

# Social Media Governance Structure Worksheet

The FFIEC outlines the following guidance in regards to a Social Media Governance Structure:

*A governance structure with clear roles and responsibilities whereby the board of directors or senior management direct how using social media contributes to the strategic goals of the institution and establishes controls and ongoing assessment of risk in social media activities.*

Use this worksheet and answer the following questions and you will be well on your way to a documented governance structure for you institution.

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## ROLES & RESPONSIBILITIES

The following individuals will serve as:

Social Media Manager \_\_\_\_\_

Content Creator \_\_\_\_\_

Content Approving Manager \_\_\_\_\_

Posting and Responding Administrator \_\_\_\_\_

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## GOALS

The following goals contribute to the strategic goals of \_\_\_\_\_ (insert FI name)  
think: increased brand awareness, product advertising, research new customer bases

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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## CONTROLS AND ASSESSMENT OF RISK

In order to comply with laws and regulations regarding deposit, lending and/or payment activities, we monitor and evaluate posts and comments made on proprietary social sites by \_\_\_\_\_ (state process) using \_\_\_\_\_ (name software/tools). In the event of policy and/or regulatory violation, posts are remediated by \_\_\_\_\_ (state process) using \_\_\_\_\_ (name software/tools).