



Your Social Media Communication Policy: Strategies to Protect Your Bank

WEBINAR OR ON-DEMAND WEB LINK
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Wednesday, December 14, 2011

12 - 1:30 pm PT
1 - 2:30 pm MT
2 - 3:30 pm CT
3 - 4:30 pm ET

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With social media being the fastest-growing communication medium today, it is essential to have strategies and policies in place to protect your bank. Regardless of whether you are actively participating in social media to promote and protect your bank's brand, your employees and customers are likely already on board. Because of this, you need to know how to effectively address this communication revolution. This webinar will teach you how to develop a social media strategy for business purposes, how to address social media's inherent risks, and how to implement security best practices to mitigate those risks.

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



HIGHLIGHTS

- Components to include in your social media policy
- Employee training on acceptable use: dos, don'ts, and best practices
- Tailoring a risk assessment for your social media environment
- Security controls to protect your financial institution, employees, and customers
- Tips to engage customers and create social media brand awareness

WHO SHOULD ATTEND?

This informative session is directed to fraud and risk staff, information security officers, IT administrators, marketing, and operations personnel.

MEET THE PRESENTER

**Debi Randol, Compliance Analyst,
Gladiator Technology**



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