

## POWER THE FIRM'S SOCIAL MEDIA PROGRAM, COMPLIANTLY

### RegEd Solution

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*Social Media Archiving and Surveillance* enables financial services firms to drive their social media strategy, while capturing a complete and permanent record of social media participation across the user population, helping to ensure compliance with FINRA and SEC regulations.

*Social Media Archiving and Surveillance* monitors social engagement across all devices, including personal computers, tablets and smart phones with easy access from any browser. Implementation is simple -- advisors enter their usernames and passwords directly through the platform, freeing organizations from the burden of collecting and maintaining personal social media credentials.

Once the solution is enabled, administrators can easily view all social media content from a single dashboard with the ability to configure lexicon-based exception notifications. Archived social media content is readily accessible using the system's ad-hoc reporting capabilities. Firms can also establish a schedule to generate pre-formatted reports for delivery at specified intervals.

### Distinguishing Capabilities

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- Broad access to all major social media platforms: Facebook, Twitter, Google+, YouTube, blogs and RSS feeds.
- Ability to search, report on, and export complete social media archives.
- Social media content library enables advisors to readily launch pre-approved content.
- Master lexicon policies for compliance, marketing, customer service and human resources.
- Compliance moderation and workflow.
- Comprehensive administrator dashboard.
- Automated delivery of archives to email archiving vendors.



## Key Benefits

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### Seamlessly Enable and Manage Compliant Social Media Engagement

- Support and archive individual social media accounts.
- Manage compliance with approval workflow and post-review reporting.
- Analyze and identify exceptions with lexicon-based flags on archived content.
- Search for and report on brand mentions across social media networks and web search engines.
- Implement the solution with ease by distributing a hyperlink to a single web form.

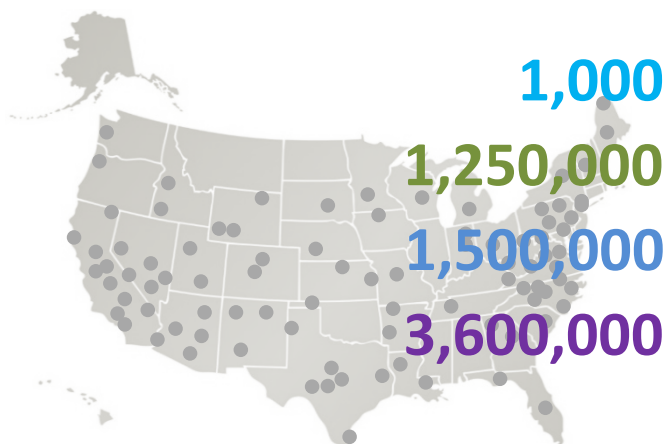
### Ensure Simple, Secure Access For All Users

- Clean and simple interface with intuitive usability.
- Easy access via a browser-based platform with no agents, downloads or proprietary software.
- Secure communication and storage of sensitive information.

## Why Choose RegEd?

RegEd is the leading provider of compliance management, licensing and registration and compliance and product education solutions to the financial services industry. Our solutions deliver unparalleled levels of operational efficiency and enable firms to cost-effectively comply and manage risk associated with state, FINRA and SEC regulation.

- An investment in RegEd technology translates into extraordinary long-term value. Firms can cost-effectively build on their initial investment as their needs evolve, maximizing the return and value for their compliance spend.
- RegEd solutions are continuously expanded using input from solution-specific client advisory boards.
- Clients view RegEd as an extension of their organization. They are assigned an experienced implementation project team and have a dedicated support team, including a relationship manager, product support experts, and experienced, engaged customer service professionals.



**Clients, including 400 enterprise clients, encompassing the nation's top financial services firms**

**CE courses and insurance certs delivered annually**

**End users in broker-dealers, insurance companies and brokers**

**Insurance and securities transactions processed annually**