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AIA Hong Kong
12/F, AIA Tower
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Hong Kong

Memo

Attn:	All EDD & Honourable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong)	From:	Victor Man
Copy:	Mr. Alger Fung / Ms. Amelie Shen / Ms. Amy Chan / Mr. Louie Ho / All Department Heads / ABDD Executives / CSBD Executives / Contact Centre	Dept:	Corporate Solutions
Date:	16 December 2025	Total pages:	2

Subject **(A251229) 重要通告 - 正確使用社群媒體**
Important Notice – Proper Use of Social Media

AIA 企業業務一直支持財務策劃顧問善用社群媒體拓展強積金商機，但在推廣業務同時，必須確保一切活動符合法規要求。近日，我們留意到營業團隊在社群媒體的運用上，出現未符指引的情況。現提醒大家必須嚴格遵守以下重點：

- **切勿使用未經授權的市場推廣物料**：嚴禁發布未獲公司核准的宣傳內容。
- **切勿自行摘錄或重製訊息**：不可從已核准的物料中擷取部分內容，自行拼湊或重新製作成新的推廣訊息。
- **切勿提供失實資訊**：確保所有發布的資訊準確無誤，絕不可誤導客戶。
- **使用完整核准版本**：分享推廣資訊時，必須使用已獲授權的完整版本物料。

為協助大家了解更多相關原則，請透過以下途徑參閱公司的社群媒體政策及其相關使用的工具：

友邦財務策劃顧問專頁 > 指南 > General Manuals>AIA HK Guideline

1. 社群媒體政策與準則（業務員）
2. 使用社群媒體的該做及不該做
3. 「如何在社群媒體正確地使用材料」一覽表

為保持業務操守的專業指標，公司亦會不時監察不同社群媒體，以保障財務策劃顧問及公司的利益。公司若發現懷疑違規情況將會主動調查，並呈交至公司市場操守委員會（MCC）作出審理。若查明屬實，相關財務策劃顧問或會受到懲處，罰則視乎違規嚴重程度而定。如發現沒有遵守《強積金條例》的情況**(例如：使用未經授權的市場推廣物料)**，公司亦會根據強制性公積金計劃管理局發出的 VI.2 註冊中介人操守要求指引向保險業監管局作出匯報。

如有任何查詢，歡迎致電 AIA 企業業務熱線 2100 1828 查詢。

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AIA Corporate Solutions fully support our Financial Planners in leveraging social media to explore MPF business opportunities, provided that such activities are conducted in a compliant manner. Recently, we have observed instances where the agency force has not adhered to the guidelines in their social media usage. We would like to specifically remind everyone to adhere to the following strictly:

- **Do not use unauthorized marketing materials:** It is strictly prohibited to publish promotional content that has not been approved by the company.
- **Do not excerpt or reproduce messages independently:** It is not permitted to extract portions from approved materials and compile or recreate them into new promotional messages.
- **Do not provide inaccurate information:** Ensure that all published information is accurate and must not mislead customers.
- **Use the full version of authorized materials:** When sharing promotional information, the full authorized version of the materials must be used.

To assist everyone in gaining a deeper understanding of the relevant principles, please refer to the company's social media policy and related usage tools through the following path:

eAC > Manuals > General Manuals > AIA HK Guideline

1) Social Media Policy and Guidelines (Agents)
2) Dos and Don'ts on Use of Social Media
3) Summary Table - How to Use Materials on Social Media

In upholding professionalism, the company will keep monitoring social media platforms to protect the interest of Financial Planners and the company. If the company notices any suspicious activity, such cases will be investigated and escalated to the Market Conduct Committee (MCC) for deliberation. If substantiated, the Financial Planner may be penalized depending on the severity of the misconduct. Should there be any identified failure to comply MPF Scheme Ordinance **(e.g. use of unauthorized marketing materials)**, the cases will be reported to the Insurance Authority according to the Guidelines VI.2 on Conduct Requirements for Registered Intermediaries issued by the MPFA.

Should you have any inquiries, please contact Agency Hotline at 2100 1828.

Yours faithfully,

Victor Man
Head of CS Business Development
(Agency Distribution) - Corporate Solutions

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