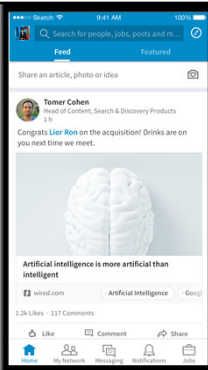




Social Media: The Strategic Tool in your Compliance Arsenal



Amy Thawer
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.

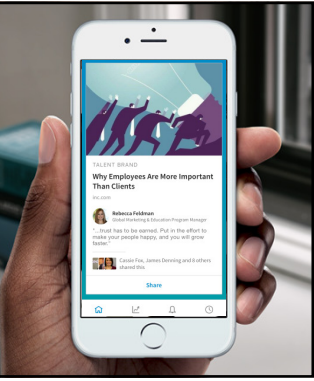






Compliance professionals come to LinkedIn to:

- 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...

...you have to
**ROCK
YOUR
PROFILE**

Your Profile, Your Story

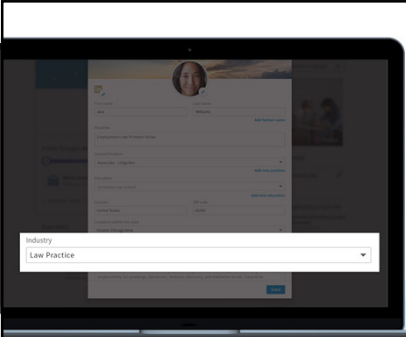
STEP ONE
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages

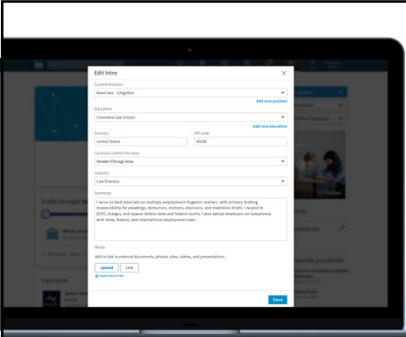


STEP TWO

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



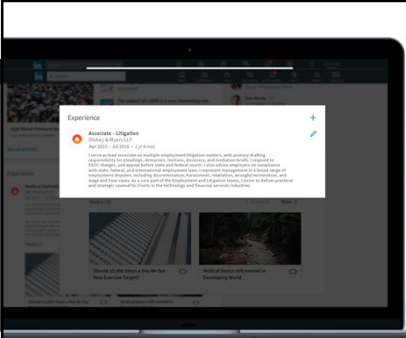
STEP THREE

Draft a compelling summary

Your "elevator pitch"

Focus on career accomplishments & aspirations

40+ words

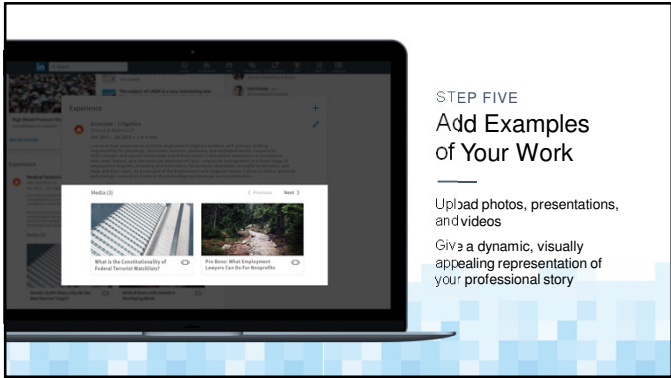


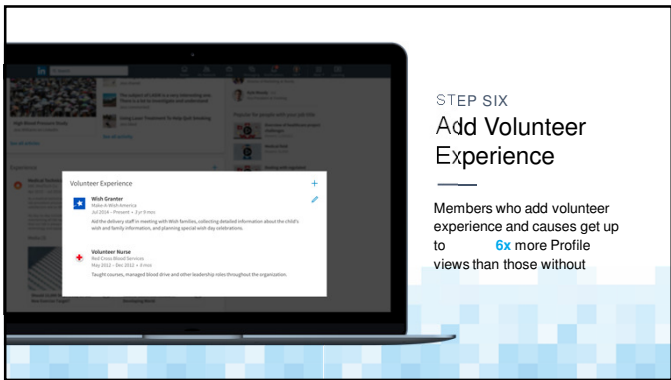
STEP FOUR

Detail your work experience

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


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











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