

Social Media for Bankers

WEBINAR – ON DEMAND WEB LINK & FREE CD ROM

Tuesday, March 2, 2010

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

*350 million people are on Facebook, and half are over the age of 35.
Should your bank be there too?!*

With over 70% of banking occurring outside the branch, the online channel dominates. Nothing is growing faster than social networking sites like Twitter and Facebook. What started as a venue for Gen Y'ers has quickly become a cross-generational meeting place, one many believe will soon be a destination for commerce and payments. So should your bank have a presence on social networks? What tactics will best position your bank as a "trusted friend" without exposing it to unnecessary regulatory and compliance risks? Will non-public information be safe from malware and hackers? If not, are you responsible? Learn how to master the function and form of "social banking" in ways that won't run afoul of 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,
Director of Strategic Insight, ProfitStars**



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