

## **SOCIAL MEDIA REQUIREMENTS**

- Social media accounts need to display:
  - Company Name and NMLS ID
  - Originator Name and NMLS ID
  - Texas Consumer Complaint / Recovery Fund Notice or a link directly to the company's webpage where the Notice is displayed
- Social media advertisements are held to the same Regulation Z provisions as other forms of advertisements.
- Compliance with state and federal advertising requirements.

## **SOCIAL MEDIA POLICY**

- Mission Statement: Identify measurable goals for the use and purpose of social media for your organization.
- Cross-functional collaboration:
  - Involve all departments in the development of social media policies and procedures to allow for a comprehensive assessment.
- Integrate the Social Media Policy with other policies and procedures including
  - Information Security / Cybersecurity
  - Remote Work
  - Complaint processing
  - Training
  - Human Resources / Operations
- Designate a staff member to maintain the program and to have access to all business-related accounts
- Streamline roles and responsibilities to establish accountability
- Define what type of content is acceptable and unacceptable
- Implement an approval process:
  - New accounts
  - Content/posting
- Conduct regular employee training
- Monitor and conduct periodic reviews
- Implement repercussions for violating the policies and procedures

## **TRACK AND MONITOR**

- Track URLs for each platform
- Document the administrator of the account
- Use a corporate email address
- Identify platforms that originators have "claimed" and provided a summary or profile (e.g. Yelp, Facebook Local Pages, etc.). Ensure the pages contain the requirements.
- Regularly conduct an internet search for unauthorized accounts
- Review and monitor authorized accounts for compliance on a regular basis