Social Media: The Strategic Tool in your Compliance Arsenal

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Agenda

How to Rock Your Compliance Profile on LinkedIn
Leveraging Social Media for Your Work
Building Meaningful Social Media Policies
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+ ENDORSEMENTS

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…

…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

STEP FIVE
Add Examples of Your Work

Upload photos, presentations, and videos

Give a dynamic, visually appealing representation of your professional story
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
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