

# AIC and AAS Social Media Guidelines & Policies

**Use the guidelines and disclosures below when hosting a social media presence or activity.**

## **Social media guidelines:**

- Do not discuss specific account or customer service matters.
- Do not post personal information about yourself that you wouldn't want others to see.
- Never disclose account or other personal financial information.
- Should you have questions about your account or investments, please contact us directly.

Information posted to AIC, AAS or our financial professional's social media pages by third parties or links to third-party sites are not created or endorsed by AIC, AAS or our financial professionals. The information on these third-party sites is believed to be from reliable sources; however, their accuracy cannot be guaranteed.

All of the endorsements and/or client testimonials posted on these pages are unpaid and unsolicited. The experiences and views shared do not necessarily represent the perspectives or experience of all clients. Any review or discussion of individual and/or performance or results should not be construed as indicative of the experience of all clients, nor does it offer any assurance or indication of future results.

AIC, AAS and our financial professionals are not affiliated with any social media company and do not expressly or implicitly adopt or endorse any of the expressions, opinions or content posted by fans or any third parties on our social media pages. AIC, AAS and our financial professionals do not control, serve, adopt or endorse any advertising, messages or content that any social media company may publish on its site. AIC and AAS do not adopt or endorse any products, services, advertisements, recommendations or statements, or any other content that may appear on social media sites. No part of our social media page is intended to make a recommendation or state a testimonial for or about a security, service or product, or to provide investment, tax, legal or any other advice.

## **Commenting Guidelines**

Our social media page is a place for you to learn more about personal finance and to access content from our company. While we are pleased to be on social media, keep in mind that communications in our industry are highly regulated. We may, in our sole discretion, remove comments or fans for a variety of reasons. We will remove spam and treat as spam a high number of messages on the same topic. We will also remove comments that are unlawful, abusive, defamatory to others, offensive or that contain profanities.

- Keep it on topic; We request that you keep your comments within the purposes of our social media page.
- Keep away from: In your comments, please avoid advocating for or against specific securities or investments. Please stay away from discussions about investment advice or trading strategies.

Opinions, statements or views posted by third parties are communications by the persons posting them, and they are not adopted or endorsed by Ameritas Investment Company, LLC (AIC), Ameritas Advisory Services,

LLC (AAS) or any of its financial professionals. Posts by others that describe opinions, views or experiences may not be representative or indicative of another's personal experience. Individuals who have a business relationship with AIC, AAS or other beneficial interest in commenting should be aware that they may have obligations to disclose that relationship or interest in their posts.

We provide limited customer service through our social media site. For account-specific customer service, please contact our office directly. You should never post personal, account or transaction information anywhere that is publicly visible on our Fan Page.

## **Disclaimer**

This information is intended to be educational and is not tailored to the investment needs of any specific investor.

Our financial professionals offer securities through Ameritas Investment Company, LLC (AIC), Member FINRA/SIPC. Investment advisory services are offered through Ameritas Advisory Services, LLC (AAS) or, in some cases, a third-party RIA. Our financial professionals may offer insurance and other financial services under their own Doing Business As (DBA) name. AIC and AAS are not affiliated with the financial professional's DBA name or any other third-party entities mentioned within their social page.

Products and services are limited to residents of the states where the financial professional is registered. Content posted is not an offer of securities in any jurisdiction, nor is it specifically directed to a resident of any jurisdiction. Representatives of AIC and AAS do not provide tax or legal advice; please contact your tax advisor or attorney regarding your situation.

Neither AIC, AAS or any of our financial professionals are authorized to solicit brokerage products or advisory services outside the U.S. and our social media page is intended for U.S. persons only.

Neither AIC, AAS or any of our financial professionals have been involved in the preparation of the content supplied at the unaffiliated sites and do not guarantee or assume any responsibility for its content.

Third-party marks appearing herein are the property of their respective owners.

Guarantees are subject to the claims-paying ability of the issuing insurance company.

Investing involves risk, including risk of loss.

Past performance is no guarantee of future results.

*Before investing, consider the investment objectives, risks, charges and expenses of the fund, 529 plan or annuity and its investment options. Contact your financial professional for a prospectus, official statement or fact kit or, if available, a summary prospectus containing this information. Please read it carefully before investing.*