

SOCIAL MEDIA COMMUNITY GUIDELINE

Thank you for partnering with Hanmi Bank. When posting about a Hanmi-sponsored event, partnership, donation, or community activity, please follow these guidelines so your audience connects with the official Hanmi Bank social media channels.

01 TAG THE RIGHT HANMI ACCOUNT

Only tag Hanmi Bank's official social media accounts:

LINKEDIN

Hanmi-bank

INSTAGRAM

Hanmi_official

YOUTUBE

@HanmiBankUS

Important: Do not assume an account is official because it uses the Hanmi Bank name, logo, or similar branding. Hanmi has identified fraudulent Instagram and Facebook accounts impersonating the Bank, including an instance where legitimate partner organizations tagged an impersonating account.

02 BEFORE YOU POST

- ✓ Tag only the official Hanmi Bank accounts listed above.
- ✓ Verify that Hanmi Bank's name and logo are used correctly.
- ✓ Confirm event, sponsorship, and partnership details are accurate.
- ✓ Avoid statements that could suggest a Hanmi endorsement, product offering, or relationship beyond the partnership.

03 NOT SURE? LET US REVIEW IT

You are welcome to send your proposed post to Hanmi Bank Corporate Marketing before publication.

Send to: marketing@hanmi.com

Subject: Social Media Post Review | [Organization Name]

Please include the caption, image or creative, platform, and planned publication date.

04 SEE A SUSPICIOUS HANMI ACCOUNT?

If an account appears to represent Hanmi Bank but does not match the official account information above:

- Do not tag, share, or engage with the account.
- Notify Hanmi Bank Corporate Marketing at marketing@hanmi.com.