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

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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
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*
• 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...”

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 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
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.

Remove From Page Likes
Ban From 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.

- **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, edit Instagram account details from the Page.
Familiarize Yourself with the “Branded Content” Page Settings

Branded Content Settings

Branded content is a post that features or is influenced by a business partner for an exchange of value. Business partners and creators can control which Page can tag their Page on branded content posts. Learn more.

Sections

Branded Content Insights

Page Approvals

Jump to Section

Blocked Pages

Jump to Section

Page Approvals

Turn on to allow only approved Pages to tag you in branded content posts. OFF

Blocked Pages

These Pages won’t be able to tag your Page in branded content posts. Learn more.
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

- **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**

- **Facebook**
  - Get a notification each time there is activity on your Page or an important Page update.
  - Get one notification every 12 - 24 hours on all activity and updates on your Page during that time.

- **Edit your notification settings for**:
  - **New Page Check-in**
  - **New Page Mention**
  - **New Page Review**
  - **New Post Comment**
  - **Edits to Comments you have written**
  - **New Subscriptions to events**
  - **New Followers of Page**
  - **New Likes on Page post**
  - **New Likes**
  - **Edits to Posts you have written**
  - **New Shares on Page posts**

- **Messages**
  - Get a notification each time your Page receives a message.

- **Email**
  - Get an email each time there is activity on your Page or an important Page update.

- **Text Messages**
  - Turn On or Off
Automated “Messaging” Based on Business Hours

Response Assistant

Send instant replies to anyone who messages your Page

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

"Hi Shokra. 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

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

"Hi Shokra, 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

Connections work here. See all 422 employees on LinkedIn →

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

Recent update

Careers & Employment Opportunities wit... enterprisebanking.com
LinkedIn USER Settings (Page Admins)

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

Welcome, Enterprise Bank (Enterprise Bancorp)!

Kira Morehouse
Digital Marketing Specialist, Experienced in Advertising Campaigns and Communications Project Management

Account
- Settings & Privacy
- Help Center
- Language

Kira, you’re the boss of your account.

Enterprise Bank
CREATE SUCCESS
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)

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★★★★★ 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.
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Enterprise Bank and Trust Company of Lowell, Massachusetts provides commercial banking services. The Bank offers savings accounts, loans, insurance, ...

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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 ...
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://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


• 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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