



Implementing an Effective Risk Management Program for Social Networking Activities

Description:

Increasingly banks are using social networking sites for marketing activities and to foster customer relationships. Many risk management considerations apply, including advertising regulations, fair lending requirements, e-discovery rules, records management, employee non-compete agreements, confidentiality and workplace productivity issues. We will discuss implementing a risk management program to address these risks.

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Bio:

Kathlyn L. (Lyn) Farrell is the National Director of Risk Management Services for Sheshunoff Consulting + Solutions, an Austin-based bank consulting company where she oversees a national Risk Management practice. Lyn is a licensed attorney with 30 years experience in banking. She has been in-house counsel and compliance officer for small and medium-size banks. Her experience also includes working as an attorney in the legal division of GE Capital.

She is the author of numerous publications, including the ABA's Reference Guide to Regulatory Compliance and the Law and Banking and Consumer Lending textbook. She was an original co-author of the ABA's Compliance Audit Manual. In 2009 she has authored articles on fair lending, flood insurance rule compliance, Truth in Lending changes and enforcement action management for various banking magazines. Her latest article is Tweets & Posts & Blogs: Social Networking Compliance for the September/October 2009 edition of Bank Compliance Magazine. She is a frequent speaker at banking conferences. Lyn received her law degree from the University of Houston and her undergraduate degree from Texas A&M University. She can be reached at lfarrell@smslp.com or 800-477-1772.

