

CBA



Community Bankers
Association of Kansas

Social Media for Bankers: Risks, Best Practices, Compliance

WEBINAR OR ON-DEMAND WEB LINK
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12 - 1:30 pm PT
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Thursday, June 23, 2011

**600 million people spend an average of 55 minutes every day on Facebook.
Should your bank be there, too?**

Eighty-four percent of online consumers are active on social networks. Although only 11% are connected with their financial institutions on social networks, 36% are interested in doing so. So, what to do? Should your bank have a presence on social networks? What tactics will best position your bank as a “trusted friend” without exposing your bank to unnecessary regulatory and compliance risks? Will non-public information be safe from malware and hackers? If not, are you responsible? Learn what you need to know now to master the function and form of “social banking” in ways that won’t run afoul of bank regulators.

Continuing Education: Attendance verification for CE credits provided upon request.

HIGHLIGHTS



- Why social media matters: the business case
- What works and what doesn't: how banks use social media today
- Top 5 ways to bolster trust, brand, and customer engagement with social media
- Top 5 mistakes banks make with social media (strategy, roll out, and compliance)
- Top 5 elements of a bank social media policy
- Top 5 risks of social media and how to mitigate them

WHO SHOULD ATTEND?

This practical session is designed for bank officers and staff responsible for the ongoing strategic development, risk mitigation, and compliance of your bank’s online channel and website.

MEET THE PRESENTER

**Lee Wetherington, AAP,
Director of Strategic Insight, ProfitStars®**



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