



# GENERAL BULLETIN

CONNECTICUT  
BANKERS  
ASSOCIATION  
10 Waterside Drive  
Farmington, CT 06032-3083  
(860) 677-5060  
FAX: (860) 677-5066

2010 – 133

July 27, 2010

SENT TO:

TO THE CHIEF EXECUTIVE OFFICER  
OR INDIVIDUAL ADDRESSED

CEO, CEO+, CIO, CRO,  
Compliance, HR &  
Marketing Specialists

**RE: CBA Web Seminar – Social Networking Compliance Issues**  
**Monday, August 23, 2010 -- 2:30 p.m. - 4:30 p.m.**

More and more employees are Tweeting or using their Facebook page to keep in contact with friends and business associates. Businesses also are discovering social media as a marketing tool and a useful means for maintaining customer contacts. But along with the benefits, there are serious dangers lurking. Fraudsters, hackers and identity thieves also have discovered the benefits of this media. There are a lot of presentations focused on the marketing benefits of social networks, but there are significant risks and compliance issues that aren't being discussed. Whether or not your institution has established a social network presence or not, chances are your employees and customers are tweeting or are on Facebook, so join us for this presentation as we explore some of the potential risks and compliance issues associated with the social media craze.

## HIGHLIGHTS

- Taking a look at social networks
- Identifying the potential benefits and risks
- Controlling employee usage
- Protecting your bank and its customers from attacks
- Ensuring that employees don't create liability
- Risk mitigation strategies

## AUDIENCE

Senior management, compliance officers, risk management officers, internal auditors, marketing, and HR.

**CE Applied:** 2.5 hours towards the CRCM/CFSSP/CFMP designations with the Institute of Certified Bankers, an affiliate of the American Bankers Association.

## SPEAKER

Susan Orr, CISA, CISM, CRP, is an industry expert with vast regulatory, risk management, and security knowledge. During her 14-years as bank examiner, Susan held numerous lead positions including Regional IT Examination Specialist, Special Assistant to the Regional Director, and Special Assistant to the Vice Chairman of the FDIC. Susan was lead instructor for the FDIC's technology school. She currently consults for security providers and performs IT security/regulatory reviews for financial institutions.

### **WHAT IS A WEB SEMINAR?**

A web seminar is an online seminar featuring live audio and PowerPoint slides. Everything is delivered through your PC. No special hardware is needed; however, speakers or headphones are required. The program consists of 90 minutes of instruction and 30 minutes live Q&A. Each registration provides one connection to the web seminar, materials and 30 days access to the online seminar. You may have unlimited listeners on your connection by speaker phone and PC. You will receive a confirmation with your PIN, materials and instructions. If you do not receive a confirmation within two days of the event call 888-262-7701.

**Free 30-Day Replay** - Within five working days after the broadcast, you will receive a URL providing unlimited access to a recorded copy of the presentation for 30 days. This enables you to participate in the live web seminar, train additional staff and review the material as needed.

The **On-Demand Web Seminar** is a live web seminar that has been recorded and then streamed to your computer to watch at your convenience. The program can be viewed anytime 24/7. You can watch a portion, come back and pick up where you left off! Anyone at your branch may access the program from a computer using the login and password. When purchasing an On-Demand Web Seminar, you have unlimited access to the program for 6 months from the date of purchase.

Transmission, retransmission or republishing of the audio portion of the web seminar is prohibited. Your registration entitles you to one connection at one location with permission to make copies of materials for participants. Please complete one registration per location.

### **REGISTRATION INFORMATION**

Registrations are requested to be submitted three days prior to the date of the web seminar. On-line registrations can be made at <http://www.bankersed.com/CTBANKERS/>. For all other registrations, please complete the attached registration form and send directly to Bankers Ed in advance of the program. Fee information for this program is listed on the registration form. **Payment is expected at the time of registration unless other arrangements are made prior to the event with the CBA.**

**Late Registration:** Registrations are accepted until the program starts. To ensure timely delivery of materials, etc., please register online when registering **two working days prior** to the broadcast (credit cards and e-checks accepted). If you would like assistance with online registration, contact 888-262-7701.

Please do not hesitate to contact either Kathy Parks or me if you have any questions about this web seminar.

Very truly yours,

LINDSEY R. PINKHAM  
Senior Vice President & Secretary

attachment

**CBA WEB SEMINAR**

**SOCIAL NETWORKING COMPLIANCE ISSUES**

**Monday, August 23, 2010**

**2:30 p.m. - 4:30 p.m. (EST)**

**REGISTER** (Each registration entitles you to one connection at one location where an unlimited number of listeners may participate):

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**THREE WAYS TO REGISTER FOR CBA WEB SEMINARS:**

**Prior to August 16<sup>th</sup>**

Mail: Complete this form, include payment and **mail it to:** Bankers Ed: 5700 S. Mopac, #C310, Austin, TX 78749

**Anytime Prior to the Program**

On-line: Register on-line at <http://www.bankersed.com/CTBANKERS/>

Phone: Call 888-262-7701 with credit card information

**CBA WEB SEMINAR – SOCIAL NETWORKING COMPLIANCE ISSUES**

**Monday, August 23, 2010** - (Seminar code: SW2-1291)

Web Seminar/Materials (live hookup)  \$255 member  \$510 non-member

On-Demand Web Seminar/Materials  \$275 member  \$550 non-member

**METHOD OF PAYMENT** (check one):

**Check made payable to: Bankers Ed**

Discover Card  MasterCard  Visa  AMEX

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Security Code (3 or 4 digits on back of card) \_\_\_\_\_

Signature \_\_\_\_\_ Amount \$ \_\_\_\_\_

For registration questions, please contact Bankers Ed customer support at 888-262-7701 or Kathy Parks at the Connecticut Bankers Association parks@ctbank.com at 860-677-5060.

**\*\*\*Registrations must be sent to Bankers Ed\*\*\***

(Seminar code: SW2-1291)