

Social Media Rules: Risks & Records, Policies & Procedures

A web-based seminar

Thursday, September 9th, 2010,
9:00 AM–11:00 AM Mountain



WYOMING BANKERS ASSOCIATION

200 East 8th Ave.

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Program Content:

From Twitter and Facebook to YouTube and blogs, social media dramatically increases financial institutions' exposure to lawsuits, regulatory fines, security breaches, mismanaged business records, productivity drains, PR nightmares and other costly and protracted risks.

American Management Association/ePolicy Institute research reveals that employers increasingly are using social media policy to manage risk. In 2009, companies used written policy to control social media use during the workday (46%); discussions about the company on business-related social media sites (41%); posts about the company on personal networking sites (40%).

Learn how a strategic social media policy program can help minimize risks to your financial institution, employees, and customers.

Covered Topics:

- Inappropriate Tweets & posts trigger lawsuits & regulatory audits. Establish content rules governing what employees may & may not write on business and personal networking sites.
- Unauthorized photos & videos cause humiliation & crush credibility. Use social media policy to address Blackberries & Smartphones, cameras & video recorders.
- Leaked secrets violate regulatory rules, blemish banks' reputations & sabotage careers. Protect bank secrets & customer financials with confidentiality rules.
- Courts & regulators view Tweets & posts as electronic business records. Learn how & why to preserve, protect & produce social media content.
- Content is key to compliance. Learn to write Tweets, posts & blogs that maximize communication & minimize compliance risks.
- Timely information, expert advice, best practices & social media policy tips that your bank can implement immediately.

Presenter:

A recognized expert on workplace e-mail policy, management and communications, Nancy Flynn is founder and executive director of The ePolicy Institute™. The ePolicy Institute is dedicated to helping employers limit e-mail risks, including litigation and regulatory investigations, through effective e-mail policies, training programs, and technology tools.

Nancy Flynn is the author of 10 books published in 7 languages, including The e-Policy Handbook, E-Mail Rules, Blog Rules, Instant Messaging Rules, E-Mail Management, and Writing Effective E-Mail.

Nancy Flynn is an in-demand speaker, trainer, and seminar leader with clients worldwide. She has conducted onsite and online training programs for banks, financial services firms, and other clients in North America, Europe, the Middle East, Asia, Australia, and the Caribbean. She also serves as an expert witness for law firms and the federal government in e-mail-related litigation.

Since 2001, Nancy Flynn's ePolicy Institute has collaborated with American Management Association on an annual survey of e-mail and Internet policies, procedures, and best practices.

A popular media source, Nancy Flynn been interviewed by thousands of media outlets including Fortune, Forbes, Time, NewsWeek, BusinessWeek, Wall Street Journal, US News & World Report, Financial Times, USA Today, Readers Digest, Independent Banker, New York Times, National Public Radio, CBS Early Show, ABC World News with Diane Sawyer, CNBC, CNN Anderson Cooper 360, and Fox Business News among others.

Who Should Attend:

This program is a must for anyone who networks for business or personal reasons. Essential for any bank that operates a business blog or has a company presence on Facebook today—or is considering networking tomorrow. Vital for any institution that wants to know what employees, customers & competitors are saying online. HR, IT, legal & compliance may have a particular interest.

Registration Fee:

\$255 per web connection, per session. Additional branches will receive a reduced rate of \$150!

Cancellation Policy:

Refunds will be given only for cancellations received in written form 3 business days prior to the program. If your bank is unable to participate after registering, you can also select to receive an audio CD plus a special password to see the information online of the seminar at no additional charge.

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For assistance, please call Cheryl Johnston, (307)638-5008