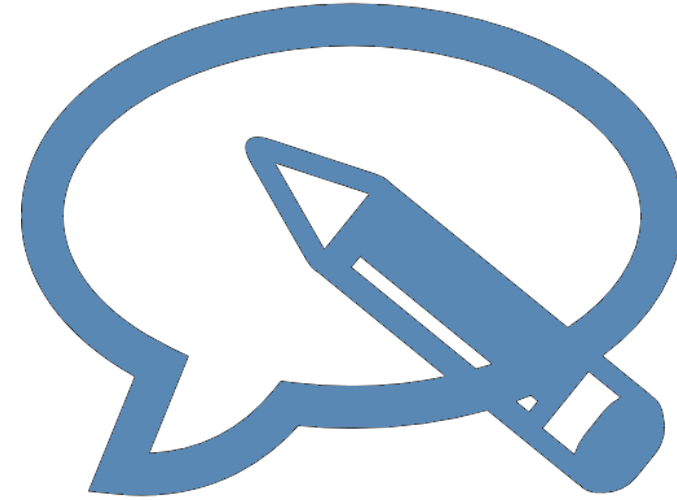




Dynamic Signal Employee Ambassador Guidelines



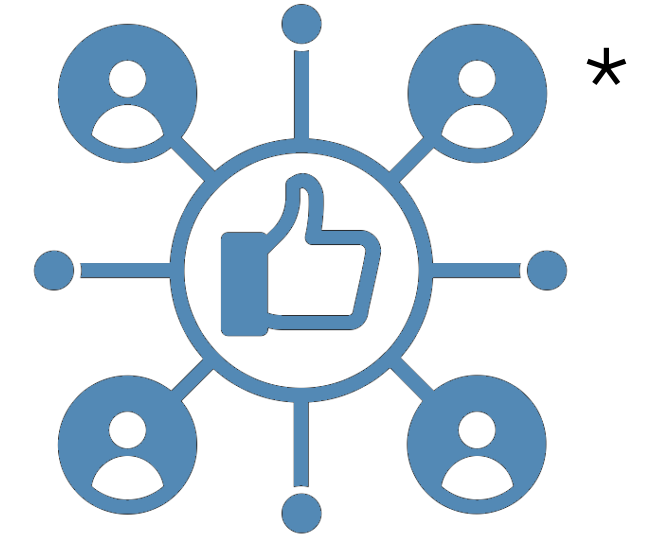
Always follow all GS social media company guidelines and policies.



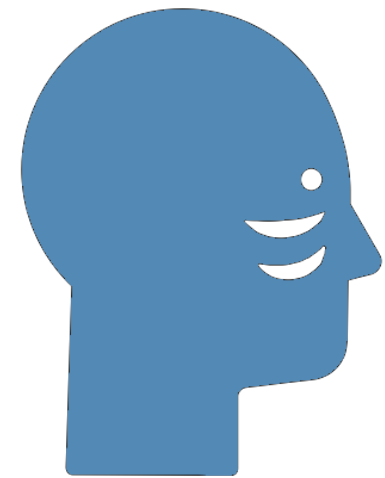
Be sure to slightly tweak the original commentary to make it personal while still adhering to best practice guidelines.



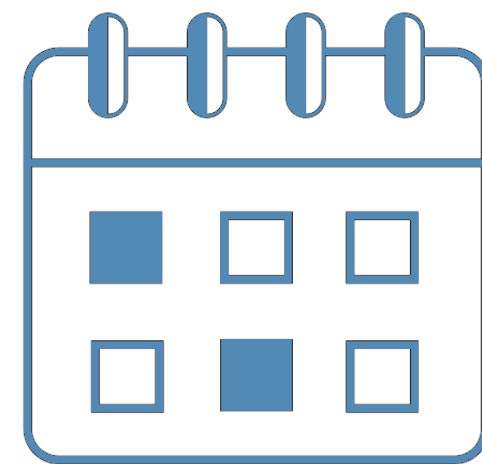
Double check formatting of posts to ensure repopulated images or links appear correctly.



Be cognizant of where you are sharing posts. Dynamic Signal allows you to share to multiple social platforms.



Be authentic. Make sure when customizing your commentary it feels human, helpful and honest.



When possible, leverage Dynamic Signal's scheduling tool so you can save time by having posts ready to publish.



From a timing perspective, do your best to stay consistent and establish a routine for sharing posts. For example, if you prefer to share during the morning be sure to stay on that schedule.



If you have a question about something, ask! Meghan Mazza and Alex Romano from Brand & Content Strategy and Thanya Polonio-Jones from EO Compliance are here to answer questions.

See where our Goldman Sachs interns hail from across the globe.

Read up on interview tips from my fellow recruiters at Goldman Sachs.

Learn about Goldman Sachs' partnership with Girls Who Code. These young women continue to inspire me.

Check out the latest Talks at GS with Malcolm Gladwell to hear his perspective on podcasting vs writing.

Find out why female role models are crucial for the next generation of business leaders.

Imagine a centralized repository of valuable information accessible by all employees—that's a data lake.

Was recently at Goldman Sachs' Disruptive Tech Symposium in London. Take a look at some of the exciting, innovative technologies poised for growth.

Notes on how to apply the above commentary guidelines:

- Bolded text indicates recommended intro phrasing for Dynamic Signal post commentary.
- Unbolded sentence completions which follow the bolded intros are *exemplary placeholders only* to demonstrate sample applications of these intros.

Nice to see my colleagues getting involved through Community TeamWorks and supporting local causes important to them.

Interesting find from Goldman Sachs Research on how online migration is paving the future of retail.

Reading about how China, India and Japan are making progress in renewable energy. Impressive stats.

Here are a few helpful tips and entrepreneurial advice from our 10,000 Small Businesses graduates.

Enjoyed this podcast from my colleague Lisa Yang on how the music industry is poised for growth.

An inside look into culture at our firm and what life at Goldman Sachs is really like.

Notes on how to apply the above commentary guidelines:

- Bolded text indicates recommended intro phrasing for Dynamic Signal post commentary.
- Unbolded sentence completions which follow the bolded intros are exemplary placeholders only to demonstrate sample applications of these intros.

- **Do not** provide substantive commentary in relation to curated content
- **Do not** make it appear that you are speaking on behalf of the firm
- **Do not** provide advice, commentary or opinion on financial markets, securities, derivatives or other financial products, or the financial prospects of companies that issue those securities or products
- **Do not** mention company or organization names not included in provided curated content
- **Do not** use profanity or charged language
- **Do not** engage in political commentary