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New Webcast: The Use of Social Media in the Investment Industry

While social media can be a powerful tool to drive investor engagement and grow a business, there are a number of things that investment advisors, compliance officers, and supervisors should be aware of before proceeding. This webcast addresses several relevant social media topics including:

- How social media is being deployed at Dealer Members
- IIROC rules and guidance related to the use of social media
- Results on IIROC's review of Social Media practices
- Risks associated with the use of social media and how they are addressed
- Supervision and record retention
- Recommended best practices



The panelists are: Steven Elliott, Director, National Business Supervision and Regulatory Initiatives at HollisWealth Advisory Services; Victoria Al-Samadi, Director, Social Media Strategy at Manulife and David Wright, Senior Advisor, Business Conduct Compliance, IIROC.

Your completion of this webcast will earn you **1 hour of IIROC Continuing Education Compliance Credits.**

This webcast will be available for viewing commencing on October 25th at 7:00 am Eastern time and on a 24/7 basis after that date.

Please note that there is no accompanying quiz for this webcast. Upon completion of the webcast, participants will be issued an electronic and personalized Continuing Education credit (1 CE credit) certificate which can be applied to their **Compliance Requirements.**

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