



FIXED INCOME
ACADEMY

USING SOCIAL MEDIA

Social Media & The TTC Office

TODAY WE ARE GOING TO COVER

- Why Social Media For Anyone
- What You Are Doing Now
- The Basics
- Creating a Plan
- Why Social Media For the TTC Office
- Resources Worth Tapping



TRUST ME!

Communication Methods Have Changed

PEER INTERACTION PREFERRED



NEW WAYS TO BUILD TRUST

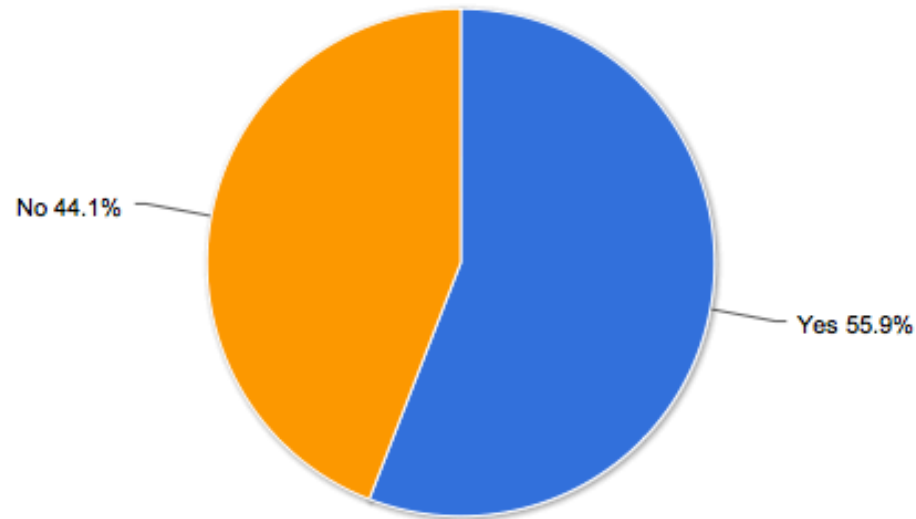
Ways New Tools Can Help:

- Horizontal versus Top Down Communication
- Increase Transparency
- Facilitate Interaction with Your Team
- Facilitate Interaction with Your Constituents
- Enable Peer-to-Peer Sharing of Practices
- Enable Communication with the Next Gen

SURVEY SAYS

What Are You Doing Now?

Is your county currently using social media tools to connect with constituents?

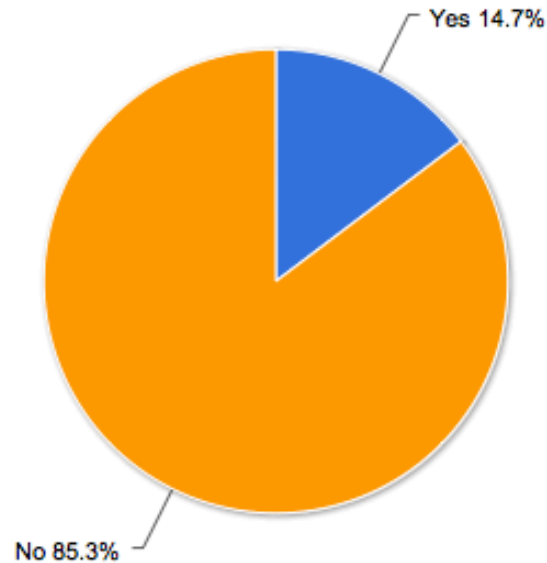


4. Is your county currently using social media tools to connect with constituents?

Value	Count	Percent %
Yes	19	55.9%
No	15	44.1%

Statistics	
Total Responses	34

If yes, are you using social media tools on your Treasurer-Tax Collector website?

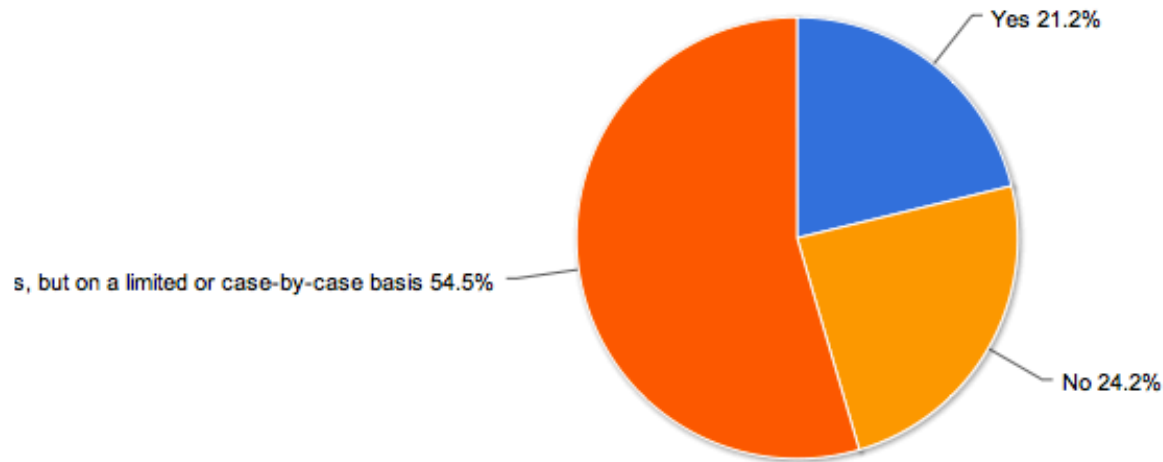


5. If yes, are you using social media tools on your Treasurer-Tax Collector website?

Value	Count	Percent %
Yes	5	14.7%
No	29	85.3%

Statistics	
Total Responses	34

Does your county allow employees to access social media websites (such as FaceBook, YouTube, LinkedIn) from their work computers?

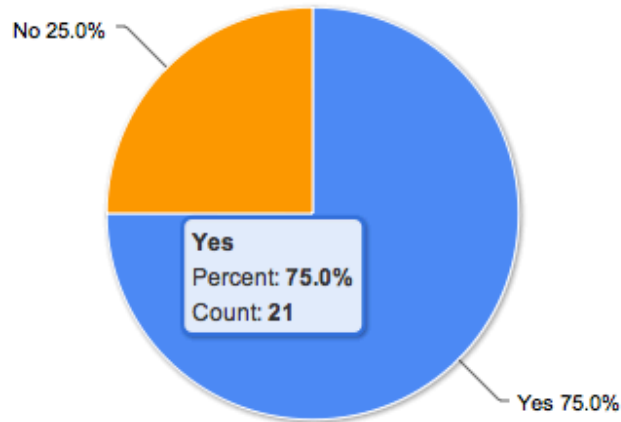


10. Does your county allow employees to access social media websites (such as FaceBook, YouTube, LinkedIn) from their work computers?

Value	Count	Percent %
Yes	7	21.2%
No	8	24.2%
Yes, but on a limited or case-by-case basis	18	54.6%

Statistics	
Total Responses	33

If you are not using social media, is it something you are interested in exploring?



11. If you are not using social media, is it something you are interested in exploring?

Value	Count	Percent %
Yes	21	75.0%
No	7	25.0%

Statistics	
Total Responses	28

THE BASICS

Definitions, Legal & Compliance

“SOCIAL MEDIA”

Social Media

A way to transmit information to a broad audience

Think: You Tube

Social Networks

A tool for connecting with groups of people with common interest.

Think: LinkedIn

Twitter & Facebook

Merging Social Media and Social Network Utilities

BASIC STRATEGIES

- “Distributed” – Organic, Authentic, Free-Flowing
 - Appropriate in less regulated environments
- “Coordinated” – Set Practices, Takes Time, Consistent
 - Works well in medium regulated environments
- “Centralized” – Less Authentic, Takes Most Time, Set Rules
 - Common in most regulated environments

REALLY NOTHING NEW

- Only Post What You Would Say Publicly
- Act As If You Are Addressing Your Audience Directly
- Be Professional and Courteous
- You Represent Your Organization
- Disclosure and Transparency are CRITICAL
- Keep Confidential Information Confidential
- Think: “Behavior Becoming An Officer”

Except: Your Actions Live FOREVER

JUST DO IT?

Remember less than 20 years ago...

First, FINANCIAL FIRMS PROHIBITED USING EMAIL TO COMMUNICATE WITH CLIENTS.

Then, WE COULD AS LONG AS EACH MAIL WAS PRINTED AND SIGNED.

WE ADAPTED THEN. WE WILL ADAPT NOW.

FOR THOSE IN REGULATED ENVIRONMENTS:

THREE MAIN COMPLIANCE CONSIDERATIONS:

- PUBLIC RECORD AND INFORMATION ACTS
- ARCHIVING
- SUPERVISION

THINK OF COMPLIANCE AS THE BRAKES ON THE
CAR...BRAKES DON'T SLOW THE CAR DOWN, THEY
ALLOW THE CAR TO GO FASTER.

STEP BY STEP

When It Is Time For A Plan

CREATING A PLAN

- Step One: Build Your Team
- Step Two: Research Regulations
- Step Three: Identify Measurable Goals
- Step Four: Write Use Guidelines
- Step Five: Research Suitable Tools
- Step Six: Review, Revise, Repeat

STEP ONE: BUILD YOUR TEAM

- Organize a Cross-Section of Talent
 - Include Multiple Generations
 - Even the non-techie types
 - Include “Customer Service” Professionals
 - Rule One: Know Your Audience
 - Include Senior Management
 - Organizational Buy-In Is Key
 - Involve Legal and Compliance
 - Encourage Cooperation versus Push Back

STEP TWO: RESEARCH REGULATIONS

- Determine Which Regulations Apply
 - Does Your Entity Have A Policy in Place?
 - Often appropriate for Departments to have Individual Policies; Check Entity First
 - FINRA Rules Provide Good Guidelines
 - Required for FINRA Regulated
 - Can Provide Good Guidance For Non-FINRA
 - Public Information and Records Acts
 - May Differ at the State Level
 - Organizations Have Different Interpretations

STEP THREE: MEASURE GOALS

- Define Measurable Goals Linked to Your Entity's Mission and Objectives
 - Don't Plan Around the Technology
 - Understand Purpose First!
 - Decide Which Tech Tools Align with Advancing Your Organization's Objectives
 - "What gets measured gets done"
 - *Management 101* – Peter Drucker

STEP FOUR: WRITE GUIDELINES

- Can Draw From Samples of Other Entities
 - Some of the Issues to Address:
 - Copyright
 - Security
 - Review Process
 - Appropriate Conduct
 - Confidentiality
 - Retention Requirements

STEP FIVE: RESEARCH TOOLS

- “Hey, we should be on YouTube!”
 - Not So Fast...

Best Practice:

Research the available tools and implement the ones the committee determines will accomplish the goals of your organization;
and the ones you will be able to *sustain*.

STEP SIX: REVIEW, REVISE, REPEAT

- Stay Abreast of Trends
- Ensure Content is Fresh *and* Relevant
- Implement Process for Identifying Issues
- Implement Process for Addressing Issues
- Track it!
 - Measurement Metrics (as always) Are Key!

IS IT FOR YOU?

What Do YOU Want To Say?

JUST ANOTHER COMMUNICATION TOOL

What Would YOU Like To Say?

- What Does a Treasurer Tax Collector Do?
- Notify Taxpayers About Payments Due?
- Advertise Investment Results
- Advertise Investment Procedures?
- Announcements
- Answer Constituent Questions in a open forum?

RESOURCES

Email or Call for Direct Links

RESOURCES WORTH TAPPING

- FINRA 11-39 Notice dated August 2011
- Digital Government: Creating the Social Media Game Plan
 - By Spencer Stern and Patrick Ibarra
- Social Media and Public Agencies: Legal Issues To Be Aware Of
 - By Institute for Local Government

THANKS FOR LISTENING!

Questions Always Welcome

Susan Munson, CFP®[®], CFIP®[®]
Founder & CEO
Fixed Income Academy

smunson@fixedincomeacademy.com

800-243-5097

Find out more:

www.fixedincomeacademy.com