

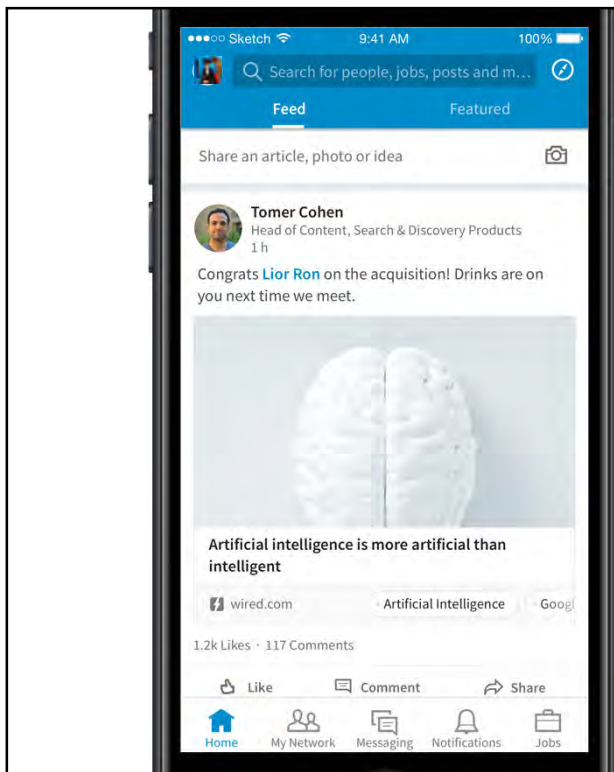


# Social Media: The Strategic Tool in your Compliance Arsenal



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VP, Global Compliance  
& Integrity



## Agenda

How to Rock Your Compliance Profile on LinkedIn

Leveraging Social Media for Your Work

Building Meaningful Social Media Policies

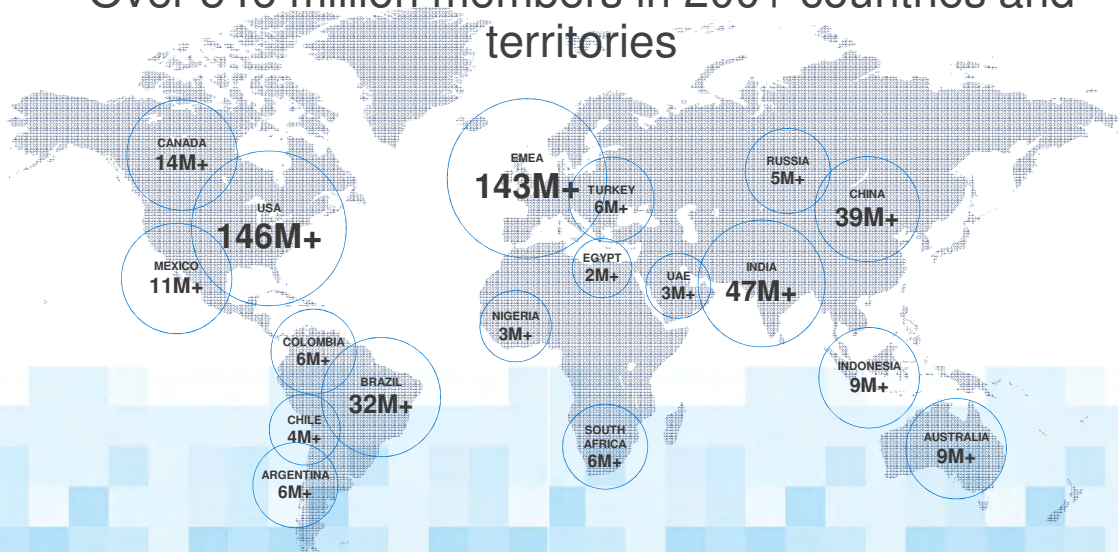


## OUR OPPORTUNITY

LinkedIn helps professionals network,  
learn, and build their careers.

## The world's largest professional network

Over 546 million members in 200+ countries and  
territories







## The Power of LinkedIn



546M+  
MEMBERS



20M+  
COMPANIES



14M+  
JOBS



50K+  
SKILLS



29K+  
SCHOOLS



11B+  
ENDORSEMENT  
S

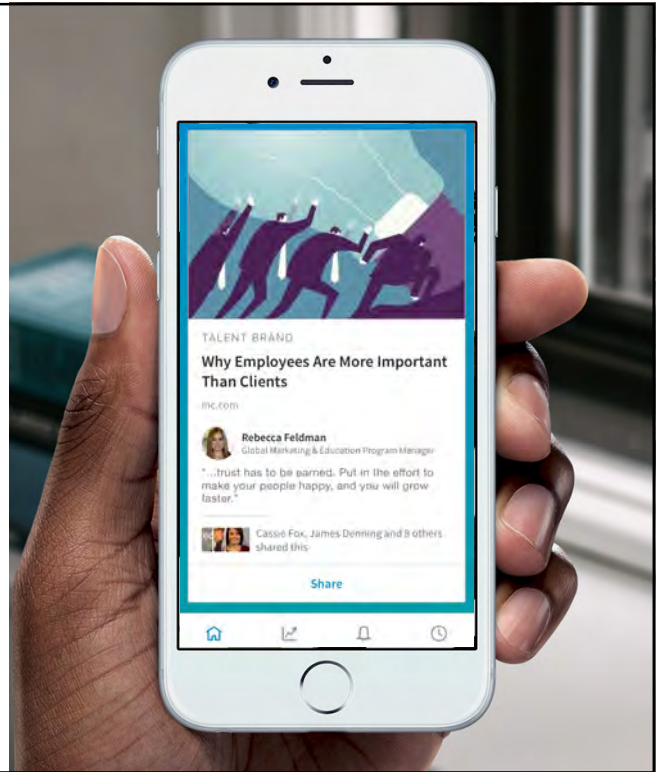
Why should  
compliance  
professionals  
use



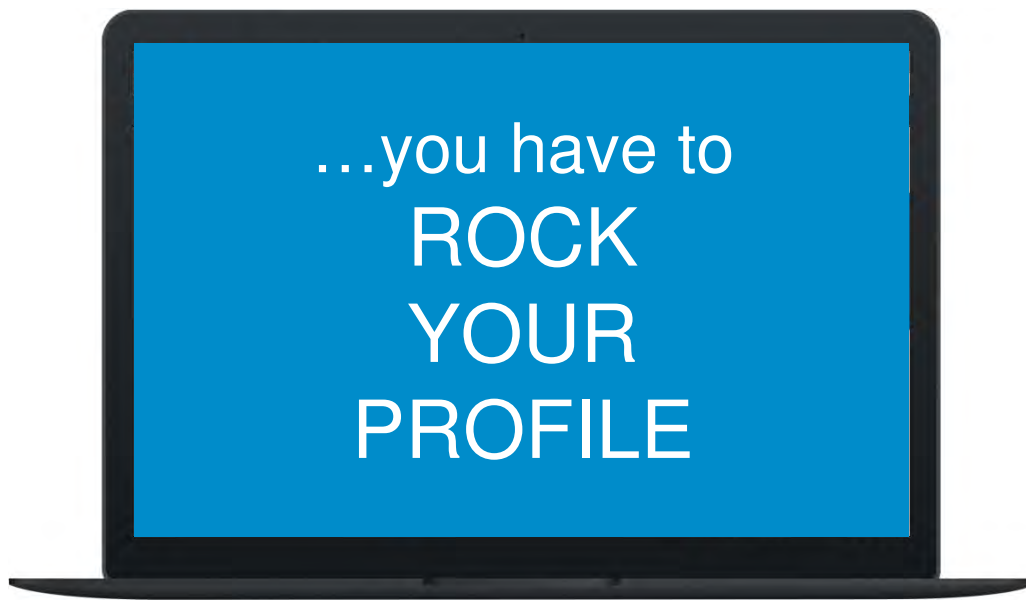
LinkedIn?

## Compliance professionals come to LinkedIn to:

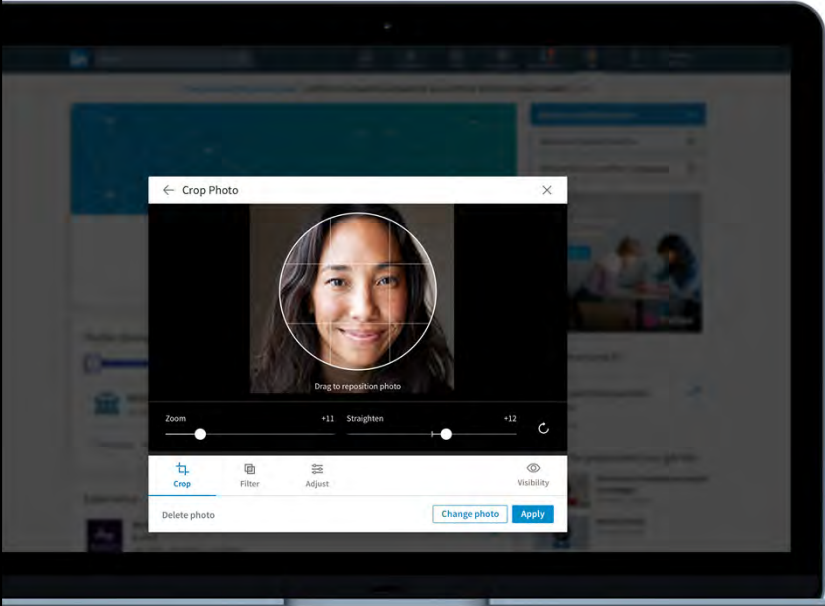
- Interact with coworkers, contacts, and other compliance professionals
- Stay well informed about industry news and trends
- Share professional content
- Research and contact people
- Recruit and look for career opportunities



But first...







The screenshot shows a laptop screen with a 'Crop Photo' window open. The window contains a circular crop tool over a photo of a woman's face. Below the photo are sliders for 'Zoom' and 'Straighten', and buttons for 'Crop', 'Filter', 'Adjust', 'Delete photo', 'Change photo', and 'Apply'.

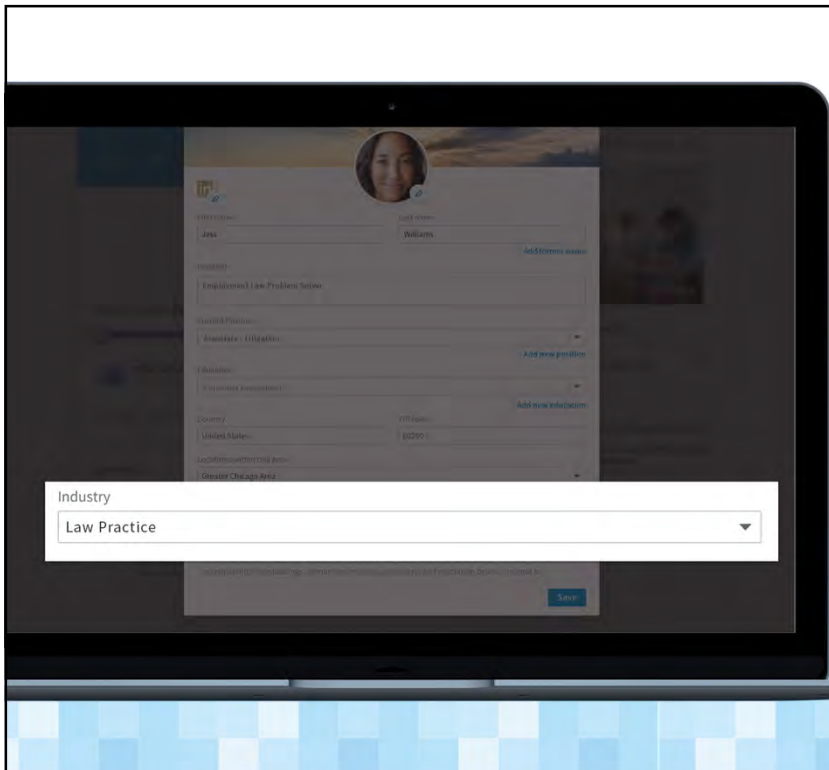
STEP ONE

## Add a photo

Members with a photo get up to:

- 9x more connection requests
- 21x more Profile views
- 36x more messages



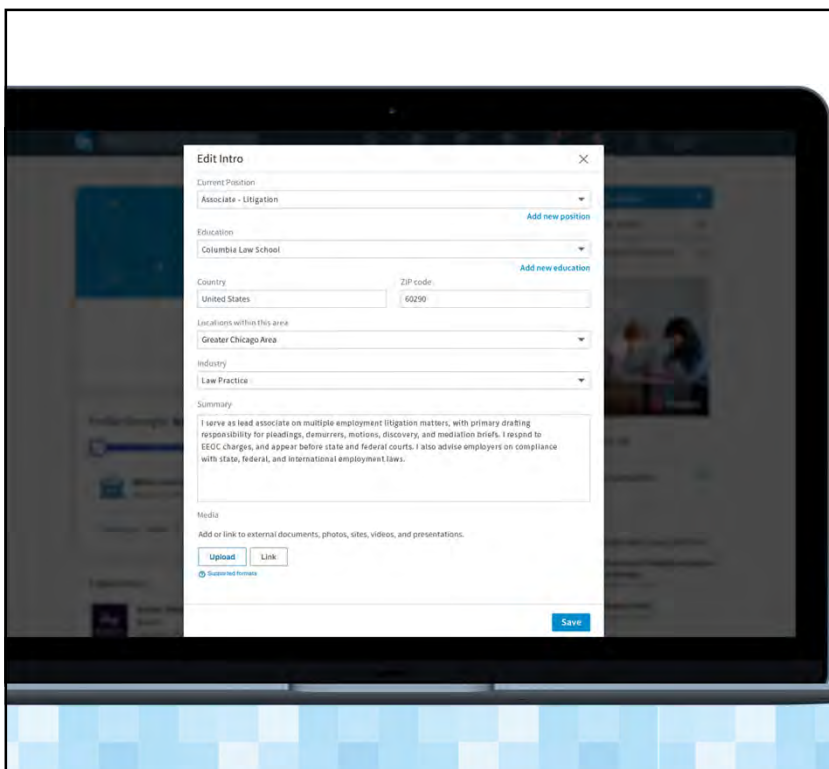


**STEP TWO**

## Add your industry

Members with industry information receive up to **9x** more Profile views

More than 300K people search by industry on LinkedIn every week



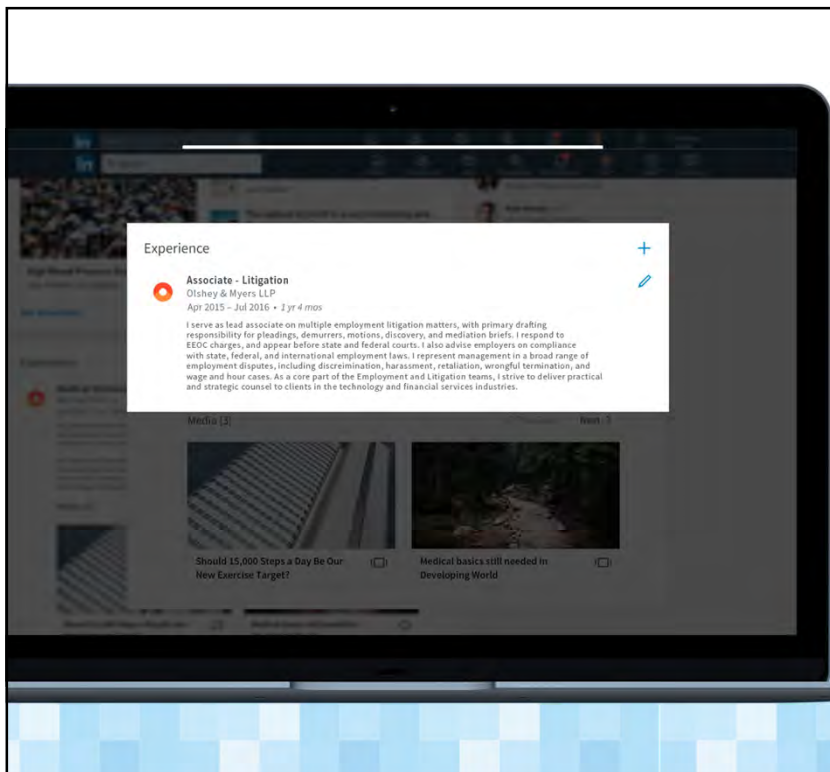
**STEP THREE**

## Draft a compelling summary

Your “elevator pitch”

Focus on career accomplishments & aspirations

40+ words

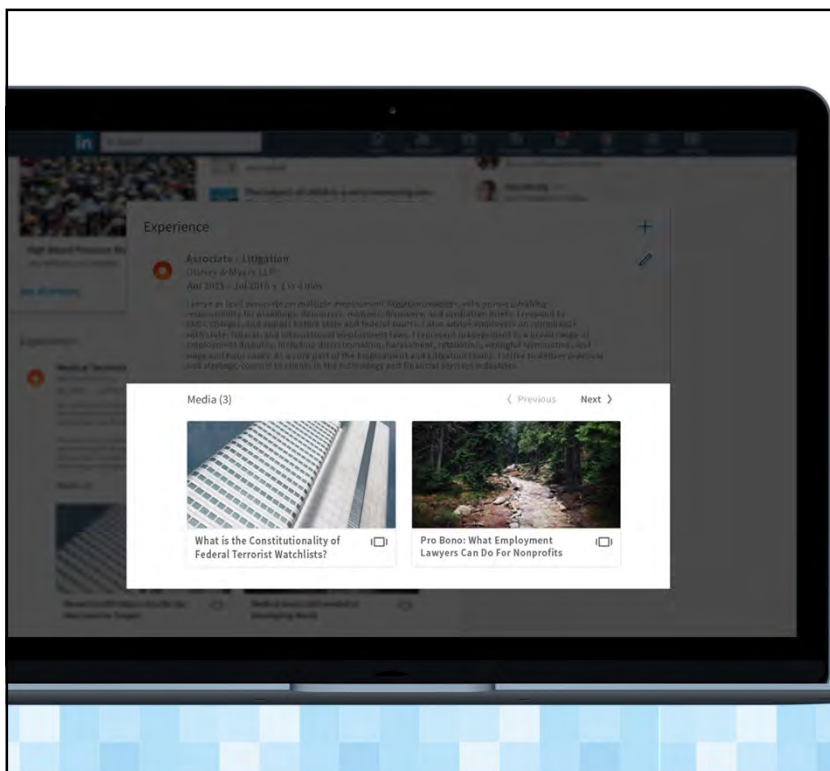


**STEP FOUR**

## Detail your work experience

Members with up-to-date positions receive up to:

- 5x** more connection requests
- 8x** more Profile views
- 10x** more messages



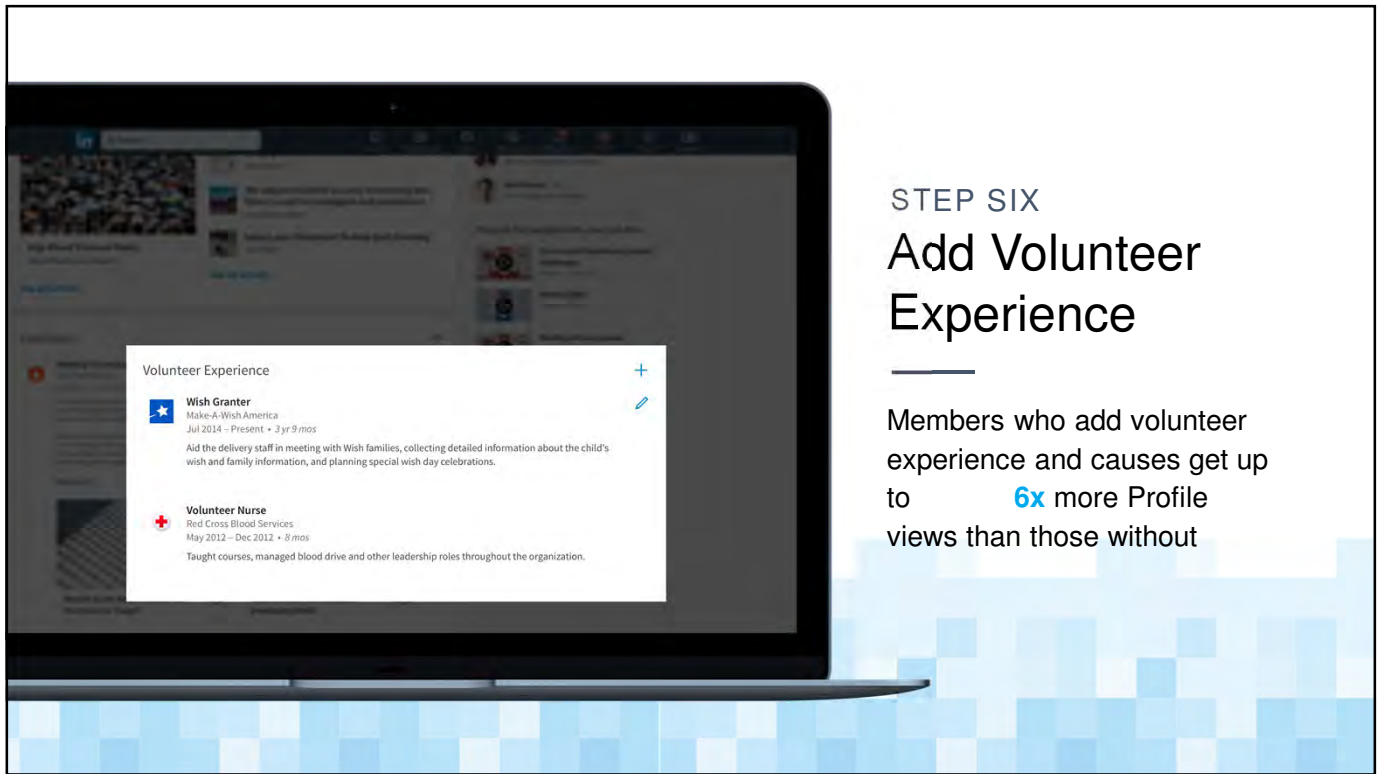
**STEP FIVE**

## Add Examples of Your Work

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story





**STEP SIX**

## Add Volunteer Experience

Members who add volunteer experience and causes get up to **6x** more Profile views than those without



## How do you use social media?



I like donuts



Watch me eat a donut



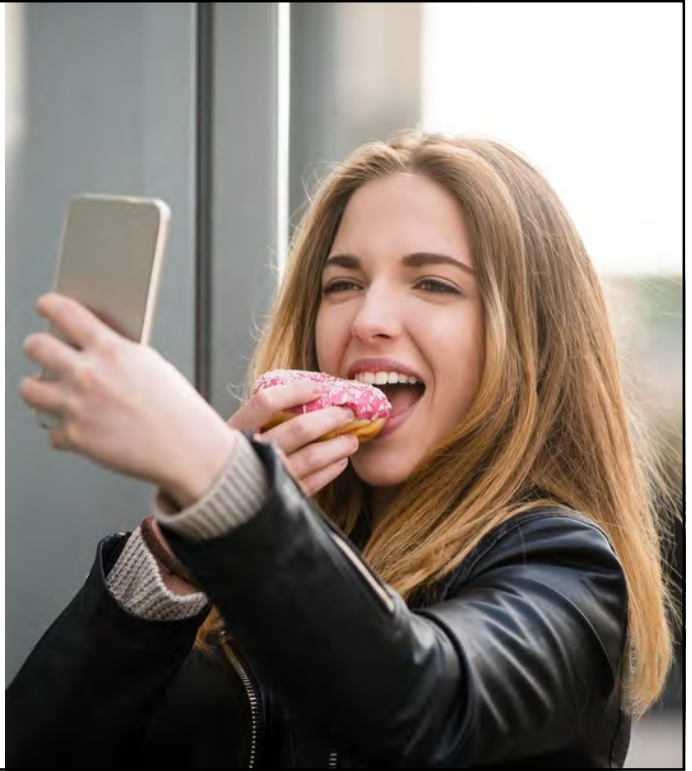
Here's a photo of my donut



Look at these decorated donuts!



I'm listening to "Donuts"



## Social Media Can Help You



### **Build relationships**

Network, collaborate, keep in touch, share what's relevant to you and your peers



### **Stay informed**

Read the news, get updates on companies you follow, learn more about topics you care about



### **Keep track of industry trends**

Find information people are posting using hashtags, see what articles are popular in your field or location



### **Conduct investigations**

Research contacts, discover what information they present publicly



### **Connect to opportunity**

Manage your reputation, get hired, advance your career



## Building Meaningful Social Media Policies

### Policy Do's and Don'ts

- **DO** use your social media policy as a springboard to talk about your company's culture
- **DO** prohibit employees from speaking on behalf of your company without authorization
- **DON'T** make your policy overly-broad – it can be found to be unlawful and unenforceable
- **DO** focus on keeping confidential information out of the wrong hands
- **DO** prohibit online bullying
- **DON'T** prohibit activities protected under federal labor law
- **DO** tell employees to make their company affiliation clear when publicly endorsing your company's products or services





## Social Media and the NLRB

- The NLRB has protections that extend to **certain work-related conversations** conducted over social media
- An employee's social media posts or comments are usually considered unprotected if they're **complaints not made in relation to a group** or group activity
- The NLRB states that social media policies **cannot prohibit discussions about wages or working conditions** among employees

Q&A

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The image features the LinkedIn logo centered on a dark blue, starry night sky background. The word "Linked" is in white, and the "in" is in white text inside a blue square.

LinkedIn