

## Social Media Nightmares & How to Protect Your Credit Union



In a recent survey conducted by EvalsRus.com, 74% of financial institutions surveyed did not have a satisfactory social media policy, ensuring protection of their credit unions, employees, and most importantly, their members. 81% of those surveyed do not have a Facebook page, while 98% do not have a Wikipedia page.

Let's say you're the top 20% of credit unions that do have a social media policy.

Do your employees know it? Have they been trained on it? Have they been tested on it? And are you sure they understand their social media responsibility to the credit union? You have heard the horror stories of social media nightmares; with this program you can avoid the risk of being unprepared.



With this Webinar you will get

- The keys to developing a social media policy – regulators will be looking for one on their next visit
- The keys to developing an employee agreement – what it is and how it can protect you and your employees
- How to safely and easily track employees on Facebook, twitter and other social media sites
- How to use policies to eliminate HR nightmares that may arise from employees using of social media
- How to create a single policy that will outline all appropriate social media activity
- How to select those designated “social media official communicators” – ignore this idea at your own peril
- How to protect the credit unions reputation with a five step social media protection plan
- How to conduct employee training for social media
- Receive a FREE social media white paper reinforcing the important steps to follow in protecting your credit unions reputation, members and employees

As managers you will be taught what to look for to protect the credit union, how to coach employees about social media, and how to create the “shall and shall not’s of social media.”

Be current with the big boys, Coca Cola has more than just a social media policy. Coca Cola has an employee agreement, management training, employee training, and they clearly outline who can “officially” represent the company on social media sites. With this webinar you will have the tools to create a social media solution. With these ideas you can mirror, match and model Coca Cola’s social media strategy in order to protect your credit union.

**WEBINAR REGISTRATION FORM**  
**Social Media Nightmares and How to Protect Your Credit Union**  
**Presented by: Rory Rowland**

**July 20, 2010**  
**1:30 - 2:30 p.m.**

**\$129 per connection; handout materials provided**

**Please note:** Your registration fee allows you to have one telephone connection. 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.

Credit Union Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Registration Deadline: July 15, 2010**

Enclosed is a share draft/check in the amount of \$ \_\_\_\_\_ payable to PCUA for \_\_\_\_\_ # of registrants/connections.

Debit Credit Union Corporate Account # \_\_\_\_\_ ABA# \_\_\_\_\_  
in the amount of \$ \_\_\_\_\_ Authorized Signature \_\_\_\_\_

Visa          MasterCard    Account # \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ in the amount of \$ \_\_\_\_\_  
Authorized Signature \_\_\_\_\_

**Registration confirmations and sign in details will be emailed to attendees three days prior to session date.**

Registration information may be faxed to: 717-234-4463; or mailed to Pennsylvania Credit Union Association, 4309 N. Front St, Harrisburg, PA 17110. Payment must accompany registration. Faxed registrations require ACH or credit card information.

Cancellations received in writing seven or more days before the start of the program are eligible for a refund of the amount paid minus a \$50 administrative fee. Substitutions are welcomed and preferred. No refunds available after sign-in details have been sent.



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