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# The Informed Banker

## A Harland Clarke Speaker Series

### Social Media Guidance and Compliance Update for Community Banks



#### **Denyette DePierro**

Vice President & Senior Counsel  
ABA Center for Payments and  
Cybersecurity

Your host:



**Christine Ahlgren**  
Payments Marketing  
Harland Clarke

# Q&A Wrap Up

Type your question in the chat panel 

## Denyette DePierro

Vice President & Senior Counsel  
Center for Payments and Cybersecurity  
American Bankers Association  
202-663-5333  
ddepierr@aba.com



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# Other Resources – ABA & FFIEC

Additional Sample Policies: <http://socialmediagovernance.com/policies/>

*Also visit the ABA Professional Networks: Compliance & Marketing*

FFIEC Final Guidance - December 2014

<http://www.gpo.gov/fdsys/pkg/FR-2013-12-17/pdf/2013-30004.pdf>

ABA Summary of FFIEC Guidance

<http://www.aba.com/Compliance/Regulatory/Documents/SAABAMemoFFIECSocialMedia2013Dec.pdf>

# Other Resources - FINRA

FINRA Regulatory Notice 11-39:

Social Media Websites and the Use of Personal Devices for Business Communications (August 2011)

<http://www.finra.org/web/groups/industry/@ip/@reg/@notice/documents/notices/p124186.pdf>

FINRA Regulatory Notice 10-06:

Guidance on Blogs and Social Networking Web Sites (January 2010)

<http://www.finra.org/web/groups/industry/@ip/@reg/@notice/documents/notices/p120779.pdf>

FINRA Regulatory Notice 07- 59:

Supervision of Electronic Communications; Guidance Regarding the Review and Supervision of Electronic Communications (December 2007)

<http://www.finra.org/web/groups/industry/@ip/@reg/@notice/documents/notices/p037553.pdf>

# Other Resources – Lotteries, Raffles, Giveaways

## Lotteries, Raffles, and Giveaways

FDIC: FDI Act § 20

OCC: 12 USC § 25(a)

FRB: Federal Reserve Act § 9A

## Interpretive Letters

OCC Interpretive Letter #900 (January 2001)

<http://www.occ.gov/static/interpretations-and-precedents/jan01/int900.pdf>

OCC Interpretive Letter #923 (January 2002)

<http://www.occ.gov/static/interpretations-and-precedents/jan02/int923.pdf>

# Other Resources – NLRB & FTC

National Labor Relations Board (NLRB)

Social Media & Employee Use

[www.nlr.gov/news-outreach/fact-sheets/nlr-and-social-media](http://www.nlr.gov/news-outreach/fact-sheets/nlr-and-social-media)

Federal Trade Commission (FTC)

FTC Guidance: .com Disclosures

How to Make Effective Disclosures in Digital Advertising

(March 2013)

<http://www.ftc.gov/sites/default/files/attachments/press-releases/ftc-staff-revises-online-advertising-disclosure-guidelines/130312dotcomdisclosures.pdf>

## Other Resources - SEC

SEC Press Release 2013-51:

“SEC Says Social Media OK for Company Announcements if Investors Are Alerted”

(April 2, 2013)

[http://www.sec.gov/News/PressRelease/Detail/PressRelease/1365171513574#.UtmZ\\_tlo7ct](http://www.sec.gov/News/PressRelease/Detail/PressRelease/1365171513574#.UtmZ_tlo7ct)

Investment Management (IM) Guidance Update, No. 2013-01:

Filing Requirements for Certain Electric Communications

(March 2013)

<http://www.sec.gov/divisions/investment/guidance/im-guidance-update-filing-requirements-for-certain-electronic-communications.pdf>

SEC Release Nos. 34 58288; IC 28351,

Commission Guidance on the Use of Company Web Sites

(August 2008)

<http://www.sec.gov/rules/interp/2008/34-58288.pdf>

SEC Release No. 34 47806

Electronic Storage of Broker Dealer Records

(May 2003)

<http://www.sec.gov/rules/interp/34-47806.htm>

Thank You

