

# Social Networking

## When the Socializing Ends and Compliance Issues Begin

Webinar • August 23, 2010, 1:30-3:30 CT

*There are a lot of presentations focused on the marketing benefits, but there are significant risks and compliance issues that aren't being discussed. Join us as we explore some of the potential risks and compliance issues associated with the social media craze.*

More and more employees are tweeting or using their Facebook page to keep in contact with friends and business associates. Businesses also are discovering social media as a marketing tool and a useful means for maintaining customer contacts. But along with the benefits, serious dangers are lurking. Fraudsters, hackers, and identity thieves also have discovered the benefits of this media.

There are a lot of presentations focused on the marketing benefits of social networks, but there are significant risks and compliance issues that aren't being discussed.

Whether or not your institution has established a social network presence or not, chances are your employees and customers are tweeting or are on Facebook, so join us for this presentation as we explore some of the potential risks and compliance issues associated with the social media craze.

### Highlights

- Taking a look at social networks
- Identifying the potential benefits and risks
- Controlling employee usage
- Protecting your bank and its customers from attacks
- Ensuring that employees don't create liability
- Risk mitigation strategies

### Presenter

**Susan Orr, CISA, CISM, CRP**, is an industry expert with vast regulatory, risk management, and security knowledge. During her 14 years as bank examiner, Orr held numerous lead positions including regional IT examination specialist, special assistant to the regional director, and special assistant to the vice chairman of the FDIC. Orr was lead instructor for the FDIC's technology school. She currently consults for security providers and performs IT security/regulatory reviews for financial institutions.

### Audience

Senior management, compliance officers, risk management officers, internal auditors, marketing, and HR.

**CE Applied:** 2.5 hours of CRCM/CFSSP/CFMP credit with the Institute of Certified Bankers

**CE Awarded:** 2 hours of credit with the Texas State Board of Public Accountancy

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