

Social Media for Bankers

Tuesday, March 2, 2010

3:00 pm – 4:30 pm Eastern

WEBINAR – ON-DEMAND WEB LINK & FREE CD ROM

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.

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

WHY SHOULD YOU PARTICIPATE?

This session is a cost-effective way to evaluate social media from a strategic, marketing, and risk perspective. You may train as many individuals as you like for one set price. There will be no travel costs, no time lost from work, and no one will be required to leave the institution.

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.

PLEASE NOTE: Your registration fee allows you to have **one telephone connection**. However, as many people as you like may listen from your office speaker phone. If you register for the webinar, your registration fee also includes **one internet connection** from a single computer terminal.

ABOUT THE PRESENTER – Lee Wetherington, Director of Strategic Insight, ProfitStars®

Lee Wetherington is Director of Strategic Insight for ProfitStars, a division of Jack Henry & Associates, Inc.®, and provider of best-of-breed solutions that improve the performance of community banks using any core system. Lee directs the development of actionable insight and strategy for the financial services industry. To this end, he develops programs, presentations, and articles designed to orient and educate financial institutions on the trends and implications of new technologies. He delivers keynotes nationwide and serves as the Technology Faculty Chair for several regional banking schools.

In addition, Lee has authored numerous articles for financial trade periodicals, including Independent Banker and ABA Bank Marketing. He received bachelor degrees in Economics and English from Duke University in 1990. In 1995, he earned the distinguished Accredited ACH Professional (AAP) certification from the National Automated Clearing House Association (NACHA).

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