

Deb Krier

The SocialLight

*The Shining Light for professionals lost in the dark
when using social media*



Social Securities

Social Media for those in the financial services industry

Social Media is a great addition to any marketing plan. But, it can also be confusing, complicated and for those in the financial services industry, regulated.

Managing compliant communications used to be an easy process. People knew what they could—or couldn't—communicate, and there was a deliberate and intensive review of materials they could provide to the public.

But Social Media has changed that. Its real-time, fast-paced structure doesn't always give an organization the chance to examine, edit, or approve everything that's said. That's why it's critical for financial service advisors to receive training in this important area.

Many companies have simply banned the use of Social Media...but that's not really the answer, especially as Social Media is such a powerful marketing tool when properly utilized.

Social Securities is an educational presentation designed to bring awareness and teach realistic and informed Social Media practices. Featuring up-to-date information from an experienced financial services industry Social Media professional, ***Social Securities*** equips your employees with essential knowledge and confidence in this evolving communication channel.

Deb Krier, The SocialLight, is a specialist in FINRA and SEC regulations and Social Media compliance. Her knowledge comes from working in “the trenches” as a manager of corporate communications for the international financial services giant, ING.

Deb's presentation for those in the financial services industry includes:

- Up-to-date knowledge of current FINRA and SEC Social Media policies
- Industry best practices and recommendations to optimize the use of Social Media
- Proper Social Media behavior to always provide professional communications
- Site-specific recommendations and tips, including LinkedIn, Facebook, Twitter and Google+.



In addition, for Social Media instruction provided for specific companies, Deb works in advance with Compliance personnel to tailor her training and/or presentation for the organization.

Now everyone in the financial services industry can know the indispensable steps for using Social Media as an integral part of their marketing efforts. Additionally, this program may qualify for Continuing Education credits.