

Social Media Style Guide

Purpose of the Style Guide

The purpose of this document is to determine the outline style guide for the central social media accounts of PayPorter as the trademark of PayPorter Ödeme Hizmetleri ve Elektronik Para A.Ş. This document is subject to revisions.

For additional information about the brand guidelines, please review the **Guide of the Terms of Use of Social Media /Corporate Identity Guide** available at payporter.com.tr.

Active Accounts

- Facebook
- Instagram
- Twitter
- LinkedIn
- Youtube

Terms of Use of Social Media

The terms of use of PayPorter's social media accounts are subject to the confidentiality and security policies and terms of use of each platform. You can click the following links to review such policies and terms of use, which are different than our Confidentiality and Security Policy.

- Facebook Terms and Policies
- Instagram Terms and Conditions
- LinkedIn User Agreement
- YouTube Terms of Service
- Twitter Terms of Service

Social Media Voice

Who are we?

The source that could be visited for any up-to-date and informative materials about PayPorter is the link payporter.com.tr/hakkimizda.

PayPorter is the licensed international money transfer brand of PayPorter Ödeme Hizmetleri ve Elektronik Para A.Ş. in accordance with "Law No 6493 on Payment and Securities Settlement Systems, Payment Services and Electronic Money Organizations". (Click to view the License Decision.)

Key Points to be Considered in Social Media Communication

As PayPorter, we pay special attention to acting in an informative and accessible manner in social media communication. As the financial sector is a strictly regulated sector, our organization is obliged to comply with certain rules. Therefore, we use an official and professional social media language. Our priorities are providing our followers with the most accurate information and answers possible in the fastest way and adhering to our mission and values while doing this and protecting the interests of the public.

Communication language

All messages on all media platforms are shared in accordance with the rules outlined in the communication descriptions above. PayPorter employees and all stakeholders that cooperate with PayPorter are deemed to agree with these communication descriptions.

Being Positive and Transparent

Our social media posts do not contain any negative elements. We present our contents with positive attitude, and we act with honesty and transparency in all information that we share.

Other Accounts/Sources

Any message that we share never contains any elements such as anger, violence etc. against another account, person or organization.

If it is required to share any contents belonging to another source on the social media accounts of our organization, these contents are shared by including sources and references.

Unlicensed image sources may not be used on the social media accounts of PayPorter.

Dates and Times

Use lowercase letters and colons for times.

Example: 10:00 am- 1:00 pm

Full words should be used for the days of the week and months (Monday, Tuesday) (January, February).

Abbreviations should not be used. Dates such as 02.10.2021 may be used for the integrity of the design or the correct transmission of the message.

Notes on Punctuation Marks

A colon and a space should be used before sharing links.

Example: www.payporter.com.tr/hakkimizda

A single exclamation mark should be used to indicate excitement.

Emoticons may be used without exaggeration. The emoticons to be used should never contain any negative elements.

SOCIAL MEDIA USE RULES

FACEBOOK

- The screen name of the Turkish Facebook account of PayPorter is **PayPorter** and its user URL is **@PayPorterPS**.
- The screen name of the English Facebook account is **Payporter_En**.
- The screen name of the Russian Facebook account is **Payporter_Ru**.
- The screen name of the Arabic Facebook account is **PayPorter_Ar**.
- Facebook accounts are primarily used for information purposes in the form of one-way communication.
- Being followed does not mean following back. Users may follow PayPorter's Facebook account, but this does not mean that they will be followed by PayPorter.
- PayPorter may share third party contents that may be of interest to its followers and/or other Facebook users. However, sharing third party content does not mean that such contents reflect the official opinion of PayPorter.
- PayPorter does not accept responsibility for the failure to provide services due the downtime of Facebook.
- PayPorter responds to the questions, comments and/or criticisms on this platform by collecting the contact details of individuals. It never gives any detailed responses on Facebook. When users submit their questions, opinions and/or criticisms on Facebook, the social media administrators of PayPorter should request the contact details of the people and forward such details to the relevant department.
- The posts, comments and/or assessments made by PayPorter personnel on social media accounts other than PayPorter's official Facebook accounts only reflect the opinions of users. PayPorter does not accept any legal responsibility for these comments and/or assessments.

LINKEDIN

- The screen name of the Turkish LinkedIn account of PayPorter is **PayPorter** and its user URL is **@PayPorter**.
- LinkedIn account is used to share job advertisements, announcements, speeches, worksheets, blog posts and other information and contents published on the website of PayPorter.
- LinkedIn account is primarily used for information purposes in the form of one-way communication.

- Being followed does not mean following back. Users may follow PayPorter's LinkedIn account, but this does not mean that they will be followed by PayPorter.
- PayPorter does not accept responsibility for the failure to provide services due the interruption of LinkedIn.
- PayPorter responds to the questions, comments and/or criticisms on this platform by collecting the contact details of individuals. It never gives any detailed responses on LinkedIn. When users submit their questions, opinions and/or criticisms on LinkedIn, the social media administrators of PayPorter should request the contact details of the people and forward such details to the relevant department.
- The posts, comments and/or assessments made by PayPorter personnel on social media accounts other than PayPorter's official LinkedIn account only reflect the opinions of users. PayPorter does not accept any legal responsibility for these comments and/or assessments.

YOUTUBE

- The screen name of the YouTube account of PayPorter is **PayPorter** and its user URL is **@PayPorterPS**.
- YouTube account is primarily used for information and advertising purposes.
- Users can subscribe for the feeds of PayPorter through its YouTube account, but this does not mean that PayPorter will subscribe for the feeds of these users.
- PayPorter does not accept responsibility for the failure to provide services due the interruption of YouTube.
- The posts, comments and/or assessments made by PayPorter personnel on social media accounts other than PayPorter's official YouTube account only reflect the opinions of users. PayPorter does not accept any legal responsibility for these comments and/or assessments.

TWITTER

- The screen name of the Turkish Twitter account of PayPorter is PayPorter and its user URL is **@PayPorterPS**.
- The screen name of the English Twitter account is PayPorterEn and its user URL is **@PayPorterEn**.
- Twitter accounts are primarily used for information purposes in the form of one-way communication.
- Being followed does not mean following back. Users may follow PayPorter's Twitter account(s), but this does not mean that they will be followed by PayPorter.

- PayPorter may retweet third party contents that may be of interest to its followers and/or other Twitter users. However, retweeting third party contents does not mean that such contents reflect the official opinion of PayPorter.
- PayPorter does not accept responsibility for the failure to provide services due the interruption of Twitter.
- PayPorter responds to the questions, comments and/or criticisms on this platform by collecting the contact details of individuals. It never gives any detailed responses on Twitter. When users submit their questions, opinions and/or criticisms on Twitter, the social media administrators of PayPorter should request the contact details of the people and forward such details to the relevant department.
- The posts, comments and/or assessments made by PayPorter personnel on social media accounts other than PayPorter's official Twitter account only reflect the opinions of users. PayPorter does not accept any legal responsibility for these comments and/or assessments.

INSTAGRAM

- The screen name of the official Instagram account of PayPorter is **@PayPorterPs** and the domain name of this account is <https://www.instagram.com/payporterps>.
- The screen name of the English Instagram account of PayPorter is **@PayPorter_En** and the domain name of this account is https://www.instagram.com/payporter_en/.
- The screen name of the Russian Instagram account is **@PayPorter_Ru** and the domain name of this account is https://www.instagram.com/payporter_ru/.
- The screen name of the Arabic Instagram account is **@PayPorter_Ar** and the domain name of this account is https://www.instagram.com/payporter_ar/.
- Instagram accounts are primarily intended for PayPorter to provide visual elements to the public. The copyright or usage rights of the visual elements published on the PayPorter Instagram account belong to PayPorter. However, users are not required to seek permission from PayPorter to use these visual elements.
- Being followed does not mean following back. Users may follow PayPorter's Instagram account, but this does not mean that they will be followed by PayPorter.
- PayPorter does not accept responsibility for the failure to provide services due the interruption of Instagram.
- PayPorter responds to the questions, comments and/or criticisms on this platform by collecting the contact details of individuals. It never gives any detailed responses on Instagram. When users submit their questions, opinions and/or criticisms on Instagram, the social media administrators of PayPorter should request the contact details of the people and forward such details to the relevant department.

- The posts, comments and/or assessments made by PayPorter personnel on social media accounts other than PayPorter's official Instagram accounts only reflect the opinions of users. PayPorter does not accept any legal responsibility for these comments and/or assessments.

PayPorter Brand Hashtags

#Payporter

#YanındaHissettirmeninEnHızlıYolu

Other regularly-used hashtags

#paratransferi

#moneytransfer

#yurtdışıparatransferi

#sendmoney

#tranglo

#shift

#intellexpress

#zolotayakorona

#ria

#privatmoney

#ripple