Oracle Social Relationship Management empowers you to socially enable how you do business, and manage and scale your relationships with customers on social media.

Oracle provides the features and functionality in the SRM platform to allow financial services customers to automate and monitor their conformance to internal compliance rules and procedures.

For more information about Oracle Social, visit oracle.com/social or call +1.800.ORACLE1 to speak to an Oracle representative.

Oracle Social Relationship Management has the functionality that meets SEC and FINRA requirements, which financial services institutions must follow for compliance when utilizing social media.

Strict regulations, reputational risks, reporting requirements have kept most financial services companies from adopting a social media strategy. The purposes of SEC, FINRA and FERC rules and guidelines are to ensure investors are protected from false or misleading claims and representations on social media sites; as well as, to set expectations that firms would effectively and appropriately supervise their associated persons' participation in these sites. FINRA 10-06 states, "FINRA is seeking to interpret its rules in a flexible manner to allow firms to communicate with clients and investors using this technology."

For many firms, the real or perceived risks of social can appear to outweigh the very real benefits, when in reality for most firms the benefits are far greater than the risks.

Benefits of Social Media Outweigh the Risks
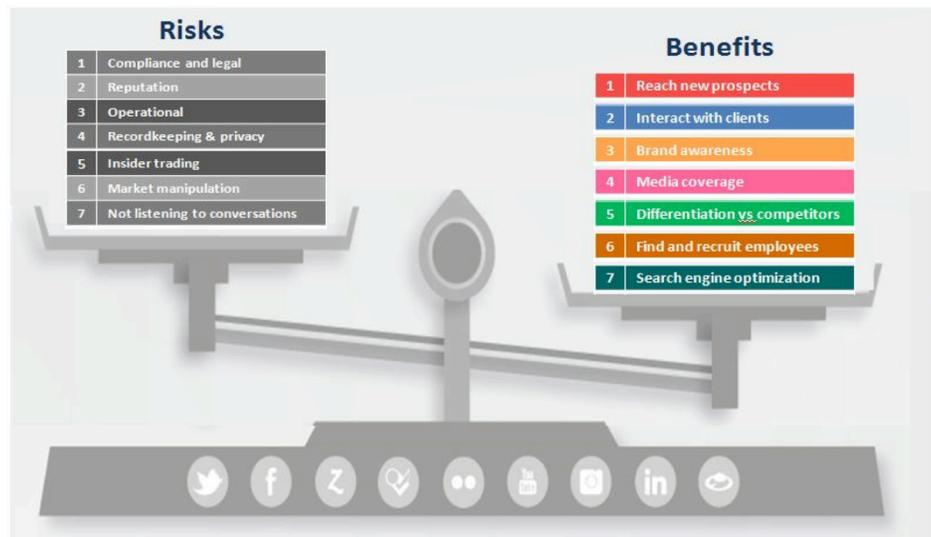
Financial Services firms interested in growing their presence and interacting with prospect and clients in social media want to have the tools needed to automate and monitor the content being published in social. The firms need a platform that gives them the power to publish content on their social sites, engage with customers and keep a record of all interaction while maintaining their internal compliance procedures and processes.

Functionality Needed for Regulatory Compliance

In order to leverage the financial and marketing value of social media while complying with regulatory guidelines financial service firms and bank should consider the following:

1. Pre-approve static content
2. Capture and archive all social activity
3. Receive instant email notifications about keyword infractions
4. Remedy problematic posts and tweets in real-time
5. Keep a history of supervisory and review actions in context
6. Integrate with existing email supervision and archiving software
7. Prepare for possible audits

Oracle Social Relationship Management Provides the Features & Functionality You Need To Stay Compliant

Oracle Social Relationship Management (SRM) platform has the features and functionality that allow Financial Services Institutions to monitor and enforce their compliance processes.

1. **Pre-Approve Static Content** - It is important to note that <u>FINRA states</u> that static content is the only type of content requiring pre-approval. All other (interactive) communications can be managed via the firm's post-review procedures.
   - Oracle SRM provides the ability to create a library of pre-approve static content, including, tabs, and profiles.
   - SRM has workflow capabilities that allow users to define an approval process prior to static content being published in social media channels.

2. **Capture and archive all social activity**
   - Oracle SRM platform allows customers to keep track of all marketing that is published to their social media channels via the grid view in both Publish and Content and Apps.
   - In addition, all interaction between brokers and customers in social media using the platform are tracked and can be achieved.

3. **Receive instant email notifications about keyword infractions**
   - The SRM platform automation feature provides email alerts when keyword infractions are made on Financial Service Institutions' social media properties.
   - In addition, the platform also allows Financial Services Institutions the ability to auto-delete posts that contain keywords that would be considered infractions.

4. **Remedy problematic posts and tweets in real-time**
   - Via SRM's Engage module, customers are alerted to any conversations, post or activity that could indicate a crisis and the need for immediate social intervention or PR involvement.
   - SRM helps customers understand the conversations driving activity across key social platforms and identify a possible crisis.

5. **Keep a history of supervisory and review actions in context**
   - Oracle's SRM platform allows customers to set role-based user levels in the Workflow and Automation module. For example, an Author can create posts but can only save them as a draft, they cannot add or delete users or publish a post.
   - An Admin has full administrative rights and can publish posts that are in draft format, and they can also add and delete new users along with other capabilities in the platform.
   - The Workflow feature allows members of a team to assign tasks, content creation, and approval requirements prior to publishing of content in the social channels.

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6. **Integrate with existing email supervision and archiving software**
    - Oracle archives all owned and earn social data. Additionally, social data is integrated with archiving software such as WebCenter Content, Documentum or FileNet.
    - Email notifications are sent to users via the SRM platform when activities within a workflow are defined and completed.

7. **Prepare for possible audits**
    - Oracle SRM provides a full audit trail of all content published via the platform.
    - In addition, the team activity section allows users to see all the actions taken on each message including replying, hiding, deleting, assigning, archiving, etc. and which user took the action.
    - Message-level actions include:
        i. Reply – reply to messages (from pages you have granted admin rights to) directly from inside the platform.
        ii. Retweet – retweet tweets.
        iii. Retweet with Comment – retweet tweets with a comment.
        iv. Label – add an internal label to your message to help you group messages.
        v. Assign – assign a message to yourself or another user of your team.
        vi. Archive – archive or ignore a message by moving it out your inbox, into a separate archived folder.

Social media offers many benefits to financial services firms, including the ability to reach new prospects, interact with clients, build brand awareness, increase media coverage, differentiate products and services from the competition and drive greater customer visibility via search engine optimization. Some guidelines for firms building their social media strategy are provided FINRA, but each firm must develop its own policies and procedures that comply with all applicable requirements. Oracle's SRM platform has the features and functionality to help firms manage and enforce those policies and procedures to maintain compliance while utilizing social media to engage with and grow their own customer base.