



LinkedIn®

Action	SMST Linked	Not SMST Linked
“Follow” another LinkedIn account	✓ YES	✓ YES
Comment on any post	✓ YES	✗ NO
Post or repost any other post	✓ YES	✗ NO
“Like” any post	✓ YES	✗ NO
- All posts on LinkedIn are considered business-related. If your LinkedIn account is not linked to Cetera’s Social Media Supervision Tool (SMST), you cannot comment, like, or post anything. - If your LinkedIn is linked to Cetera’s SMST, you can post to your LinkedIn either directly on your LinkedIn account or through the SMST in Pinpoint. NOTE: if your post is securities-related, it MUST be submitted via the SMST in Pinpoint.		

facebook

Action	SMST Linked	Not SMST Linked
“Follow” another Facebook profile/friend	✓ YES	✓ YES
Comment on any securities/business-related post	✓ YES	✗ NO
Post or repost any securities/business-related post	✓ YES	✗ NO
“Like” any securities/business-related post	✓ YES	✗ NO

Other Social Media

Action	SMST Linked	Not SMST Linked
“Follow” another profile/connection	✓ YES	✓ YES
Comment on any securities/business-related post	✓ YES	✗ NO
Post or repost any securities/business-related post	✓ YES	✗ NO
“Like” any securities/business-related post	✓ YES	✗ NO

Securities/Business-Related: This means anything that is securities or advisory-related or was posted by a securities-related or advisory-related entity. For example: you cannot use your personal social media to like or comment on a post by another registered representative’s business page. However, you can use your personal social media page to comment or repost on a NON-securities-related business. For example: you can use your personal social media to list or comment on a post by your local coffee shop. **When in doubt, please contact compliance@prosperityadvisors.com.**