



SOCIAL MEDIA REFERENCE CHART

LinkedIn Usage Reference Chart		
Profile Information	Category	Review Policy
Initial Profile Setup: Summary, Description, Job History, Specialties, Education, Interests, Honors and Awards, and must include the B/D disclosure if listing role as a Registered Representative (or any other approved title)	Retail Communication	Pre-Approval must be obtained for all initial setup options for a new LinkedIn profile. Submit a pdf screen shot of the profile pages into Marketing.pro for review and approval.
Recommendations	Retail Communication	Any investment related recommendation is prohibited from being made on LinkedIn.
Recommendations	Retail Communication	Non-securities related recommendations are allowed and will be monitored via Global Relay Archive.
Endorsements	Prohibited	No endorsements may be made on a LinkedIn profile that includes any information related to the securities industry and/or the user is listed as a Registered Representative (or any other approved title)
Profile edits	Retail Communication	Monitored via Global Relay Archive. No pre-approval is required.
Posts Within LinkedIn		
	Category	Review Policy
New Network Update/Post	Retail Communication	Monitored via Global Relay Archive. No pre-approval is required.
Replying to a Network Update/Post	Retail Communication	Monitored via Global Relay Archive. No pre-approval is required.
Commenting on a Network Update/Post	None	Monitored via Global Relay Archive. No pre-approval is required.
Deletion of a Network Update or comment	None	Monitored via Global Relay Archive. No pre-approval is required.
"Liking" a Status Update/Post or Comments	Testimonial / Endorsement	Prohibited for anyone or anything securities related. Exception for the user's own DBA, PCS posts, or of an associated person of PCS. Non-securities related are monitored via Global Relay Archive. No pre-approval is required.
Groups		
	Category	Review policy
Joining Groups	None	No Restrictions
Creating Groups	None	No Restrictions
Posting to Groups and/or Creating Group Discussions	Retail Communication	Monitored via Global Relay Archive. No pre-approval is required.

Connections and Messaging	Category	Review Policy
Inviting Connections	None	No Restrictions
Accepting Invitations	None	No Restrictions
Removing Connections	None	No Restrictions
Composing a Message / Asking a Question	Retail Correspondence	Messages may be sent to 24 or less recipients without pre-approval. 25 or more recipients must be pre-approved via Marketing.pro .
Replying to a Message/ Answering a Question	Retail Correspondence	Messages may be sent to 24 or less recipients without pre-approval. 25 or more recipients must be pre-approved via Marketing.pro .

Miscellaneous	Category	Review Policy
Installing Applications	None	Securities related applications must be pre-reviewed and approved by Compliance prior to installation.
Searches	None	No Restrictions

Twitter Usage Reference Chart		
Personal Tweets	Prohibited	All tweets are archived and reviewed, therefore personal “tweets” are considered a waste of firm resources and should be avoided when using business related twitter accounts.
Attachments on Twitter Profile	Retail Communication	The only approved attachment to a twitter profile is a pre-approved photo of the representative user of the profile. Initial Twitter profiles should be submitted for pre-approval through Marketing.pro .
Hyperlinks	Retail Communication	No hyperlink may be included in a “tweet” that directs a recipient to a file located on a site or location other than a PCS approved site or location.

Facebook Usage Reference Chart		
Profile Information	Category	Review Policy
Initial Profile Setup: Summary, Description, Job History, Specialties, Education, Interests, Honors and Awards, and must include the B/D disclosure if listing role as a Registered Representative (or any other approved title)	Retail Communication	Pre-Approval must be obtained for all initial setup options for a new Facebook profile. Submit a pdf screen shot of the profile pages into Marketing.pro for review and approval.
Recommendations	Prohibited	Any investment related recommendation is prohibited from being made on Facebook.
Recommendations	Prohibited	Non-securities related recommendations are allowed and will be monitored via Erado Archive.

Endorsements	Prohibited	No endorsements may be made on a Facebook profile that includes any information related to the securities industry and/or the user is listed as a Registered Representative (or any other approved title)
Profile edits	Retail Communication	Monitored via Erado Archive. No pre-approval is required.
Posts Within Facebook		
	Category	Review Policy
New Network Update/Post	Retail Communication	Monitored via Erado Archive. No pre-approval is required.
Replying to a Network Update/Post	Retail Communication	Monitored via Erado Archive. No pre-approval is required.
Commenting on a Network Update/Post	Retail Communication	Monitored via Erado Archive. No pre-approval is required.
Deletion of a Network Update or comment	None	Monitored via Erado Archive. No pre-approval is required.
“Liking” a Status Update/Post, Comments or Facebook Page Requesting/Inviting a Facebook “Friend” to “Like” your page “Sharing” post or pages from your Business Facebook Page	Limited Allowance – See Review Policy	Prohibited for anyone or anything securities related. Exception for the user’s own DBA, PCS posts, or of an associated person of PCS. Non-securities related are monitored via Erado Archive. No pre-approval is required.
Groups		
	Category	Review policy
Joining Groups	None	No Restrictions
Creating Groups	None	No Restrictions
Posting to Groups and/or Creating Group Discussions	Retail Communication	Monitored via Erado Archive. No pre-approval is required.
Connections and Messaging		
	Category	Review Policy
Inviting Connections	None	No Restrictions
Accepting Invitations	None	No Restrictions
Removing Connections	None	No Restrictions
Composing a Message / Asking a Question	Retail Correspondence	Messages may be sent to 24 or less recipients without pre-approval. Securities related sent to 25 or more recipients must be pre-approved via Marketing.pro .
Replying to a Message/ Answering a Question	Retail Correspondence	Messages may be sent to 24 or less recipients without pre-approval. Securities related sent to 25 or more recipients must be pre-approved via Marketing.pro .
Miscellaneous		
	Category	Review Policy
Creating an Advertisement, New Page, Event	Retail Communication	Pre-Approval must be obtained for all set-up options. Submit a pdf screen shot of the page into Marketing.pro for review and approval

Creating a Fundraising Event	Prohibited	Fundraising from clients or potential clients is generally prohibited
Installing Applications	None	Securities related applications must be pre-reviewed and approved by Compliance prior to installation.
Searches	None	No Restrictions

For more detailed information related to the PCS policies related to social media use, please review the PCS Social Networking and Website Policy located under Compliance Forms in the PCS Advisor Resource Center of the PCS Website (www.pcsbd.net)