

# 5 COMPLIANCE QUESTIONS Every Mortgage Marketer Should Ask Themselves

In today's digital landscape, marketers know that social media is a key element to any successful strategy. Social selling is a smart approach to empower loan officers in social media, but it comes with risks. After all, just one rogue post could land your financial institution in regulatory hot water.

Compliance is complicated, but don't let it stop your lending team from making the most of social media. Think you're ready to start social selling? Ask yourself these five questions:

## 1 Do I know who has social media access and control?

Your social strategy won't be compliant unless it's properly governed, so start by clearly documenting who has access to and control over what social media channels. According to the FFIEC, your social media policy needs to clearly outline individual roles and responsibilities on social. When roles are clearly defined, you'll eliminate authorization confusion and avoid regulatory trip wires.

## 2 Is my social media policy well-documented?

If you don't already have a social media policy in place, then it's time to put one together. If you already have one, check that it is up-to-date. Ensure the policy is easy for all employees to digest, understand and implement.

## 3 Am I tuned-in to what's happening on my social channels?

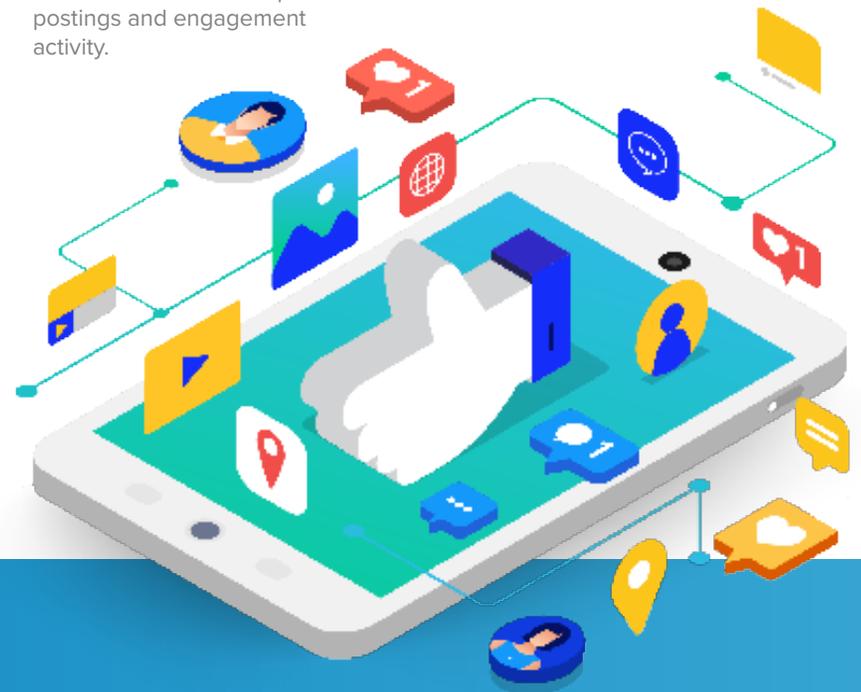
You should be monitoring all activity across your brand's and employees' social media channel to ensure posts and engagement is compliant.

## 4 Am I prepared for an audit?

Surprise! You're being audited. Be sure you're ready with a social media archive that captures all postings and engagement activity.

## 5 Do I have a clear picture of my social media risks?

You could be fined for a mistake that slipped through the cracks if you don't have fail-safes, like approvals and compliance checks, in your workflows. Start with a social media risk assessment, and if you already have one, consider re-reviewing it regularly.



Social media compliance for mortgage lenders can seem like a daunting responsibility, but it doesn't have to be. From approval workflows to monitoring and automatic archiving tools, Denim Social can help! If you're ready to start social selling, check out Denim Social today.