

1. Because your postings are considered "content," your institution could be liable for that content if it fits the legal definition of
 - ☐ A. indecency.
 - ☐ B. malfeasance.
 - ☒ C. harassment.

2. Institutions can minimize risks that accompany social media use by developing and enacting _____ social media training.
 - ☐ A. complex
 - ☒ B. common-sense
 - ☐ C. inexpensive

3. An employee at your financial institution posts a message on social media saying, "My boss is spending the week with his family in Florida. It's going to be a good week!!!" This post has actually made the institution vulnerable to a data
 - ☐ A. breakdown.
 - ☐ B. surge.
 - ☒ C. breach.

4. What is one thing you should NEVER do?
 - ☒ A. Share questionable posts with unknown links or attachments
 - ☐ B. Announce special events such as an engagement or the birth of a child
 - ☐ C. Troll for new "friends"

5. Which one of the following postings on social media might be damaging to your institution's reputation?
 - ☐ A. "We're opening a branch in White's Supermarket."
 - ☐ B. "We just started a new promotion."
 - ☒ C. "Just finished another stress-filled day at the drive-through window!"

6. Because your postings are considered "content," you risk putting your institution in the position of being sued for, among other things:
 - ☒ A. The infringement of intellectual property
 - ☐ B. Disparate treatment
 - ☐ C. Money laundering

7. Who should expect to undergo some form of training to better prepare them to use social media?
- ☒ A. All employees
 - ☐ B. Just new hires
 - ☐ C. Just frontline staff
8. Your postings might make your institution look bad if they contain
- ☐ A. kind words about consumers.
 - ☐ B. thoughts and ideas that conflict with your institution's policies.
 - ☒ C. invitations to speak out on popular causes.

Correct answer: B

9. Because your postings are considered "content," your institution could be liable for that content if it's determined to be
- ☒ A. defamatory.
 - ☐ B. amatory.
 - ☐ C. obligatory.
10. When it comes to social media, it's always safest to assume that
- ☒ A. nothing is private.
 - ☐ B. it's all fake information.
 - ☐ C. no one remembers.
11. What risk comes with a posting that says: "I can't believe our drive-up window isn't working again?"
- ☒ A. Data security
 - ☐ B. Reputational damage
 - ☐ C. Competitive

Correct answer: B

12. Any information you post online about your institution's business may still "go public" despite your having
- ☐ A. security cameras at every exit.
 - ☒ B. privacy settings in place.
 - ☐ C. almost no "friends."
13. A good policy to follow is to _____ information online about your institution's business that has not been made public.
- ☒ A. never post
 - ☐ B. always be cautious when posting
 - ☐ C. only rarely post
14. What type of risk comes with posting what was discussed in a brainstorming session about a possible product or service?
- ☐ A. Data security
 - ☐ B. Reputational damage
 - ☒ C. Competitive
15. There are legitimate uses for social media in the workplace. Two such uses would be in the areas of
- ☐ A. internal operations and compliance.
 - ☐ B. human resources and security.
 - ☒ C. marketing and public relations.