

Social Media and Compliance

from

The Garland Group

riskkey.com



The Garland Group

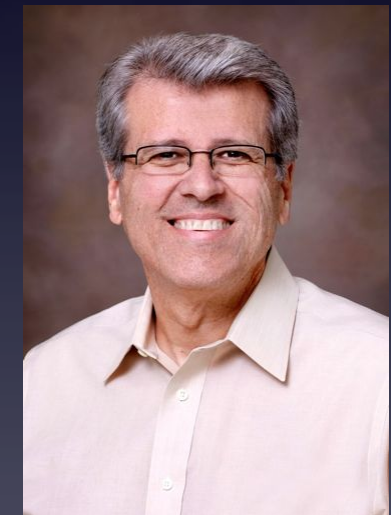
- IT Audit / Security Testing
- Continuous Compliance
- Collaboration Consulting

The screenshot shows the RiskKey website homepage. At the top, there is a navigation bar with the Garland Group logo and links for HOME, PRODUCTS, OUR COMPANY, SERVICES, PARTNERS, and BANKTASTIC BLOG. A central banner features a RiskKey software interface with a 'FREE 30 day trial' button. Below the banner, the text reads 'Compliance Made Simple.' and describes RiskKey as a web-based application for compliance. A sidebar on the right offers options for existing users to login and a list of RiskKey screencasts including 'Assessing Risk', 'Managing Objectives', 'Messaging', 'RiskKey Overview', and 'RiskKey Data Sheet'.

Moderator: **Brad Garland**
CEO of The Garland Group



Presenter: **Denis O'Neil**
VP of Sales, The Garland Group



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- What's the Buzz About?
- Social Media or Social Collaboration?
- What's possible?
- What's the Plan?



Lauren Indvik

Is this really happening?

- The Book “Banking 2.0” states that Community Banks look at Demographic rather than Geographic Communities
- Reports says about 90% of the checks are not touched by a Teller
- The USAA CEO stated in Bank Systems & Technology, July 2010, that “This is happening with or without us...we can’t wait.”

Your Decision

- Social Media (1.0)
 - Online presence
- Social Collaboration (2.0)
 - Customer service
 - Community Relations
 - Check Balances
 - Money transfers
 - More...

Static or Collaborative

Which are we talking about?

- Facebook
- Twitter
- LinkedIn
- YouTube
- Blogs

Why?

Because this is where many customers live

The Garland Group

“Our vision is for companies of all sizes to become Continuously Compliant.”

Possible Progression

- Step-at-a-time
 - Social Media presence
 - Listen-in on conversations about you (& yours)
- Comprehensive approach to Banking 2.0
 - Applications running in Social Networks

Look at it as a Product Release. Treat it that way.

(Carries Reputational Advance & Reputational Risk)

- Do a Risk Assessment
- Set Policies
- Develop Procedures and Training
- Monitor
- Comply with Regulations & Guidelines



Policies

- Employee Acceptable Use Policies
 - Private
 - Public
- Application Use
 - Privacy
 - Separation of Duties



Enterprise Procedures

- Get Buy-in from Committees & Boards
- Communicate the Strategic Goals
- Cross-department Coordination

Monitor Internal & External

- Tools
 - Search
 - Google Alerts
 - Tweetsuite
 - Radian6 (Sentiment analysis)
 - etc.



OVERVIEW

ASSESSMENTS

OBJECTIVES

REQUESTED DOCUMENTS

SETTINGS

Assessments

[New Assessment](#)[Manage Categories](#)

CATEGORIES	OVERALL RISK	LAST MODIFIED	PROGRESS
Audit (15)	LOW	09/01/09 at 02:27 PM	<div style="width: 100%;"></div>
Business Continuity Planning (26)	LOW	09/01/09 at 02:26 PM	<div style="width: 100%;"></div>
Development (9)	LOW	08/04/10 at 11:32 AM	<div style="width: 100%;"></div>
E-Hacking (20)	LOW	09/01/09 at 02:27 PM	<div style="width: 100%;"></div>
GLBA/Outsourcing (11)	LOW	08/04/10 at 11:40 AM	<div style="width: 100%;"></div>
Information Security (40)	LOW	09/01/09 at 02:27 PM	<div style="width: 100%;"></div>
Management (14)	LOW	09/01/09 at 02:27 PM	<div style="width: 100%;"></div>
Operations (18)	LOW	11/12/09 at 01:45 PM	<div style="width: 100%;"></div>
Project Management (12)	LOW	09/01/09 at 02:27 PM	<div style="width: 100%;"></div>
Retail Payment Systems (17)	LOW	09/01/09 at 02:27 PM	<div style="width: 100%;"></div>
Wire (29)	LOW	09/01/09 at 02:27 PM	<div style="width: 100%;"></div>

Assessments

Category: Management

Progress

[New Assessment](#)[Manage Objectives](#)[Import Assessments](#)[Expand All](#)

RISK	THREAT LEVEL	SAFEGUARD LEVEL	OVERALL SCORE	
Board of Directors	LOW	HIGH	LOW	+
Board Reports	LOW	HIGH	LOW	+
Insurance Coverage	LOW	HIGH	LOW	+
IT Budget	LOW	HIGH	LOW	+
IT Policy Review	LOW	HIGH	LOW	+
IT Steering Committee	LOW	HIGH	LOW	+
Job Descriptions	LOW	HIGH	LOW	+
Management Segregation of Duties	LOW	HIGH	LOW	+
MSI Reports	LOW	HIGH	LOW	+
New Threats and Vulnerabilities	LOW	HIGH	LOW	+

Objectives

Category: **Management**

Progress

[New Objective](#) [Power Edit](#) [Filter by Stars](#) [Import Objectives](#)

Requirements

What changes have taken place over the past year?

- Products or services delivered to either internal or external users.
- Network topology including changes to configuration or components.
- Hardware and software listings.
- Loss or addition of key personnel.
- Technology service providers and software vendor listings.
- Communication lines with other control functions (e.g., loan review, credit risk management, line of business quality assurance, and internal audit).
- Credit or operating losses primarily attributable (or thought to be attributable) to IT (e.g., system problems, fraud occurring due to poor controls, improperly implemented changes to systems).
- Changes to internal business processes, and
- Internal reorganizations.

Standards

MGT 1.3 (PO 4.13, 9.1-6 / ME 1.6, 2.3, 2.7)

Assessments

- [New Threats and Vulnerabilities](#)

Deliverables [\(Edit\)](#)

- Interview Management
- See any documentation provided in response to the Documentation Request List

Observations/Comments

None

Recommendation

None

Other Regulatory Considerations

- Risk Assessment on the Program
- Application and Information Security requirements
- Employee Use Policy and Training Program is in place
- More...

Therefore

- An Enterprise-Wide view
- Treat this initiative as a Product Release would be treated
- Understand this technology and its advanced capabilities
- Seamlessly develop Compliance into the process

Questions & Answers

Calendar Events



- Every month:
 - Webinars - 1st Friday
 - Trainings - 3rd Friday

Thanks.

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