

Social Media Governance Toolkit can help organisations establish a social media risk management programme

/EINPresswire.com/ According to Computing Magazine, banks and other financial institutions in the US have been told to establish a "risk management programme" for social media to ensure that key staff do not inadvertently release sensitive information. The banks have also been advised to use specialist help in order to create a programme which allows them to identify, measure, monitor and control the risks related to social media.

Alan Calder, CEO of cybersecurity and compliance experts [IT Governance](#) comments, "Banks are particularly under the scrutiny of the public and if they are to monitor the use of social media by staff they need a proper governance policy. Simply forbidding employees the use of social media is not a definitive solution. Dealing effectively with social media requires a joined-up approach that is aligned with the objectives and risk appetite of the business - a governance approach."

Financial institutions and business service providers will benefit from using the [Social Media Governance Toolkit](#) which is designed to help organisations create an effective governance structure around their social media activities. Social media is, for many organisations, a critical part of how they speak to customers, partners and stakeholders. However, if not used properly it can significantly damage an organisation's reputation.

The Social Media Governance Toolkit contains templates and guidance for creating a social media strategy, developing policy, assigning roles and responsibilities, managing related risks and, measuring and monitoring outcomes.

A copy of the toolkit can be purchased and downloaded online at www.itgovernance.co.uk/shop/p-1134-social-media-governance-toolkit.aspx.

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NOTES TO EDITORS

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