



[Checklist] Social Media Compliance for Financial Institutions

Social media is a powerful way to build trust with customers and members—but in a highly regulated industry like financial services, staying compliant can feel like a moving target. From disclosure requirements to training and internal education, navigating compliance demands both vigilance and the right processes.

This social media compliance checklist outlines the key steps and best practices to help your team reduce risk while staying connected online. Whether you're reviewing your disclosure obligations or tightening approval workflows, this resource helps you market, educate and engage with confidence and control.

Using this checklist

Please note: The information provided in this checklist does not, and is not intended to, constitute formal legal advice. Please review our full disclaimer before reading any further. We recommend consulting your internal legal and compliance teams to ensure your social media efforts align with applicable laws and regulations.

Who this checklist is for

This checklist is designed for social media managers, marketing leaders and compliance stakeholders at financial institutions who are responsible for creating, reviewing or approving social content.

How to use it

Use this checklist as a conversation starter with your compliance team, or as a guide to audit your current social media processes.

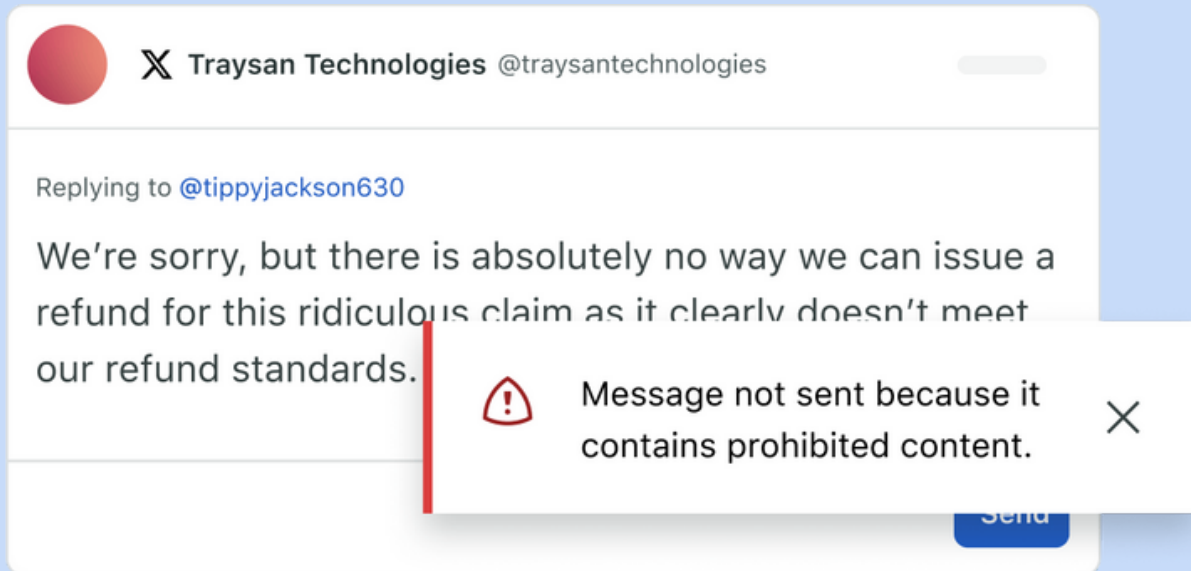
How often to review

Compliance expectations evolve—especially as platforms and regulations shift. We recommend revisiting this checklist quarterly or after any major changes in your marketing strategy, tech stack or regulatory environment

Section 1: Disclosure and transparency

Regulators expect firms to provide consumers with clear and accurate information, no matter the format or channel. This includes making appropriate disclosures visible and understandable in every post, story or comment that communicates a financial product, service or result. That means:

- ☐ Required disclosures are included in the post (not just linked or hidden behind a “see more” cut).
- ☐ Disclosures are written in plain language and are easy for consumers to understand on the first read.
- ☐ Any mention of past performance is accompanied by a disclaimer such as: “Past performance is not indicative of future results.”
- ☐ Influencer or partner content is clearly marked as sponsored or promotional (e.g., using #ad, #sponsored or platform labels).
- ☐ Use of terms like “guarantee,” “safe” or “no risk” is avoided unless properly qualified—and approved by legal or compliance.



💡 **Pro tip:** Help your team stay on-message and in compliance with Guardian by Sprout Social. Define a custom list of blocked words and phrases to automatically prevent messages that could violate regulatory or brand guidelines.

With Guardian, your team can communicate confidently while reducing the risk of noncompliant language slipping through.

Section 2: Approval workflows and governance

A clear governance model helps marketing teams move quickly without compromising compliance. That means defining roles, building guardrails into your workflows and knowing exactly which types of content require review. That means:

- ☐ All content requiring compliance or legal review is routed through a documented, repeatable [approval workflow](#).
- ☐ Roles and permissions are clearly defined to prevent unauthorized publishing (e.g., view-only, draft, approver, publisher).
- ☐ You maintain a record of who reviewed and approved each piece of content, along with timestamps and version history.
- ☐ Your team has access to pre-approved content, templates or disclaimers to accelerate compliant publishing.

Section 3: Monitoring and moderation

Compliance doesn't end after a post goes live. Financial institutions are expected to monitor social media channels for customer interactions, inappropriate content and potential regulatory issues. That means:

- ☐ Public comments, replies and mentions are monitored regularly for compliance-related issues (e.g., complaints, endorsements, misinformation).
- ☐ A documented escalation plan is in place for high-risk interactions (e.g., threats, fraud claims, or product misrepresentations).
- ☐ Sensitive terms or high-risk keywords are flagged for review using moderation rules or automation tools.
- ☐ User-generated content policies are enforced consistently, including removal of content that violates regulatory or internal brand standards.
- ☐ Employee social media activity is monitored for adherence to internal social media policies, especially when referencing the brand, products or services.
- ☐ Social care agents know when to take conversations offline—and how to do so compliantly (e.g., avoiding personally identifiable information (PII) in replies).

 **Pro tip:** Make secure data collection seamless with Guardian by Sprout Social. Reduce friction and eliminate risky channel-switching by using PCI-compliant **Secure Forms** to collect sensitive customer information—right from the Sprout platform. With Guardian, your team can respond efficiently while working to meet data privacy standards and regulatory requirements.

Section 4: Training and internal education

Whether you're onboarding a new social media manager or rolling out a platform-wide policy update, ongoing training is essential to help teams understand their responsibilities and confidently navigate complex regulations. That means:

- ☐ Social media team members receive regular training on industry-specific regulations (e.g., SEC, FINRA, FTC guidelines).
- ☐ Your social media policy is easy to access, up to date and shared during onboarding and major platform changes.
- ☐ New campaigns or launches include a compliance review and refresher on relevant do's and don'ts.
- ☐ You maintain documentation of who has completed training, when and what topics were covered.
- ☐ Cross-functional partners (e.g., customer care, PR, or sales teams) understand when and how social media compliance applies to them.

What the experts have to say:

“Befriend your Compliance team and educate them on what you do! They are not marketing experts. You are! **You may need to spend a few extra minutes to break down for them exactly how something is going to be used or viewed by the consumer for them to give you better advice on how to make it work within the regulations.** Then you'll end up with a better final product and everyone is happy.”

- **Marisa Stephens**, Director of Marketing, Southern First Bank

Section 5: Internal resource directory

Having clear visibility into where your most important resources live ensures your team isn't relying on outdated processes or scrambling in moments of urgency. Use this list to track key internal documents and maintain a centralized view of your compliance framework.

Internal Roles and Responsibilities Matrix

Outlines which teams and individuals are responsible for various aspects of social media compliance, including content creation, approval, monitoring and escalation.

Document Owner:

Last reviewed on:

Link:

Social Media Policy

Provides employees with guardrails for how they [can and cannot use social media](#), both personally and professionally, when referencing the organization.

Document Owner:

Last reviewed on:

Link:

Crisis Communications Policy

Defines how your organization responds to crises on social media, including response protocols, roles and approval workflows for urgent communications.

Document Owner:

Last reviewed on:

Link:

Communication Freeze Policy

Explains when and how your organization enforces a pause or restriction on outbound communication, such as during earnings periods, major news events or regulatory blackouts.

Document Owner:

Last reviewed on:

Link:

Data Retention Policy

Outlines how social media data (e.g., posts, comments, messages) is stored, retained and disposed of in accordance with regulatory requirements.

Document Owner:

Last reviewed on:

Link:

Customer Data Policy

Defines how customer information collected or referenced through social media channels is handled, including guidelines for data collection, access and sharing.

Document Owner:

Last reviewed on:

Link:

Restricted Words List

Lists terms or phrases that require additional scrutiny or should be avoided in public-facing communications due to regulatory, legal or reputational risk.

Document Owner:

Last reviewed on:

Link:

Legal Disclaimer

The information provided in this article does not, and is not intended to, constitute formal legal advice; all information, content, and materials are for general informational purposes and are subject to change. Information on this website may not constitute the most up-to-date legal or other information. Incorporation of any guidelines provided in this article does not guarantee compliance or that your legal risk is reduced. You should contact your legal team or attorney to obtain advice with respect to any particular matter and should refrain from acting on the basis of information in this article without first seeking independent legal advice. Use of, and access to, this article or any of the links or resources contained within the site does not create an attorney-client relationship between you and Sprout Social or any contributors to www.sproutsocial.com. Links to any third-party sites are for general informational purposes only. Such third-party websites are beyond our control, and we are not responsible for any content or links found within. Sprout Social does not endorse or otherwise opine on the compliance or legality of any content or examples on this article. All liability with respect to actions taken or not taken based on the contents of this article are hereby expressly disclaimed.

About Sprout Social

Sprout Social is a global leader in social media management and analytics software. Sprout's intuitive platform puts powerful social data into the hands of approximately 30,000 brands so they can deliver smarter, faster business impact. Named the **#1 Best Software Product** by G2's 2024 Best Software Award, Sprout offers comprehensive publishing and engagement functionality, customer care, influencer marketing, advocacy, and AI-powered business intelligence. Sprout's software operates across all major social media networks and digital platforms.

For more information about Sprout Social (NASDAQ: SPT), visit **sproutsocial.com**.

Get started with Sprout Social today

Start Your Free Trial

Learn more about Guardian by Sprout Social