

Corporate social media governance – financial firms

“To share or not to share, that is the question.”

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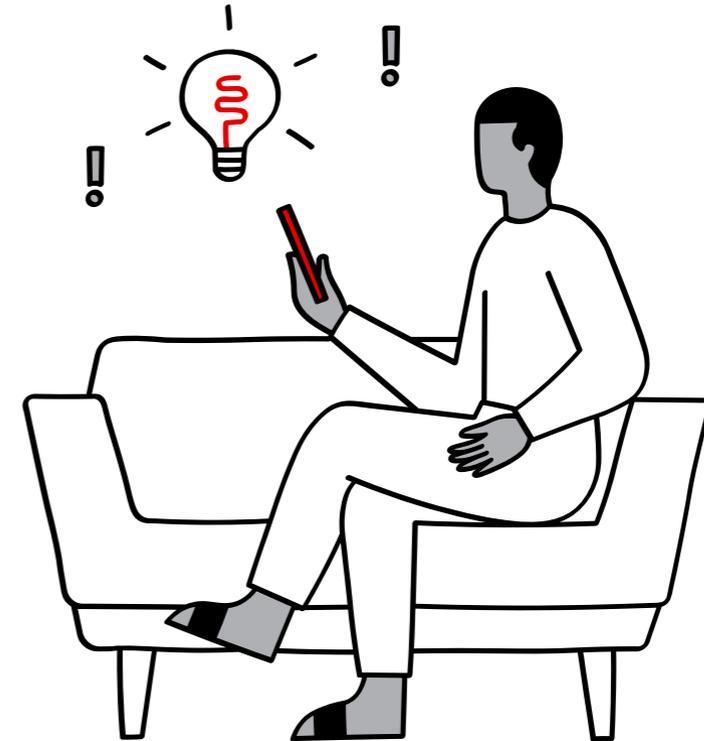
21. September 2022



Please follow me.

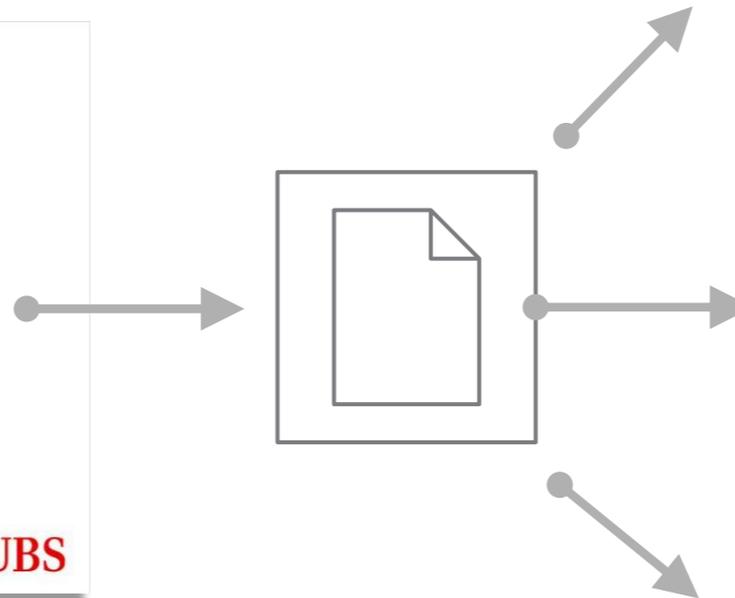
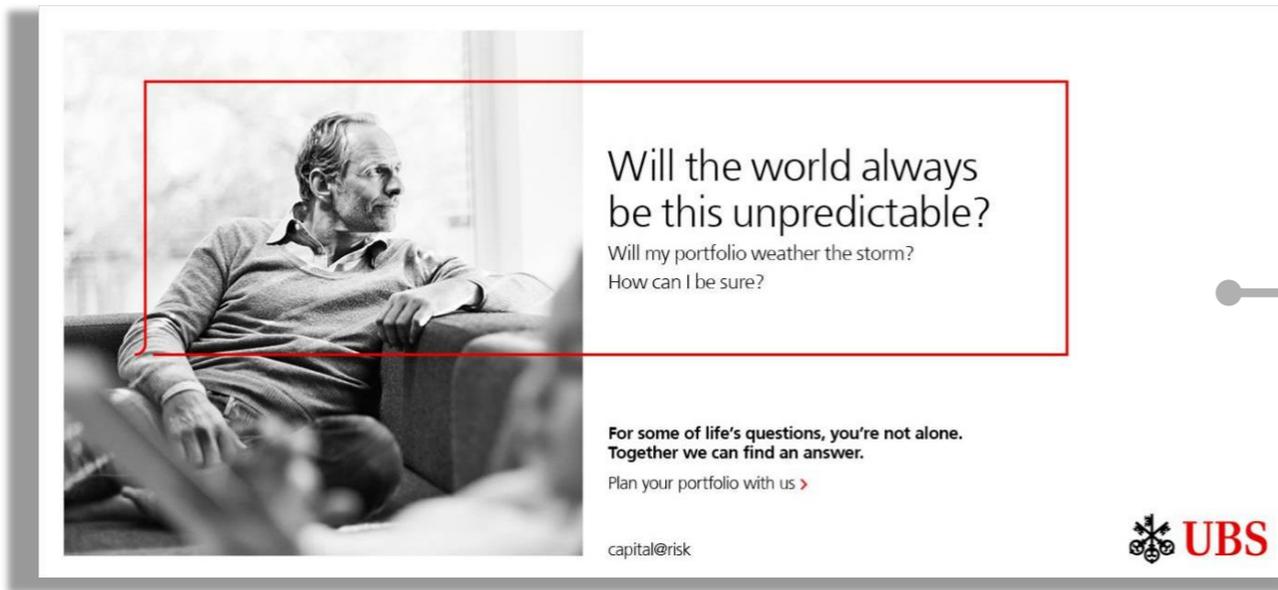
Do you speak social?

- IMHO What is social media
- FWIW Policy procedures and compliance
- IRL @Spokespersons
- NBD Publishing processes
- LOL! What could possibly go wrong
- AFAIK Where next for social media
- IIRC Q&A



What is social media – it is not traditional media

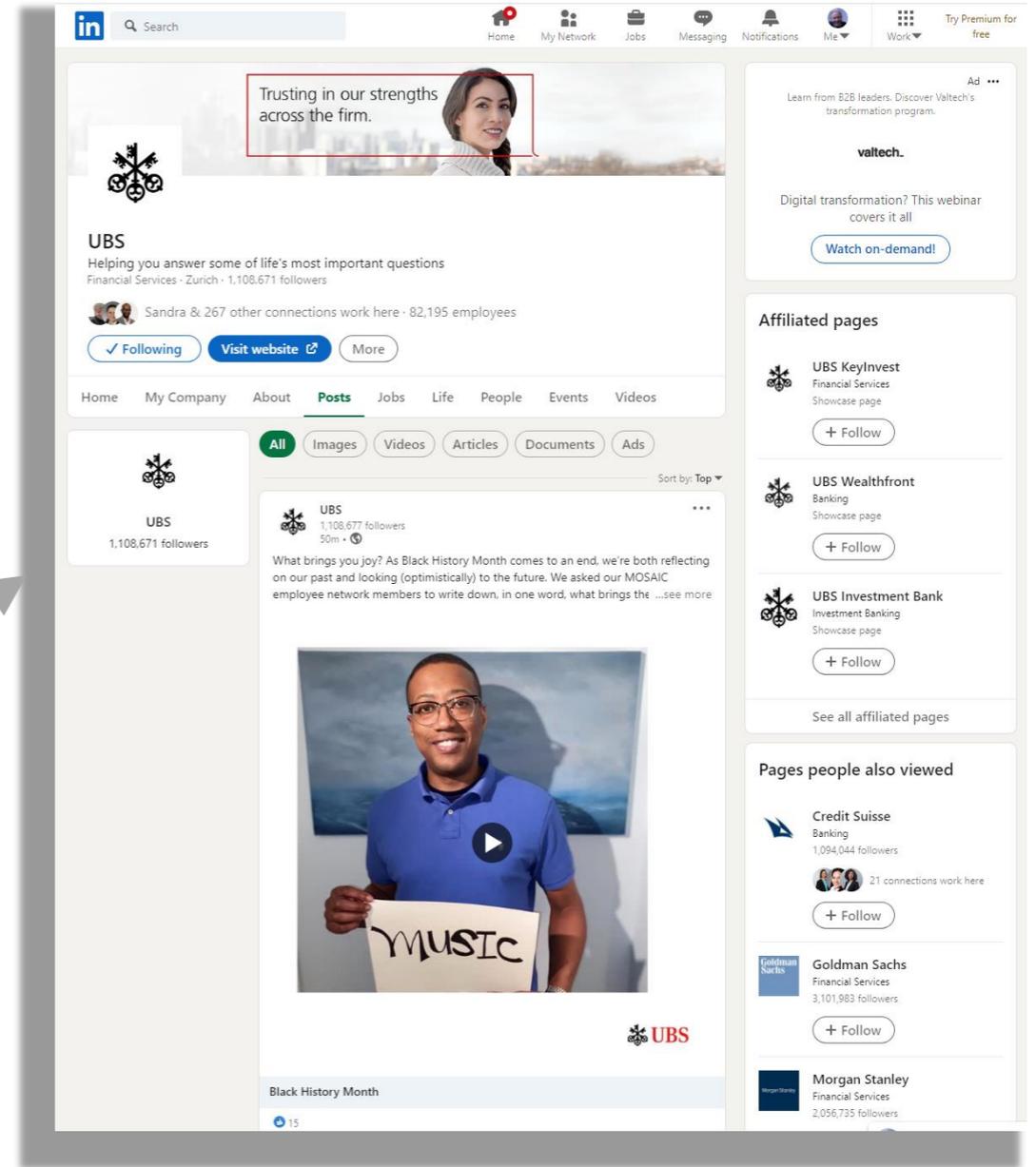
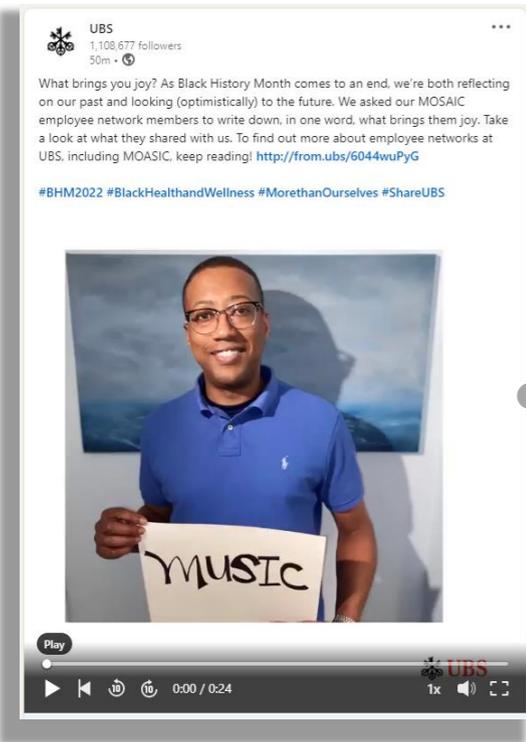
Traditional media – e.g. Newspaper Ads or posters



Media agencies distributes the Ad and all viewers see the same thing.

What is social media - Organic posts

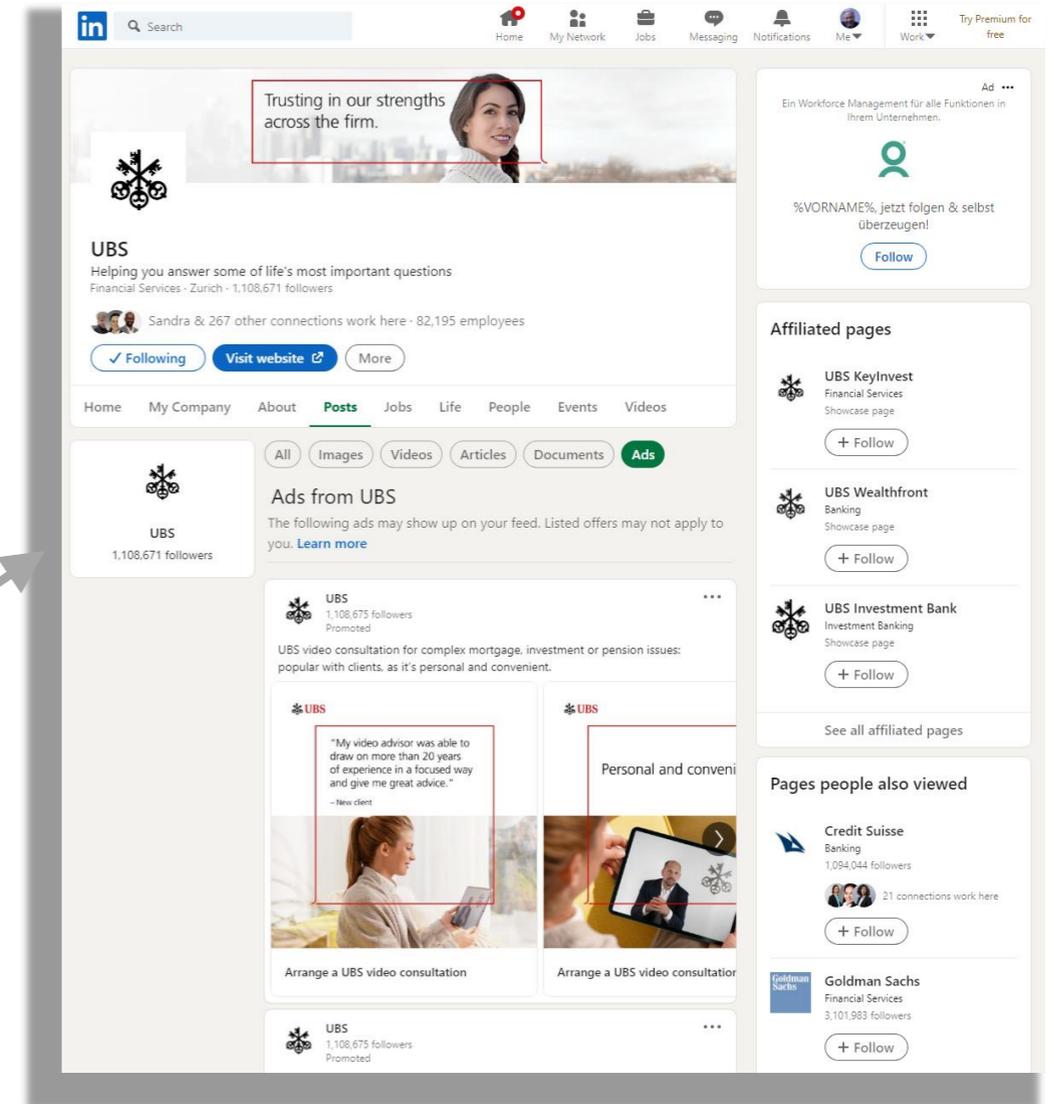
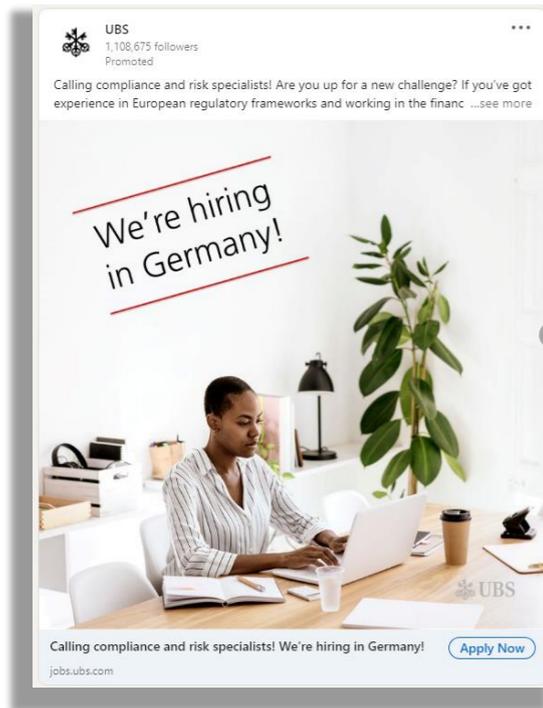
Organic posts (not paid)



Created by us, published on our LinkedIn account, and seen by about 3-5% of our followers. Plus, a few of the followers of those persons who liked or shared the post.

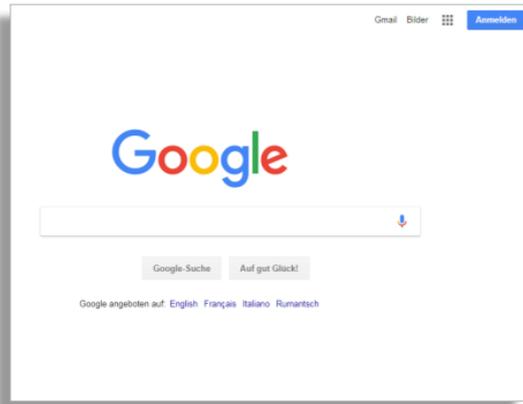
What is social media – Paid posts

Paid posts (Ads or Dark posts)



Created by us, published on our LinkedIn Ad account, targetted to a defined audience (geography, interest etc). Displays on the audience's account. It does not appear in our timeline – but does appear in our LinkedIn Ad library

What is social media – knowing your audience



Public surf, click, like, fill-in forms, accept cookies, use their credit cards etc. on a multitude of websites, many of which are trackable.



Third-party consumer data handlers, collate this data and create 'audiences'.
Lists of persons with similar characteristics.
This data is anonymised.
We can also collect data ourselves, via cookies, pixels, analytics tools etc.



These 'audiences' are uploaded into channels.
They are offered to companies to use for targeting Ads.
Audience identities are not known to companies, nor do they store the identities.



Ads are targetted to audience members.
The channels know who clicked, liked, shared, what they look at, what comments they made, where they come from - everything about them.
Note: This big data is the knowledge what will help power future AIs.

Making sense of it all - policy and procedures



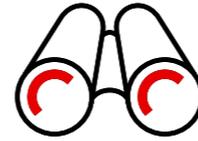
Global social media policy

- Cross-divisional, globally approved document
- Supported by Guidelines, e.g. External Influencers
- Refers to reference documents, e.g. Response and dialogue, and Best Practices



Global steering forum

- Divisional representation
- Strategy
- Sounding-board
- Approvals



Social media strategy

- Strategy
- Analytics
- Advisory, support
- Ownership of corporate accounts



Social media governance

- Guidelines
- Best practices
- Trainings
- Advisory, support
- Enforcement
- Monitoring
- Staff Comms



Compliance social media forum

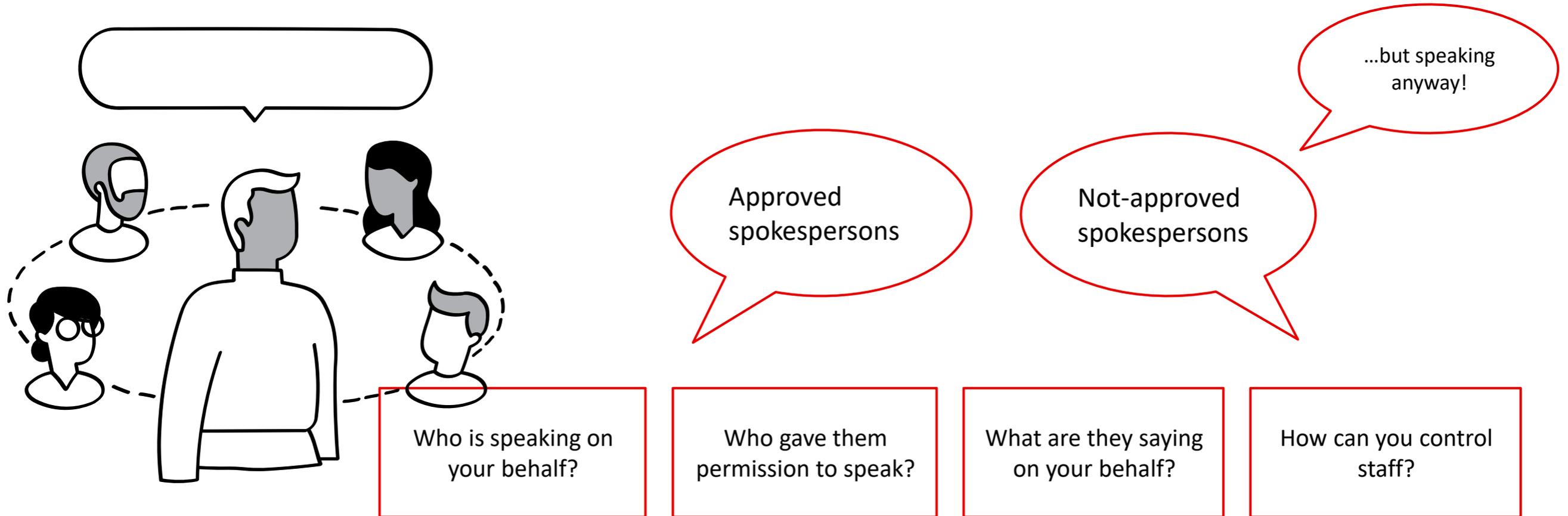
- SMEs
- Sounding-board
- Consensus building
- Knowledge coordination

- Social Media Communities

Owner Access Admin Spokespersons Publishers



Social media spokespersons



- All staff can be spokespersons on social media... whether you want them to be, or not!

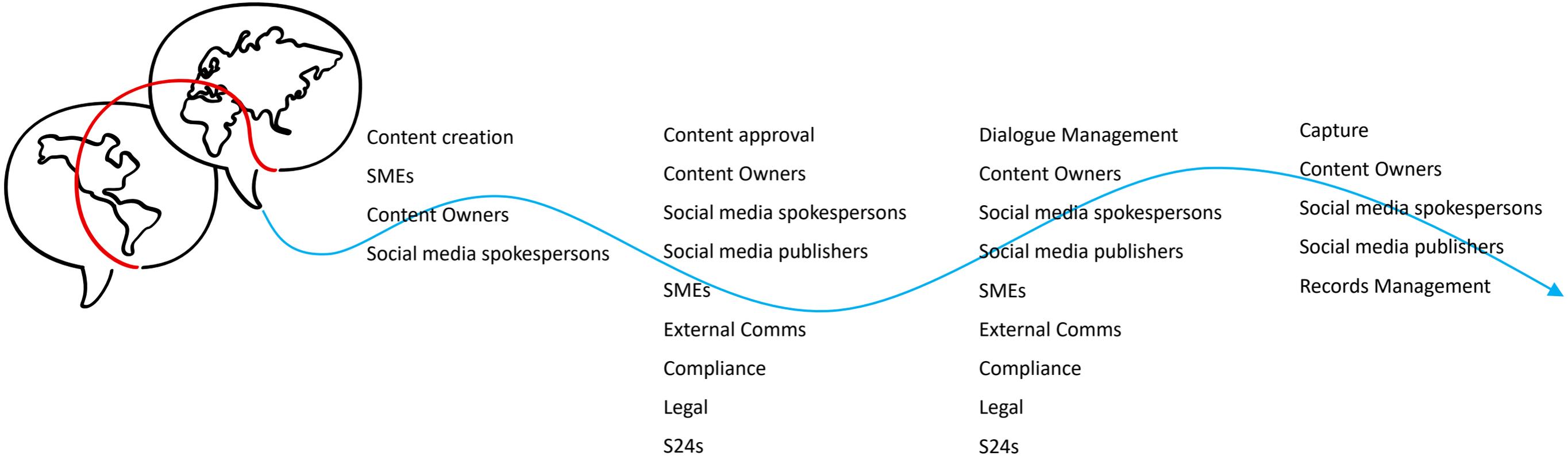
- How do staff know if they can speak on social media on your behalf, or not?

- How do staff know what they can say on your behalf, and what not?

- "But I was only trying to help ...and BTW it's my private account!?"

Social media publishing process

The official publishing chain, including all involved parties



How does this compare with your image of social media publishing?

What is social media – it's a conversation

Every social media post, both organic and paid, comes with a comment box, allowing users to comment.

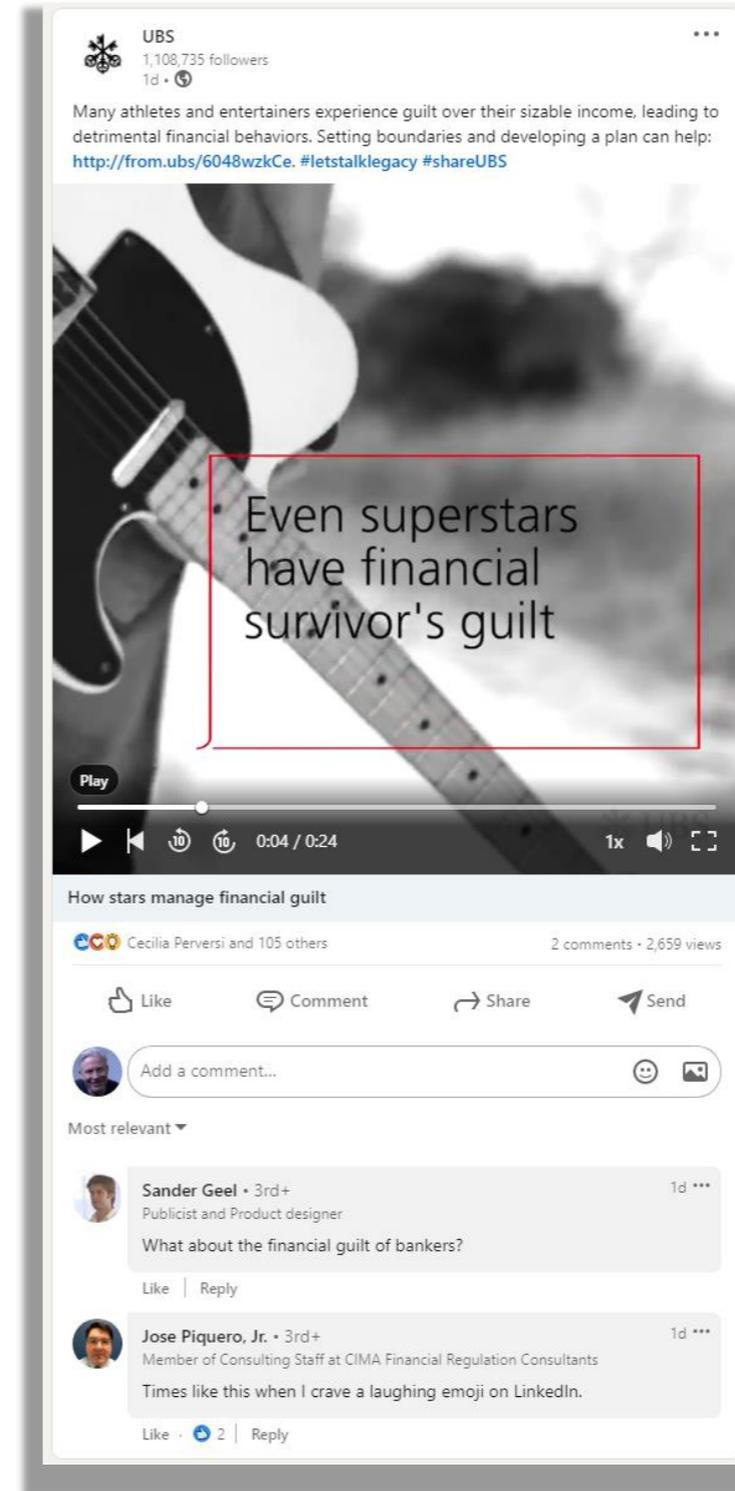
And, every comment can be commented upon.

Corporate account privacy settings are usually left open permitting anyone to comment.

Comments can be switch-off, but this makes your social media just, 'media'.

Every comment should be read and acted upon even if off-topic.

We have developed response and dialogue flow-charts with actions for each type of comment, from praise to hate.



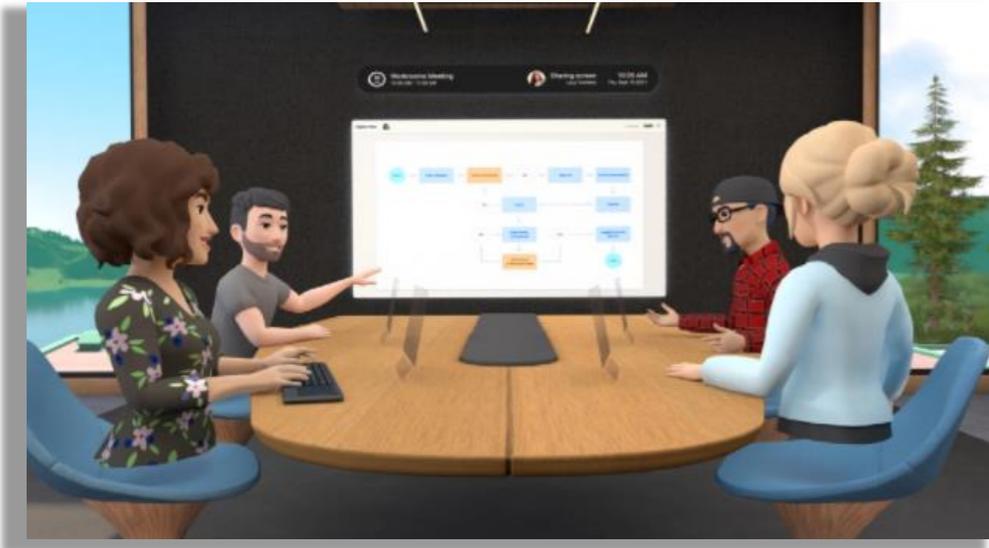
The screenshot shows a LinkedIn post from UBS, a corporate account with 1,108,735 followers. The post is a video titled "How stars manage financial guilt" with a thumbnail showing a guitar and the text "Even superstars have financial survivor's guilt". The video player shows a play button and a progress bar at 0:04 / 0:24. Below the video, the post has 2 comments and 2,659 views. The comment section is sorted by "Most relevant" and shows two comments: one from Sander Geel, a publicist and product designer, asking "What about the financial guilt of bankers?", and one from Jose Piquero, Jr., a member of consulting staff at CIMA Financial Regulation Consultants, saying "Times like this when I crave a laughing emoji on LinkedIn." The post also includes interaction buttons for Like, Comment, Share, and Send.

What could possibly go wrong?

Privacy settings
Abuse
Twisting DMs - Chat
Complaints
Racoons...
Fake accounts
Sh**-storms
24 / 7
Staff
Trolling
Non-policy matters
Ignorance
Regulators
EU GDPR
Access at work
Approvals



The future for social media...?!



Metaverses, web 3.0, NTFs, DeFi, etc.

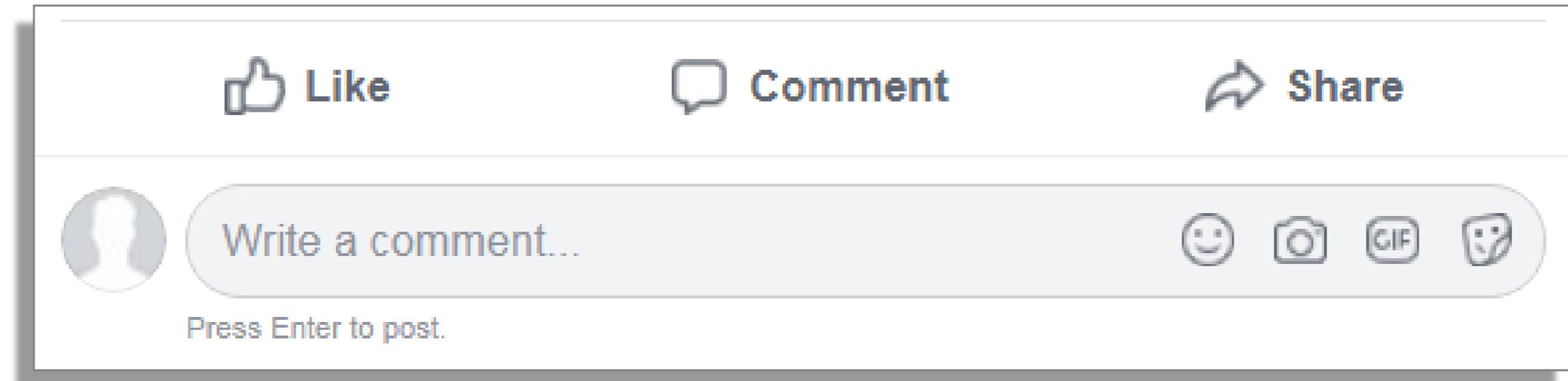


Fakes, fraud, Disinformation
this-person-does-not-exist.com



Tracking, facial recognition

Like, comment, share, Q and A



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