
New FFIEC Social Media Guidance: Regulatory Compliance, Risk Assessment & Examiner Expectations



Monday, FEBRUARY 24, 2014

2:00 pm – 3:30 pm Central

Social media is one of the hot technologies banks are looking to implement or expand over the next three years. Financial institutions use social media in a variety of ways including advertising and marketing, providing incentives, facilitating applications for new accounts, inviting feedback from the public, engaging with existing and potential customers, receiving and responding to complaints, and providing loan pricing. Since this form of customer interaction tends to be both informal and dynamic, and may occur in a less secure environment, it can present some unique challenges.

Consequently, on December 11, 2013 the federal agencies worked together to issue joint Social Media Guidance. To meet regulator expectations, financial institutions are expected to manage potential risks associated with social media usage and access. The Guidance is intended to help understand potential consumer compliance issues as well as legal, reputational and operational risks. Expectations for managing those risks is also covered. This webinar will outline what community banks should do to comply with this new Guidance as they roll out or expand social media usage. Consideration for conducting risk assessments and crafting and evaluating policies and procedures regarding social media will also be addressed.

HIGHLIGHTS

- Examine the FFIEC Social Media Guidance
- Conduct a Risk Assessment on Social Media
- Review Social Media Policy
- Auditing Social Media

- **TAKE-AWAY TOOLKIT**
 - Sample Social Media Policy Template
 - Employee Training Log
 - Quiz you can administer to measure staff learning and a separate answer key

Attendance verification for CE credits provided upon request.

WHO SHOULD ATTEND?

This informative session is best suited for Chief Operation Officers, Chief Executive Officers, Chief Risk Officers, Social Media Personnel, Marketing, Chief Information Officers, Chief Technology Officer, Information Security Officers, Chief Auditors, Chief Compliance Officers, Operations Officers, Board of Directors, IT Personnel, anyone responsible for audit.

ABOUT THE PRESENTER – Dr. Kevin Streff, Secure Banking Solutions

Dr. Streff is the Director of the Center for Information Assurance at Dakota State, which has been recognized by the National Security Agency and The Department of Homeland Security as a national center of academic excellence in information assurance. Dr. Streff has extensive knowledge of the financial services industry, including banking, insurance, and credit operations, and speaks nationally on security issues and solutions relevant to small and medium-sized financial institutions. He is the founder and managing partner of Secure Banking Solutions, a security consulting firm focused on improving security in financial institutions across the country. Dr. Streff is also President of InfraGard - South Dakota, a partnership program between private industry and the U.S. government (represented by the FBI). He has testified to Congressional committees on behalf of small and medium-sized financial institutions regarding cyber security issues affecting their organizations.

THREE REGISTRATION OPTIONS

1. LIVE WEBINAR

Member Price \$230
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NonMember Price \$350

Options 1 and 2

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***CD ROM for Mac and PC use only**

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- **By Mail:** Community Bankers Financial Education, 455 S. Junction Road, Suite 101, Madison, WI 53719
- By Fax: 608 / 833-8114 QUESTIONS - call 608/ 833-2384
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