GoChipCard.com Sharing Guidelines

This document is intended to provide recommended language, resources and guidelines for sharing GoChipCard.com via social media and through PST and EMV Migration Forum member websites. Any questions regarding this content or sharing recommendations for GoChipCard.com can be sent to Adrian Riley, ariley@montner.com.

Member Company Websites

(Note: Full sized images are attached as individual files in the email; if you did not receive the email with attachments, email ariley@montner.com for attachments)

Audience	Logo	Text	Notes
Consumer	G CHIPCARD	GoChipCard.com is the official, go-to resource for consumer education on chip cards. Want to learn what chip cards are and why you're getting them? Want to learn how to use them in stores? Visit www.gochipcard.com.	The consumer logo should have a light green chip; Hyperlink the logo to www.gochipcard.com
Merchant	G CHIPCARD	GoChipCard.com is the official, go-to resource for merchant education on chip cards. Learn more about chip cards, the October 2015 fraud liability shift, and how to educate your employees and customers at www.gochipcard.com.	The merchant logo should have a gold/yellow chip; Hyperlink the logo to www.gochipcard.com/merchant
Issuer	G CHIPCARD	GoChipCard.com is the official, go-to resource for issuer education on chip cards. Learn more about chip cards, the October 2015 fraud liability shift, and how to educate your cardholders at www.gochipcard.com.	The issuer logo should have a light blue chip; Hyperlink the logo to www.gochipcard.com/issuer

Example for a consumer audience:

G CHIPCARD

GoChipCard.com is the official, go-to resource for consumer education on chip cards. Want to learn what chip cards are and why you're getting them? Want to learn how to use them in stores? Visit www.gochipcard.com.

Social Media

(Note: Research has discovered that images can result in an 85% interaction rate on Facebook and increased retweets by 35%. http://www.forbes.com/sites/johnrampton/2014/09/22/7-free-ways-for-boosting-your-social-media-engagement/)

Outlet	Messages (apply to all outlets)	Hashtags & mentions	Links	Images	Notes
Twitter	GoChipCard.com is the official, go-to resource. GoChipCard.com answers essential questions on chip cards. For consumers: GoChipCard.com answers questions like "what is a chip card?" "Why are we getting them?" "How are chip cards used in stores?" Merchants/issuers: Learn more about chip cards, the October 2015 fraud liability shift, and how to educate your employees and customers at www.gochipcard.com.	#chipcard #chipcards #consumer #merchant #issuer @EMVForum	www.GoChipCard.com www.GoChipCard.com/issuer www.GoChipCard.com/merchant	Yes (attached in email)	#EMV is a good hashtag for issuer/merchant audiences, but not recommended for consumer Including an image accounts for ~20 characters
Facebook		Friend "Smart Card Alliance" and mention in your posts	www.GoChipCard.com www.GoChipCard.com/issuer www.GoChipCard.com/merchant	Yes (attached in email)	
LinkedIn		Not recommended	www.GoChipCard.com www.GoChipCard.com/issuer www.GoChipCard.com/merchant	Yes (attached in email)	
Pinterest		Not recommended	www.GoChipCard.com www.GoChipCard.com/issuer www.GoChipCard.com/merchant	Yes (attached in email)	
Instagram		#chipcard #chipcards #consumer #merchant #issuer	www.GoChipCard.com www.GoChipCard.com/issuer www.GoChipCard.com/merchant	Yes (attached in email)	#EMV is a good hashtag for issuer/merchant audiences, but not recommended for consumer

Examples (can be used as-is, or create original posts using the above guidelines)

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Twitter:

- Consumer:
  - Have you looked @ your credit/debit cards lately? #ChipCards are here in the US! Learn more at http://www.GoChipCard.com

- Issuer
  - GoChipCard.com/issuers has essential, need-to-know facts & downloadable resources for #issuers on #EMV #chipcards

- Merchant:
  - Looking for essential info & resources on #EMV #chipcards in the U.S. for merchants? Visit http://gochipcard.com/merchant/

Facebook:

- Merchant:
  - Are you a merchant? www.GoChipCard.com/merchant answers important questions surrounding the US migration to EMV chip cards and the October 2015 fraud liability shift!

- Consumer:
  - Get the facts! GoChipCard.com teaches consumers how to identify a chip card and a chip-enabled terminal, why they already have or will soon receive these cards for enhanced security, and how to use these new cards in stores with a simple, easy-to-remember three-step process.

LinkedIn:

(Merchant)

Title: Official go-to site for information on chip cards for merchants

Body: Are you a merchant? GoChipCard.com answers important questions surrounding the US migration to EMV chip cards and the October 2015 fraud liability shift!

Pinterest:

(Consumer)

GoChipCard.com is the official go-to resource on chip cards in the U.S. Learn what chip cards are, why we're getting them and how to use them in stores.

Instagram:

(Consumer)

GoChipCard.com teaches how to use #chipcards in stores!