

**CENTRAL BANK OF THE REPUBLIC OF TURKEY PRESS RELEASE**

**Central Bank of the Republic of Turkey to use social media accounts for financial education purposes**

The Central Bank of the Republic of Turkey (CBRT) will use social media accounts to facilitate financial education. This step is being taken in accordance with the framework set out in the Prime Ministry Circular on “Financial Access, Financial Education and Financial Consumer Protection Strategy and Action Plans” (1) of 5 June 2014.

The Prime Ministry Circular entrusts the CBRT with the authority to serve as the coordinator/responsible institution for:

- a) *Fostering the Habit of Saving and Encouraging the Use of the Kuruş (Turkish lira coins), and also*
- b) *Financial Education for Media Members.*

Accordingly, the CBRT has already opened the following social media accounts:

**Twitter:** [@Merkez\\_Bankasi](#) (in Turkish) and [@CentralBank\\_TR](#) (in English),

**Facebook:** [Türkiye Cumhuriyet Merkez Bankası](#),

**YouTube:** [Türkiye Cumhuriyet Merkez Bankası](#) ,

**Flickr:** [Türkiye Cumhuriyet Merkez Bankası](#)

The CBRT will be sharing social media content only via the above-mentioned social media accounts. It is strongly advised not to rely on social media messages that appear to be posted on behalf of the CBRT or CBRT authorities, yet are posted on accounts other than those listed above.

The Bank’s reputation and moral personality have legal protection under Article 68/III(a) of the CBRT Law No.1211<sup>(2)</sup>. It is of utmost importance that social media users consider this provision as a legal requirement while posting messages related to the CBRT.

**Contact:** For further information on the use of social media, please contact Press Secretary Yücel Yazar Tel No: +90 (312) 507 5656.

## **Notes to Editors:**

<sup>(1)</sup> The Prime Ministry Circular No. 2014/10 on “Financial Access, Financial Education and Financial Consumer Protection Strategy and Action Plans”, published in the Official Gazette No. 29021 of 5 June 2014, may be accessed [here](#). The Financial Education Action Plan for 2014-2017 may be accessed [here](#).

<sup>(2)</sup> The CBRT Law may be accessed [here](#).

## **CENTRAL BANK OF THE REPUBLIC OF TURKEY**

### **PRINCIPLES FOR THE USE OF SOCIAL MEDIA**

#### **A. TWITTER**

1. The official Twitter accounts of the Central Bank of the Republic of Turkey (CBRT) are [@Merkez\\_Bankasi](#) (in Turkish) and [@CentralBank\\_TR](#) (in English).
2. Twitter accounts are primarily intended for informational purposes in the form of one-way communication.
3. Being followed does not imply follow-back. Users may be followers of the CBRT’s Twitter account(s), yet this does not mean that they will be followed back by the CBRT.
4. The CBRT may retweet third party content that may be of interest to its followers and/or other Twitter users. However, retweets of third party content do not necessarily reflect the CBRT’s official view.
5. The CBRT accepts no responsibility for lack of service due to Twitter downtime.
6. The CBRT does in no way provide any response through Twitter to enquiries, comments and/or criticisms posted on this platform. Users should direct enquiries, comments and/or criticisms to the CBRT via the communication form provided on the Bank’s website.
7. Posts, comments and/or assessments by the CBRT staff on social media accounts other than CBRT’s official Twitter accounts reflect the opinions only

of the users. The CBRT does not accept legal responsibility for such comments and/or assessments.

## **B. FACEBOOK**

1. The screen name of the CBRT's Facebook account is *Türkiye Cumhuriyet Merkez Bankası*.
2. The Facebook account is primarily intended for informational purposes in the form of one-way communication.
3. Being followed does not imply follow-back. Users may be followers of the CBRT's Facebook account, yet this does not mean that they will be followed back by the CBRT.
4. The CBRT may share third party content that may be of interest to its followers and/or other Facebook users. However, sharing third party content does not necessarily mean that the content reflects the CBRT's official view.
5. The CBRT accepts no responsibility for lack of service due to Facebook downtime.
6. The CBRT does in no way provide any response through Facebook to enquiries, comments and/or criticisms posted on this platform. Users should direct enquiries, comments and/or criticisms to the CBRT via the communication form provided on the Bank's website.
7. Posts, comments and/or assessments by the CBRT staff on social media accounts other than the CBRT's official Facebook account reflect the opinions only of the users. The CBRT does not accept legal responsibility for such comments and/or assessments.

## **C. YOUTUBE**

1. The screen name of the CBRT's YouTube account is *Türkiye Cumhuriyet Merkez Bankası*.
2. The YouTube account is primarily intended for informational purposes.

3. Users may subscribe to the CBRT's publications through its YouTube account, yet this does not mean that the CBRT will subscribe to the publications of those users.
4. The CBRT accepts no responsibility for lack of service due to YouTube downtime.
5. Posts, comments and/or assessments by the CBRT staff on social media accounts other than the CBRT's official YouTube account reflect the opinions only of the users. The CBRT does not accept legal responsibility for such comments and/or assessments.

#### **D. FLICKR**

1. The screen name of the CBRT's Flickr account is *Türkiye Cumhuriyet Merkez Bankası* and the domain name for this account is [http://www.flickr.com/photos/merkez\\_bankasi/](http://www.flickr.com/photos/merkez_bankasi/).
2. The Flickr account is primarily intended for the CBRT to provide the public with visual elements. The copyright or the right of use of the visual elements posted on the CBRT's Flickr account belongs to the Bank. Yet, users do not have to obtain authorization from the CBRT for the use of these visual elements.
3. Being followed does not imply follow-back. Users may be followers of the CBRT's Flickr account, yet this does not mean that they will be followed back by the CBRT.
4. The CBRT accepts no responsibility for lack of service due to Flickr downtime.
5. Posts, comments and/or assessments by the CBRT staff on social media accounts other than the CBRT's official Flickr account reflect the opinions only of the users. The CBRT does not accept legal responsibility for such comments and/or assessments.