social media.

INHALT

- 1. Telling the Helaba story**
- 2. Become a brand ambassador**
- 3. Together for the strong brand of our bank**
- 4. Helaba's social media communication**
- 5. A strong brand message needs guidance**
 - 5.1. Scope of application
 - 5.2. Use of social media during working hours
 - 5.3. Legal notice
- 6. Basic principles**
 - 6.1. Personal responsibility
 - 6.2. Responsible conduct
 - 6.3. Respect, trust and tolerance
 - 6.4. Transparency, openness and authenticity
 - 6.5. Handling hate speech, fake news, information requests or similar
- 7. Positive examples**
- 8. Negative examples**
- 9. Contact**

1. TELLING THE HELABA STORY

With our engagement on the social web, we are opening up new spaces for **information, interaction, inspiration and identification** and providing a clear answer to the question of what the Helaba brand stands for.

How and with what drive we act, how we “tick” as an organisation, what distinguishes our employees and what benefit and added value we offer for society and our customers. To this end, we describe our solution expertise, provide insights into the business activities and working environment of our bank and position ourselves in connection with relevant market and social topics.

RELIABILITY

CUSTOMER
ORIENTATION

ENTHUSIASM

2. BECOME A BRAND AMBASSADOR

With your activity, you as an employee are increasingly involved in our digital communication in social media with your official or personal profiles. In doing so, you are a valuable part of debate and exchange and actively shape the perception of our brand – you thus play a desired and responsible role with regard to the credibility of our brand promise and represent our corporate culture with your appearance and your actions. This also applies to Helaba's reputation as an employer. Through your personal relationships, you become an authentic multiplier for the attractiveness of our employer brand.

3. TOGETHER FOR THE STRONG BRAND OF OUR BANK

To inform you about the opportunities, possibilities and risks in dealing with social media in your personal activities on the web, these Social Media Guidelines have been created. They are intended as recommendations for action and guidance and form the basis for how we as Helaba employees want to act on the web – in the interest of your personal safety and the success of our brand.

4. HELABA'S SOCIAL MEDIA COMMUNICATION



Social media give us the opportunity to proactively and digitally enter into new forms of dialogue with stakeholders, open additional channels for the dissemination of information and tap into new target groups.

To seize these opportunities, social media has become an important pillar of our corporate communication in recent years and is therefore a fixed component of our bank's communication strategy.

The task of social media communication is to

- n make our values, attitude and core competencies known and continuously increase the level of awareness,
- n strengthen and expand trust in the quality of the brand, the products and the people acting,
- n make key positions and decisions of the company understandable and thus unfold communicative effectiveness for the brand.

In short:

Our goal is to further consolidate the positive perception of Helaba in social media and highlight its relevance for the target groups in order to contribute to the bank's success. With this objective, we are currently communicating via the social media platforms.

All content is created by the Helaba social media team and each channel has specific thematic focuses. If you are interested in which content approach and which channel-specific goals we pursue on the different platforms, please feel free to contact us.

Your contact:

Anastasia Alenina

T +49 69 / 91 32 79 44

M anastasia.alenina@helaba.de / socialmedia@helaba.de

5. A STRONG BRAND MESSAGE NEEDS GUIDANCE

First things first: We very much welcome your engagement as an ambassador of our brand on the social web. To best support your valuable commitment, these Social Media Guidelines are intended for the daily and practical use of social networks. They provide concrete tips and advice, motivate you to make the bank more visible on the web and are intended to help you:

- avoid mistakes
- limit risks and
- create security.

Even if you do not actively participate but read and observe: The Social Media Guidelines give you an awareness of the importance and impact of social media. So you can also contribute without direct interaction through attentive observation, ideas and your feedback and thus help to successfully shape Helaba's social media communication.

5.1. Scope of application

The Social Media Guidelines are aimed at all employees of Helaba and its subsidiaries who use social media professionally or privately and in doing so make content-related reference to Helaba and/or its subsidiaries and/or use social media to fulfil their professional tasks. The Social Media Guidelines thus serve as binding recommendations for action and guidance for Helaba (see section 4).

5.2. Use of social media during working hours

For the private use of social media at the workplace, our general rules on internet use apply. You are therefore permitted to use social media during working hours in order to inform yourself in a professional context, participate in discussions on our channels and/or use social media to fulfil your professional tasks.

5.3. Legal notice

Please note that individual disregard of the basic principles listed below could be negatively associated with Helaba and thus also has the potential to cause damage to the bank. We therefore ask you to follow the Social Media Guidelines to the best of your knowledge and belief. Legal foundations regarding data protection, copyright, image rights, etc. must always be observed and AI-generated content, especially images, must be labelled as such. Trade secrets or internal company information must under no circumstances be published – no content may be communicated that is not already known within the company.

And please note:

All requirements and legal obligations laid down in the employment contract and in company rules may in principle also cover actions in social media within and outside working hours and, in the event of corresponding violations, may have consequences under labour law.

6. BASIC PRINCIPLES

6.1. Personal responsibility

With your engagement on the social web, you independently decide whether and how you act there. You are therefore solely personally responsible for your statements. As the boundaries between professional and private identity can be fluid, you should carefully consider which information you want to share. Avoid posts that could have negative effects on the company.

Once published, content can be difficult or impossible to delete completely on social networks. Therefore, think very carefully about what you reveal about yourself and your environment – regardless of whether professionally or privately.

Always bear in mind that published information can be read by supervisors, colleagues, customers, partners and the media as well as your private and family environment. With your activities on social media, you ultimately also appear as a representative of Helaba. If you have questions or uncertainties, contact Corporate Communications.

6.2. Responsible conduct

To clearly document our claim of responsible conduct on the social web as well, we are guided by our Code of Conduct. This Code of Conduct provides a framework that supports all Helaba employees in their daily actions in meeting legal requirements and social expectations. This also includes responsible liking, commenting and sharing of third-party content.

To the Helaba Code of Conduct

→ https://www.helaba.com/media/docs/int/sustainability/30042024_helaba_code-of-conduct_eng.pdf

6.3. Respect, trust and tolerance

Our corporate culture is characterised by respect, trust and tolerance. Everyone has the right to respectful interaction, free from any kind of discrimination. We stand by this also in the digital space, which means: discrimination or disadvantage on the basis of gender, age, disability, ethnic origin, nationality, pregnancy or parenthood, religion or belief, sexual orientation or for other reasons falling under the prohibition of discrimination will not be tolerated.



Furthermore, we do not accept any activity that threatens people or glorifies violence. Criminal offences will be reported by us and pursued under labour law.

6.4. Transparency, openness and authenticity

Be aware that you represent Helaba as soon as you identify yourself as an employee on social media platforms.

If you comment on topics in social networks that concern Helaba or its subsidiaries, we ask you to make your personal connection to the matter and your position at Helaba clear.

Therefore, only comment on our company under your real name and make sure that your statements do not give the impression of an official statement. Ideally, point out that your statements reflect your private opinion. Only in this way can other users correctly classify and assess your statement.

Example of a disclaimer:

“The contributions published here reflect my personal opinion and do not represent the position of my employer.”

If you would like to identify yourself on your profiles as an employee of Helaba or one of its subsidiaries, ideally use the employer designation “Helaba”. This is our company name in external communication and thus also in social media and directly links you to our official corporate profile.

When registering and using social media platforms for purely private purposes, we advise you not to use professional contact information. Also, always use your private email address to create your accounts.

6.5. Handling hate speech, disinformation, fake news, media or similar

The Communications and Marketing department is solely responsible for official public statements. If, in your activities on the social web, you are confronted with hate speech, fake news or media enquiries that concern topics of Helaba and its subsidiaries, do not comment on them without prior coordination. Instead, please forward any such posts to the colleagues in the press department:

Communications and Marketing

E-mail: presse@helaba.de

If necessary, point out that you have forwarded the request internally.

7. POSITIVE EXAMPLES

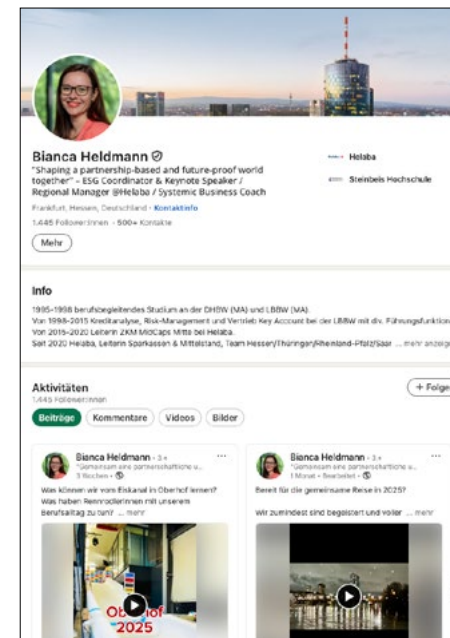
To enable you to act in your personal activities on the web in the interest of your personal safety and for the success of our brand, you will find positive examples from Helaba's social media presence below. These serve as a guide.

Instagram – comments



- You can participate in our digital communication in social media with your personal profiles
- With our engagement on the social web, we are opening up new spaces for information, interaction, inspiration and identification

on LinkedIn – profile



- Clearly show your position at Helaba
- Indicate that your statements reflect your private opinion
- Employer designation "Helaba"; linked to our official corporate profile

in on LinkedIn – (re)posting

Relevanteste ▾

Thomas Groß · 1. · CEO Helaba · 2 Monate · ...

The new working area in the Helaba Campus combines flexibility and collaboration – an important step for our modern working world. I am looking forward to experiencing the New Work concept soon with my colleagues in Offenbach. Thanks to everyone who made this possible!

Gefällt mir · 8 · Antworten

Birgit Sahlinger-Rasper · 1. · (bearbeitet) 2 Monate · ...
Arbeitsnehmervertreterin im Verwaltungsrat der ...

New Work in the Helaba Campus – a new feeling of working and communicating. Very successful space concept and very tasteful furniture 😊 I am happy for all our employees that they can explore this new world of experience. ... mehr

Gefällt mir · 11 · Antworten

pro m² · 1.328 Follower:innen · 2 Monate · ...

Thank you very much for the great project! It was a lot of fun designing the new working environments with you. 🙌👏

Gefällt mir · 10 · Antworten

Anna Cakir/DerLiebeGottschufdieZeit-aber nic... · 1. · Senior Consultant Real Estate bei AC Group · 2 Monate · ...

It's nicer here than at home! Employees will be very happy to come to work! That's what it looks like when money is no object.

Gefällt mir · Antworten

Tamara Weiss · 1. · Mitglied des Vorstands (CRO) @ Helaba · 11 Monate · ...


Today is International Women's Day. As a member of the Management Board at **Helaba**, it is a personal concern of mine to support the diversity and potential of women in leadership positions. Not only on International Women's Day, but every day.

Goal by 2025: to fill 30 percent of management positions with women

- targeted offers for the development of women's careers
- mentoring
- flexible working time models
- childcare services

This year's UN motto is "Count her in. Invest in women. Accelerate Progress." Investments in women not only mean a prosperous economy, but also a strengthening of our society as a whole. I firmly believe that only through genuine equality and equal opportunities can we fully realise potential in all areas of life.

[#InternationalWomensDay](#) [#Equality](#) [#InvestInWomen](#) [#Helaba](#)



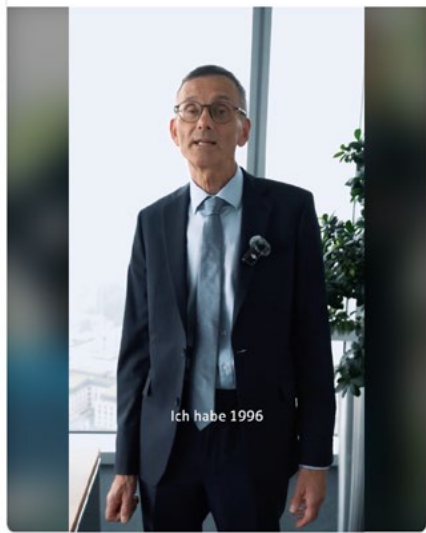
in die Weiterentwicklung und in die Gewinnung von weiblichen Talenten investieren
1:01 1x

Dr. Gertrud Rosa Traud · 1. · Kapitalmarktexpertin | Keynote Speaker | Aufsichtsrätin ... · 1 Woche · ...

I am very pleased that **Helaba** Research & Advisory is doing pioneering work in the field of intergenerational collaboration. A great tandem from my two colleagues ...

Helaba
19.365 Follower:innen
1 Woche · ...

Research & Advisory:How knowledge transfer succeeds at Helaba ...



Ich habe 1996

5 Kommentare · 1 direkt geteilter Beitrag

- Examples of commenting on or (re)posting individual posts with a personal profile

8. NEGATIVE EXAMPLES

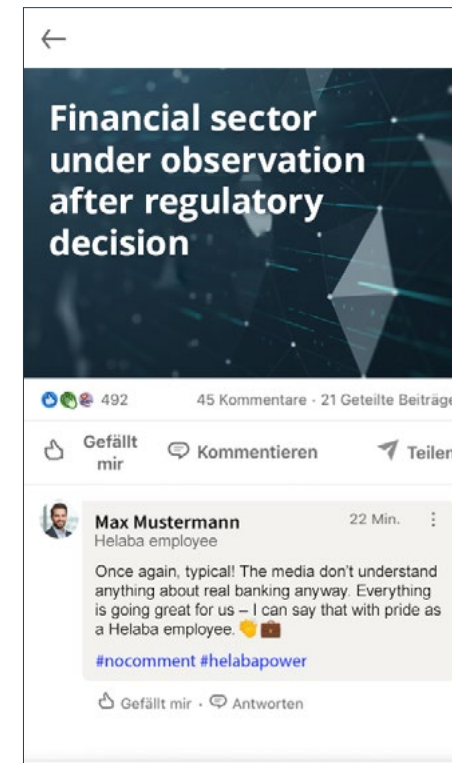
Instagram – comments



- contains confidential data (strategies, figures, project names)
- unprofessional, blurry image does not convey a serious brand image
- inappropriate hashtags and flippant tone appear unprofessional

→ **Confidential content, internal strategies and documents must never be shared on social media.**

in on LinkedIn – profile



- emotional and confrontational
- violates professional tone
- damages brand reputation
- incorrect self-positioning as an official representative

→ **Comments in the name of Helaba must remain objective, respectful and fact-based.**

9. CONTACT

Do you have questions, suggestions or need advice on a topic? The social media team will be happy to help you.

Anastasia Alenina

T +49 69 / 91 32 79 44

M anastasia.alenina@helaba.de / socialmedia@helaba.de

