

Social Media Safety Tips



“Social media is now ubiquitous and has fundamentally changed how businesses engage with customers.

The potential benefits of social media for businesses are clear: an ability to market and advertise in a direct, interactive and usually free way to a potentially massive global audience. But as social-media use increases, businesses are becoming aware of the risks.”

Source: DLA Piper, Law Firm

To combat periodic attempts to obtain information using Social Media, Financial Institutions now conduct extensive training of their employees to detect and respond accordingly when an unauthorized person attempts to obtain non-public information by phone, Internet, in person or FAX.

Businesses also face the same cyber-thieves that use a myriad of ruses to obtain passwords, identifications, etc.

Learn more

www.fdic.gov/about/diversity/sbrp/73.ppt