

Your Social Media Communication Policy: Strategies to Protect Your Bank

WEBINAR OR ON-DEMAND WEB LINK
(LINK INCLUDES FREE CD ROM)

Wednesday, December 14, 2011

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

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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**To view prices or register please return to the
webinar listing page, and click on the link to register.**

Community Bankers Association of Oklahoma REGISTRATION FORM

Date of Seminar	Name of Seminar	Live Webinar \$230	On-Demand Link & Free CD Rom \$230	Both Live Webinar & On-Demand Link (includes free CR Rom) \$350	TOTAL
					\$

***CD Rom for pc use only**

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**Hook up instructions and seminar materials will be emailed approximately
7 days prior to the seminar.**

**REGISTRATION AND PAYMENT INSTRUCTIONS – Please note invoices are not provided.
Mail registration form and check made payable to:**

Financial Education and Development, Inc., P.O. Box 1780, Helena, MT 59624

Fax registration form, including credit card number to (406) 442-2357.

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***NOTE: It is best to have all payments and registrations to us 10 days prior to the seminar to ensure timely receipt of hook up instructions and handout materials. We will do our best to accommodate late registrations.**

FOR QUESTIONS EMAIL: CBAO@financialedinc.com

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