

Securing the Credit Union from the Inside to the Outside

Keeping in touch via social media and other real-time communication tools can be extremely powerful when used within a community and social media for credit unions is a powerful tool. However, the danger for credit unions is that without the right security, management and compliance controls in place, any benefit of its use can be lost quicker than you can say "Federally Insured".

It's easy to see why credit unions want to harness the power of Web 2.0 communications when considering how towns across America are trying to minimise the disruption in yet another year of record snow fall. Using Twitter and Facebook to alert residents to snow emergencies, local governments are putting out all types of messages such as notices about on-road parking to make a clear path for snow ploughs. As followers re-broadcast these messages using social media and other real-time communication tools to their own friends and followers, so the number of people that receive the message grows exponentially.

Many credit unions have already introduced social media into the communication mix and the savvy ones have realised that keeping their followers interest means more than just sending out banal marketing messages and that they need to "join and take part in the conversation". During the bad weather they've been using Twitter to notify of early closures, sympathise with others in the struggle to get to work and even offering quotes for car insurance during icy weather. But building a community can come at a cost when the small print is ignored.

A Tweet offering great rates without the legal disclaimers, a moan on Facebook about a member who heard about it from someone else in the community and office flirting that went just a bit too far are just some of the headaches that have caused more cautious credit unions to bypass Web 2.0. Others have implemented a social media strategy, but banned the use of it at work, automatically raising barriers against the community spirit.

At Actiance we've spent over a decade helping credit unions and other organizations maximize their use of real-time communications in a secure and compliant way. From controlling what applications and online services employees can access (imagine Farmville versus accessing the corporate website), to detailing the functionality they can use when they get there, backed-up by a fully compliant archive. As the new Internet has grown and taken off, we've developed our platforms to enabled stringently regulated industries to do far more with social media, unified communications and other public real-time tools such as instant messaging than they ever thought possible.

We don't just stop your employees playing Farmville, Actiance enables you to check the content or moderate posts, even to webmail accounts such as Gmail. We ensure that Group Chat users don't accidentally "meet" by using ethical walls; that legal disclaimers are shown as users join a conversation; that all employees can be identified, even when they use buddy names. Our archive allows you to see conversations held over different mediums, clearly showing who joined the conversation when and what was said, allowing you to see at a glance the whole context.

In short, Actiance enables you to utilise Web 2.0 applications and services without worrying about data leakage, libellous comments, malware and expensive eDiscovery costs. We protect your conversations, whilst you build stronger relationships with your members.

Sarah Carter Vice President of Marketing



Sarah Carter

spent four years working with Actiance customers and partners throughout Europe and Asia, and recently re-

located to HQ in California. Sarah works with Actiance financial services clients on best practice social media and collaboration strategies in both Europe and the USA and regularly speaks on the topic on both continents. Actiance enables the safe and productive use of Unified Communications and Web 2.0, including instant messaging, blogs and social networking. Ranked number one by research firm IDC for five consecutive years, Actiance's award-winning solutions are used by more than 1,500 customers for the security, management and compliance of real-time communications. Actiance supports or has strategic partnerships with all leading IM, unified communications providers and social networks including AOL, Google, Yahoo!, Skype, Microsoft, IBM, Cisco, Facebook, LinkedIn and Twitter.

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