Securing Your Social Media Strategy
Non-Profit Banking Services & Resources
Disclaimer

The information contained in this presentation as well as the comments of the presenters, do not necessarily represent the views, positions, or opinions of Enterprise Bank. The information is for educational purposes only and does not constitute accounting or legal advice.
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
Identify which social media platforms are most important to your organization...
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
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?
Define Top Goals, Then Focus Energy for Greatest Impact

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

Keep the conversation going...
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.
Considerations Before You Get Started…
Avoid Trying to Do Too Much at Once!
Consider Your Organization’s Guidelines (Example):

“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.”

Consider Your Organization’s Guidelines (Example):

“...Trap: Failing to emphasize the importance of your social media policies and train your staff and volunteers accordingly...”

“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.”
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
General Security Threats…

• External threats
• Employee and or volunteer posting
• Third party apps
• Phishing attacks and scams
• Linking to third party sites
• Mobile security
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
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
Familiarize yourself with all the administrative settings on each platform...
TECHNICAL USERTIPS:

• 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
Log Into Your Accounts and Go to Your Page’s Settings
Familiarize Yourself with the “General” Page Settings

Page Moderation
- Posts containing these words are blocked: hate

Profanity Filter
- Set to strong
Familiarize Yourself with the “People and Other Pages” Settings

Here's where you can see people and other Pages that like Enterprise Bank. From the list of people who like your Page, click the gear to remove someone from people who like the Page, or ban them. A person who's banned can't post, comment or take other actions on the Page.
Familiarize Yourself with the “Page Roles” Settings

- Admin: Can manage all aspects of the Page. They can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page, and assign Page roles.

- Existing Page Roles:
  - Shekira Morehouse: Admin
  - Matthew Coggins: Admin

- Assign a New Page Role:
  - Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, and edit Instagram account details from the Page.
Familiarize Yourself with the “Branded Content” Page Settings
Familiarize Yourself with the “Post Attribution” Settings

Post Attribution

- **Post as Enterprise Bank**
  Your posts, likes and comments on this Page's timeline will be attributed to the Page by default. When you're creating or replying to a post, you will still have the option to post as yourself or another Page you manage.

- **Post as Shekira Morehouse**
  Your posts, likes and comments on this Page's timeline will be attributed to you by default. When you're creating or replying to a post, you will still have the option to post as this Page or another Page you manage.
Familiarize Yourself with the “Notifications” Settings
Automated “Messaging” Based on Business Hours

Response Assistant

Send instant replies to anyone who messages your Page
Instant replies are a way to let people know that you’ll respond soon.

“Hi Shikira, Thanks for messaging us. We try to be as responsive as possible. We’ll get back to you soon. You can also reach us during business hours at https://www.enterprisebanking.com/contact or call 973-459-9000.”

Show response time
Currently set to “Typically replies within an hour.”

Stay responsive when you can’t get to your computer or phone
Automatically reply to messages anytime you’re away and let people know you’ll respond soon.

“Hi Shikira, thanks for your message. We are not here right now, but we’ll get back to you soon!”
Twitter General Settings
Twitter General Settings

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.
LinkedIn PAGE Settings (Page Admins)

Enterprise Bank (Enterprise Bancorp)
Banking • Lowell, Massachusetts • 1,889 followers

Manage page
See jobs

About us
Enterprise Bank was founded through the entrepreneurial vision of George L. Duncan in 1986. We are headquartered in Lowell, Massachusetts, with branch locations throughout the Merrimack Valley and North Central regions of Massachusetts, as well as Southern New Hampshire.

For over 25 years, Enterprise Bank has been supporting the financial needs of businesses, professionals, individuals and communities. As a leading, independent, community-focused bank, we recognize that by working together with our customers, we have a profound impact on the quality of life and...
LinkedIn USER Settings (Page Admins)

Login and security
- Site preferences
- Subscriptions and payments
- Partners and services
- Account management

Kira, you’re the boss of your account.

Kira Morehouse
Digital Marketing Specialist, Experienced in Advertising Campaigns and Communications Project Management
Member since December 11, 2007

1093 connections
LinkedIn USER Settings (Page Admins)
Online Reviews: Be Aware or Beware
Conduct a Basic Audit of Your Internet Presence
(Example using Search Engine Page Results)

Enterprise Bank & Trust
https://www.enterprisebank.com/
Member FDIC. Click links may leave the Enterprise Bank & Trust website. Enterprise Bank & Trust is not responsible for the content managed on third party sites.
Kansas City  Locations / Hours  Online Services  About Us

Enterprise Bank - Home | Facebook
https://www.facebook.com > Places > Lowell, Massachusetts > Financial Service
⭐⭐⭐⭐⭐ Rating: 4.8 - 58 votes
Throughout the month of November Enterprise Bank will be recognizing a number of local organizations that provide support and services to our Veterans.
You've visited this page 5 times. Last visit: 10/11/18

Welcome to Enterprise Bank
https://www.enterprise.banka/
The Bank that Means Business! Enterprise Bank offers Direct Connect and Web Connect to download account information into Quicken® and QuickBooks®, ...

Enterprise Bank & Trust Co/Lowell MA: Company Profile - Bloomberg
Enterprise Bank and Trust Company of Lowell, Massachusetts provides commercial banking services. The Bank offers savings accounts, loans, insurance, ...

Enterprise Bank (@EnterpriseBank) | Twitter
https://twitter.com/enterprisebank?lang=cn
The latest Tweets from Enterprise Bank (@EnterpriseBank). To speak with a member of our Customer Service team, please call 978-459-9000 or toll-free at ...
Enterprise Bank

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

Glassdoor
Enterprise Bancorp Reviews | Glassdoor
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
16. Enterprise Bank
1 review
Banks & Credit Unions
340 Great Rd
Acton, MA 01720
(978) 656-0707
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
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.
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

References and Resources

• Archived Non-Profit Collaborative presentations available at: https://wwwenterprisebanking.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


• Federal Trade Commission – https://www.ftc.gov/
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
Thank You!

Stay in Connected:

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

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