Alabama Bankers Association Education

Compliance and Legal Implications with Social Networking and Media

A web-based seminar

Tuesday, March 23rd, 2010, 10:00 AM–12:00 PM Central

Program Content:

Is your institution taking a leading role and jumping into new channels of communication, such as Facebook, LinkedIn, blogs, and Twitter? Or are you taking a wait-and-see approach to see how things will shake out? Taking the defensive approach might not be the best move, since the most sought-after demographic, young affluent professionals, are proficient in these communication channels and have come to expect their financial institutions to reach out in these new and exciting ways.

Besides, you may already have a presence and not even know it. Do your employees mention your institution on their own web pages or tweets? Are you even aware of what is being said about your institution on these new channels? And what about the compliance implications?

Technology has always been in front of regulation, so we have to adapt current regulatory requirements to these new methods of communication. Do you have a risk management review process that accounts for these types of communications? We'll talk about the challenges that should be addressed when considering social media as a customer service tool within your institution, as well as giving you the awareness as to how to handle these issues now and in the future.

Covered Topics Include:

- Advertisement requirements in Regs Z, DD, FDIC membership, FHA, and non-deposit retail investment, as well as fair lending implications
- Record retention and management - what do we have to retain here?
- Information security issues - protecting customer information, phishing attacks, and fraud/ID theft
- Payment channels - this is closer than you think
- Developing policies and procedures around employee and sales staff usage
- Issues to consider when employees act on their own
- Public ratings of how your bank is viewed in cyberspace

Presenter:

Carl Pry is a Certified Regulatory Compliance Manager (CRCM) and Certified Risk Professional (CRP) who is a Vice President and Compliance Manager for a large financial institution in Ohio. Through his working career, as well as through his experience as a banking attorney and officer, he has provided a variety of regulatory compliance and financial performance services to financial institutions and other clients throughout the country. He has written extensively regarding consumer and commercial compliance, tax, audit, and financial institution legal issues, and is a frequent contributor to and currently serves on the Editorial Advisory Board for the ABA Bank Compliance magazine. He has spoken at dozens of banking, compliance, and state bar associations, and has conducted training sessions for financial institutions across the country.

Who Should Attend:

Anyone at your institution that has a hand in how social media and networking contributes to your institution's image and bottom line, including compliance officers, counsel, marketing, sales staff, IT, and senior management will be particularly interested in this webinar's material.

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.

If you are unable to attend the webinar but would like to have this information for training purposes, you may also purchase an audio CD, handout materials and a password to view the information online.

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