

Social Media ã a Need or a Want



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Disclaimer

Any and all opinions and statements are my own and do not represent my employer, TD Bank.

Customer Engagement

■ Core is the CUSTOMER

- Four ways the customer interact with business
 - Provide information
 - Transact business
 - Obtain account status
 - Resolve issues

- Channels of Communication
 - Branch
 - Online banking
 - Phone
 - Mobile
 - Social Media



Strategy of Social Media

Allowing you to **Listen**, **Respond** and **Engage** with your clients
Implement technology and establish process to enable, control and support and effectively sustain the Social Media presence and sustainability within the platform

Social Media is not just for marketingõ who else is using Social Media within the business?

- ❑ Human Resources, Sales, Customers, Research & Development and the entire work force



KitchenAid
@KitchenAidUSA

Obamas gma even knew it was going 2 b bad! 'She died 3 days b4 he became president'. #nbcpolitics



KitchenAid
@KitchenAidUSA



Deepest apologies for an irresponsible tweet that is in no way a representation of the brand's opinion. #nbcpolitics

Reply Retweet Favorite



The Associated Press
@AP



Breaking: Two Explosions in the White House and Barack Obama is injured

Reply Retweet Favorite Buffer More

3,242
RETWEETS

153
FAVORITES



Old Logo



New Logo



New Old Logo



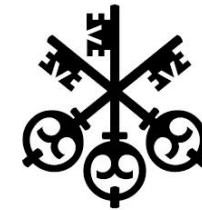
Companies Already Using Social Media



- Morgan Stanley allows their financial advisors to utilize Social Media. They rolled out the use of LinkedIn and Twitter in 2011.



- Wells Fargo entered the Social Media space in 2006 with a corporate blog. They have recently set up a command center dedicated to monitor activity on all social media verticals i.e. Facebook, Twitter and YouTube.



UBS

Bank of America



- Bank of America, UBS and Merrill Lynch all allow their financial advisors to engage in Social Media.

What's the Risk?

- IP Loss
- Sensitive Data
- Reputational Risk
- Financial Risk
- Doing Nothing



Enforcement of Policies and Governance

Topic	Requirement and Recommendation
Policies and Procedures	FINRA
Training	FINRA
Record Retention & Archiving	SEC Rules FINRA
Risk Management	FFIEC

Technology Solutions

Archiving & Compliance Providers:

- Tools to facilitate capturing, and storing social communications for regulatory compliance
- Tools to control and prevent violations
- Integrations with existing archive platforms

The logo for actiance, featuring the word "actiance" in a bold, black, sans-serif font. A small red square is positioned above the letter 'i', and a trademark symbol (TM) is located at the end of the word.

Content Management Providers(SMMS)

- Tools to facilitate centralized and robust user interactions on social networks
- Implements workflow to allow review and moderation of content
- Central library for pre-reviewed and approved content



Monitoring & Analytics

- Tools to listen, monitor and engage in conversations in the social space
- Identify PR issues/Negative events
- Platforms to respond and engage in Customer Relationship Management (CRM)

The logo for radian6, featuring the word "radian" in a grey, sans-serif font with a blue number "6" as a superscript. Below it, the words "social media monitoring" are written in a smaller, blue, sans-serif font.

Measuring Your Social Media Presences



Your Efforts	Measured Results	
Learning the platform Effectiveness of training Building up your page	# of Followers # of Friends # of Policy Violations	# of Posts # of Tweets
Types of content that drives the most interest User activity and pattern of use	# of Links visited # of Inquires # of Issues/Problems	
Responding to customer feedback Customer Sentiment	# of Mentions # of Re-tweets	# of Shares # of Comments

Social Media Dos and Don'ts



Do

- ✓ You can post content on your wall
- ✓ You can receive endorsements from independent 3rd party sites.
- ✓ You can accept recommendations from independent 3rd party sites

Don't

- ✗ Use promissory language
- ✗ Use unjustified language
- ✗ Give personal endorsements
- ✗ Collect any personal information
- ✗ Import or export contact list from Social Media sites

Federal Financial Institutions Examination Council

FFIEC's 7 Points to Proper Social Media Guidance

1. A Corporate Governance Structure
2. Policies and Procedures around Social Media usage
3. Social Media training
4. Managing relationships with 3rd party providers of Social Media
5. Oversight and Monitoring Process
6. Audit and Compliance functions
7. A program to evaluate effectiveness of the Social Media program

Questions?



Contact Information

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