

## Financial Services Social Media Diagnostic

In today's highly regulated environment, banks and financial services firms are challenged by increasing regulatory pressure and compliance restrictions on what the Firms can say in public and what their Professionals can say in private.

All marketing and communications must adhere to stringent, federal & state regulatory compliance guidelines and practices. Strictly-enforced regulatory guidelines exist for Financial Services Firms retaining data and electronic messages, use of misleading printed material, misrepresentation in prospectuses, failure to disclose minute details of a financial vehicle, transparency, trade reporting, etc., and many more. Failure to comply may result in hefty fines, imprisonment, loss of licenses or all of the above, for the Financial Services professional and for the Firm.

### Value of Conducting the Financial Services Social Media Diagnostic:

- ▶ Minimize the compliance risk of Social Media utilization
- ▶ Turn Social Media into a major marketing & communications channel for the Firm
- ▶ Define an actionable Social Media policy that lives within the FINRA guidelines
- ▶ Automate Social media policies throughout the Firm
- ▶ Monitors, tracks and reports on all Social Media activity for the Firm and its employees – personal & business activities
- ▶ Capture and archive Social Media networking data to achieve verifiable compliance
- ▶ Build a powerful Social Media Architecture for the Firm, employees and associated 3rd parties while staying compliant with SEC, FINRA, and state regulations
- ▶ Identify, measure and justify ROI and quantifiable results from Social Media activity & investment

As the world shifts to a digitally-leveraged marketplace where consumers and clients of Financial Services firms are spending much more time living inside of, and conducting business through, Social Media sites or communities such as Facebook, LinkedIn, MySpace, Twitter, and other stylized social communities, the need for client two-way digital dialogue is mandatory. As more business is conducted inside social networking sites, financial advisors, / brokers, registered investment advisors, marketing professionals, analysts, traders, bankers, and other Financial Services professionals are already shifting their traditional offline activity to the digital community.

This poses a problem when Financial Services must navigate these Social Communities and retain all Firm references, messages to potential clients, control and archive materials distributed across these networks and ensure compliance by all Professionals in the Firm with FINRA regulatory guidelines.

While many firms may find that the guidance from FINRA is useful when establishing their own procedures, each firm however, must develop their own unique, proprietary and market-savvy policies & procedures that are designed to ensure that the while the firm and its personnel comply with all applicable FINRA requirements, it stays a leader in its market.

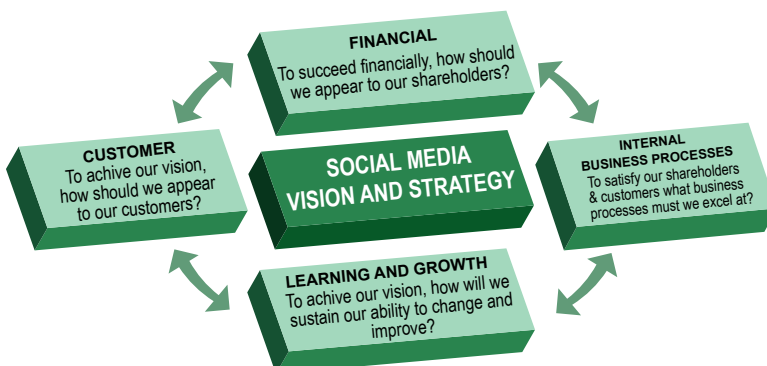
Our Financial Services Social Media Diagnostic assists Firms in understanding how Social Media can be utilized to accelerate sales & marketing activities, yet implement practices and platforms that ensure the Firm's compliance with FINRA guidelines.

### OUR FINANCIAL SERVICES SOCIAL MEDIA DIAGNOSTIC IS SUITED FOR:

Brokerage Firms / Exchanges
Brokerage Firms
Investment Banks
Institutional Investment Cos.
Hedge Funds
Bank Holding Companies
Broker-Dealer Firms
Private Equity Firms

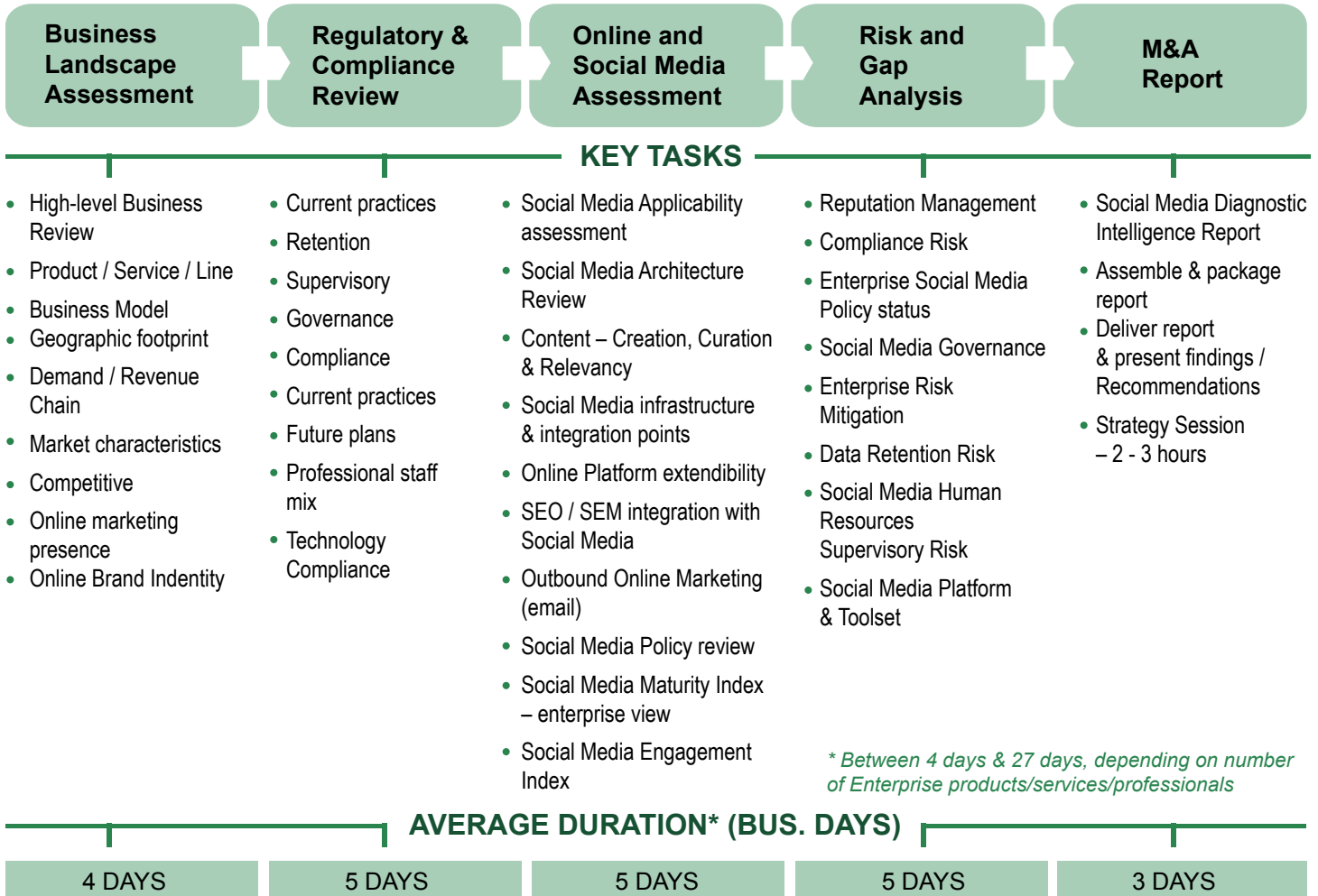
### PROFESSIONALS IN FINANCIAL SERVICES FIRMS:

Financial Adviser
Stock / Bond Traders
Marketing & Communications professionals
Registered Investment Advisers
Legal & Regulatory Affairs
Analysts
Banking Professionals
Executive & Line Management



Social2B, the leader in Enterprise Social Media Scalability, Metrics, Measurement & Integration, has developed a number of packages, platforms and services that help Financial Services companies:

## Financial Services Social Media Diagnostic Description



Social2B International, LLC, through its years of delivering Social Media Brand Architectures, the Social Media Maturity Index and Social Media marketing platforms has assembled Financial Services experts together with Social Media practitioners in order to deliver a Diagnostic service offering for Financial Services Firms.

Our Social Media Maturity Index is mapped to existing Enterprise Balanced Scorecard KPIs (Key Performance Indicators) in order to assess true ROI, Economic Value & Shareholder value.

We work hand-in-hand with your management and marketing staff as well as with your internal /external compliance Officers and regulators. We deliver an actionable Financial Services Social Media Diagnostic Intelligence Report and we work with you to present our findings at the appropriate levels

Social2B has developed a number packages, services and platforms uniquely built for Financial Services Firms and their need for regulator compliance and reporting. Our services include:

Financial Services Social Media Diagnostic
Financial Services S2B FastStart Service
Financial Services Social Media Platform Architecture
Financial Services Social media Campaign Management
Financial Services Social Media Maintenance & Monitoring

Financial Services Social Media Diagnostic Deliverables:
Financial Services Social Media Diagnostic Intelligence Report
Financial Services Social Media & Online Diagnostic presentation
Performance Reports of Firm's Online / Social Media footprint & Influence
Regulatory & Compliance Risk Gap Analysis
Social Media Blueprint Recommendations