



The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance)

Jennifer Openshaw

Download now

[Click here](#) if your download doesn't start automatically

The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance)

Jennifer Openshaw

The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) Jennifer Openshaw

The social media marketing bible for the financial industry

The Socially Savvy Advisor: Compliant Social Media for the Financial Industry is the complete guide to creating an effective social media strategy without breaking the big rules. Written by an industry specialist Jennifer Openshaw, alongside Stuart Fross, Fidelity International's former general counsel, and Amy McIlwain, president of Financial Social Media, this book merges marketing basics with FINRA and SEC guidelines to help readers create an effective social media campaign specifically for the finance and investing world. Contributions from industry leaders at Charles Schwab, Citibank, and others provide inside perspective and experience so readers can tap into a new audience. With a focus on compliance, the book clears common hurdles while dispelling myths and outlining effective methods and techniques. Readers also gain access to a website featuring videos, Q & As, tutorials, Slideshare, and a social media policy template.

Social media is one of the hottest topics in finance. From solo practitioners to large asset managers, everyone's consumed by how, when, and where to use this new and powerful medium—but guidance is hard to find. *The Socially Savvy Advisor* covers the entire issue, from platform, to content, to what *not* to do.

- Best practices in using social media for advisors and compliance officers
- Planning for the regulators, vs. failing to plan
- Challenges with LinkedIn, Facebook, Twitter and other social platforms
- Elements of a good social media policy
- Managing the top issues related to marketing and business development, engagement, and compliance

With the right plan and the proper technique, social media marketing can dramatically improve client outreach and retention. *The Socially Savvy Advisor* provides the expert insight, tools, and guidance that shape a robust, effective strategy.

 [Download The Socially Savvy Advisor + Website: Compliant So ...pdf](#)

 [Read Online The Socially Savvy Advisor + Website: Compliant ...pdf](#)

Download and Read Free Online The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) Jennifer Openshaw

From reader reviews:

Myra Flory:

This The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) book is simply not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is actually information inside this guide incredible fresh, you will get information which is getting deeper a person read a lot of information you will get. This particular The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) without we understand teach the one who studying it become critical in pondering and analyzing. Don't become worry The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) can bring whenever you are and not make your tote space or bookshelves' come to be full because you can have it inside your lovely laptop even phone. This The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) having great arrangement in word and layout, so you will not really feel uninterested in reading.

Edward Stewart:

As people who live in the particular modest era should be update about what going on or info even knowledge to make these individuals keep up with the era which can be always change and move ahead. Some of you maybe will update themselves by looking at books. It is a good choice in your case but the problems coming to an individual is you don't know which you should start with. This The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) is our recommendation so you keep up with the world. Why, because book serves what you want and wish in this era.

Daniel Miller:

The book with title The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) includes a lot of information that you can find out it. You can get a lot of benefit after read this book. This kind of book exist new know-how the information that exist in this publication represented the condition of the world right now. That is important to yo7u to find out how the improvement of the world. This particular book will bring you throughout new era of the the positive effect. You can read the e-book on your smart phone, so you can read the item anywhere you want.

Lucas Florio:

Typically the book The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) has a lot of knowledge on it. So when you check out this book you can get a lot of benefit. The book was written by the very famous author. Tom makes some research prior to write this book. That book very easy to read you will get the point easily after scanning this book.

**Download and Read Online The Socially Savvy Advisor + Website:
Compliant Social Media for the Financial Industry (Wiley Finance)
Jennifer Openshaw #5VQTA12UMC3**

Read The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) by Jennifer Openshaw for online ebook

The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) by Jennifer Openshaw Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) by Jennifer Openshaw books to read online.

Online The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) by Jennifer Openshaw ebook PDF download

The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) by Jennifer Openshaw Doc

The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) by Jennifer Openshaw Mobipocket

The Socially Savvy Advisor + Website: Compliant Social Media for the Financial Industry (Wiley Finance) by Jennifer Openshaw EPub