

SOCIAL MEDIA, BANKS & THE LAW: TWEETS WITHOUT TWITS.

JONATHAN R. WHITEHEAD
JON@WHITEHEADLAWLLC.COM
[HTTP://WHITEHEADLAWLLC.COM/LENDERS2010](http://WHITEHEADLAWLLC.COM/LENDERS2010)

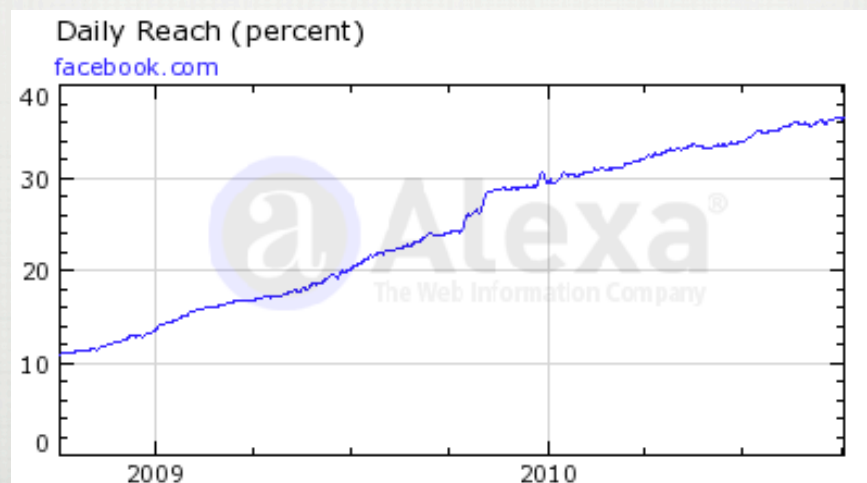
NOVEMBER 4, 2010

BE THERE.

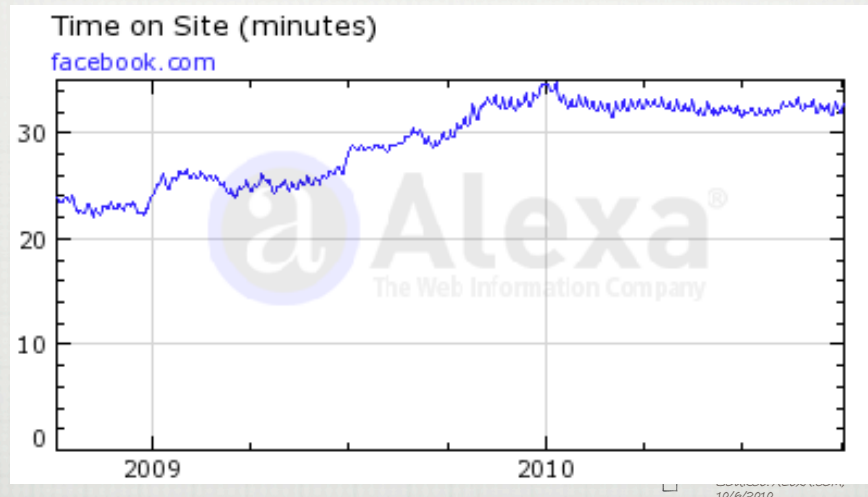
LAW I.

BE THERE BECAUSE YOUR
CUSTOMERS ARE THERE.

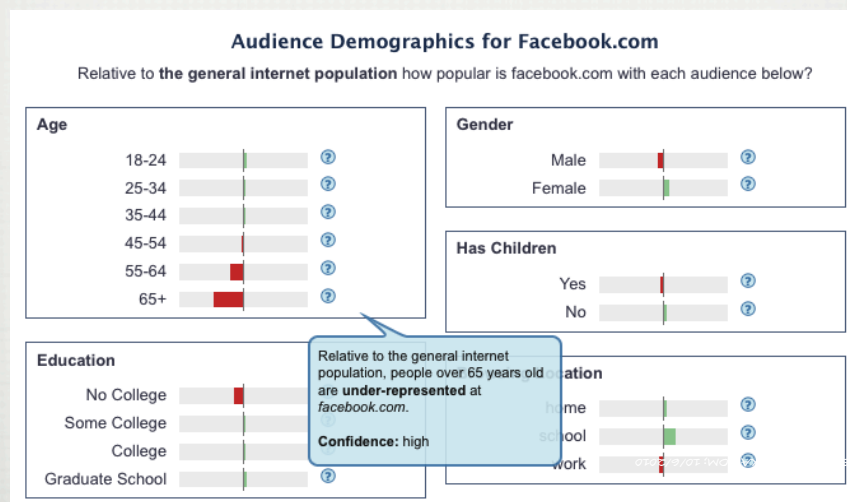
OVER 30% OF INTERNET USERS
EACH DAY.



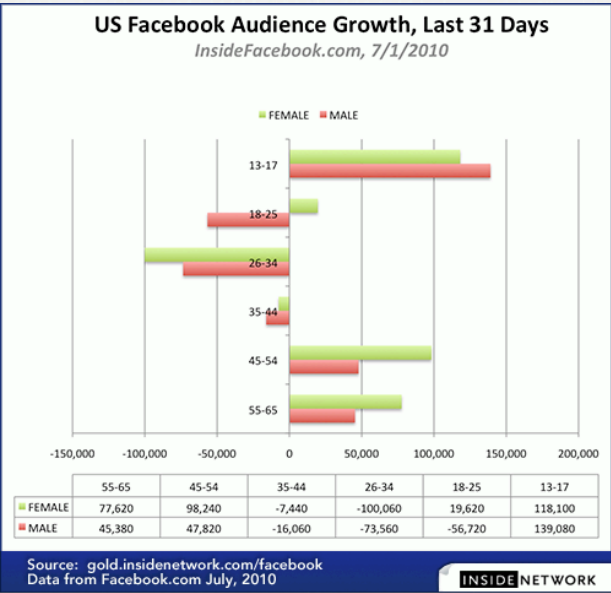
MORE THAN 30 MINUTES PER VISIT.



DEMOGRAPHICS: UNDER 55



DEMOGRAPHICS



YOU ONLY HAVE TO WORRY
ABOUT THESE SITES:



MATCH STRATEGY AND EXECUTION

LAW 2.

MATCH STRATEGY AND EXECUTION

☐ ANALYZE

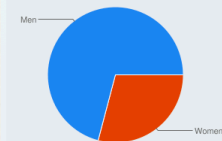
MATCH STRATEGY AND EXECUTION



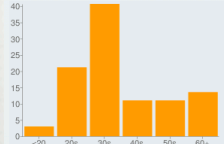
Social networks used by 670 on All Contacts



Gender (% of total)



Age (% of total)



MATCH STRATEGY AND EXECUTION



KLOUT the Standard for Influence

Is this you? [Sign up](#) to update and see more information

Klout Summary for Wachovia

Score Analysis

[find twitter user](#)



Wachovia

Do you have a question about your Checking, Savings, or Online Banking account? Ask us! We're here to help: Monday-Friday, 9-5 EST
Charlotte, NC

[Follow](#)

Klout Score

Measurement of your overall online influence [Learn more](#)

Score Summary

[Tweet](#) [Share](#)

32 { **2K** - **9** - **26** }

klout score true reach amplification network

Achievements

[Tweet](#) [Share](#)

Roll over the achievement to share it.



Influence Matrix

Influence style and network [Learn more](#)

Klout Classification

[Tweet](#) [Share](#)

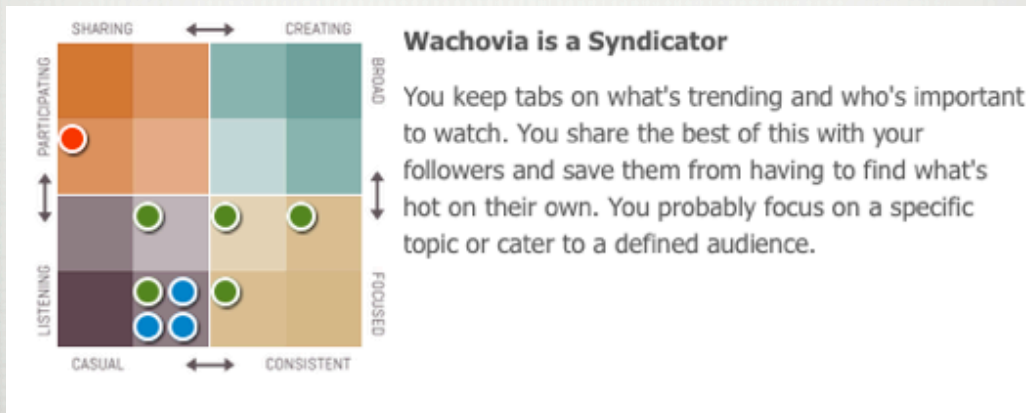


Wachovia is a Syndicator

You keep tabs on what's trending and who's important to watch. You share the best of this with your followers and save them from having to find what's hot on their own. You probably focus on a specific topic or cater to a defined audience.

MATCH STRATEGY AND EXECUTION

 **KLOUT** *the Standard for Influence*



MATCH STRATEGY AND EXECUTION

- ☐ ANALYZE
- ☐ ADVERTISE



We've found the best credit cards for you, based on your activity on Mint.*

[Hide Profile](#)

1 Your monthly credit card spending

2 Do you pay off your cards every month?

3 What is your credit score?

Estimate my savings over

1 year 2 years 3 years

Escape by Discover® Card



Intro APR		APR		Rewards	Your Three-Year Savings
BALANCE TRANSFERS	PURCHASES	ONGOING	MILES		
6 mo	6 mo		up to		
0.00%	0.00%	10.99%	2		\$7,270
		variable	per \$		APPLY NOW

See Details

Show Savings Calculations

Capital One® Venture® Rewards Credit Card



Intro APR		APR		Rewards	Your Three-Year Savings
BALANCE TRANSFERS	PURCHASES	ONGOING	MILES		
N/A	N/A	13.90%	up to		
		variable	2		\$7,182
			per \$		APPLY NOW

See Details

Show Savings Calculations

Blue Cash® from American Express



Intro APR		APR		Rewards	Your Three-Year Savings
BALANCE TRANSFERS	PURCHASES	ONGOING	CASH BACK		
N/A	6 mo	between	up to		
		17.24% - 21.24%	5%		\$4,878
		variable			APPLY NOW

See Details

MATCH STRATEGY AND EXECUTION

- ☐ ANALYZE
- ☐ ADVERTISE
- ☐ ASSOCIATE

facebook

Search



Suggest to Friends

Branch Locations

In KS:
Prairie Village Shops - 4140 W.
71st St.
913-432-8200

In MO:
Brookside - 7 W. 62nd Terrace
816-881-6100

Crossroads - 125 Southwest
Blvd.
816-881-8280

Downtown - 1044 Main
816-881-8200

Member FDIC

Information

Location:
7 W. 62nd Terrace
Kansas City, MO, 64113

Phone:
816-881-6100

Mon - Fri:
7:30 am - 6:00 pm
9:00 am - 5:00 pm

Sat:
8:00 am - 12:00 pm
9:00 am - 12:00 pm

516 People Like This



Ryan Mead



Badria Al Reshaid



Archie Gobber

Missouri Bank

Like

WallInfoPhotosBoxesEventsNotes

Filters



Missouri Bank is excited to partner with Arts Incubator for November's First Friday Hello Art Trolley Tour! See the link below for all the details. Hope to see you there!



First Friday Hello Art Lounge and Trolley Tour Sponsored by Missouri Bank
Location: Arts Incubator Event Loft (3rd floor) + Local Studios and Galleries
Time: 5:30PM Friday, November 5th

Monday at 12:39pm · Share

Amanda Morten likes this.



Missouri Bank Happy Monday! What was the best costume you saw over this Halloween weekend?

Monday at 11:52am

View all 4 comments



Sandy Betts I don't remember - witch or something along those lines. Won't forget HER though, anytime soon :)

Monday at 12:50pm · Flag



Missouri Bank How funny! She must be enjoying rooting through her new stash of candy today. Thanks for sharing, Sandy.:D

Monday at 12:56pm · Flag



Missouri Bank Trick or treating in Brookside on Sunday? Then, stop by our BKS branch on Halloween from 3-5 pm and get some candy during the Brookside "Trick or Treat Street" annual event. Participating businesses will have a ghost on the door. Have a safe and Happy Halloween!



Brookside Business Association Online - Kansas City, Missouri
www.brooksidekc.org

October 29 at 5:52pm · Share



Missouri Bank The votes have been counted and the winner of the Pumpkin Contest is.....the CHEESEBURGER! Congratulations to our mobankers in the lobby downtown, who came up with this creative and fun display that made us all hungry. Now, who's up for a real cheeseburger?

facebook

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MATCH STRATEGY AND EXECUTION



MATCH STRATEGY AND EXECUTION

- ☐ ANALYZE
- ☐ ADVERTISE
- ☐ ASSOCIATE
- ☐ ALTER

MATCH STRATEGY AND EXECUTION

PROSPER [Sign In](#) [Join now](#)

Invest Get a Loan How Prosper Works My Account

1,000,000 members \$206,000,000 in personal loans funded

Personal Loans and Online Investing

Prosper connects people who want to **invest money** with people who want to **borrow money**.

[Learn more about how Prosper works](#)

"Prosper helped us consolidate our bills and become debt free."

I want to INVEST MONEY

Online Investing in Personal Loans

You can earn a great return. Prosper makes it easy to invest like bankers do.

ESTIMATED RETURNS*

10.4%

[LEARN MORE >](#)

I want to GET A LOAN

Personal Loans for Creditworthy Borrowers

Low rates on unsecured personal loans. The interest rate is fixed and never changes!

FIXED RATES AS LOW AS

7.5% APR

[LEARN MORE >](#)

About PEER-PEER LENDING

How Peer to Peer Lending Works

Creditworthy Borrowers create listings for fixed rate personal loans. Lenders looking for a better return and greater transparency invest in individual Americans.

Consolidate Debt at Good Rate

\$5,000.00 @ 9.99%

100% funded

Average listing based on historical data

	May 2009
First credit line	May 2009
Current open credit line	161.13
Total credit line	25
Rating credit history	\$37,000
Return on investment	10%

[LEARN MORE >](#)

MATCH STRATEGY AND EXECUTION

smava  **Direkt Kredit.**

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[Direkt Kredit - schnell, einfach und günstig](#) [Direkt Geld anlegen - sicher und zu Top Renditen](#)

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Telefonische Beratung 0180 5 700 620 EURO 6,14/Min aus dem Festnetz, Mobilfunk max. EURO 0,42/Min bekannt aus:     

Kredit bei smava - Menschen, die sich schnell, einfach und günstig Geld leihen haben.

Das Video zum schnellen Kredit

"Ich habe online meine Daten eingegeben und nach 4 Tagen war das Geld auf dem Konto."

12.000 € für neues Auto

"Ich bin selbstständig und in nur 3 Minuten wusste ich, dass ich den Kredit bekomme."

11.000 € für Handwerk

MATCH STRATEGY AND EXECUTION

Boober Failure Hurts Lenders

As [reported earlier](#) Dutch site [Boober.nl](#) failed. Richard van den Toorn, speaking for the association of lenders PIVN, estimates that about 1,200 lenders are affected. While part of the total loan volume of 1.65 million Euro had been repayed over the loan term before the failure, overall borrower's willingness to pay dwindled after the failure. Still PIVN hopes to recover 50-80% of the outstanding amounts on behalf of the lenders.

(Source: ANP via [Nu.nl](#))

HAVE THE RIGHT POLICIES AND PROCEDURES

LAW 3.

HAVE THE RIGHT POLICIES AND PROCEDURES

POLICIES

LAW 3.

POLICY PROVISIONS

- Identify your role: if you're talking about the company, make sure you identify yourself and your role.
- Consider mandatory disclaimers.
- Respect copyright and fair use laws.
- Don't refer to clients or individuals without their permission.
- Don't use language that would not be permitted at work.

ADVANCED PROVISIONS

- Who owns what employees write?
- Who owns the list of “friends?”

HAVE THE RIGHT POLICIES AND PROCEDURES

PROCEDURES

LAW 3.

HAVE THE RIGHT POLICIES AND PROCEDURES

- ☐ SOURCES OF REGULATION
 - ☐ FDIC
 - ☐ NCUA
 - ☐ REG B
 - ☐ REG BB
 - ☐ REG DD (TRUTH IN SAVINGS)
 - ☐ GRAMM-LEACH BLILEY
 - ☐ REG Z (TRUTH IN LENDING)
 - ☐ CONSUMER PROTECTION LAWS
 - ☐ FINRA

HAVE THE RIGHT POLICIES AND PROCEDURES

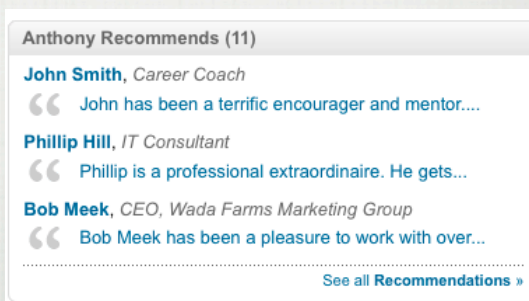
- ☐ TYPES OF CONTENT
 - ☐ STATIC
 - ☐ DYNAMIC
 - ☐ INTERACTIVE
 - ☐ ONE-ON-ONE
 - ☐ ONE-TO-MANY
 - ☐ THIRD-PARTY

HAVE THE RIGHT POLICIES AND PROCEDURES

- ☐ FINRA REGULATORY 10-06
 - ☐ WRITTEN POLICY
 - ☐ WRITTEN PROCEDURE
 - ☐ ACTUAL SUPERVISION
 - ☐ RECORDS



BEWARE

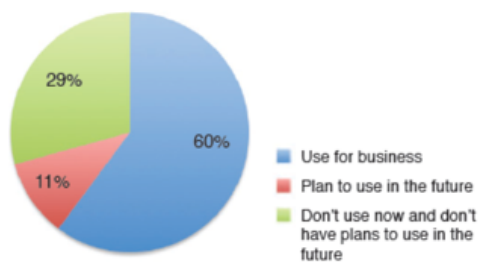




New Survey Published on Advisor's Use of Social Media



Business Usage of Social Networks



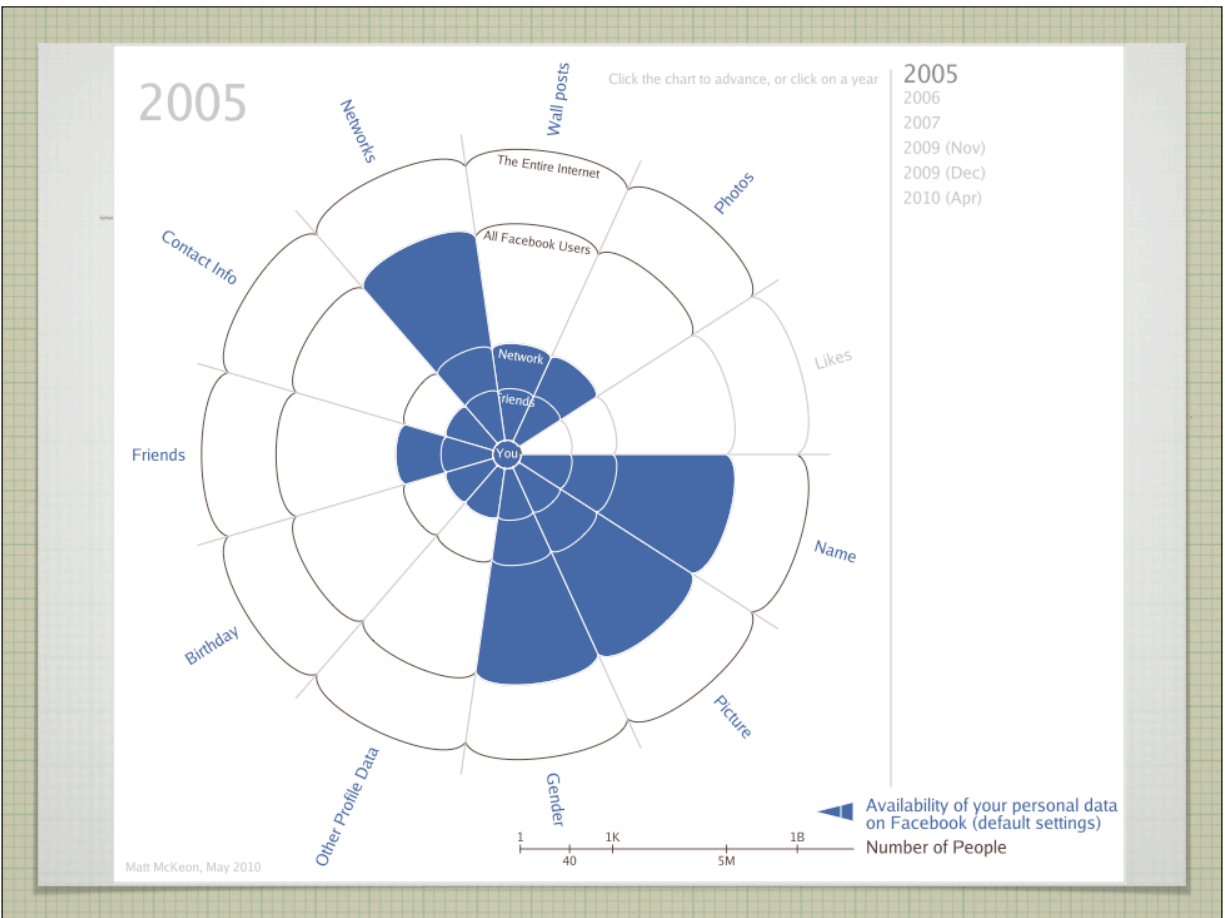
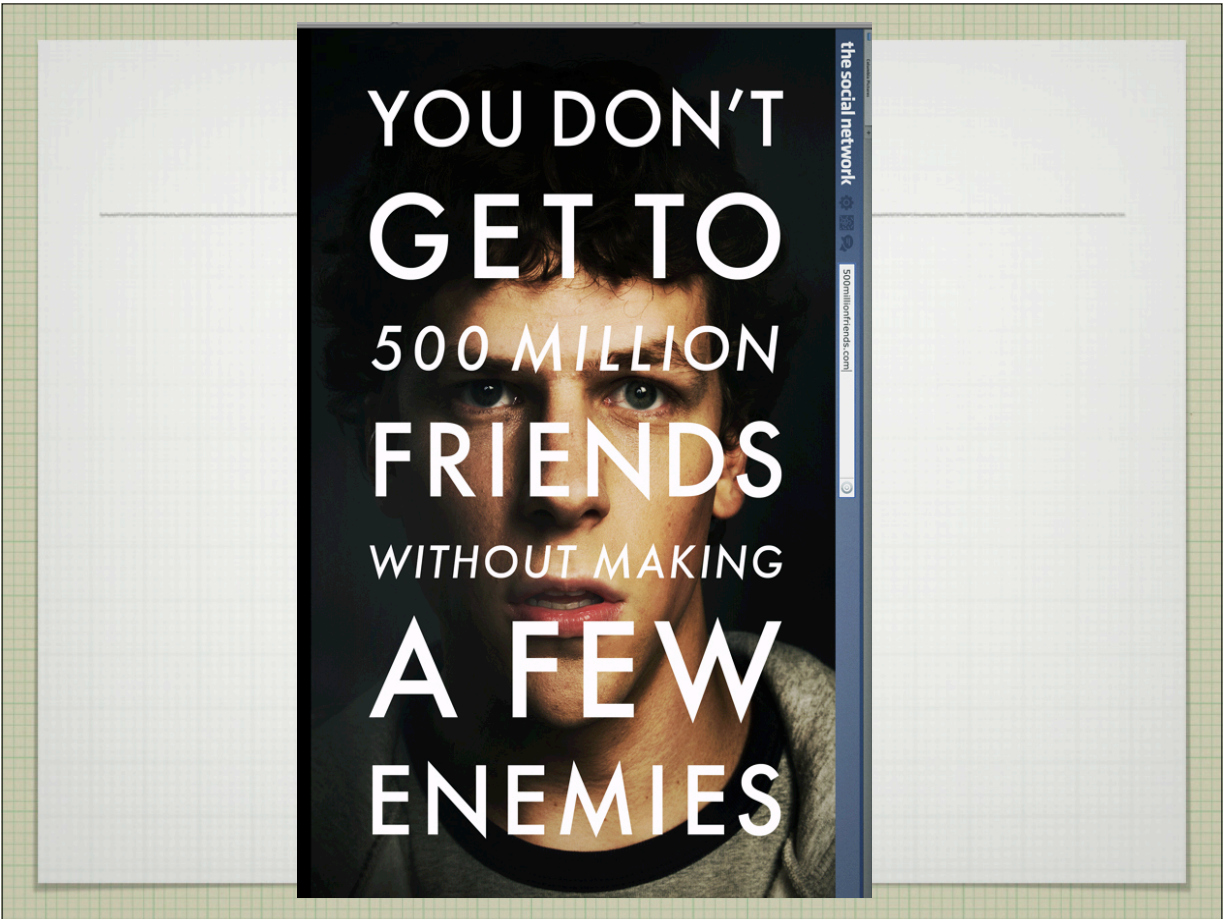


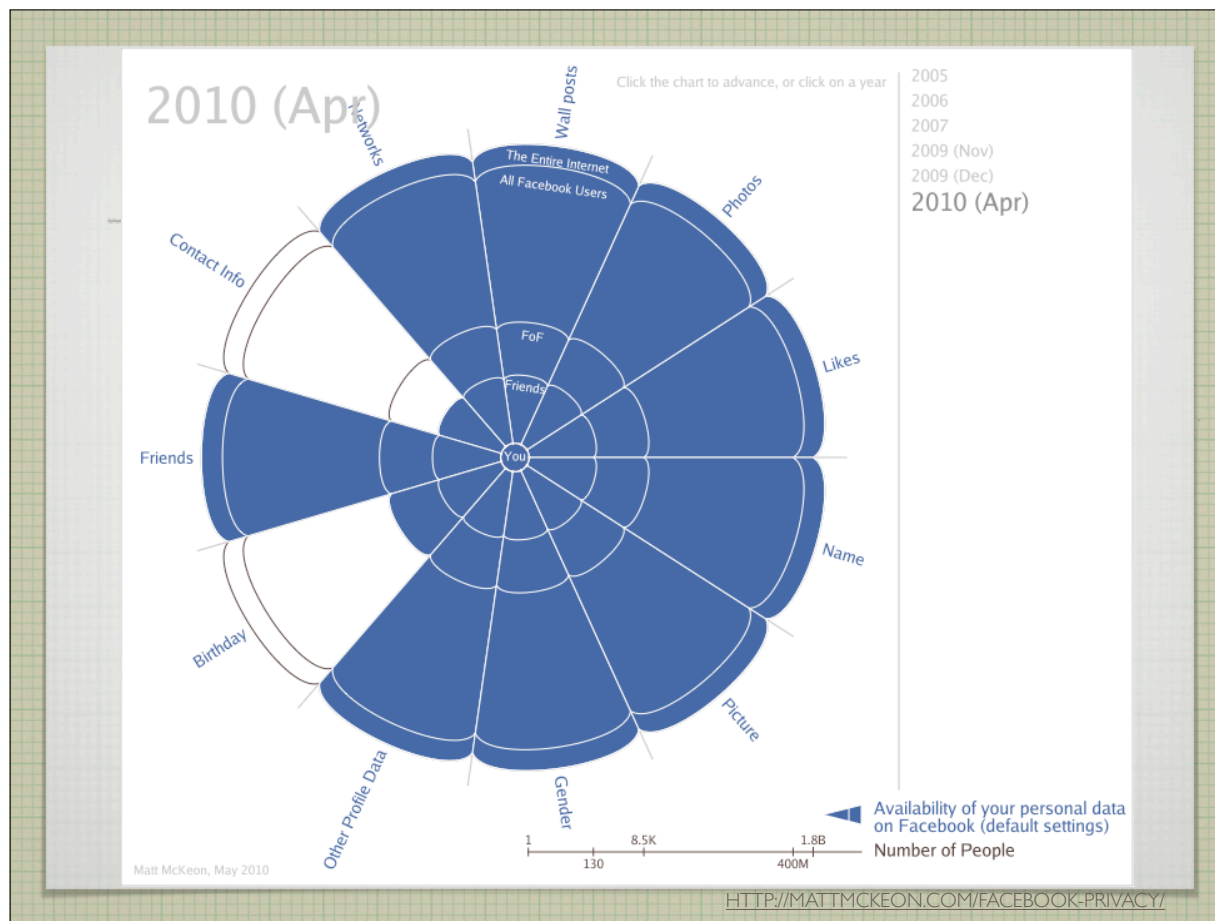
Archiving Approaches for Social Networks



REMEMBER WHO YOU ARE DEALING
WITH.

LAW 4.





The Register®

Zuck: Yeah So If You Ever Need Info About Anyone At Harvard

Zuck: Just Ask.

Zuck: I Have Over 4,000 Emails, Pictures, Addresses, SNS

[Redacted Friend's Name]: What? How'd You Manage That One?

Zuck: People Just Submitted It.

Zuck: I Don't Know Why.

Zuck: They "trust Me"

Zuck: Dumb F***S.

[Http://www.businessinsider.com/well-these-new-zuckerberg-ims-wont-help-facebooks-privacy-problems-2010-5#ixzz0tyaiyUr4](http://www.businessinsider.com/well-these-new-zuckerberg-ims-wont-help-facebooks-privacy-problems-2010-5#ixzz0tyaiyUr4)

TECHNOLOGY | OCTOBER 6, 2010, 4:38 PM ET

Facebook Unveils Changes to Give Users More Control

Article Comments (8)

By GEOFFREY A. FOWLER

Facebook Inc. unveiled three new features for its social-networking site that are designed to give users more control over their personal information.

The biggest change for users will be a new groups feature, which allows people to identify small circles of friends on the site, and share specific information and communicate with just those people. Users can have as many groups as they want, and choose which information they want to share with each group.

Facebook Chief Executive Mark Zuckerberg said that giving people more control over how they communicate with different kinds of friends is the "big problem" that social networks face, and required a "social solution."

"If we can do this, we can unlock a huge amount of sharing that people want to do, but don't think they can do because it is either too annoying or there aren't the right privacy settings," he said.

EXPERIENCE WSJ PROFESSIONAL

Editors' Deep Dive: Social Networks Weigh Privacy vs. Revenue

THE NEW YORK TIMES

False Sense Of Security

THE WASHINGTON POST

Trade in Information Could Run Up Against Privacy Constraints

CNN TECH NEWS

Google, Facebook, Apple Face Privacy Questions From Senators

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Facebook also unveiled a new dashboard feature, which allows people to keep track of information sharing settings with third-party apps, as well as tracking exactly what information those apps are pulling from the social network.

The third new feature allows people to export all of the information they have entered into Facebook into one compressed zip file. With the information download feature, Mr. Zuckerberg said that users own their own data files, and could take them to other services if they wished.

Write to Geoffrey A. Fowler at geoffrey.fowler@wsj.com

Email Printer Friendly Order Reprints

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Most Popular

Verizon to Get IP

Tablet Frenzy Sa

Retailers Team U

Verizon to Launch

Motorola Open t

Most Popular

Login You n friend

Verizon 8,573 pe

http://online.ws

/581000142405

399 people share

War-Sca

WSJ.com

2,957 pe

Facebook social

Video

iPhone Heading

Verizon

341

More in Tech

Verizon to Get IP

SOCIAL MEDIA, BANKS & THE LAW: TWEETS WITHOUT TWITS.

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JON@WHITEHEADLAWLLC.COM
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