

People are already discussing your bank or credit union on social media.
Capture the conversation.



Comprehensive social media compliance management for financial institutions.

The Compliance Challenge with Social Media

If you're like most Financial Institutions, dedicating existing resources to manage a compliant social media platform and deploying technology to monitor, capture, respond and archive all content has proven to be a time consuming, difficult, and expensive barrier to break through!

The FFIEC is clear on its expectations of Banks and Credit Unions choosing to participate or not participate in Social Media, per their Consumer Compliance Risk Management Guidance released in December 2013. The documents are quite extensive and detailed, encompassing twelve pages of elements financial institutions should consider regarding social media compliance. While you understand consumer protection and compliance laws, regulations and policies, you may not have the expertise and technology to enforce social media policies, comply with regulation, archive all content and provide the required documentation for management, auditors and regulators. We can help!

BANK MONITOR is a comprehensive "turn key" service enabling your institution to be "every day audit ready" With this powerful tool in place, banks and credit unions are equipped to build a complete social presence on top of a ***totally compliant infrastructure***.

Why Choose Spring?

Having collective experience of 43 years in the Banking and Financial Services industry, our team is acutely aware of the challenges financial institutions face when attempting to enter and be successful in the social media arena. As a result, we have developed a unique and proprietary program (BANK MONITOR) designed specifically for Banks and Credit Unions that addresses and fulfills the FFIEC's guidance, step by step, in it's entirety. We work with you to build out a documented plan that **satisfies all seven components** of a solid risk management plan as outlined by the regulators.



Here's how we do it

Rules: Customized documents are created to satisfy your risk management program. The components we provide to you are: Governance Structure, Social Media Acceptable Use and Management Policies, Risk Assessment Matrix, and a branded Employee Training Slide Deck for initial and annual re-training.

Risk: We take your policies as well as regulatory requirements, classify risk levels for each, and assign an automated work flow for execution when a violation is identified.

Remediation: All data posted to your proprietary sites is captured and bounced against your established policy and risk parameters, and analyzed for policy violations. Real time notification of any level of violation ensures timely remediation efforts are taken.

Reports: We provide a monthly Social Archive Report that lists not only posts made by your financial institution, but also any comments made by others on your proprietary sites. In addition, we provide you with a detailed audit trail of all violation flags that includes author, actual content and remediation efforts taken.

BANK MONITOR Deliverables. How ready are you?

Your F.I.	BANK MONITOR
Social Marketing Plan and Governance Structure	✓
Social Media Employee Use and Management Policy	✓
Proactive Risk Management with real-time monitoring of posts to enforce company policy and regulatory compliance	✓
Social Media Employee Training Program	✓
Real-time proactive Reputation Monitoring and Remediation	✓
Social Archive to capture all posts and comments, and remediation	✓

BANK MONITOR enables financial institutions to embrace the value of social media by mitigating legal and regulatory risk all while being audit ready on a daily basis.



Total Cost: \$500 / MONTH

When a Financial Institution has a question about Social Media Compliance, there is only one answer: BANK MONITOR. Imagine having a program in place that removes all barriers, provides you with a totally compliant infrastructure to be audit-ready on a daily basis, and frees up your staff to do what they do best: bank!



spring

Social. Compliance. Innovation.

BANK MONITOR is a proprietary social media program of Spring Media USA.

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