



# Social Media: What's New? (Webinar)

October 12, 2017 ☐ 10:00am-11:30am

## Webinar Topics

- How banks are using social media to market their products
- Safety protocols for using social media
- How to connect with your customers on social media
- Dangers of social media (hackers, privacy and breaches)

## Webinar Speaker



Susan Wind is a college professor who has taught, designed and implemented Criminal Justice Courses throughout the US for the past fifteen years. She has worked in different entities of the criminal justice system. For the past twelve years, she has been doing consulting work with financial institutions all over the US, providing training related to cybercrimes and security topics (i.e., money laundering, identity theft, atm/debit card thefts, fraud, bank robbery, active shooters, workplace violence, social media, etc.). For the past four years, she has been conducting research and offering programs to local businesses on cyber-bullying and social media awareness. Susan has published numerous articles on this topic and has developed curriculum for schools to implement in their training programs.

## Registration Form

Please make copies of this form if more connections are needed.

### Connection 1

Mr./Mrs./Ms. \_\_\_\_\_  
 Bank \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Branch Street Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_

### Connection 2

Mr./Mrs./Ms. \_\_\_\_\_  
 Bank \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Branch Street Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_

### Payment Options

☐ Check ( Made payable to Louisiana Bankers Association)

☐ Visa ☐ MasterCard ☐ American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address: \_\_\_\_\_ Amount to be charged on card \$ \_\_\_\_\_

☐ I cannot participate in the live program.

Please send me the recording.

☐ \$165 (LBA members)

☐ \$265 (non-members)

\*Recording and materials will be emailed after the program

☐ This training will be covered under SBET (Small Business Employee Training Program). Please provide an email address on the line below to receive the necessary documentation for reimbursement:

\_\_\_\_\_

**\*Please Note: Recordings are not eligible for SBET funding**

### Registration Fee

\$165 per connection, LBA members

\$265 per connection, nonmembers

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\$165 per connection, LBA members

\$265 per connection, nonmembers

### Agenda

10:00 a.m. Webinar Begins

11:30 a.m. Webinar Adjourns

Submit registration and view rosters in the  
 Education Section of LBA's Website, [www.lba.org](http://www.lba.org).

Louisiana Bankers Association

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Fax 225-343-3159

**Webinar access codes will be sent to registrants  
 with confirmation emails one week prior to session.**