



Securing Your Social Media Strategy

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 Enterprise Bank
CREATE SUCCESS

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Enterprise Bank > Non-Profit



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):

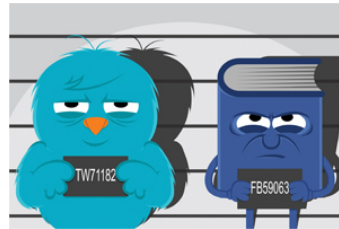
3 Rules of Engagement



"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>

Consider Your Organization's Guidelines (Example):



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.thenonproffitimes.com/news-articles/nonprofit-social-media>

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.”

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



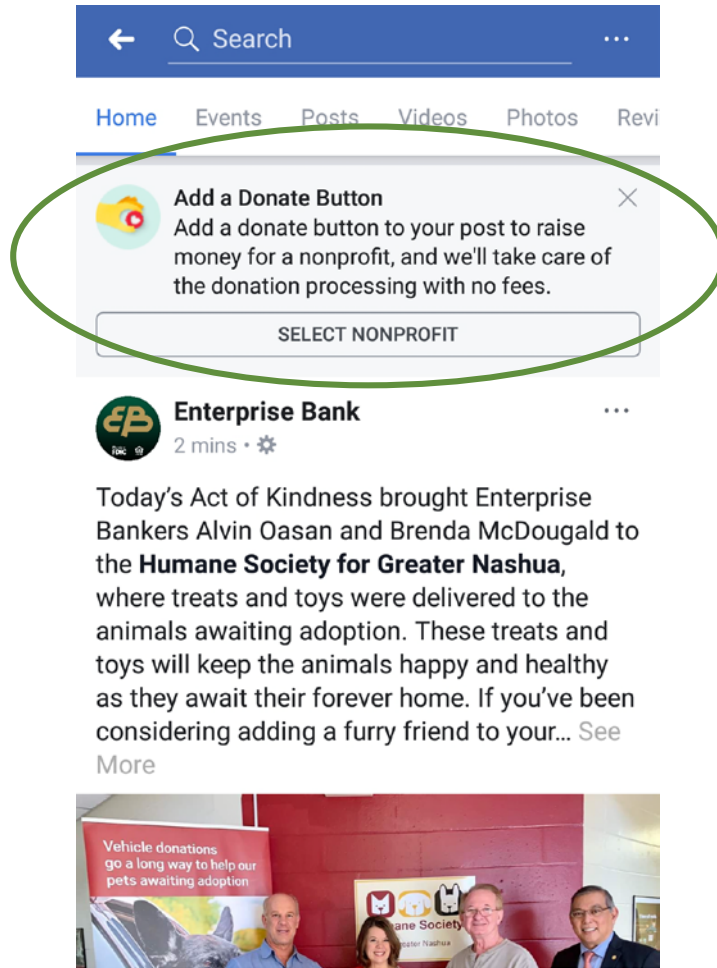
Cybersecurity Considerations

General Security Threats...

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



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...

CONSIDER USING



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

Enterprise Bank

Page Inbox Notifications Insights Publishing Tools Settings Help

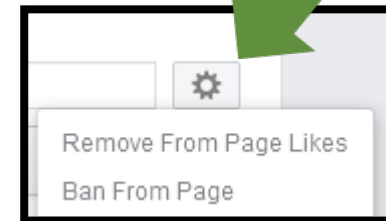
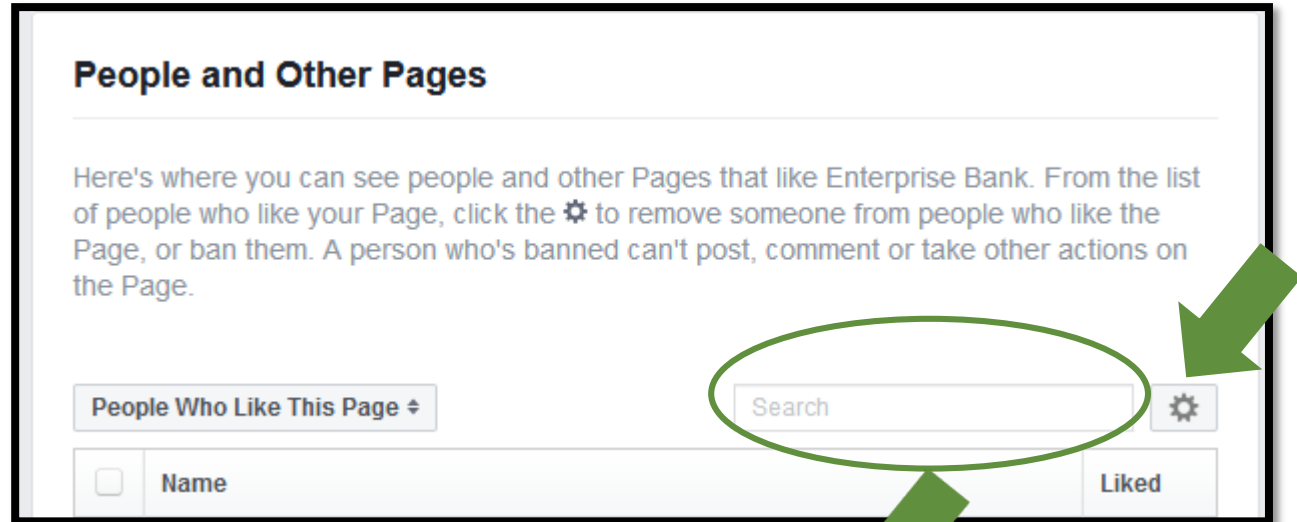
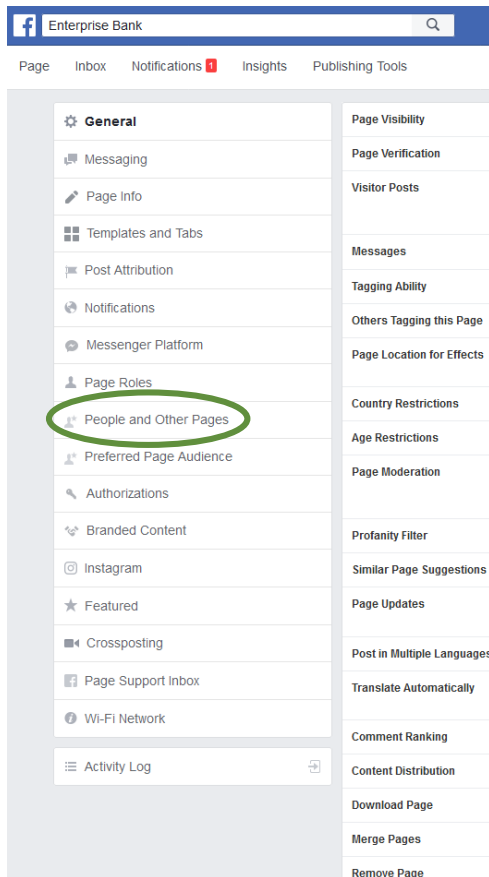
General

- Messaging
- Page Info
- Templates and Tabs
- Post Attribution
- Notifications
- Messenger Platform
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Authorizations
- Branded Content
- Instagram
- Featured
- Crossposting
- Page Support Inbox
- Wi-Fi Network
- Activity Log

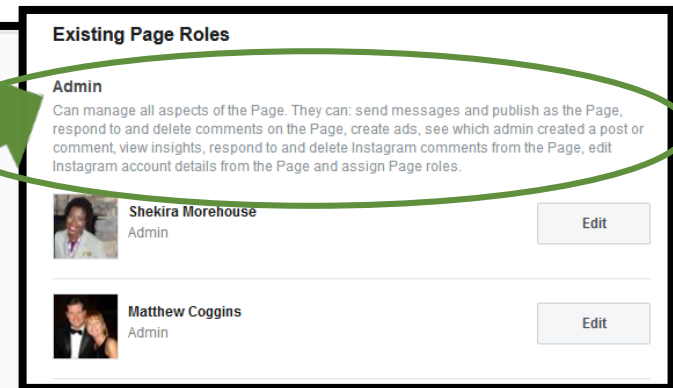
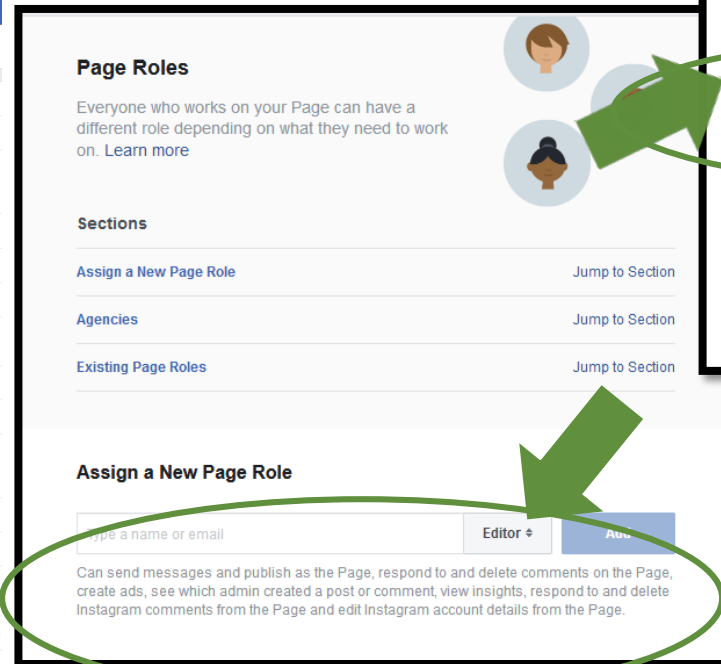
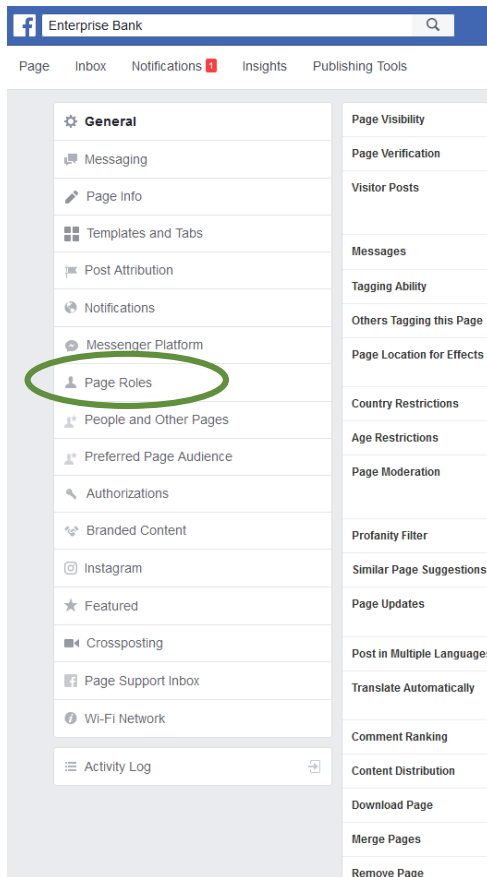
Page Visibility	Page published	Edit
Page Verification	Page is not verified	Edit
Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page Post moderation is turned on	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Effects	Other people can use your Page's location for photo and video frames and effects.	Edit
Country Restrictions		
Age Restrictions		
Page Moderation		Edit
Profanity Filter		Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned on	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	

Chat (7)

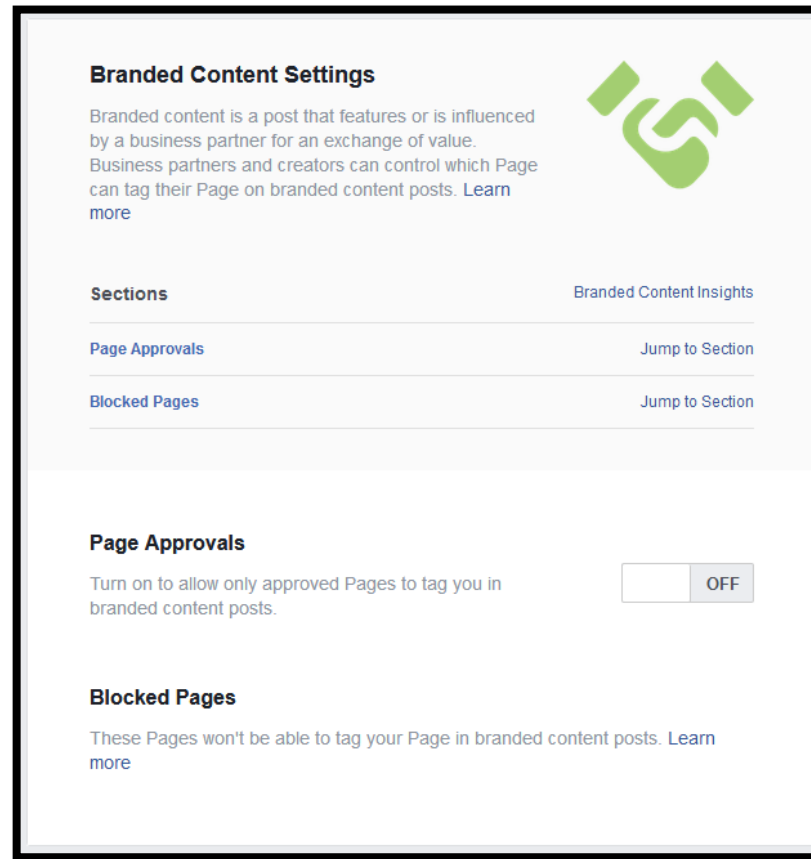
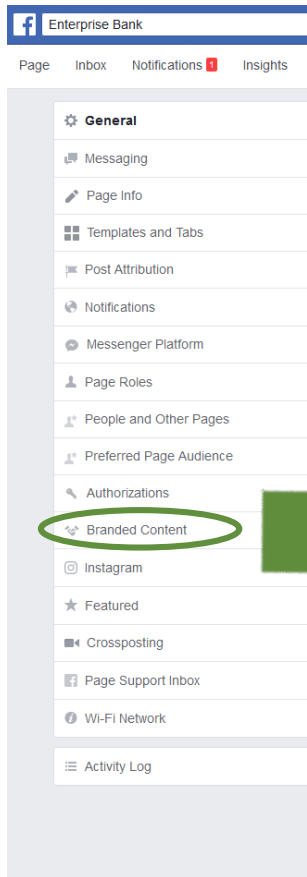
Familiarize Yourself with the “People and Other Pages” Settings



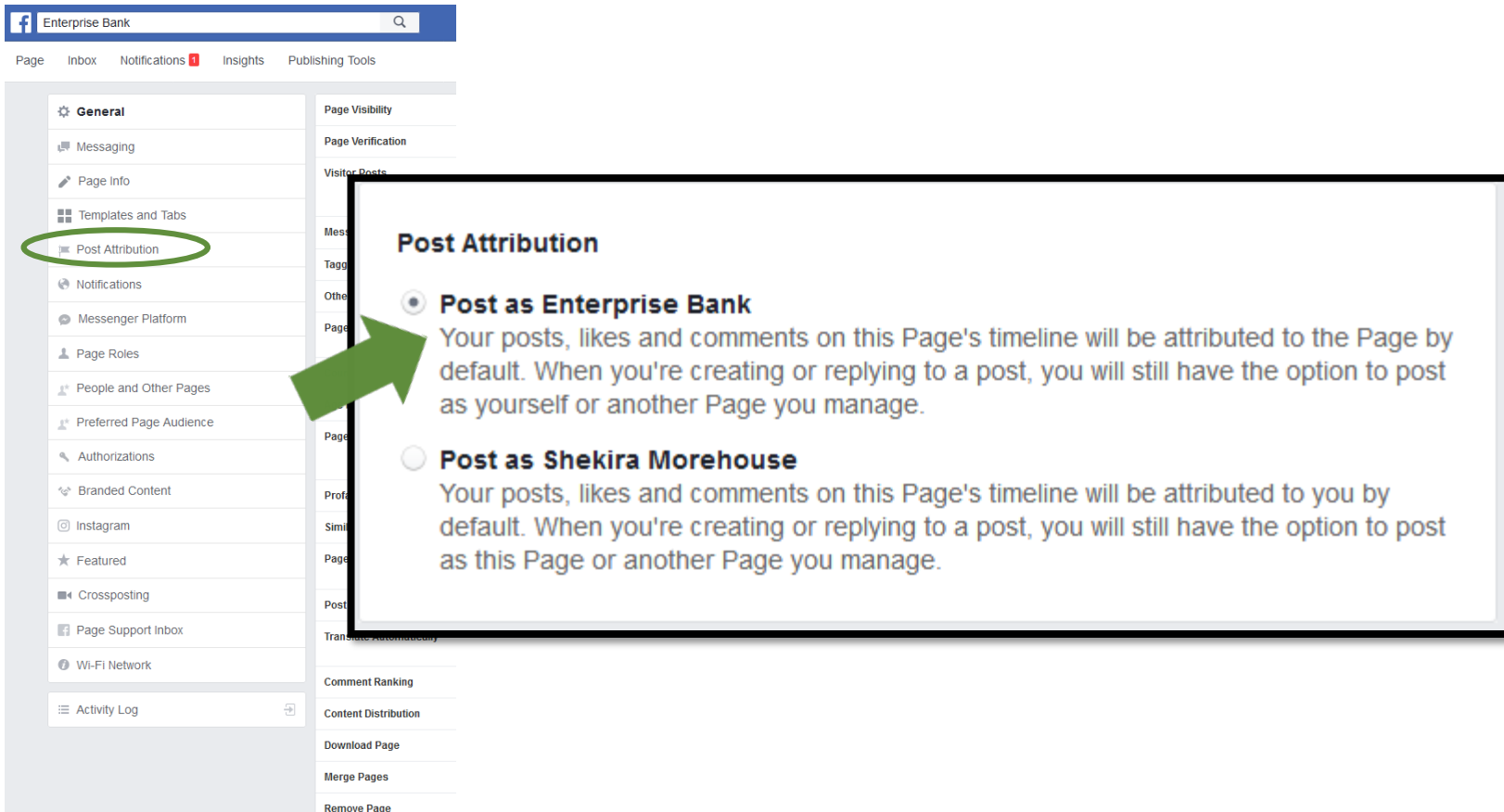
Familiarize Yourself with the “Page Roles” Settings



Familiarize Yourself with the “Branded Content” Page Settings



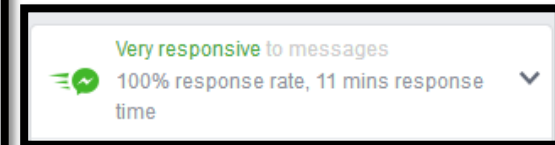
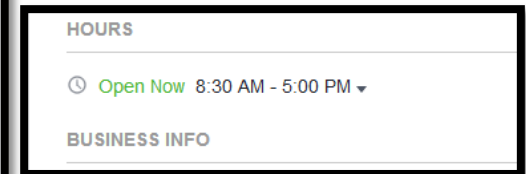
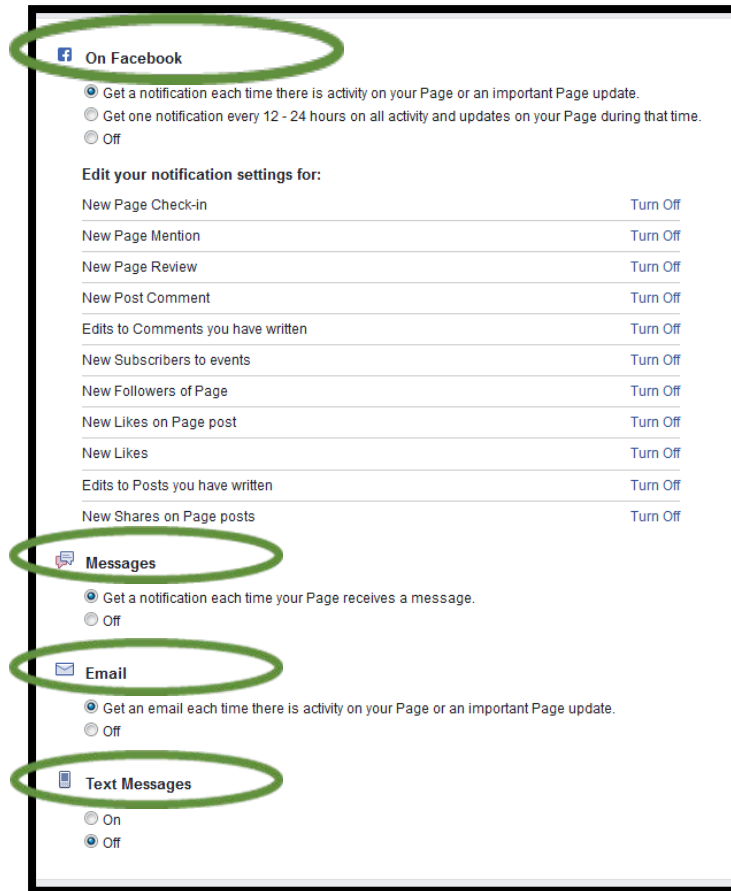
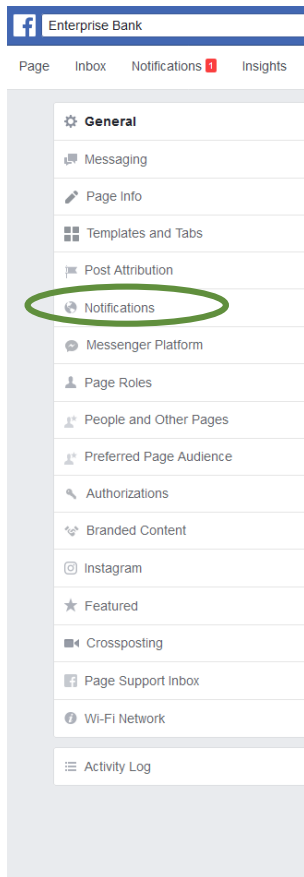
Familiarize Yourself with the “Post Attribution” Settings



The screenshot shows the Facebook Page settings for "Enterprise Bank". The left sidebar contains a list of settings categories, with "Post Attribution" highlighted by a green oval. A green arrow points from this oval to the "Post Attribution" settings panel on the right. The "Post Attribution" panel has a title "Post Attribution" and two radio button options:

- ☒ **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

Enterprise Bank

Page Inbox Notifications Insights

General

Messaging

Page Info

Templates and Tabs

Post Attribution

Notifications

Messenger Platform

Page Roles

People and Other Pages

Preferred Page Audience

Authorizations

Branded Content

Instagram

Featured

Crossposting

Page Support Inbox

Wi-Fi Network

Activity Log

Response Assistant

Send instant replies to anyone who messages your Page ☒ On

Instant replies are a good way to let people know that you'll respond soon.

"Hi Shekira, 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 978-459-9000."

Show response time

Currently set to "Typically replies within an hour".

Stay responsive when you can't get to your computer or phone ☒ On

Automatically reply to messages anytime you're away and let people know you'll respond soon.

"Hi Shekira, thanks for your message. We are not here right now, but we'll get back to you soon!"

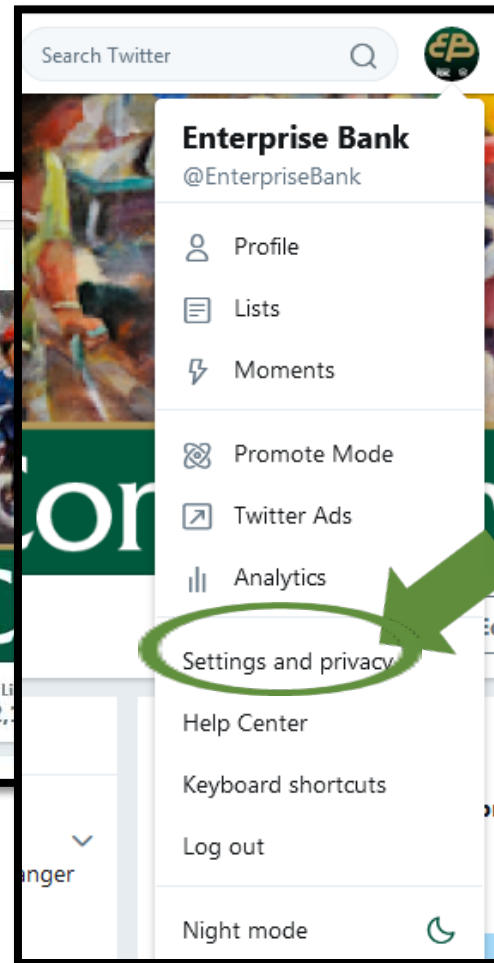
HOURS

Open Now 8:30 AM - 5:00 PM ▼

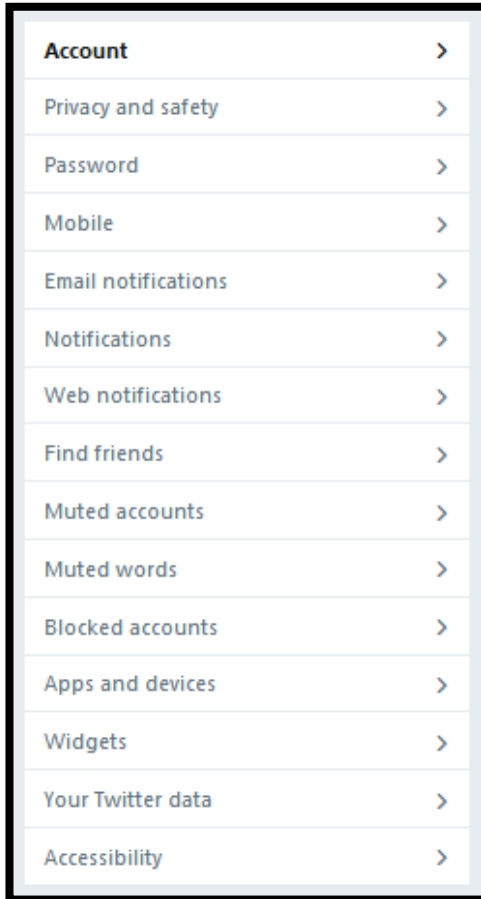
Very responsive to messages

100% response rate, 11 mins response time ▼

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)

The screenshot shows the LinkedIn profile of Enterprise Bank (Enterprise Bancorp). The header includes 'Notifications 2', '2 likes', and a 'See all' link. The profile picture is the Enterprise Bank logo, and the cover photo is a group of employees. The page name is 'Enterprise Bank (Enterprise Bancorp)' with the description 'Banking • Lowell, Massachusetts • 1,889 followers'. Below the name, it says '95% of our connections work here. See all 422 employees on LinkedIn →'. Two buttons are visible: 'Manage page' (circled in green) and 'See jobs'. To the right, a dropdown menu labeled 'Admin tools' (circled in green) is shown, with a green arrow pointing to a large grey rectangle representing the settings page. The main content area has an 'About us' section and a 'Recent update' section. The 'About us' section describes the bank's history and mission. The 'Recent update' section shows a photo of employees holding a 'TOP PLACES TO WORK' award and the text 'Careers & Employment Opportunities wit... enterprisebanking.com'. A 'See more' link is at the bottom of the main content area.

Notifications 2 2 likes See all

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

95% of our connections work here. See all 422 employees on LinkedIn →

Manage page See jobs

Admin tools

About us

Enterprise Bank was founded through the entrepreneurial vision of George L. Duncan in 1988. 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.

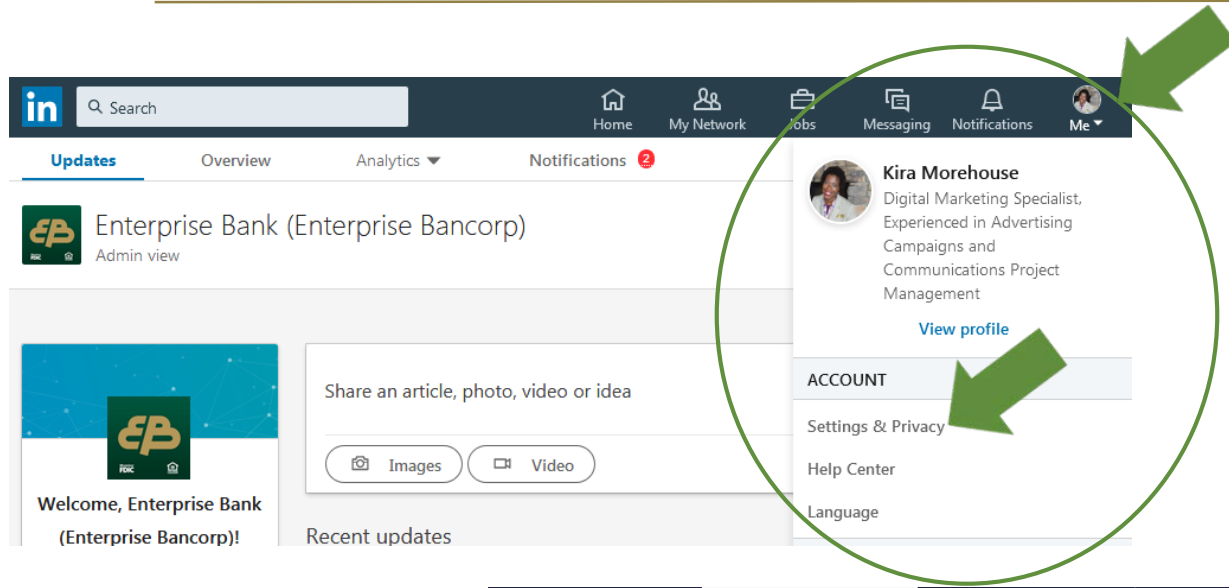
For over 25 years, Enterprise Bank has been supporting the financial needs of businesses, professionals, individuals and communities. As a leading, independent, community-focused bank, we recognize that by working together with our customers, we have a profound impact on the quality of life and

Recent update See all

Careers & Employment Opportunities wit...
enterprisebanking.com

See more

LinkedIn USER Settings (Page Admins)



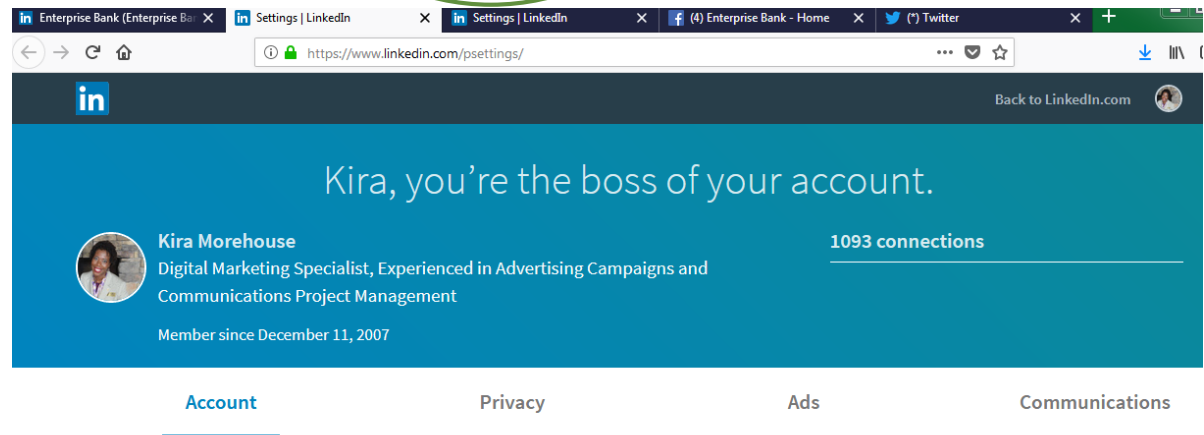
Login and security

Site preferences

Subscriptions and payments

Partners and services

Account management



LinkedIn USER Settings (Page Admins)

The screenshot shows the LinkedIn 'Privacy' settings page for a user named Kira Morehouse. The browser tabs at the top include 'Enterprise Bank', 'Settings | LinkedIn', and 'Twitter'. The address bar shows the URL 'https://www.linkedin.com/psettings/privacy'. The user's profile information is displayed at the top, including their name, title, and connection count. The 'Privacy' tab is selected and highlighted with a green circle and arrow. The settings are organized into sections with a left-hand navigation menu.

Section	Setting	Current Value	Action
How others see your profile and network information	How others see your LinkedIn activity	Public	Change
	How LinkedIn uses your data	Public	Change
	Job seeking preferences	Public	Change
	Blocking and hiding	Public	Change
Edit your public profile	Choose how your profile appears to non-logged in members via search engines or permitted services	Public	Change
	Who can see your email address	1st degree	Change
Who can see your connections	Choose who can see your list of connections	Only you	Change
	Viewers of this profile also viewed	Yes	Change
Who can see your last name	Choose how you want your name to appear	Full	Change
	Representing your organization and interests	Yes	Change
Profile visibility off LinkedIn	Choose how your profile appears via partners' and other permitted services	Yes	Change

A photograph of a white brick wall with a wooden frame. Inside the frame, the text "WE LIKE YOU. TOO:)" is written in black, bold, sans-serif capital letters. The wall is part of a building with a dark roof and some greenery hanging from it. There are three small lights mounted on the wall above the frame.

**WE LIKE YOU.
TOO:)**

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/> ▼

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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.bank/> ▼

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

www.bloomberg.com/profiles/companies/402156Z:US-enterprise-bank.../lowell-ma ▼

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=en> ▼

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

Website

Directions

Save

5.0 ★★★★★ 4 Google reviews

Bank in Lowell, Massachusetts



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



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](#)

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.



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>

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/>

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:

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