



Social Media & Banking (Webinar)

April 21, 2020 10:00am - 11:30am

Technology is constantly changing in the world we live in, which makes our jobs more challenging when it comes to staying on top of trends and scams that could be impacting our workplace. Social media can be our friend but also our enemy, especially when so many scams are using this platform to reach financial institutions and seeking out vulnerabilities.

Topics include:

- Types of Social Media used in the financial industry
- How social media is used to connect with customers
- Social Engineering used to find vulnerabilities in the workplace
- Dangers and scams of social media
- Safety protocols

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:

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

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- Live Webinar Connection \$265 per connection
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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.