

July 30

2024

Webinar

**Social Media,  
Endorsements and  
Native  
Advertisements:  
Weighing  
Opportunities and  
Risks**

Tuesday, July 30  
10:00 a.m.—12:00 p.m. PT

*Presented by  
Tricia E. Engelhardt, Associate  
Aldrich & Bonnefin, PLC\**



*Presented by Counsel for Bankers' Compliance Group®  
ALDRICH & BONNEFIN, PLC*

**F**inancial institutions are increasingly turning to social media for marketing and information distribution purposes. 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. We will cover the FFIEC Social Media: Consumer Compliance Risk Management Guidance, as well as discuss helpful tips and compliance reminders applicable to social media activities.

Endorsements are another tool often used by financial institutions, whether as part of their social media footprint, or even in other means of advertising. We will look at the legal risks associated with these tools and discuss recommended practices for their successful use.

Native advertisements are often indistinguishable from news, feature articles, or product reviews. As a result, the effect of these ads may mask the signals consumers customarily have relied upon to recognize an advertisement or promotional message. We will look carefully at the prior federal regulatory guidance and discuss the pros and cons associated with this medium of advertising.

**HIGHLIGHTS**

- Social Media risks, regulatory expectations and recommended practices
- Endorsements: Navigating their use and mitigating legal exposure
- Native Advertisements: Do the risks outweigh the rewards?

**WHO SHOULD ATTEND?**

Marketing management, Compliance management, and In-house legal counsel

ON-DEMAND STREAMING AVAILABLE



**BANKERS' COMPLIANCE GROUP®**

phone: 800.742.3600

fax: 949.474.0617

Email: [info@bankerscompliancesgroup.com](mailto:info@bankerscompliancesgroup.com)



\* Janet Bonnefin is retired from the practice of law with the firm.

## July 30 Webinar — Social Media, Endorsements and Native Advertisements: Weighing Opportunities and Risks

### PRICING

When registering online, please select from the following options:

Live Webinar ( <b>Live Webinar connection allows only 1 user</b> )	\$315.00 (BCG Members) \$415.00 (BCG Non-members)
On-Demand Event ( <b>available 3 business days after Webinar is held</b> )	\$335.00 (BCG Members) \$435.00 (BCG Non-members)

### REGISTRATION

To register, please contact your institution's BCG Main Contact or, if authorized, log in at <https://register.bankerscompliancegroup.com/subadmin> and select "Register for Events."

Registration for the Live Webinar closes on Thursday, July 25 at 12:00 p.m. Registrants will receive an email on how to download the materials and make the connection for the presentation two business days before the Live Webinar.

Streaming the On-Demand Event will be available 3 business days after the Webinar is held. Registrants may stream the event for 60 days after purchase. Registrants will receive an email with instructions on how to access the On-Demand Webinar and download the materials within approximately 24 hours after we have confirmed your payment has been received.

If you have not established an online event registration account, please contact Katrina Jensen at 800-742-3600 or email her at [info@bankerscompliancegroup.com](mailto:info@bankerscompliancegroup.com) to obtain a username and password.

### PAYMENT

**BCG Members:** This Webinar is offered to BCG Members on an optional basis. BCG Members will be billed and do not need to pay online or send a check.

**Non-members:** We must receive payment for the Live Webinar no later than 10:00 a.m. on Thursday, July 25. Non-members may pay by credit card or check for the Live Webinar and the On-Demand Event. To pay by credit card, follow the credit card instructions during the online registration process. Major credit cards are accepted. To pay by check, make checks payable and mail to **Aldrich & Bonnefin, PLC, P.O. Box 19686, Irvine, CA 92623-1029**, and indicate the event for which you are registering.

### CANCELLATION POLICY

**BCG Members:** We must receive your written cancellation notice by 10:00 a.m. on Thursday, July 25 with no charge. If we receive your cancellation request after this deadline, we will bill you \$50. However, if we have already sent an email with your PIN by the time we receive your cancellation request, we will bill you the full registration fee.

**Non-members:** We must receive your written cancellation notice by 10:00 a.m. on Thursday, July 25, in which case we will refund your registration fee. If we receive your cancellation request after this deadline, we will refund your registration fee, less \$50. However, if we have already sent an email with your PIN by the time we receive your cancellation request, your registration fee is non-refundable.

**On-Demand Event:** Once your payment for the On-Demand Event is complete, your registration fee is nonrefundable.

### ACCREDITATION

**(Continuing Education credit will be provided only to the registrant)**

**MCLE:** As an added benefit we are offering this Webinar to in-house attorneys for MCLE credit. This activity has been approved for Minimum Continuing Legal Education credit by the State Bar of California in the amount of **2.0 hours**. Aldrich & Bonnefin certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the State Bar of California governing minimum continuing legal education.