



Social IQ

Social Media Management and Compliance for Financial Institutions

Social Media Management and Compliance

Social media is packed full of opinions, wishes, likes/dislikes and other comments, all of which can create a mountain of information. But if critical data can be gleaned, it has the potential to give your institution vital insight on existing and prospective customers' wants and needs.

With all of these opportunities, it falls on your financial institution to carefully monitor and track your social media activities. Even if your institution has not yet begun sharing via social media, there are still opportunities and pitfalls which should be managed. The Social IQ solution provides management and compliance capabilities of social media outlets.

Social IQ delivers the following tools:

- Archives all posts on your Facebook, Twitter, YouTube and LinkedIn® pages
- Implements an approval process to manage postings to these same sites
- Provides targeted search capabilities
- Provides targeted search and archival of blogs, news outlets, or any other web site.
- Conducts reputation and sentiment analysis
- Evaluates the institution's competitive landscape
- Strengthens brand awareness
- Provides reports to demonstrate ROI for the time and energy put behind social media campaigns.



Participating in social media is important; managing social media compliance is essential. Your customers are already discussing your products, services and brand online. Don't be left out of the conversation—and let Social IQ help you manage the conversation and compliance with our easy-to-use solution.

For more information about Social IQ, contact **BSG Financial** at 866-274-8900, ext. 230.





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Don't Miss Out on the Conversation

Here is what Social IQ can do for you.

As your financial institution joins the conversation, consider these five areas where social media can help your organization take advantage of opportunities:

Community Building

Community building should be a focal point for your social media efforts because many of the most important touch points in our lives—attending college, buying a car, building a home, starting a business and saving for retirement—involve a relationship with a bank. With social media, your financial institution can manage community messaging to match your community-minded philosophy. Instead of trying to “sell” something, social media can extend the sense of community you have worked hard to establish.

Product Research

To find out what customers think of your services, social media can be a valuable tool for enlisting customers to help develop new products. Our team can assist your institution through social networks in asking about needed products and services. Using social communications tools and online surveys to develop a financial life cycle for your customers, social media can help identify specific demographics to form lasting relationships and give you a competitive edge.

Customer Service

Social media has become a great customer service tool across many industries; banking is no exception. For financial institutions that engage their customers over social media, real-time search can be helpful in addressing problems and clarifying concerns. In other cases, a visible Twitter account can be a quick and easy first step in the customer service chain for providing specific information and answering customer questions.

Marketing & Promotion

Social IQ can help you use social media to brand your institution or market a specific product or service. Social media can enable you to achieve solid branding results by offering practical financial advice, encouraging people to participate in public service, or promoting a contest offering or new savings product.

Transparency

The current financial crisis has led many customers to distrust financial institutions, which is one reason for you to turn to social media as a way of becoming more transparent to customers and building trust. The emergence of social media has created more opportunities to communicate with customers, and financial institutions are recognizing the value of a controlled and closely managed approach to social media as one tool to being more open with customers and prospects.

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