Cashing in on Social Media for Risk-Averse Treasury Management Professionals: Risk vs. Reward

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Audience Poll

• What is your Role?
  – Employees?
  – Company Leaders?
  – Free Agents?

• Usage?
  Length of time?
  – Facebook
  – Twitter
  – LinkedIn
  – Others
What’s on Tap

• Interactivity
• Awareness and Understanding
• Protecting Yourself
• Protecting Your Company
  – As an Employee
  – As a Leader
• Maximizing your Social Media Presence
  – Gaining a strategic view
  – Promoting Yourself/Your Company
• Getting it all done
Takeaways

• Best ways to engage on social media
• New features
• Social Media Plan components
• How to hold yourself accountable to a high standard
• How to use Social Media for good and evil
• FAQs
Social Media Channels

Facebook: Social Utility that connects people to over $1B friends who live, work, study around them.

LinkedIn: World’s largest professional network.

Twitter: Stay close to everything you care about in real time, using 140 character updates

YouTube: Share videos with friends, family, the WORLD! Almost anything goes on YouTube. Personal, professional, instructional

Pinterest: Online bulletin board of photos, recipes, instructions. Beware of copyright/Trademarks
Newest Social Media Channels
Have you Heard of . . . ?

- **Instagram**
  - Capture and Share the World's Moments

- **Snapchat**
  - Share a moment on iPhone

- **ooVoo**
  - FREE video chat and instant messaging app for desktop, mobile, tablets and Facebook

- **Vine**
  - Share short, looping 7 second videos

- **Path**
  - Simple, Ad-free place to share video, chat

- **Kik**
  - Personal smartphone messenger that connects you to everyone you love

- **Keek**
  - Quick video updates with friends
Social Media / (and Marketing) for the right reasons

- **Who:** Audience
- **What:** Message
- **When:** Schedule
- **Where:** Which Vehicle
- **Why:** Strategy
- **How:** Implementation
Risk Averse? Protect Yourself!

- Respect the power/vastness/permanence of social media
- Proactively manage your privacy settings
  - Know where your content is going
  - Who can see it
  - How the systems work
- Be mindful of your brand
  - How do you want to be perceived?
- Capitalize on the power of social media. . . !
Why use Social Media?

- Promote thought leadership on topics of expertise or interest
- Keep yourself and ideas top of mind for a select audience
  - Management
  - Clients
  - Prospective employer
- Get a new job
- Enhance network, build relationships
  - People
  - Companies
  - Industry organizations
- Stay abreast (in real time!)
  - News / Current events
  - Companies
  - People
- FB is preferred Communication Channel for Millennial (Gen Y)
- It’s FUN!
How You Protect Your Company

• Represent “Yourself-only” on social media
  – Unless you administrate a page

• Company Page Vs. Personal

• “Separation of church and state”
  – Keep your friends outside of work
    • Colleagues, clients, vendors belong to the company FIRST
  – Post outside of work
  – Don’t take photos on company property
How Leaders protect the Company

- **Investment!**
- Acknowledgment that social media is here to stay
- Awareness of the power/vastness/permanence of social media
  - Your brand depends on it
  - As a marketing tool
  - As a customer relations tool
- **Put the right people in charge**
  - Strategy
  - Execution
- **Have a social media policy**
  - Revisit it with your lawyer every three months!
  - Train employees
- **Locking things down is NOT the answer**
  - Trust your employees to do the right thing
    - **Help them to understand proper/positive usage**
  - Let clients engage.
    - **Make negative comments work for you.**
Don’t trust your brand to just anyone! Who is right for the job?

• Put an executive in charge
• Hire spokespeople
• Skills set:
  – Marketing FIRST
  – Knowledge of your organization, SECOND
  – Social Media, THIRD
  – Writing: content, style, tone, spelling
• Execution
  – Marketing
  – Customer Service/Engagement
    • Bring customers together to share their experience
• =Not an intern! PLEASE!!!!
Effective ways Companies’ Engage

• Open-ended questions and ANSWERS about your products/services
• Photos of recent events
• Post accolades about clients! (Set up Google search)
• Employee profiles/insights
• VIP, “insider information”
• Notes from the president or CXO
• Photo Albums
• Extension of eNewsletter, blog
More ways to Engage.
Make it about them, not you!

- Themed, inspirational quotes
- Open ended, Multiple choice, fill-in-the-blank Q&A
- Post accolades about your “friends” (clients)! (Google search)
- Create Polls
- Guessing games
- Tagging photos at events (even if they’re not there!)
- Streaming Video and Photos live from an event
- Educate: “Did you know . . .?”
- Your accomplishments
- Set up events and “invite” friends and contacts
Make Every Post Count

• **REMEMBER! Always think about the Message and audience**
  - Choose no more than three topics of expertise to promote
  - Share only the best educational content

• **Be consistent**
  - Messaging
  - Timing
  - Style

• **Quality vs. Quantity**
  - Say more with less!
  - A picture is worth at least 1000 words!
  - 140 character on Twitter
  - Engage
Choose Your Friends Wisely

• Whom you choose to “Friend”, Connect with, Follow says a lot about you
  – Where do you draw the line?

• Think about choosing an AUDIENCE, not friends

• LinkedIn has three levels of network
  – 1st level connections could be considered an ‘endorsement’

• Take care of your network

• Grow slowly, but steadily

• Why do people “LIKE” you?

• Don’t disappoint
How is your social media behavior and personality affecting your brand?

<table>
<thead>
<tr>
<th>Personality</th>
<th>Characteristics</th>
<th>Employer Danger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buddy</td>
<td>Values close relationships</td>
<td>Out of Touch, Not well connected</td>
</tr>
<tr>
<td>Socializer</td>
<td>Socially Inspired</td>
<td>Uses Work Time for Social Media Interaction</td>
</tr>
<tr>
<td>Emcee</td>
<td>Moderator, Facilitator</td>
<td>Lacks Substance. Doesn’t Take a Stand</td>
</tr>
<tr>
<td>Pundit</td>
<td>News Anchor, Pusher, Backer</td>
<td>Controversial Topics, Positions, People</td>
</tr>
<tr>
<td>Harmonizer</td>
<td>Mediating, Engaging, Sensitive</td>
<td>Involved too deeply w/ too many groups/ people</td>
</tr>
<tr>
<td>Creator</td>
<td>Author, Opinionated</td>
<td>Controversial Topics, Opinions conflict w/ brand</td>
</tr>
<tr>
<td>Critic</td>
<td>Constant Feedback, Corrections</td>
<td>Unwelcome edits to coworkers’ content</td>
</tr>
<tr>
<td>Officiator</td>
<td>Entitled, Rule Follower, Enforcer</td>
<td>Unwelcome rules enforcement. Gaming at work</td>
</tr>
<tr>
<td>Status Seeker</td>
<td>Show Off, Shallow, Competitive</td>
<td>Values rank, popularity, winning</td>
</tr>
<tr>
<td>Lurker</td>
<td>Passive Aggressive, Anonymous</td>
<td>Watches Others, Generates excessive page views</td>
</tr>
<tr>
<td>Rebel</td>
<td>Heckler, Disruptive, Evil Genius</td>
<td>Undermining, Determined to destroy “the man”</td>
</tr>
</tbody>
</table>
Getting it all done. Best Practices

• Create an “editorial calendar”/schedule/themes
• Schedule postings ahead of time
• Coordinate with other initiatives
• Make Algorithms work for you
• Use SEO (Search Engine Optimization) to your advantage
• Interface with other marketing/communications/customer service programs
• Monitor, Respond
• Measure, Report results
• Treat social media site administration like you would your TM workstation
  – Not EVERYONE should have the same level of authority
• Hootsuite / Tweetdeck
  – Organize, monitor, schedule, analyze, collaborate, MEASURE
• Mobile Technologies
  – For real time uploads
Social Media Police
More companies are requiring employees to sign a social media policy.

Employers monitor employee actions, and may own or take action, online even on your personal PC or mobile device.

- Violating Social Media Policies
- Online activity may be grounds for dismissal (or add fuel to the fire) or criminal procedures

www.socialmediagovernance.com for examples.
10 Essential Elements of a Social Media Policy

1. Social Media Goals
2. Social Media Audience
3. Core Values
   - Exercise sound judgment
4. Spokespersons
5. Employee Roles
   - Be accountable for what you write
   - Respect copyrights and fair use
   - Protect confidential & proprietary information
6. Social Media Content
   - Bring value!
7. Approval Process
8. Monitoring, Tracking and Sanctions
   - Productivity matters
9. Social Media Platforms
   - Understand the concept of community
10. Personal vs. Business Use
Legal Ease

- **Social media cases**
  - EMPLOYEES OVER COMPANIES!
  - Free speech laws
  - protection for civil liberties, freedoms and rights
  - guarding against discrimination
    - CANNOT Target any ONE person or group

- **Rights to access the information to be used against the person**
  - Mobile devices
  - Remote access
  - Non-work hours

- **Obtaining information from Facebook, LinkedIn and Twitter directly**

- **Many early cases have been overturned**
10 Sure-FIRE Reasons

1. Grumble openly about one’s company, boss, manager
2. Whine about clients
3. Improper use of WORK time, equipment, personnel
4. Post Incriminating Photos (of yourself, others, work)
5. Launch questionable “Company” pages
6. Offensive/Excessive changes to status or profile
7. Express disappointment and detail of job offer online
8. “Like” / join extremist groups / views
9. Blatant disregard for corporate policies: Social Media, Sexual Harassment, Relationship, Discrimination
10. Posting with extreme emotion or while under the influence
Express disappointment and detail of job offer online

Candidate:

• "Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work."

Cisco Responder:

• "Who is the hiring manager? I’m sure they would love to know that you will hate the work. FYI, We here at Cisco are versed in the web."
Post with Extreme Emotion

OMG I HATE MY JOB!! My boss is a total pervy always making me do shit stuff just to piss me off!!

Yesterday at 18:03 · Comment · Like

Hi [Anonymized], I guess you forgot about adding me on here?
Firstly, don’t flatter yourself. Secondly, you’ve worked here 5 months around
Thirdly, that ‘shit stuff’ is called your ‘job’, you know, what I
pay you to do. But the fact that you seem able to [Anonymized] the simplest of tasks might contribute to how you feel about it.
And lastly, you also seem to have forgotten that you have 2 weeks left on your 6 month trial period. Don’t bother coming in tomorrow. I’ll pop your P45 in the post, and you can come in whenever you like to pick up any stuff you’ve left here. And yes, I’m serious.

Yesterday at 22:53
LinkedIn, Locked UP, or Locked OUT?

- **Connections:** Who owns them?
- **Contact Settings:** ‘Job opportunities’
- **Recommendations/Q&A/Events/Groups/Polls:**
  - Disclose dates you’ll be away
  - Controversial or insider information
  - Testimonial Reciprocity
  - TOO MUCH!
  - TOO OLD!
Facebook Fired

Profile Picture: self-incriminating
Photo/Video Uploads: Scantily clad, doing/saying the wrong thing
Photo tagging: Clients or fellow employees that depict company logo or workspace
Commenting:
- Use vulgar language
- Defacing employer, manager, employees, clients
- Post from non-work locations during work time
“Likes”, Shares, Friends: Extremist, controversial
Don’t be a Twit on Twitter

• Off-topic, off-color content
• During work hours, on company equipment
• To the wrong core of followers
• About a particular brand (product, service, company)
• RT material
• Just to tweet
Permanently Improve your “Social” Life

Social media allows for casual exchanges, but don’t conduct yourself casually.

- Design a social media strategy for yourself
- Follow your (company’s) social media policy
- Become a Thought Leader
- Decide upon and target your audience
  - Know your audience (every one!)
  - Their perception is Your reality. Don’t leave this to chance.
- Select your medium
- Recognize the vastness of the medium’s potential:
  - Permanent, searchable, traceable, limitless, forever ("Way back machine" www.archive.com)
- If damage has been done, flood social media in your favor.
  - Hire Reputation.com to help clean up your act.
- Be proactive: set up Google alerts on your name, hire help.
Life lessons

- Carpe Diem! A passive, non-existent, incomplete profile sends a bad message
- Hold yourself to the highest standard. Don’t:
  - WAIT! Post anything with other extreme feelings or while under the influence.
  - Post (or comment on/“like”) anything you would not want your boss, mother to read
- Treat others as you want to be treated your online.

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Laurel’s favorite features

- Video
- Scheduling
- Events
- CheckIn
- Announcements
- Cover Photos
- Photo Album
- Highlight/Pin to Top (FB)
- Promote (if it’s right)
(How) Can I Edit a Status Update?
Here's how the feature works. When you post an update that you want to change, simply find that little gray arrow in the top right corner of the update, like so:

![Editing a Facebook post](image)

Then, you'll click "Edit," and be given the opportunity to change the text, like so:

![Editing the text of a Facebook post](image)

When you're happy with your edits, just click "Done Editing," and you're good to go!

To prevent people from pulling a huge bait and switch -- posting something that will get a ton of engagement and then swapping it with something lame later on -- Facebook's enabling you to see revision history on comments.
How do I Remove a Connection?
Should I Link In with my boss?
Think before you Link!

• Get your profile up to date BEFORE you Link
• Review your “activity feed” setting
  – Everyone, Your Network, Your Connections, Only You
• Think about what your updates/activity and “Contact” setting could be saying about you
  – Making several updates to your profile
  – Making many connections at once
How do I learn about / adjust my Privacy Settings?
Look in the upper right hand corner.

LI: click on your name.
FB, Twitter: click on the gear symbol.

A drop down box will appear.

LI: Click on “Settings”
FB: Click on Privacy Settings
Should I be “anonymous”?
What others see when you've viewed their profile

- Your name and headline (Recommended)
  Laurel Egan Kenny, MBA, MSCM
  President and Founder at Turningpoint Communications
  Greater Boston Area

- Anonymous profile characteristics such as industry and title
  Note: Selecting this option will disable Profile Stats.
  Someone in the Public Relations and Communications industry from Greater Boston Area

- You will be totally anonymous.
  Note: Selecting this option will disable Profile Stats.

Save changes or Cancel
Should I link my social media accounts?

- Twitter and Facebook
- LinkedIn and Twitter?
What goes into posting a profile photo?
Perception is reality. You never know where you may end up.
How do I get to see ALL of my Facebook updates?
See it all . . .

• To see ALL posts from the FB pages you "like": Go to the LIKE button (hover over it and a menu will pop up). Click on SETTINGS. Change updates to ALL UPDATES. Check your favorite and most important pages--you'll be glad you did! (FB often resets your old choices).
What’s the difference between a Facebook Company Page and a Personal Page?
Personal Page Versus Business Page

You may not know the difference, but Facebook does!

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How do I adjust administrative roles on my Facebook page?
Admin Roles and Permissions

South Shore Chamber of Commerce

Admin Roles

- How do I add other admins or change admin roles for my Facebook Page?
  - Only managers can edit admins for a Page. To add another admin to your Page, at the top of your Page, click Edit Page Select Admin Role Type the name of...

- What are the different kinds of Page admins and what can they do?
  - Page admins can have 5 different roles, each with different abilities. Only managers can change what kind of admin someone is. All admins are managers by default.
  - The table below outlines the 5 admin roles (across) and what they’re able to do (down):

<table>
<thead>
<tr>
<th>Role</th>
<th>Manager</th>
<th>Content Creator</th>
<th>Moderator</th>
<th>Advertiser</th>
<th>Insights Analyst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage Admin Roles</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit the Page and Add Apps</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Create Posts as the Page</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Respond to and Delete Comments</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Send Messages as the Page</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Create Ads</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>View Insights</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

- How many admins can a Page have?
  - There is no limit to the number of admins a Page can have.

- How do I remove an admin of a Facebook Page?
  - In order to remove yourself or someone else as an admin of a Facebook Page, you have to be a manager of that Page. From the top of your Page, click Edit P..

- Why did I lose admin privileges for my Page?
  - You may have lost admin privileges for your Page for one of these reasons: Another admin of your Page removed you as an admin or changed your admin role. You...

- Can multiple people use the same account to manage a Page?
  - No. A Page can have multiple admins, but each Page admin will need their own personal Facebook account.

- Why must I provide my password when editing Page admins?
  - To ensure the security of your Page, we require all Page admins to submit their account password when adding or removing admins. If you are experiencing...

- How can I feature Page admins on my Page?
  - You can feature specific Page admins in the Page Owners section of your Page. To feature admins: From the top of your Page, click Edit Page Select Update...
Does/How can I make Twitter work for me?
“Tweet” Success: In Short

- Personal/Professional
- Your Handle: @LaurelEganKenny
  - Works: Full name, Company/Name, Industry/Name combo
  - Hurts: Random Name/Numbers, Underscores Undermine!
- Searching Topics: Be exact! Used Advanced Search.
- Following, Followers – and Blocking
- Tweeting, RT, Private Tweets
- Shorten a URL
- Create a “#”
- Link to other Social Media Sites
- Delete a Tweet
Getting it all done. Best Practices

- Create an “editorial calendar”
- Schedule postings ahead of time
- Coordinate with other initiatives
- Make Algorithms work for you
- Use SEO (Search Engine Optimization) to your advantage
- Interface with other marketing/communications/customer service programs
- Monitor, Respond
- Measure, Report results
- Treat social media site administration like you would your TM workstation
  - Not EVERYONE should have the same level of authority
- Hootsuite / Tweetdeck
  - Organize, monitor, schedule, analyze, collaborate, MEASURE
- Mobile Technologies
  - For real time uploads
Questions?

Thank you!
Laurel Egan Kenny Biography

Laurel Egan Kenny, MS, MBA, is Founder and President of Turningpoint Communications, a marketing communications firm aimed at promoting the thought leadership of our treasury management-focused clients in marketing and sales communications, at strategic events, in the media and in their communities. 90% of her business these days is Treasury Management Sales Training for Banks.

Laurel is also Chief Operating Officer of the South Shore (Massachusetts) Chamber of Commerce, where she is responsible for the organization’s Management, Marketing, and growing, engaging and retaining one of the country’s largest Chamber Membership bases.

Laurel is Vice President of the Treasury Management Association of New England and is a frequent and sought after presenter on Treasury Management, Marketing, Social Media and other relevant topics at national and regional treasury management conferences. Laurel is a consultant to the AFP and has been working with FIS since 2009.

Prior to her current positions, Laurel spent 15 years building and leading marketing teams for two large, global Fortune 100 financial services firms where she worked in direct alignment with executive, business development and relationship managers. Concurrently, Laurel founded a corporate entrepreneurial wealth management firm where she helped grow assets under administration from $0 to $150 Billion. She also grew treasury management win rates by nearly 900%. She brings her entrepreneurial and leadership experience to her clients.

Laurel lives south of Boston Massachusetts with her husband Jay and three small children.

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