

## Capital Investment Advisors' Social Media Rules of Engagement

Welcome! Capital Investment Advisors (“CIA”) is delighted to connect with you through various social media websites including YouTube, Twitter, LinkedIn, and Facebook. We look forward to sharing news, career, and company information with you. We also look forward to hearing what you have to say as it relates to news and information regarding the financial services industry. In addition to CIA’s company website, [www.yourwealth.com](http://www.yourwealth.com), our organization is also affiliated with the Money Matters radio show, hosted by Wes Moss, on WSB Radio. All social media websites affiliated with Money Matters are subject to the same rules of engagement outlined below. At CIA, our number one priority is to help you Sleep Well at Night (SWAN). We do that by striving to earn your confidence and trust every day, and by helping you work toward your long-term financial goals and objectives. We look forward to connecting with you.

### Rules of Engagement

- Because the financial services industry is highly regulated, there are certain rules we need to follow on social media websites where we have a presence. We ask that you respect these rules. Posts and comments that do not comply will be removed at our discretion. This includes comments that may be construed as superlative or messages of support for our services.
- CIA may not be able to respond to all posts. This is not because we aren’t interested, but because we must adhere to strict communications guidelines. We’ll do our best to create a valuable and useful space for you on our social media properties.
- Do not post specific financial questions about your personal situation or your account information on social media websites (even if it is through direct message). If you are a client, please contact your advisor on our team. You can also submit a general inquiry through the home page of our website, where your request will be fulfilled in a timely manner. If you are not a client, then you can find an advisor who is right for you at: <https://www.yourwealth.com/about/#our-team> or call (888) 531-0018.

- We welcome you to post images, video, and content that are related to the purpose of the topic at hand; however, we will remove posts that contain inappropriate language, inaccurate information, or disrespectful content.
- CIA wants to help you protect your privacy. While we maintain a presence on social media websites, we are not affiliated with them and we cannot control how those websites or other parties will use the information you share on it. In other words, it's up to you to review and understand the privacy policies and terms of service for each social media website you choose to participate in, and to be knowledgeable about how account settings work and aware of how user information can be displayed and used throughout the site. For your own security, you should never communicate any personal or account information using these channels. Posts on all of our social media websites (including YouTube, Twitter, LinkedIn, and Facebook) will be reviewed by CIA and treated according to terms of our privacy notice at <https://www.yourwealth.com/wp-content/uploads/2019/11/Privacy-Notice-August-2019-.pdf>. The privacy policy is intended for US residents only.
- Whenever a third-party posts content to our social media websites, this information remains the responsibility of the party submitting the content and does not represent CIA's viewpoints or serve as an indication or guarantee of future results. Content posted on CIA's social media channels should not be considered a recommendation or personalized advice. Where specific advice is necessary or appropriate, individuals should consult with a qualified tax advisor, legal advisor, CPA, financial planner, or investment advisor pertaining to their individual situations. Posts by others that describe opinions, views, or experiences may not be representative or indicative of another's personal experience. Individuals or firms that have a business relationship with CIA or have a beneficial interest in commenting should be aware that they may have an obligation to disclose that relationship or interest in their posts. As always, CIA reserves the right to remove comments received from third parties based on its established criteria.

- CIA's social media programs may follow another user, share or provide hyperlinks to third-party content, and/or "like/favorite" third-party content. Doing so is intended to provide additional perspective and should not be construed as an endorsement of any services, products, guidance, individuals, or points of view outside of CIA. All content distributed through CIA's social media channels is intended for U.S. residents only.
- If you are a client of CIA, our social media platforms are not a substitute or conduit for communicating your financial objectives or changes in your financial situation. Please contact us and your advisor directly should you want to discuss your financial status, trades, accounts, etc. Your relationship is very personal and should be discussed confidentially and not on our websites, public or private.
- If you're a CIA client and have questions about your account or need assistance with an account transaction, please call us directly at 888-531-0018, or visit [www.yourwealth.com](http://www.yourwealth.com).

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