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

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

STEP SIX

Add Volunteer Experience

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

Leveraging Social Media for Your Work
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, connect with others you follow, learn more about topics you care about.
- **Keep track of industry trends**: Find information on people 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