

# First and the only Compliant Social Media Management Platform



## Introduction

Social Media has become the dominant communication channel for the Financial Services industry. Consumers are increasingly turning to Social Media for financial information and guidance, actively engaging with content that shapes their decisions.

However, the stricter compliance regulations from Federal Agencies such as SEC, FINRA, SEC, FDIC, CFPB and UDAAP, require stronger safeguards against non-industry compliant content, record keeping and monitoring consumer complaints.

This white paper dives deep into the critical role Social Media now plays in the Financial Services landscape and equips you with the tools to navigate it strategically.

# Social Media Challenges in The Financial Services Industry

## ➤ Siloed Systems

Most Financial Services companies manage Social Media with disconnected tools and ad-hoc processes, creating compliance gaps and increasing human errors.

- **Compliance Gaps:** Disconnected systems make it difficult to ensure all regulations are met.
- **Human Errors:** Manual processes increase the risk of mistakes slipping through the cracks.
- **Workforce Strain:** Traditionally, companies throw more people at the problem to manage siloed systems and manual approvals, but this is unscalable and expensive.

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## ➤ Inefficient Manual Workflows

Manual Social Media processes create bottlenecks, with approvals and publishing bogged down in email chains. Further, prioritizing comments and complaints remain manual at most companies. This significantly hinders agility in a fast-paced digital environment.

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## ➤ Inability to Implement Compliant Employee Advocacy

Organizations are unable to leverage the power of their employees' Social Media presence since unapproved employee posts can damage the brand's reputation. Financial services need to:

- **Empower Employees:** Encourage employees to be brand ambassadors of their organization.
  - **Maintain Compliance:** Provide a framework for safe and compliant employee Social Media use.
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# MarketBeam: A Unified Solution Where Compliance Meets Engagement

MarketBeam empowers financial institutions to navigate the Social Media landscape with confidence. This all-in-one platform offers a robust set of features designed to streamline Social Media operations and ensure regulatory compliance.

## Approved Publishing

Create and schedule Social Media content effortlessly across platforms such as LinkedIn, X, Facebook and Instagram. Built-in auto-compliance checks and approval workflows ensure compliance before posts go live.

## Employee Amplification

Turn employees into brand advocates. Share pre-approved content easily on their social channels, expanding brand reach while ensuring regulatory compliance.

MarketBeam offers options to control customization for a uniform brand voice.

## Audit Reporting

Maintain a complete record of Social Media activities. Capture all transactions from publishing and approvals to comments and interactions.

This comprehensive data adheres to requirements from regulatory agencies like FINRA and SEC and is readily available for download for 7 years.

## Proactive Monitoring

Identify mentions and potential compliance risks proactively with automated notifications and alerts.

Identify comments that could be complaints and report them to internal Complaints teams.

## Respond with Pre-approved Messages

Identify comments that could be complaints. Respond to comments quickly with a library of pre-approved messages. And, create customized one-click workflows to notify Customer Service teams and/or Complaints Management Systems.

# Benefits of Compliance-Integrated Social Media Management



- ✓ Reduce compliance risk in Social Media
- ✓ Enhance brand protection
- ✓ Implement compliant employee amplification
- ✓ Track, trace Social Media activities and be prepared for audits

The ever-evolving landscape of Social Media and Fed regulations can be daunting for Financial Services companies. MarketBeam offers a comprehensive solution, seamlessly integrating Social Media management with robust compliance checks. This empowers you to maintain control over your brand message, ensuring all communication adheres to internal governance and regulatory requirements.

MarketBeam streamlines workflows, automates compliance checks, and fosters meaningful community engagement – all in one platform. Choose MarketBeam for compliant Social Media communication and community management.

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