







Social Media has transformed people from content readers into content publishers.

It is the **shift** from a broadcast mechanism to a **many-to-many model**, rooted in conversations between authors, people, and peers.

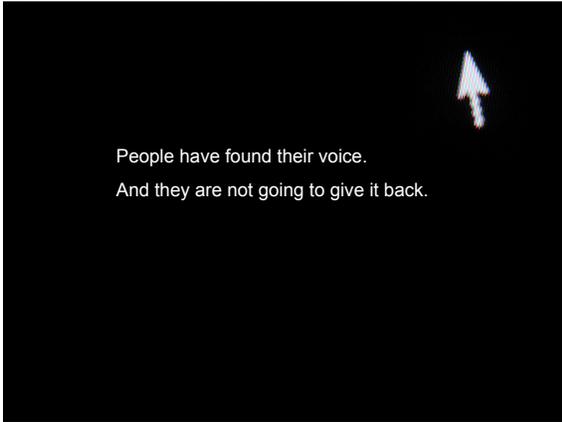
In layman's terms...it is blogs, vlogs, podcasts, forums, internet chat rooms, instant messaging, virtual realities, text messaging, social network sites, sharing sites, etc

It is the Age of Conversation.

Why does it seem so much louder?

- More people shouting
- More people actively listening
- Instantly shareable

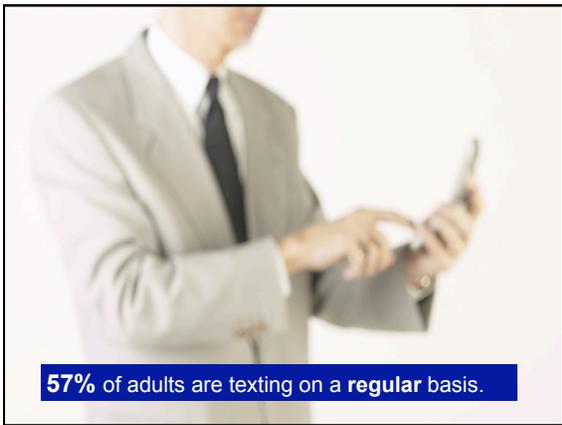




















And on a scale that is hard to fathom.



A way of connecting...not magic

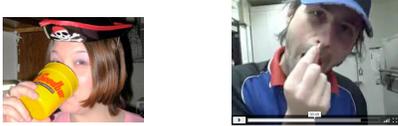


What matters

Your reputation, perhaps?

KeyInfluencer True confession but I'm in one of those towns where I scratch my head and say "I would die if I had to live here!" about 10 hours ago from [Twitter](#)

"Dan is [expletive] devastated about Dawkins signing with Denver. . Dam Eagles R Retarded!!"



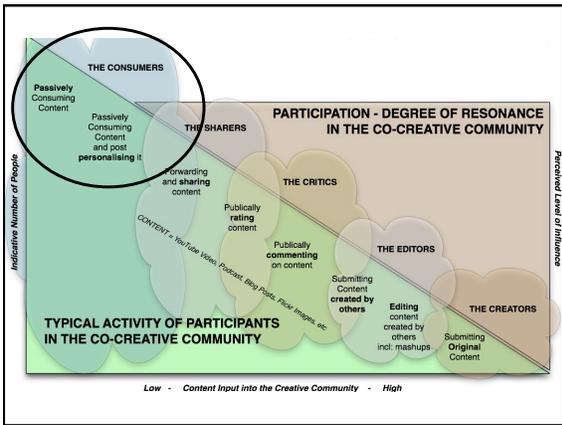
What kinds of issues will we be facing?

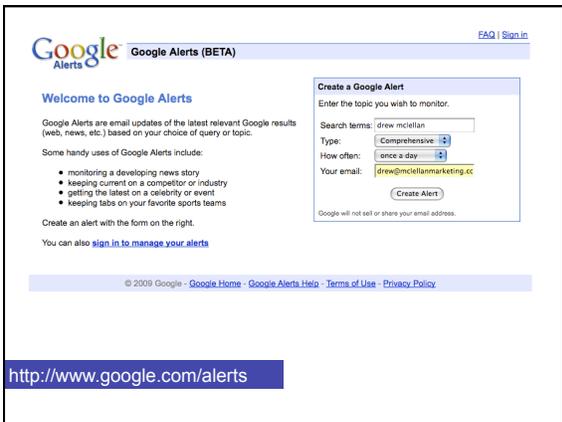
1. Can an employer restrict/limit what you say and do?
2. Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
3. Can a company require that you "friend" them?
4. Can we keep our personal and professional lives separate any more?

**One day soon...
social media policy**











But wait...what about compliance?

To assist bankers in ensuring ongoing regulatory compliance, the ABA Banking Journal released the following six social media compliance tips.



Conduct a compliance risk assessment.

A bank should specifically identify the compliance requirements that apply to the proposed activity and evaluate the compliance risks associated with those requirements.

Risks can originate from the statutory liability and regulatory penalties that are specified by law, or from reputational damage that could result from publicity of noncompliance.



Establish policies and procedures.

A bank should establish written policies and procedures for the activity that clearly outline the details of offering and ongoing servicing.

Every facet of the activity, from beginning to end, should be covered.

Establish controls to help address the risk identified in the compliance risk assessment.

Controls may include a pre-publication review by compliance staff, assigning specific responsibility for specific functions associated with the activity, dual control, second review, and detailed checklists.

One of the best controls is to include the compliance staff early in the planning process of the activity.

Set up a monitoring process.

Establish an ongoing monitoring process to identify and correct errors before the examiners or the customers do.

Report to management.

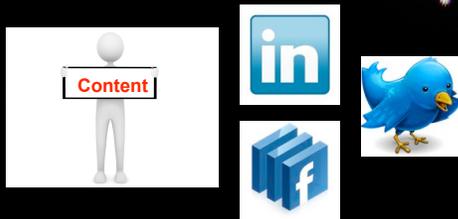
Management should be kept informed of compliance exceptions found through monitoring as well as regulatory developments affecting the activity.

Vendor management.

Even if there are third party vendors involved in the activity, the bank should still follow its compliance management process.

Risk assessment, policies and procedures, controls, ongoing monitoring, and management reporting are still applicable and just as important, because the bank is ultimately responsible.

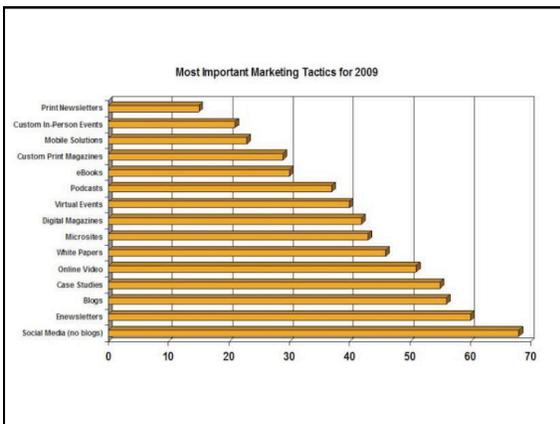
The content equation

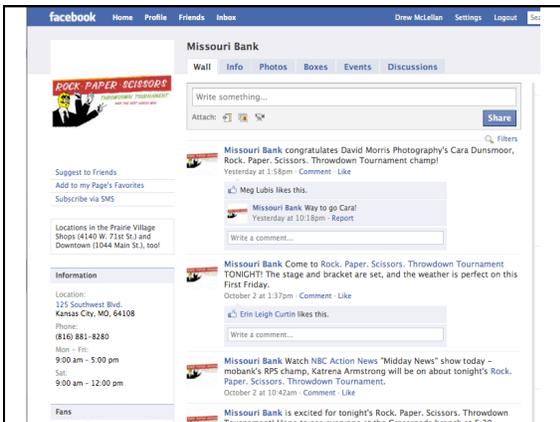


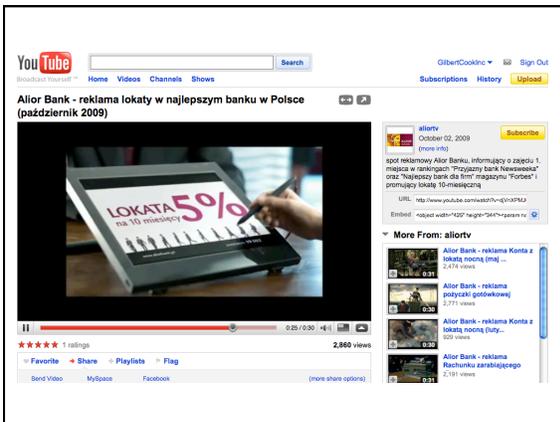
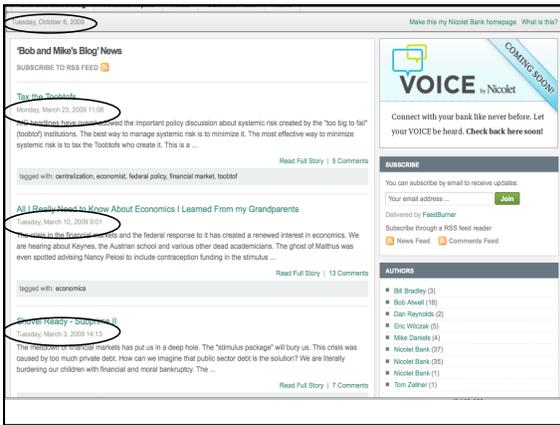
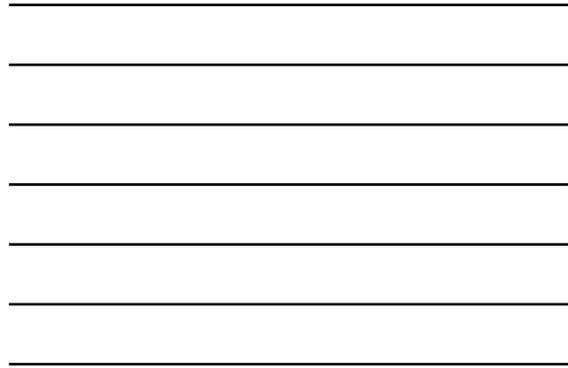
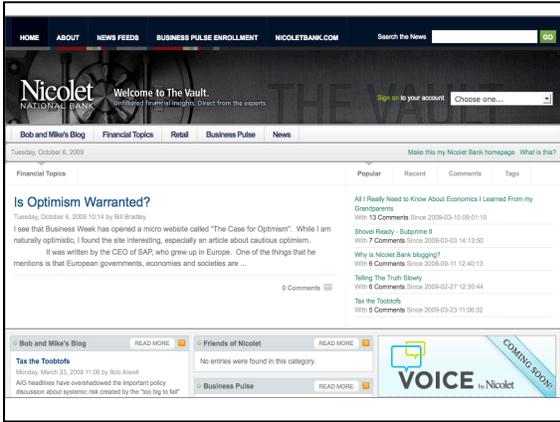
Improve the odds...

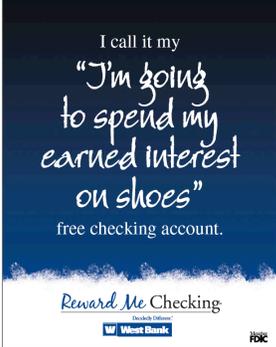
- Don't just jump in – have a strategy
- Think/Act long-term
- Practice behind the curtain – 30 days
- Get a 12-24 month commitment up front











Mix and Match

Preview

Tired of ATM fees low?

\$25



Meet my "They're crazy! Refund my ATM fees up to \$25 a month!" free checking account.

Like
Drew McLellan likes this.

This is no fad

94% of executives report that they are using Web 2.0 technologies to boost their internal communications specifically for:

- Managing knowledge (83%)
- Fostering collaboration across the company (78%)
- Enhancing company culture (74%)
- Training (71%)

87% report that they are using Web 2.0 applications to interface with customers.

McKinsey's Building the Web 2.0 Enterprise

How much longer are you going to wait?

Use the internet	
Total Adults	79%
Men	81
Women	77
Race/ethnicity	
White, Non-Hispanic	79%
Black, Non-Hispanic	67
Hispanic (English-speaking)	84
Age	
18-29	92%
30-49	87
50-64	79
65+	42

They're not going back into the cage



Whether you decide just to dip your toes in the water...



Or you plunge in...







<http://iowabankers.notlong.com>

Drew's marketing minute Where strategy and passion collide

DREW IS TOP DOB AT McLELLAN MARKETING GROUP

Iowa Bankers/IT
Friday's presentation on social media:
Download presentation by [clicking here](#)
Links from presentation:
Typepad (easy blog/website software)
LinkedIn
Twitter (to build community, promote event and to let your attendees promote event)
YouTube (posting videos from event, either during the event or post event)
Flickr (Photo sharing site)
Slideshare (turning your PPT slides into a shareable tool -- can also be uploaded into a website or blog)
Facebook (largest social network -- your customers and employees are there)
Google Reader (best way to read and track all RSS subscriptions)
Technorati (Another place to search/find information on blogs, etc.)

General Resources:
[Free reports, fact sheets, etc.](#)

ABOUT DREW



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Have You Read Drew's Book?
99.3 Random Acts of Marketing

DON'T MISS THIS!

