

1. Record Nr.	UNISA990000984650203316
Autore	SVIMEZ
Titolo	Valutazione dell'offerta e della domanda di lavoro delle regioni meridionali al 1985 / Svimez, Associazione per lo sviluppo dell'industria nel Mezzogiorno
Pubbl/distr/stampa	Roma, 1971
Descrizione fisica	239 p. ; 22 cm
Disciplina	331.1209457
Soggetti	Lavoro - Domanda e offerta - Italia meridionale - 1951-1985
Collocazione	III.1. 1725(I I 454)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910140505803321
Autore	Openshaw Jennifer
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 NEW CYBER SECURITY INITIATIVE 9. What Does the SEC Say about Social Media?; SEVEN NEW GUIDELINES THAT CCO's SHOULD KNOW; TESTING FOR TESTIMONIALS; A LOOSER INTERPRETATION; THREE CLARIFICATIONS ON EARLIER GUIDANCE; 10. What Gets Financial Professionals into Trouble with Social Media?; REMEMBER THE GROUND RULES; REMEMBER: THERE'S RISK; DRAWING LINES BETWEEN BUSINESS AND PERSONAL; FOUR WAYS TO MANAGE SOCIAL MEDIA RISK; KEYS TO HANDLING BAD CONTENT; 11. How Do We Create a Social Media Policy?; FIVE STEPS TO STARTING YOUR POLICY; FIVE POLICY ELEMENTS THE SEC LIKES TO SEE THE THREE ``S's OF A SOCIAL MEDIA POLICY Part Three: Key Playing Fields in Social Media; 12. How Can We Use LinkedIn?; FIRST, WHAT EXACTLY IS LINKED IN?; WHY IS LINKED IN DIFFERENT FROM OTHER SOCIAL NETWORKS?; THREE STEPS TO GETTING STARTED ON LINKED IN; 1. Optimize Your LinkedIn Profile; 2. Build Your Network; 3. Create a LinkedIn Company Page for Your Business; THE PROBLEMATIC ENDORSE FUNCTION; 13. How Can We Use Facebook?; SEVEN WAYS TO START ON FACEBOOK; 14. How Can We Use Twitter?; TWITTER IN FINANCIAL SERVICES; HOW TO GET STARTED WITH TWITTER; WHAT TO TWEET; WHAT NOT TO TWEET 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
