Securing Your Social Media Strategy

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enterprisebanking.com/non-profit

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Today's Agenda

- How Security and Privacy fits into Your Social Media Marketing Strategy

- Security and Privacy Considerations

- Security Controls

- Monitoring Online Presence

- Reputation Management

- Conclusion

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Identify which social media platforms are most important to your organization…

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Why Social Media and Online Platforms?

✓ Helps your organization be found easier regarding *online search & content*

✓ Helps you be included in conversations that relate to your *community*

✓ Adds to your organization and brand's credibility & *reputation management*

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Which Platforms Matter Most

- Where on the Internet are people most likely to look for and interact with your brand?

- Which search engine results will have the most impact regardless of if your brand is engaged or not?

- Where do other organizations similar to yours have social media presence?

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Define Top Goals, Then Focus Energy for Greatest Impact

- ✓ Build Awareness
- ✓ Engage Community
- ✓ Raise Funds/ Support Sales

Keep the conversation going…

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Be Proactive About Your Online Presence

Brand Management Tips:

Reserve your branded username on social media platforms before someone else does.

Reserve your branded domain name (URL) for purpose of Intellectual Property Management .

Stay aware of when these items need to be renewed - set a calendar alert.

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Considerations Before You Get Started…

Avoid Trying to Do Too Much at Once!

Consider Your Organization's Guidelines (Example):

3 Rules of Engagement

Disclose
Your presence in social media must be transparent

Protect
Take extra care to protect both Intel and yourself

Use Common Sense
Remember that professional, straightforward and appropriate communication is best

"Anyone can say anything on the internet. It is both the platform's greatest strength and chief weakness. When you are posting on the internet, your integrity is on display for the entire world to see, so strive to be ethical, truthful, and decent."

Source: https://www.intel.com/content/www/us/en/legal/intel-social-media-guidelines.html

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Consider Your Organization's Guidelines (Example):

TheNonProfitTimes
The Leading Business Publication For Nonprofit Management
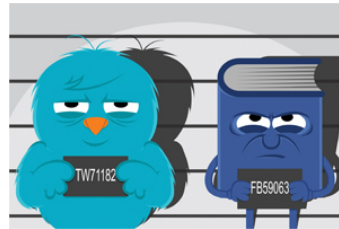
10 Issues To Address In Your Nonprofit's Social Media Policy

⏱ JULY 2, 2014   👤 GENE TAKAGI

"…Trap: Failing to emphasize the importance of your social media policies and train your staff and volunteers accordingly…"

Source: http://www.thenonprofittimes.com/news-articles/nonprofit-social-media

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Example of How We Inform Enterprise Bank Team Members About Our Social Media Persona

"As part of our Enterprise Bank Family, we appreciate you being a Brand Ambassador as an actively engaged member of our online communities via social media. YOU play an important role in helping to amplify, *reflect* and express our social brand."

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We Use Our Persona to…

- ✓ Shape perceptions of our organization
- ✓ Develop the right content and images
- ✓ Be consistent
- ✓ Maintain a singular tone/voice
- ✓ Keep content fresh
- ✓ Consistent visual style

Cybersecurity Considerations

General Security Threats…

- External threats
- Employee and or volunteer posting
- Third party apps
- Phishing attacks and scams
- Linking to third party sites
- Mobile security

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General Security Threats…
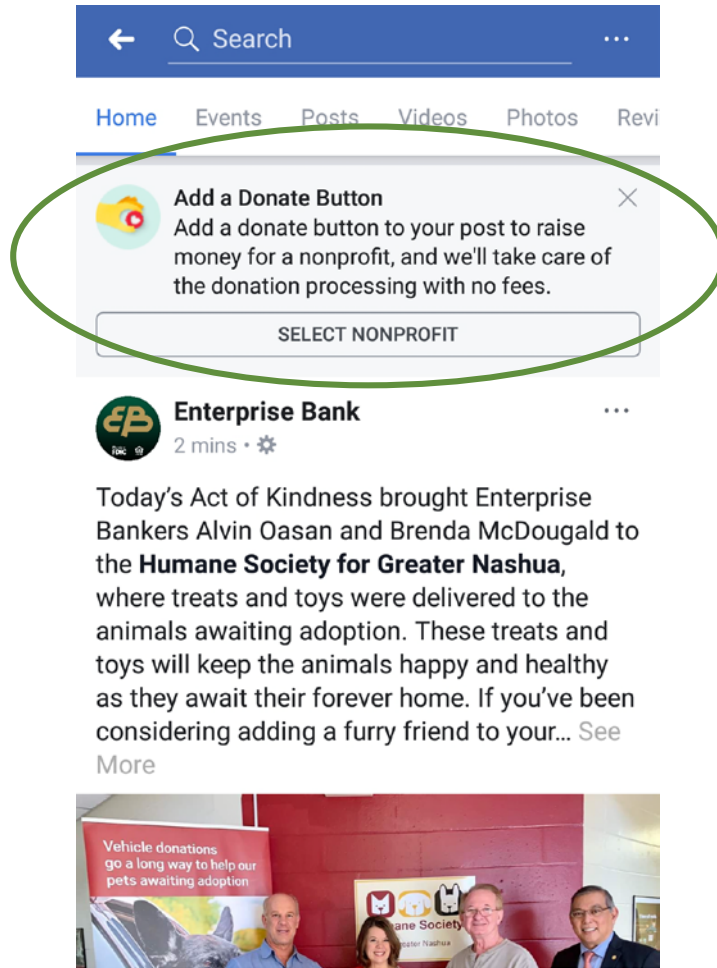
Example from Facebook of third-party site prompt for accepting donations using Facebook, consider weighing pros vs. cons before opting to use.

Privacy Considerations…

✓ Know what information is being made available

✓ Regulations required for Information Safekeeping

✓ Considerations for Children under the age of 13

✓ Privacy settings

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Establish Guidelines

✓ Be clear on what employees can and cannot share about the business within their networks

✓ Institute a Messaging Approval Process

✓ Monitor what is posted to verify that no sensitive information is shared

Protect Your Accounts

- ✓ Establish Strong Password controls

- ✓ Require that company credentials are different from personal credentials.

- ✓ Update your security settings on all digital and social channels regularly

- ✓ Educate Employees about cybersecurity

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Familiarize yourself with all the administrative settings on each platform…

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CONSIDER USING

TECHNICAL USER TIPS:

- *Platforms Are No Longer Supporting IE; Chrome is Best, Firefox is Okay...*
- *You Won't Be Able to Access All the Platform's Features and Settings When Using IE*
- *Best to Use Desktop versus Mobile When Optimizing Page Settings*

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Log Into Your Accounts and Go to Your Page's Settings

Familiarize Yourself with the "General" Page Settings

Familiarize Yourself with the "People and Other Pages" Settings
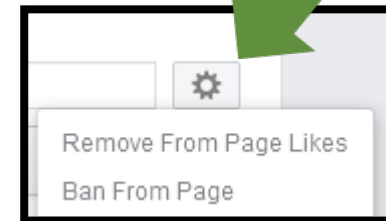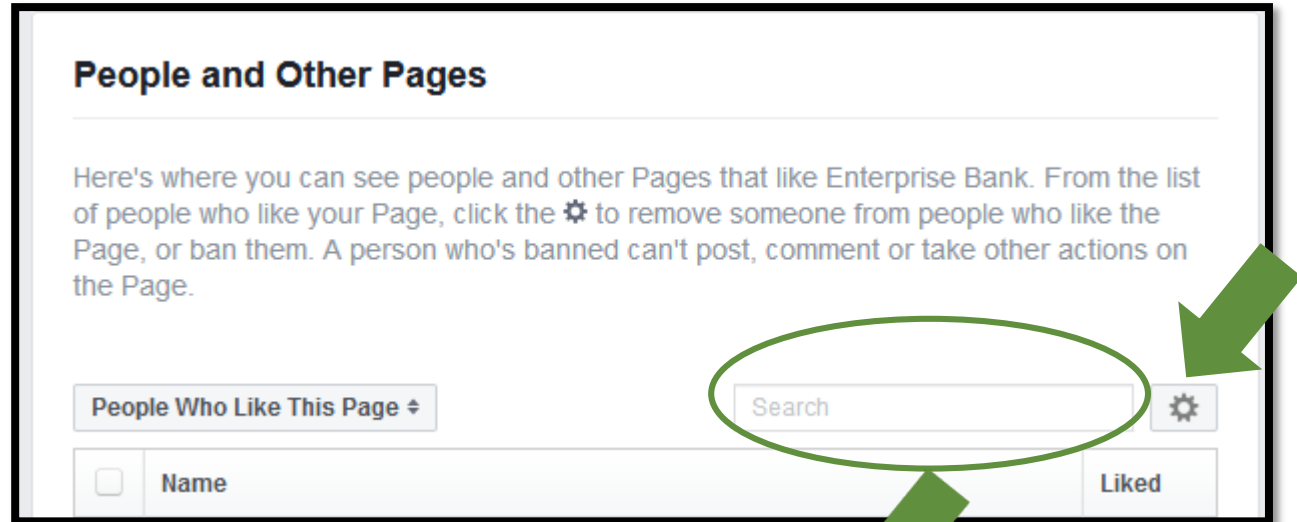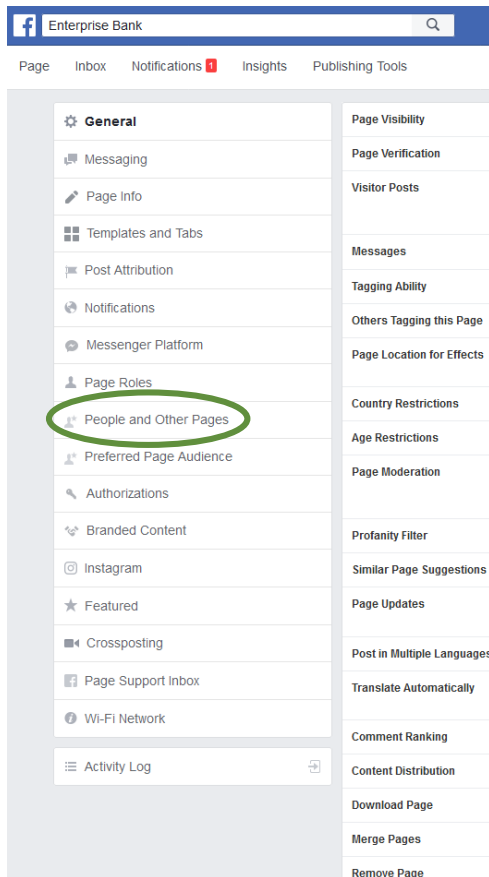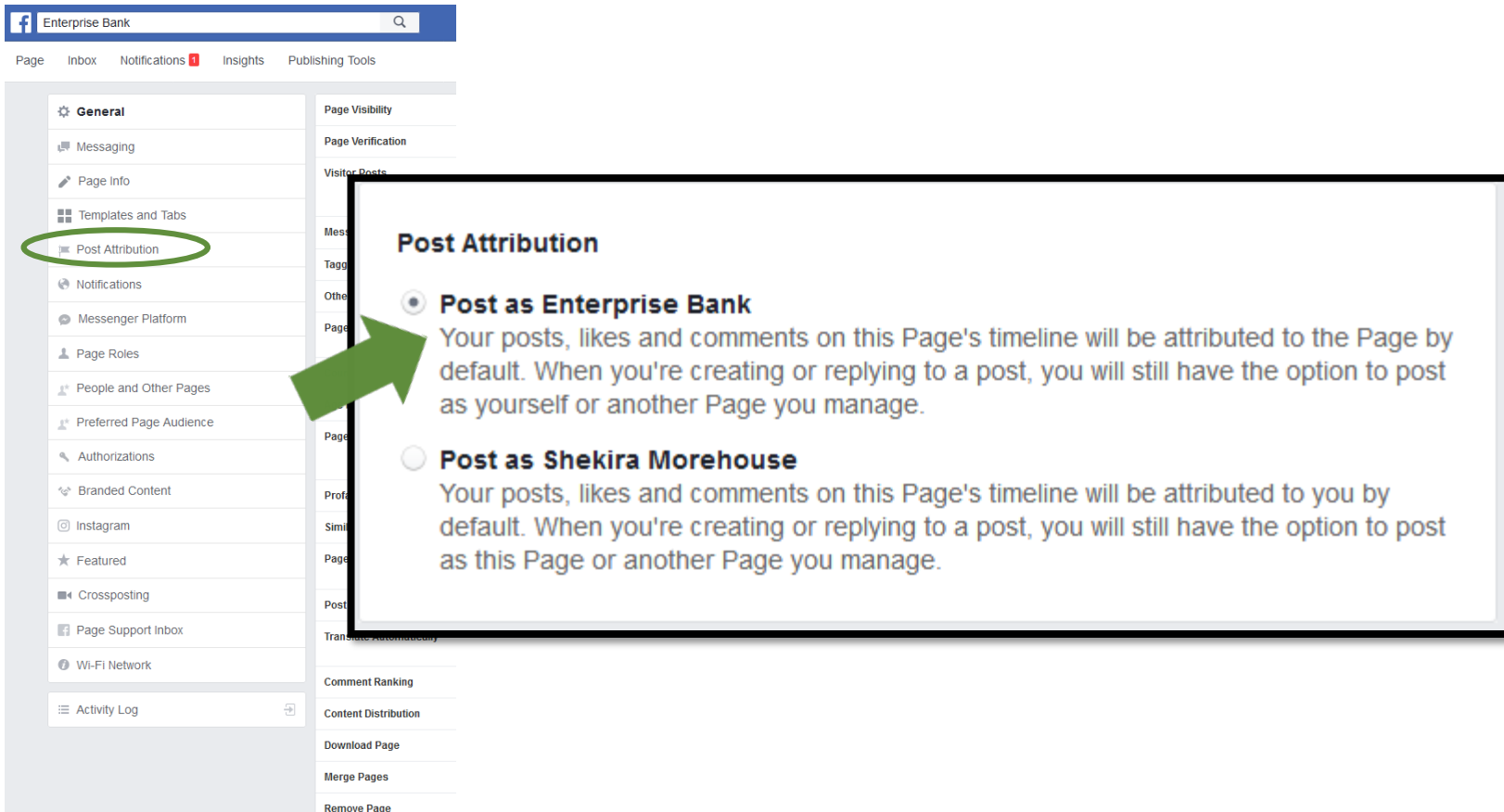
Familiarize Yourself with the "Page Roles" Settings
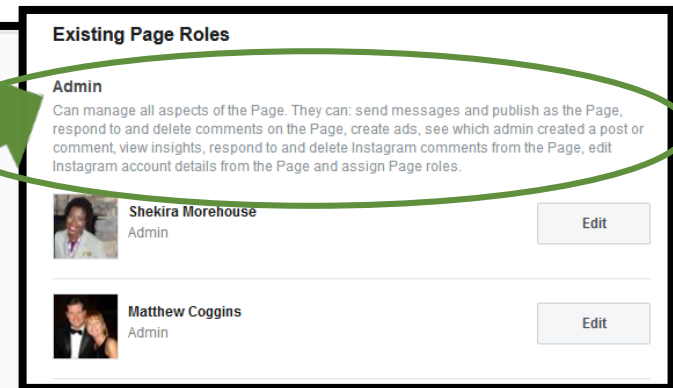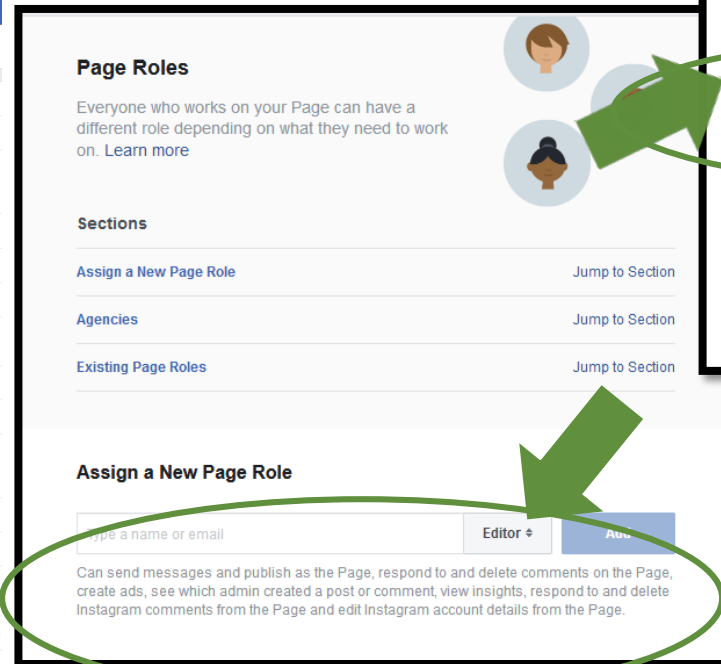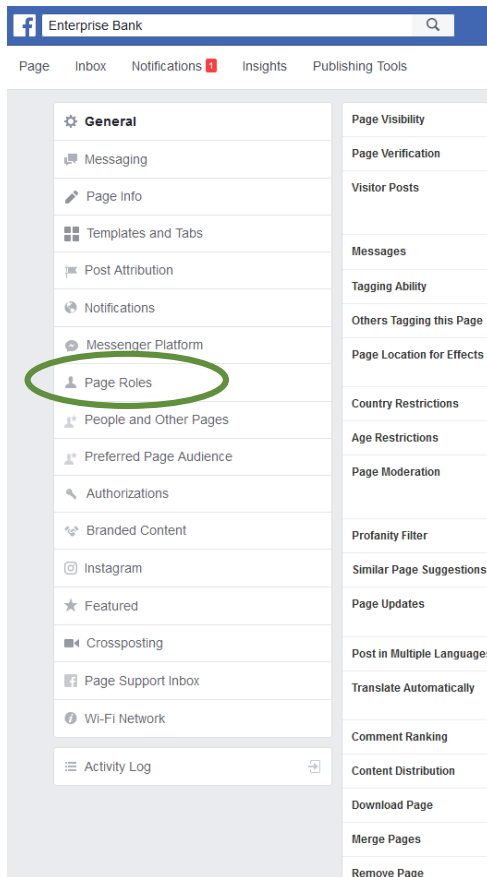
Familiarize Yourself with the "Branded Content" Page Settings
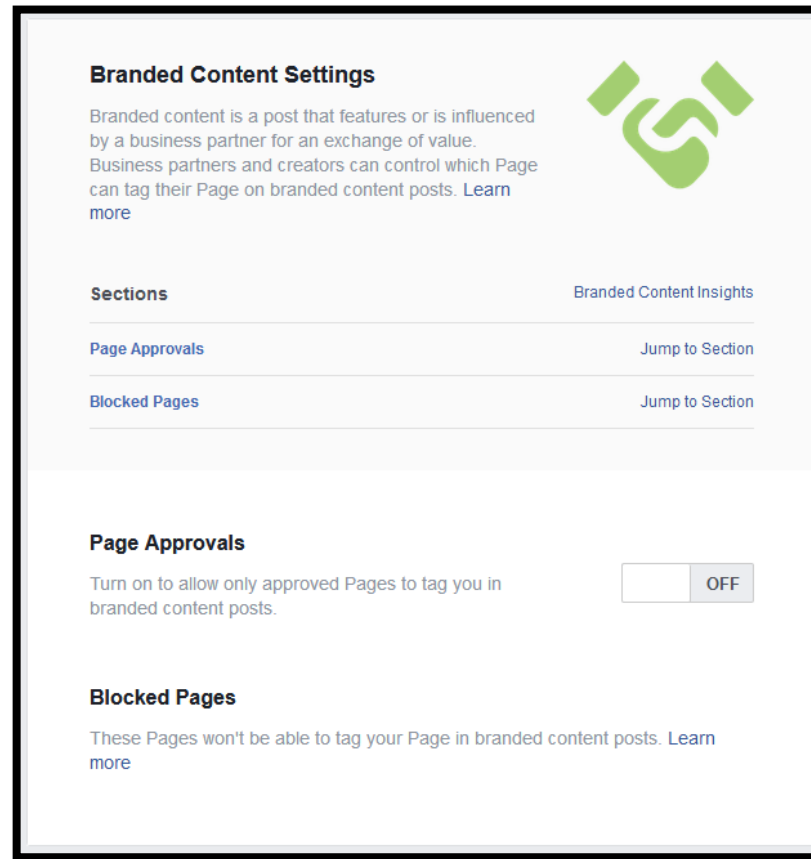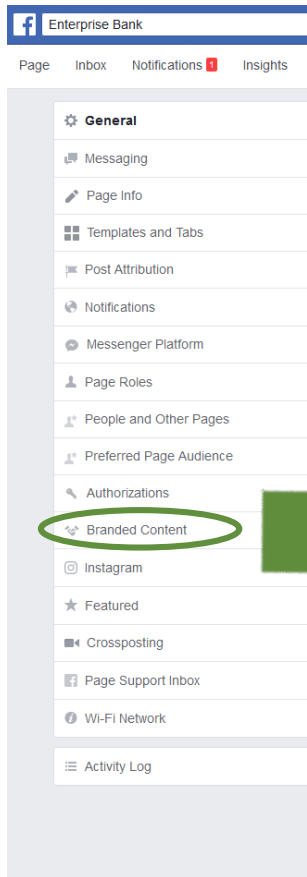
Familiarize Yourself with the "Post Attribution" Settings

Familiarize Yourself with the "Notifications" Settings
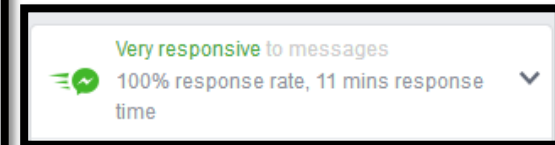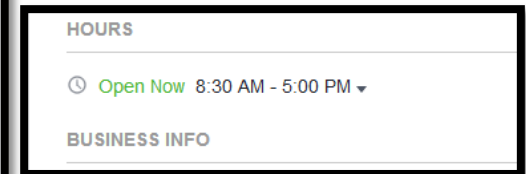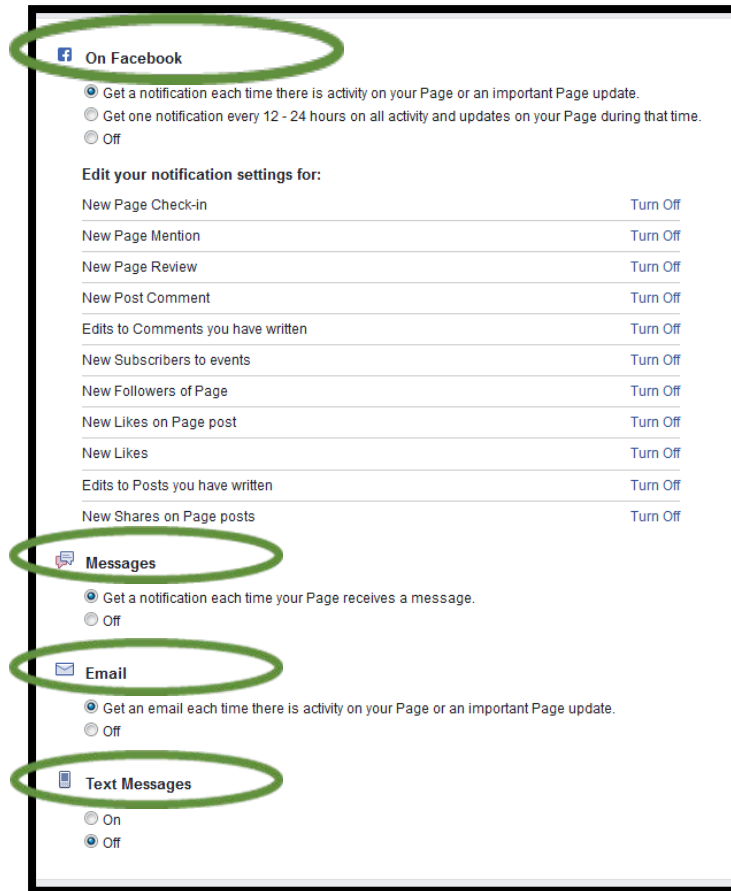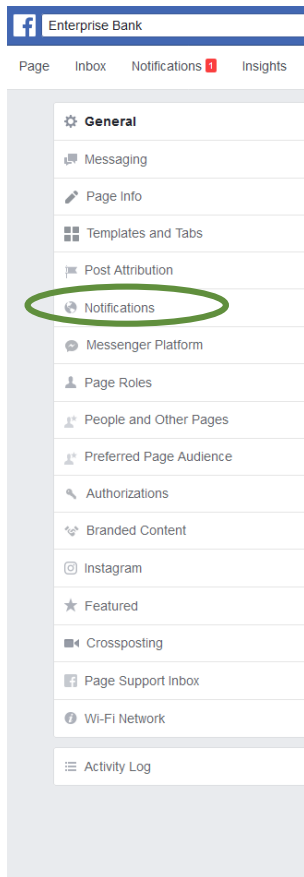
Automated "Messaging" Based on Business Hours

Twitter General Settings

Twitter General Settings

Account	>
Privacy and safety	>
Password	>
Mobile	>
Email notifications	>
Notifications	>
Web notifications	>
Find friends	>
Muted accounts	>
Muted words	>
Blocked accounts	>
Apps and devices	>
Widgets	>
Your Twitter data	>
Accessibility	>
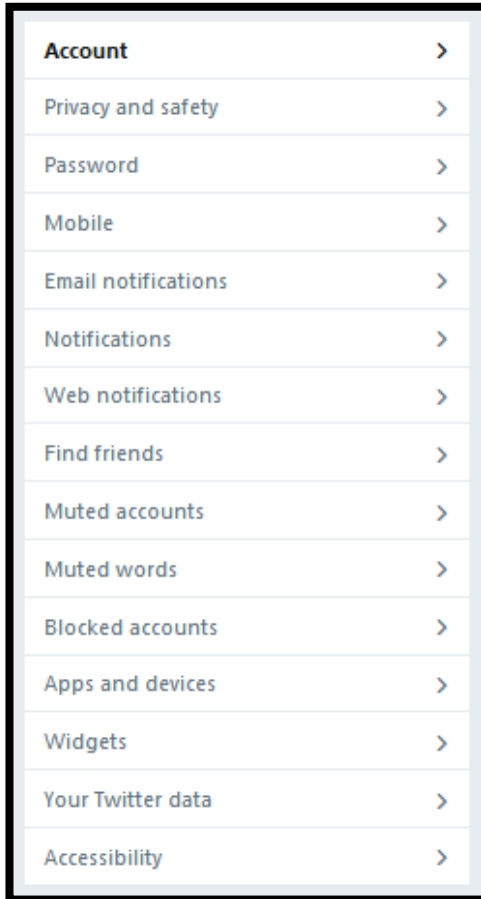
Be sure to go through each one of the tabs and explore the options.

Choose the settings that are best suited for your organization's needs.

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LinkedIn PAGE Settings (Page Admins)

LinkedIn USER Settings (Page Admins)

LinkedIn USER Settings (Page Admins)

Online Reviews:
Be Aware or Beware

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Conduct a Basic Audit of Your Internet Presence (Example using Search Engine Page Results)

REVIEW US ON
Google
★★★★★

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Website | Directions | Save

5.0 ★★★★★ 4 Google reviews
Bank in Lowell, Massachusetts

glassdoor

Enterprise Bancorp Reviews | Glassdoor
https://www.glassdoor.com/Reviews/Enterprise-Bancorp-Reviews-E38006.htm ▾
★★★★☆ Rating: 4.3 - 11 reviews
I have been with the Bank for almost 8 years now and have never worked for an institution that has cared more for its employees than Enterprise does.
You've visited this page 2 times. Last visit: 6/21/18

yelp.

15. Enterprise Bank
★★★★★ 1 review
Banks & Credit Unions

340 Great Rd
Acton, MA 01720
(978) 656-5707

I cannot say enough about this **bank**. I do most of my **banking** through **enterprise**, personal as well as business. I've been to a few different branches and everyone is always so... read more

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Importance of Brand Monitoring

- Stay on top of any pages, online listings, online mentions, online reviews by doing a periodic audit of your brand and associated keywords for reputation management and monitoring.

- Set up free Google Alerts, or use a low cost service such as Mention.com, or Hootsuite to monitor any news or online mentions about your organization and its brand, as well as competitors.

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Responding To Online Feedback

Have a plan (or canned verbiage) in place for how to reply and respond in a timely manner to online reviews or comments on pages or websites that you manage as well as those that you don't, e.g. news article comments, other brand pages that might mention your organization, etc.

Essential Steps to Handle Negative Reviews

✓ Respond to Customer Reviews

✓ Be Nice and Avoid Getting Personal

- Take it offline if need be

- Advise people not to share personal information online in public forums such as an online review

✓ Thank Your Reviewers and Customize Responses

✓ Show You've Taken Necessary Action

Source via SBA Blogs: https://wakizashi.www.sba.gov/blogs/how-handle-negative-reviews

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References and Resources

- Archived Non-Profit Collaborative presentations available at: https://www.enterprisebanking.com/non-profit/programs/non-profit-collaborative-archive

- MA Data Breach Requirements - https://www.mass.gov/service-details/requirements-for-data-breach-notifications

- Internet Crime Complaint Center – www.ic3.gov

- Department of Homeland Security - https://www.dhs.gov/topic/combating-cyber-crime

- Verizon Data Breach Report - http://www.verizonenterprise.com/verizon-insights-lab/dbir/2017/

- Federal Trade Commission – https://www.ftc.gov/

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Summary

- ✓ Define your goals which will help shape your Social Media Strategy

- ✓ Consider Implementing Internal Security and Privacy Controls

- ✓ Become familiar with the security and privacy settings available on each platform

- ✓ Monitor what is being posted both on your sites and externally

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Thank You!

Stay in Connected:

Keith Carl
Information Security Analyst, CISSP
Keith.Carl@ebtc.com

Kira Morehouse
Digital Marketing Specialist
Kira.Morehouse@ebtc.com

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