



Securing Your Social Media Strategy

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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):

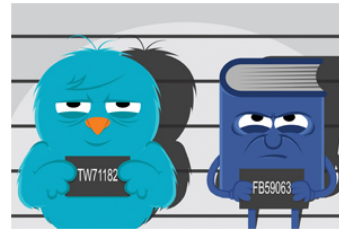
3 Rules of Engagement



“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



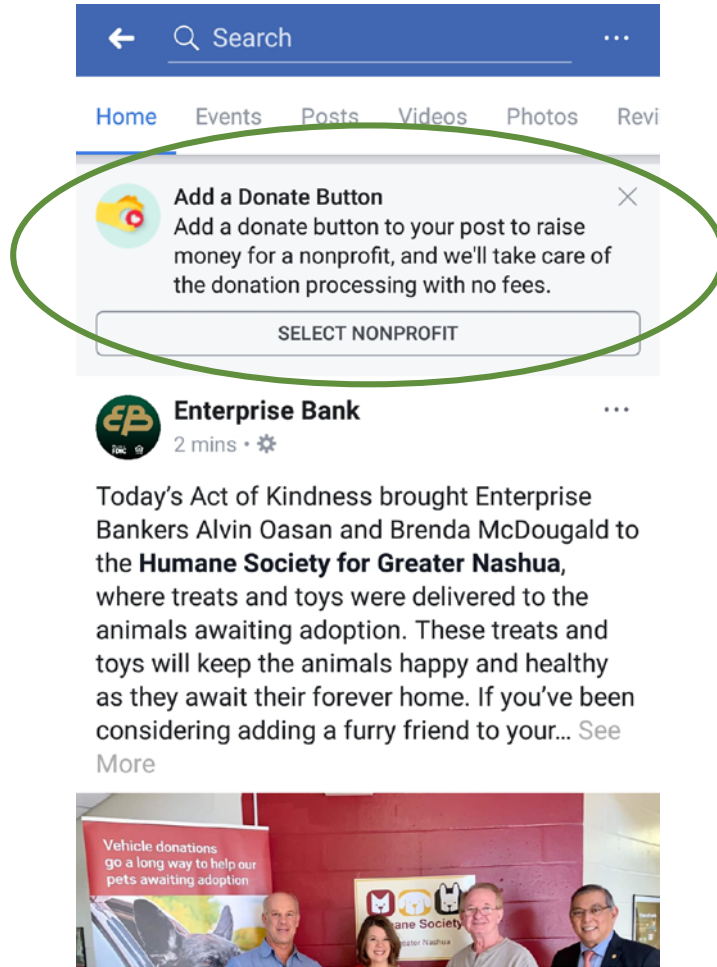
Cybersecurity Considerations

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...

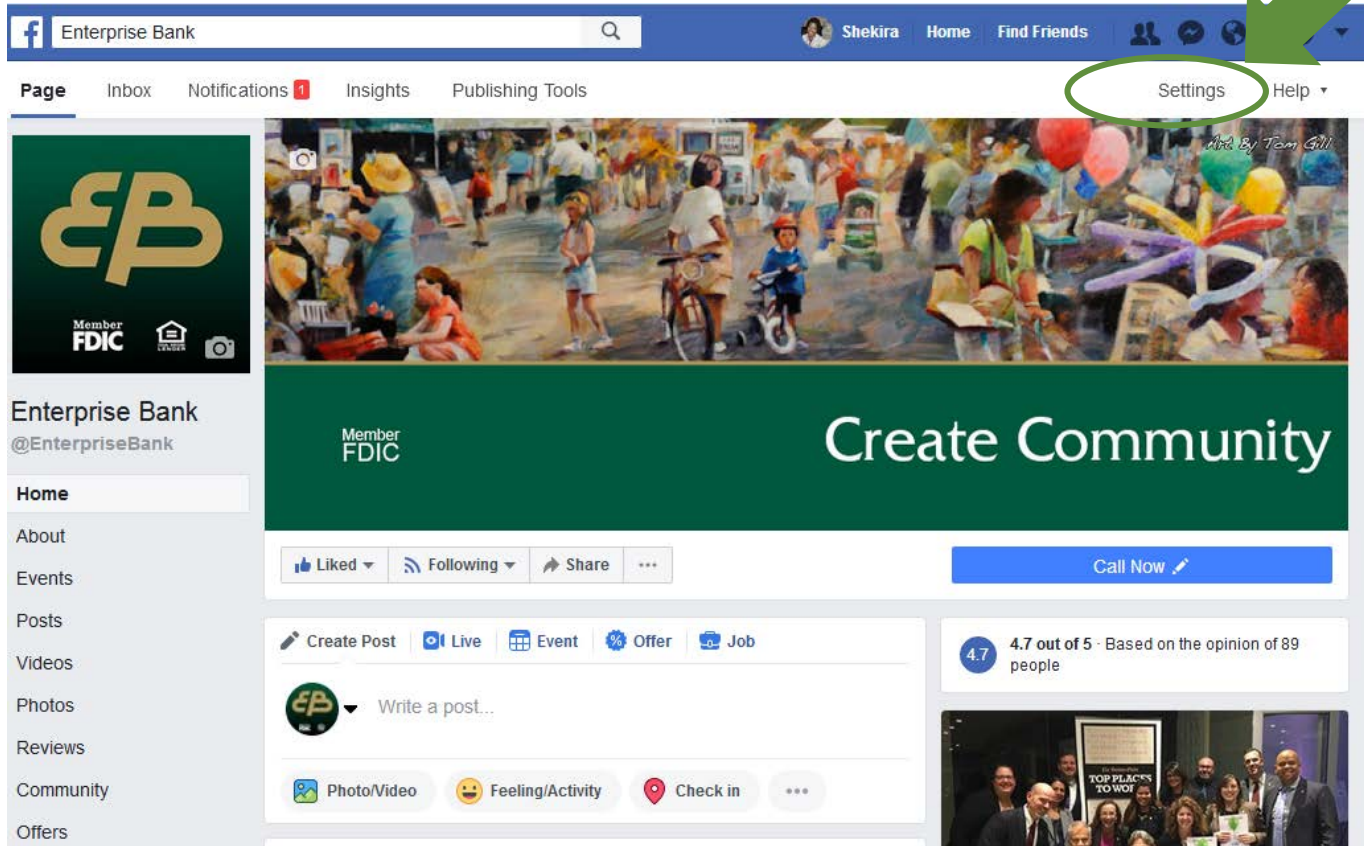
CONSIDER USING



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



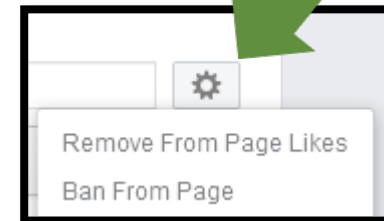
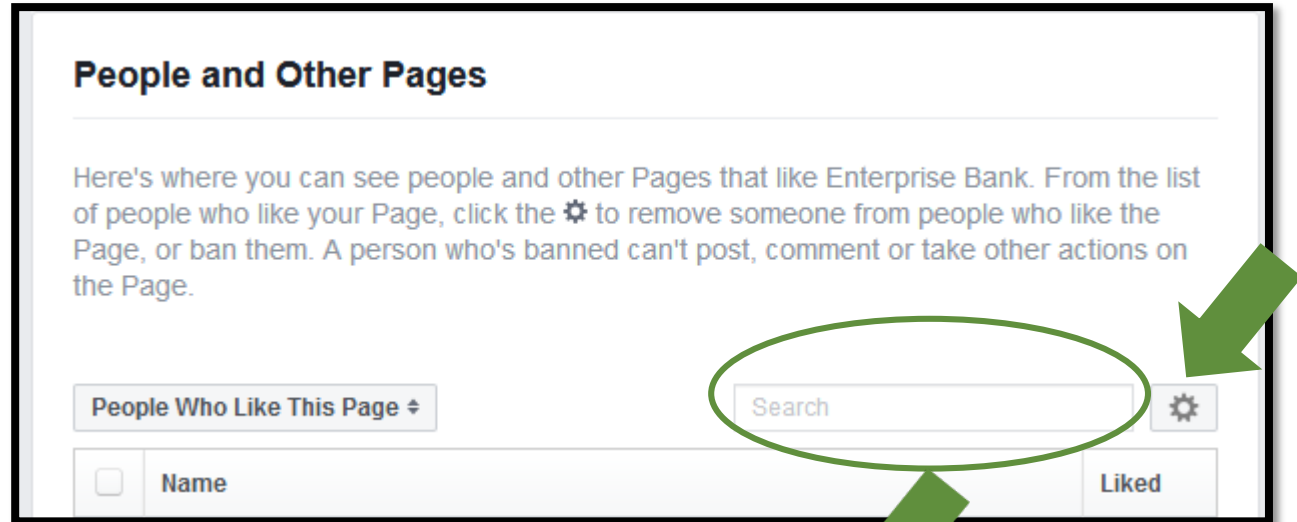
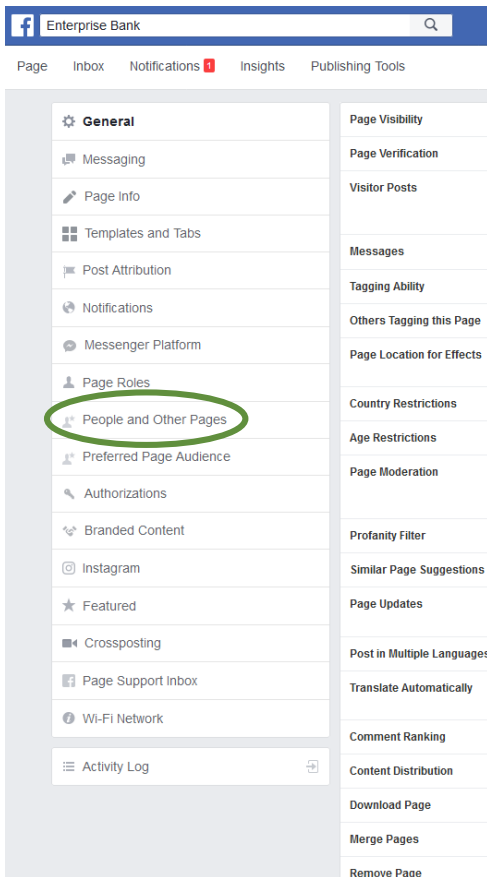
The image shows a screenshot of the Enterprise Bank Facebook page. The page header includes the Facebook logo, the name "Enterprise Bank", and navigation links for "Home" and "Find Friends". A green arrow points to the "Settings" button in the top right corner, which is circled in green. Below the header, the page features a cover photo of a busy outdoor market scene with the text "Create Community" and "Member FDIC". The left sidebar contains navigation options: Home, About, Events, Posts, Videos, Photos, Reviews, Community, and Offers. The main content area includes a "Like" button, a "Following" dropdown, a "Share" button, and a "Call Now" button. Below this is a "Create Post" section with options for "Live", "Event", "Offer", and "Job". The post creation area includes a "Write a post..." text box and buttons for "Photo/Video", "Feeling/Activity", and "Check in". On the right side, there is a rating section showing "4.7 out of 5 - Based on the opinion of 89 people" and a photo of a group of people holding a "TOP PLACES TO WORK" award.

Familiarize Yourself with the “General” Page Settings

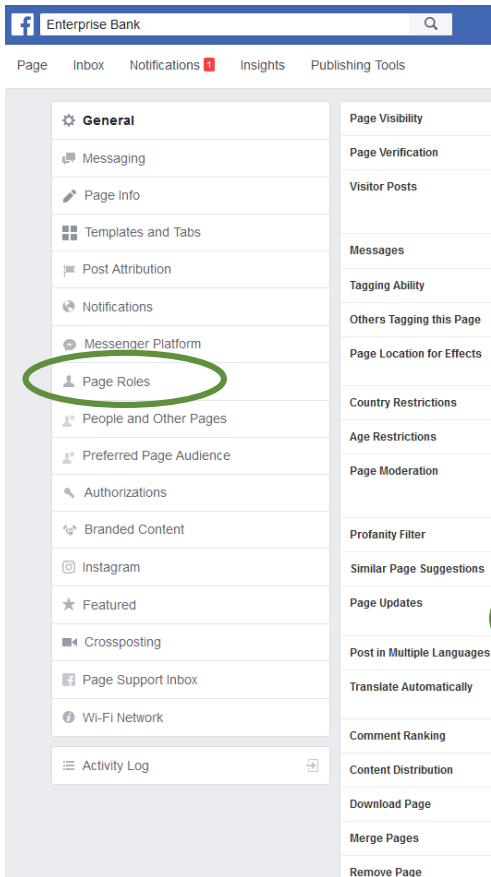
The screenshot shows the Facebook Page Settings interface for Enterprise Bank. The left sidebar contains various settings categories, with 'General' circled in green. The main content area displays a list of settings, including Page Visibility, Page Verification, Visitor Posts, Messages, Tagging Ability, Others Tagging this Page, Page Location for Effects, Country Restrictions, Age Restrictions, Page Moderation, Profanity Filter, Similar Page Suggestions, Page Updates, Post in Multiple Languages, Translate Automatically, Comment Ranking, Content Distribution, Download Page, Merge Pages, and Remove Page. A callout box highlights the 'Page Moderation' and 'Profanity Filter' settings, with an arrow pointing to the 'Edit' button for Page Moderation.

Setting	Value	Action
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	Posts containing these words are blocked: hate	Edit
Profanity Filter	Set to strong	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	

Familiarize Yourself with the “People and Other Pages” Settings



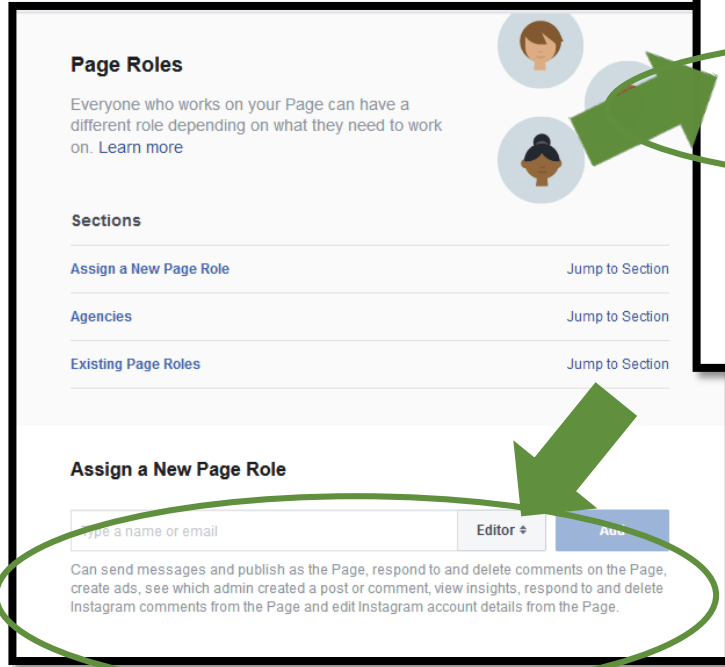
Familiarize Yourself with the “Page Roles” Settings



Enterprise Bank

Page Inbox Notifications Insights Publishing Tools

- 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 Roles

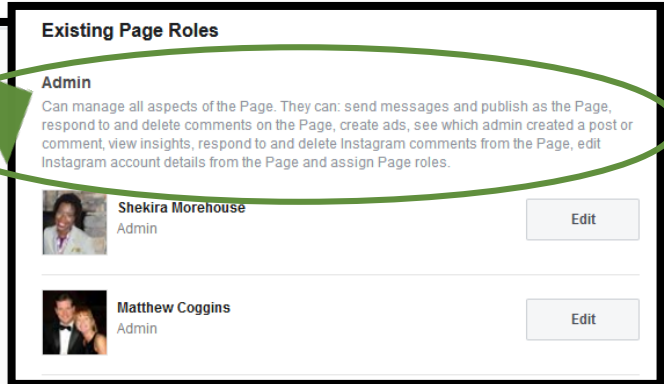
Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more](#)

Sections

- [Assign a New Page Role](#) [Jump to Section](#)
- [Agencies](#) [Jump to Section](#)
- [Existing Page Roles](#) [Jump to Section](#)

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.



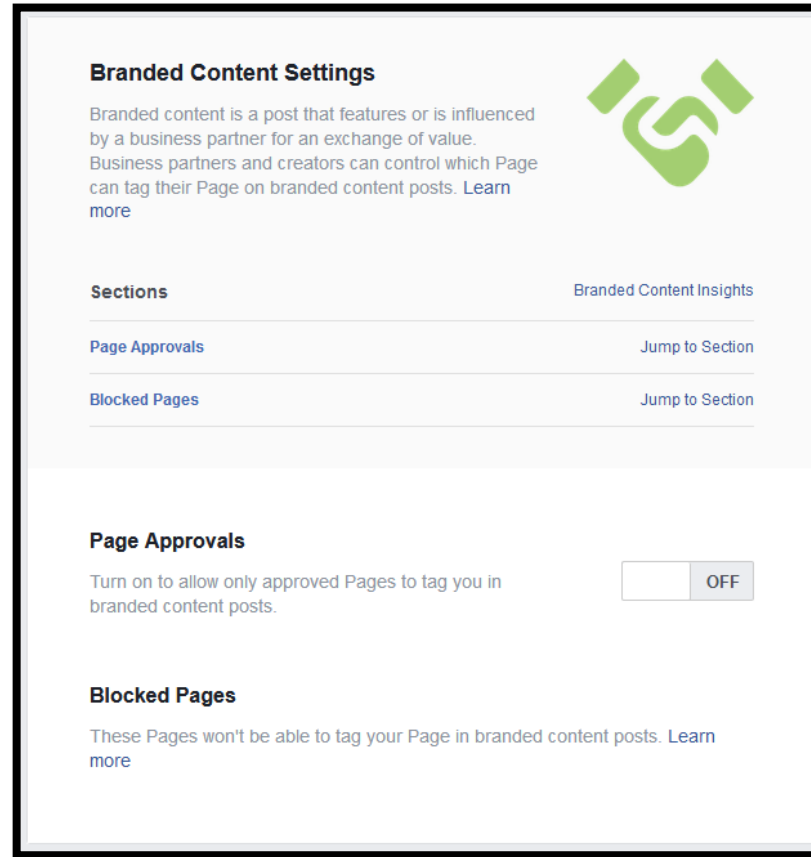
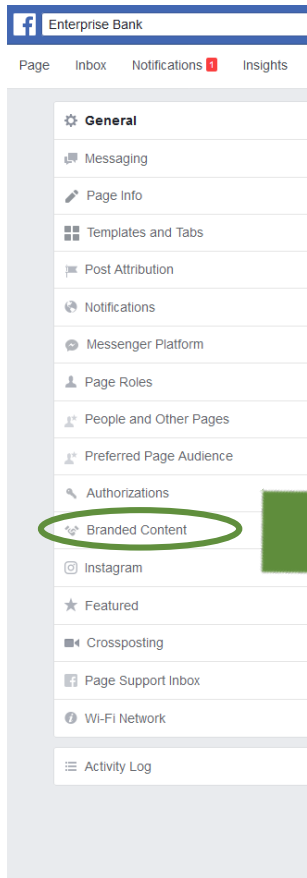
Existing Page Roles

Admin

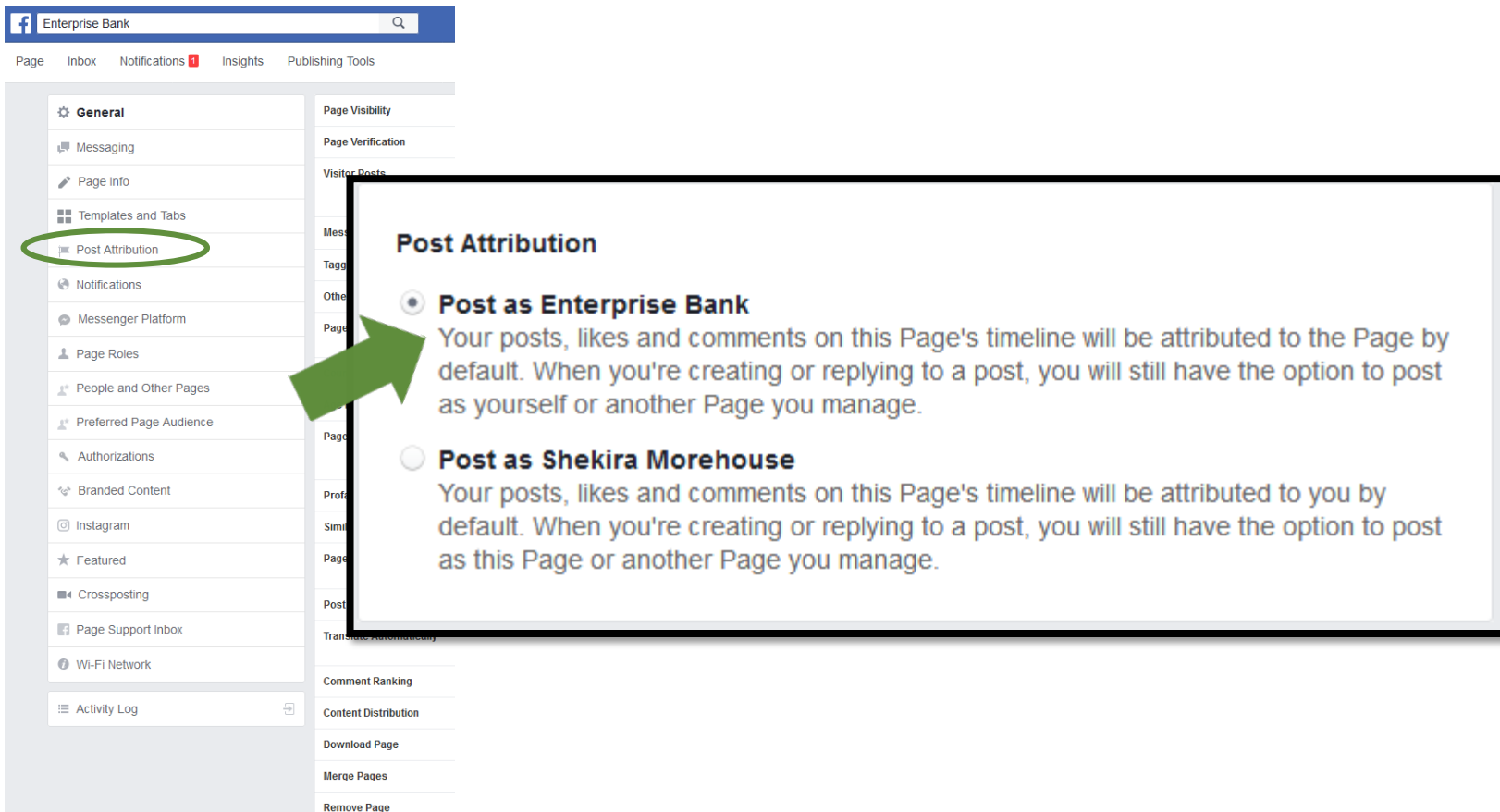
Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and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

- Shekira Morehouse**
Admin
- Matthew Coggins**
Admin

Familiarize Yourself with the “Branded Content” Page Settings



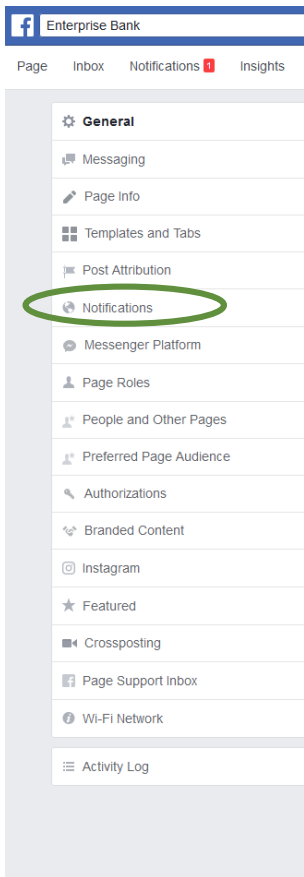
Familiarize Yourself with the “Post Attribution” Settings



The image shows a screenshot of the Facebook Page settings for "Enterprise Bank". The left sidebar contains various 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.

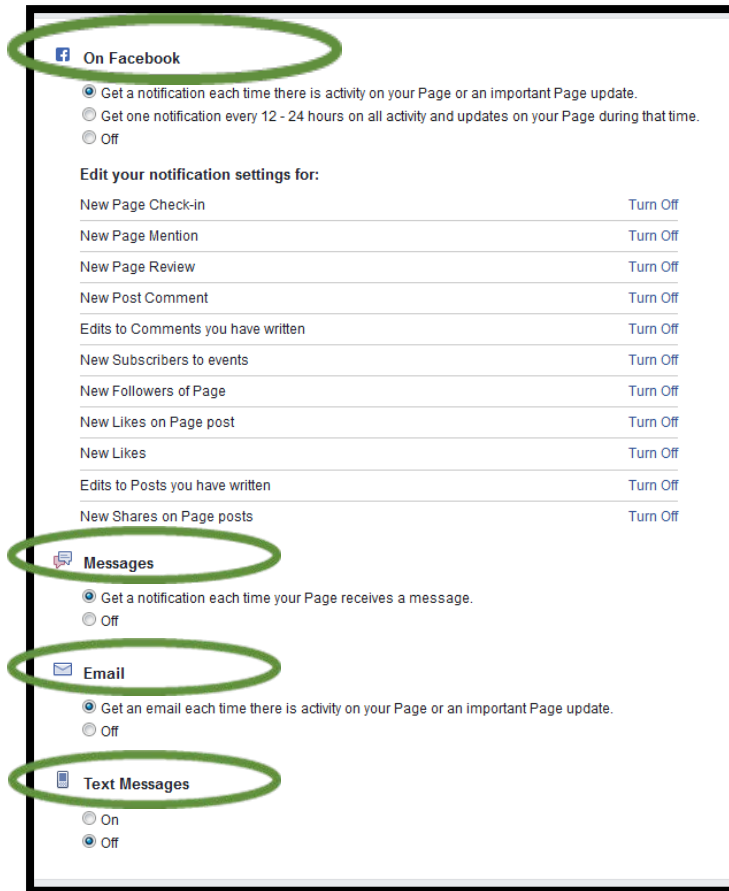
Familiarize Yourself with the “Notifications” Settings



Enterprise Bank

Page Inbox Notifications **1** 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



On 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.
- Off

Edit your notification settings for:

New Page Check-in	Turn Off
New Page Mention	Turn Off
New Page Review	Turn Off
New Post Comment	Turn Off
Edits to Comments you have written	Turn Off
New Subscribers to events	Turn Off
New Followers of Page	Turn Off
New Likes on Page post	Turn Off
New Likes	Turn Off
Edits to Posts you have written	Turn Off
New Shares on Page posts	Turn Off

Messages

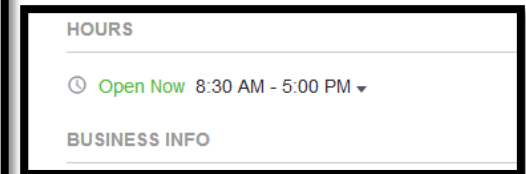
- Get a notification each time your Page receives a message.
- Off

Email

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

Text Messages

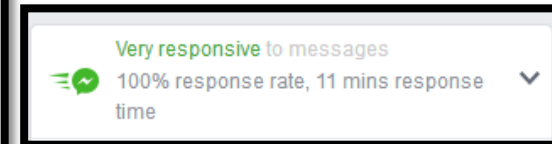
- On
- Off



HOURS

Open Now 8:30 AM - 5:00 PM ▼

BUSINESS INFO



Very responsive to messages

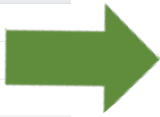
100% response rate, 11 mins response time ▼

Automated “Messaging” Based on Business Hours

Enterprise Bank

Page Inbox Notifications Insights

- General
- Messaging**
- Page Info
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- 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!"

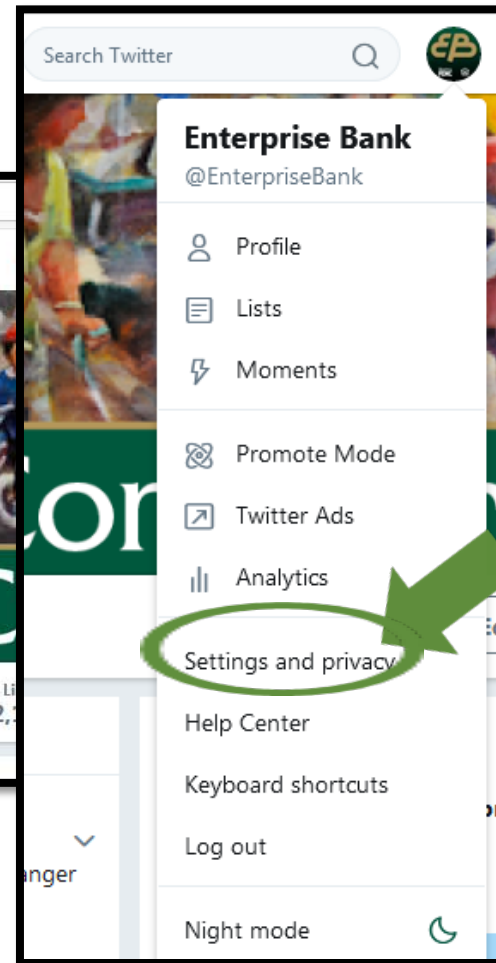
HOURS

Open Now 8:30 AM - 5:00 PM ▼

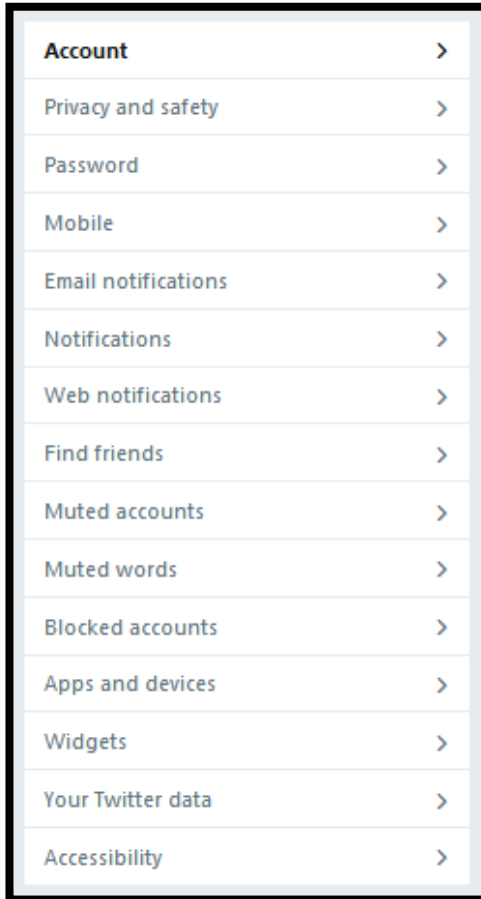
Very responsive to messages

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 image shows a screenshot of the LinkedIn page for Enterprise Bank (Enterprise Bancorp). The page header includes 'Notifications 2', '2 likes', and a 'See all' link. The main header area features the Enterprise Bank logo (Member FDIC), the name 'Enterprise Bank (Enterprise Bancorp)', and the location 'Lowell, Massachusetts' with 1,889 followers. A green arrow points to the 'Manage page' button, which is circled in green. Another green arrow points to the 'Admin tools' dropdown menu, which is also circled in green. Below the main header, there are sections for 'About us' and 'Recent update'. The 'About us' section describes the bank's history and mission. The 'Recent update' section features a photo of a group of people holding a 'TOP PLACES TO WORK' award and a caption about 'Careers & Employment Opportunities'. A 'See more' link is visible at the bottom of the page.

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

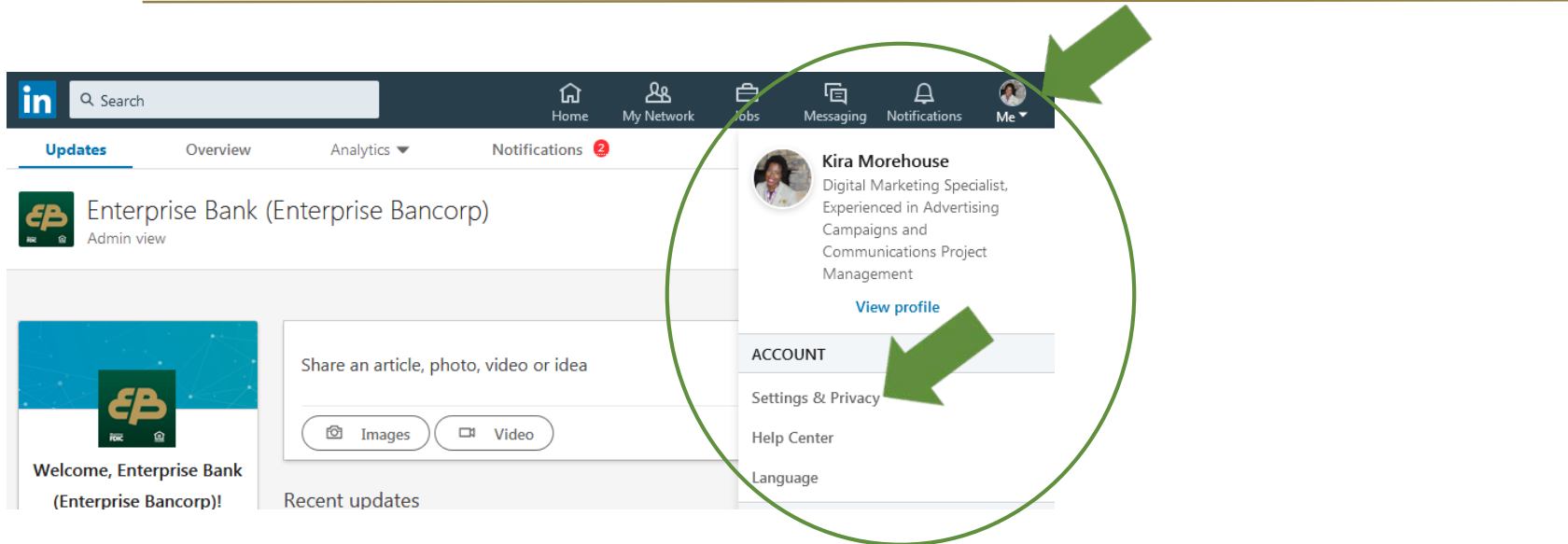
Recent update

See all

Careers & Employment Opportunities wit...
enterprisebanking.com

See more ▼

LinkedIn USER Settings (Page Admins)



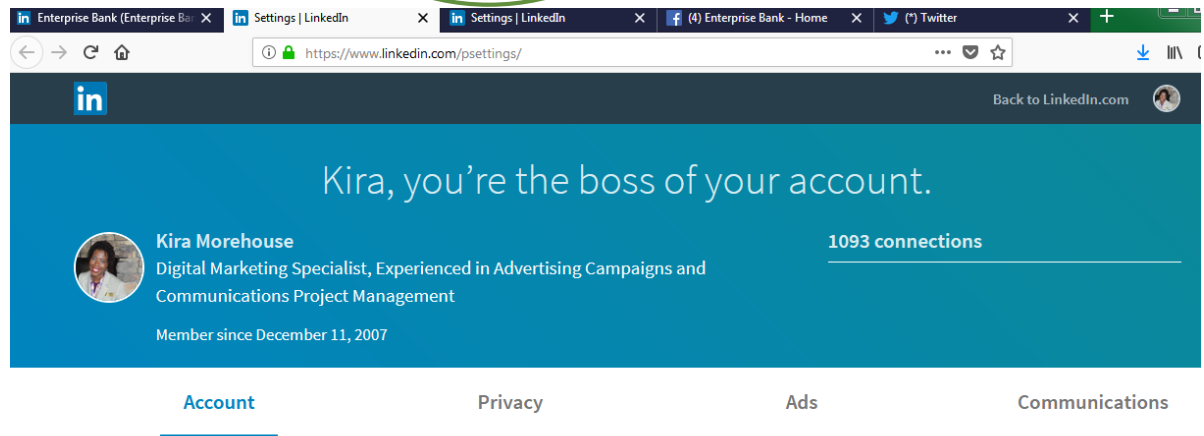
Login and security

Site preferences

Subscriptions and payments

Partners and services

Account management



LinkedIn USER Settings (Page Admins)

Enterprise Bank (Enterprise Bar) x Settings | LinkedIn x Settings | LinkedIn x (4) Enterprise Bank - Home x (*) Twitter x

https://www.linkedin.com/psettings/privacy 80%

Back to LinkedIn.com

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

Account **Privacy** Ads Communications

How others see your profile and network information

- How others see your LinkedIn activity
- How LinkedIn uses your data
- Job seeking preferences
- Blocking and hiding

How others see your profile and network information

Edit your public profile Change
Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address Change
Choose who can see your email address on your profile 1st degree

Who can see your connections Change
Choose who can see your list of connections Only you

Viewers of this profile also viewed Change
Choose whether or not this feature appears when people view your profile Yes

Who can see your last name Change
Choose how you want your name to appear Full

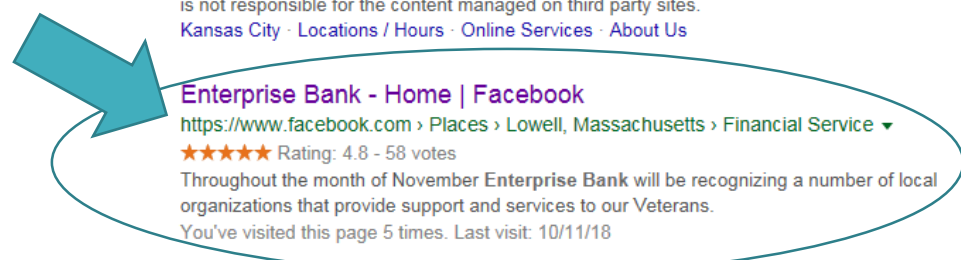
Representing your organization and interests Change
Choose if we mention you with content about your employers or other content you publicly expressed an interest in Yes

Profile visibility off LinkedIn Change
Choose how your profile appears via partners' and other permitted services Yes

**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/> ▼

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.

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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:

Keith Carl
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Keith.Carl@ebtc.com

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

