



Social Media & Banking: What's New (Webinar)

April 9, 2019 ☐ 10:00am - 11:30am

Security continues to be the main focus and priority of the financial institutions today. With enhanced technology, growing concerns for violent crime in the workplace, and new scams originating daily, bank employees can never be too careful or too knowledgeable about these contemporary and current topics. This seminar will demonstrate the newest tricks of the trade of how social media is being used to commit crimes that directly impact financial institutions. Learn about the newest monitoring and auditing solutions to protect your branch through this workshop. The pros of using social media in the financial industry will also be explored, showing banks how to connect with their customers effectively.

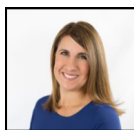
Topics:

- How banks are using social media to market their products
- Safety protocols for using social media
- How to connect with your customers on social media
- Dangers of social media (hackers, privacy, breaches)

Who Should Attend:

Marketing, Security, Technology Officers

Webinar Speaker:



Susan Wind is a college professor who has taught, designed and implemented Criminal Justice Courses throughout the US for the past fifteen years. She has worked in different entities of the criminal justice system. For the past twelve years, she has been doing consulting work with financial institutions all over the US, providing training related to cybercrimes and security topics (i.e., money laundering, identity theft, atm/debit card thefts, fraud, bank robbery, active shooters, workplace violence, social media, etc.). For the past four years, she has been conducting research and offering programs to local businesses on cyber-bullying and social media awareness. Susan has published numerous articles on this topic and has developed curriculum for schools to implement in their training programs.

Webinar Registration:

Mr./Mrs./Ms. _____
 Bank _____
 Email Address _____
 Branch Street Address _____
 City, State, Zip _____
 Phone _____
 Fax _____

Payment Options:

Check (Made payable to Louisiana Bankers Association)
 Visa MasterCard American Express
 Card Number: _____
 Expiration Date: _____ Amount to be charged: _____
 Name on Card: _____
 Billing Address: _____
 Signature: _____

Please check:

Registration Fees for LBA Members

- Live Webinar Connection \$165 per connection
- Webinar Recording \$165 per recording

Registration Fees for Non-Members

- Live Webinar Connection \$265 per connection
- Webinar Recording \$265 per recording

This training will be covered under SBET (Small Business Employee Training Program). Please provide an email address on the line below to receive the necessary documentation for reimbursement:

***Please Note: Recordings are not eligible for SBET funding**

Webinar access codes will be sent to registrants with confirmation emails one week prior to session.

Submit Registration and view rosters in the Education Section of the LBA's website, www.lba.org