



FEBRUARY 2014 BCG TELEPHONE BRIEFING

BCG MONTHLY TELEPHONE BRIEFING

Friday, February 21, 2014

12:00 - 1:30 p.m.

(with live Q&A)

ALDRICH BONNEFIN & MOORE, PLC

FFIEC's New Social Media Guidance

The use of social media has not only increased in the last few years for the general public, but financial institutions are also increasingly turning to social media for marketing and information distribution purposes. Facebook, Twitter, Yelp, and LinkedIn are among the various types of social media financial institutions are now using. Although social media is an influential tool in generating new business and interacting with customers, the use of social media may impact a financial institution's risk profile.

To address the risks associated with activities conducted via social media, in December 2013 the Federal Financial Institution Examination Council (FFIEC) issued supervisory guidance on the topic. The FFIEC's guidance follows its proposed guidance on the same topic issued in January 2013. This presentation will address the FFIEC's new social media guidance, including recommended components of a social media risk management program.

Revisions to CRA Community Development Questions & Answers

The federal banking agencies recently adopted final amendments to the Community Reinvestment Act Interagency Questions and Answers (Q&As). The final amendments revise five existing Q&As dealing with community development (CD) activities that are intended to spur lenders to seek more CD lending and investment opportunities. The agencies also added two new Q&As addressing how examiners will consider CD lending and investment activities in an institution's CRA performance evaluation. Join us for a discussion of these Q&As and how they may impact your institution.

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Aldrich Bonnefin & Moore, PLC is hosting a monthly telephone briefing for Bankers' Compliance Group members. The meeting will be on **Friday, February 21, 2014**. This meeting will be presented live and will include two question and answer sessions. Members can ask questions by telephone, fax or e-mail. Each member that registers for the monthly telephone briefing will be given a password and instructions, which will allow them to participate in the telephone briefing.

Organize Your Participants

This announcement is sent to our main contacts in order to encourage the institution to organize multiple attendees to participate at one location or several locations concurrently. In this manner, several attendees can be accommodated in one conference room with a speakerphone.

Download Handouts

For convenience, members can go to the BCG website, **www.bankerscompliancegroup.com**, and easily download this month's handout(s) the day before the briefing.

Not Able to Listen to the Program? Log on to Our Website!

Should you or others at your institution miss the broadcast, you can tune into our streaming audio available on the BCG website. There will also be a package available which includes a CD of the meeting and the handout(s). The package is available upon request at no additional cost. Contact Laura Jagerman at 800-742-3600 or **LJagerman@ABMLawFirm.com** to request this package.

REGISTER ONLINE ANNUALLY AT:

<http://register.bankerscompliancegroup.com/subadmin/>