

1. Record Nr.	UNINA9910140505803321
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Titolo	The socially savvy advisor : compliant social media for the financial industry / / Jennifer Openshaw, with Stuart Fross and Amy McIlwain
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , [2015] ©2015
ISBN	1-118-95909-4 1-118-95910-8
Descrizione fisica	1 online resource (371 p.)
Collana	Wiley finance series
Disciplina	332.1068/8
Soggetti	Financial services industry Investment advisors Social media Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Socially Savvy Advisor: Compliant Social Media for the Financial Industry; Contents; Foreword; Acknowledgments; Introduction; Part One: The New Business Environment; 1. How Is Social Media Changing Investor Behavior?; HOW INVESTORS ARE GETTING SOCIAL; INVESTORS ARE DEMANDING MORE WITH TRANSPARENCY AND REAL-TIME ACCESS; WHAT INVESTORS REALLY WANT: FIND THEIR ADVISORS ON SOCIAL MEDIA; 2. What Are Social Media's Implications for the Financial Industry?; SITTING OUT THE GAME?; FINANCIAL ADVISORY WORLD IN FLUX; FOUR OBSTACLES TO GREATER SOCIAL MEDIA ENGAGEMENT WHAT DOES THIS MEAN FOR THE INDUSTRY, CEO's, CCO's, AND MARKETERS?WHAT THE FUTURE HOLDS; 3. What Are the Tensions Between Social Media and Regulation?; THREE REASONS WHY ADVISORS FEEL REGULATORS MAKE SOCIAL MEDIA DIFFICULT; WHAT REGULATORS COULD DO TO MAKE SOCIAL MEDIA EASIER; A DEFENSE: POLICIES IN PLACE; THE REAL BARRIER: REGULATORS OR INDUSTRY?; SOME FINAL THOUGHTS; 4. Are the Risks of Using Social Media Worth the Benefits?; SOCIAL MEDIA'S SHIFTING WINDS IN FINANCIAL ADVISORY; FOUR SOCIAL MEDIA RISKS AND SOLUTIONS; Social Endurance; Reputation

Impact; Recordkeeping and Advertising

Millennial Hiring Risk 5. How Will Social Media Change Our Industry in 10 Years?; GET READY: MORE CHANGE IS COMING; A 10-YEAR LOOK: HOW THE FINANCIAL INDUSTRY WILL CHANGE; EIGHT PREDICTIONS FOR THE NEXT DECADE; 6. What Are the Biggest Social Media Myths?; Part Two: The Regulatory Environment; 7. What Are the Top Challenges Compliance Officers Face?; WHAT CCO's SHOULD KNOW; FIVE KEY CCO CHALLENGES; WHEN TO CALL FOR HELP; 8. What Does FINRA Say about Social Media?; THREE NEW AREAS OF FINRA GUIDANCE; CHOOSING YOUR CONTENT: STATIC VERSUS INTERACTIVE; A FINRA SWEEP OF ADVISOR PRACTICES
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15. How Can We Use YouTube?

Sommario/riassunto

The social media marketing bible for the financial industry The Socially Savvy Advisor: Compliant Social Media for the Financial Industry is the complete guide to creating an effective social media strategy without breaking the big rules. Written by an industry specialist Jennifer Openshaw, alongside Stuart Fross, Fidelity International's former general counsel, and Amy McIlwain, president of Financial Social Media, this book merges marketing basics with FINRA and SEC guidelines to help readers create an effective social media campaign specifically for the finance and investing world. Contribu
