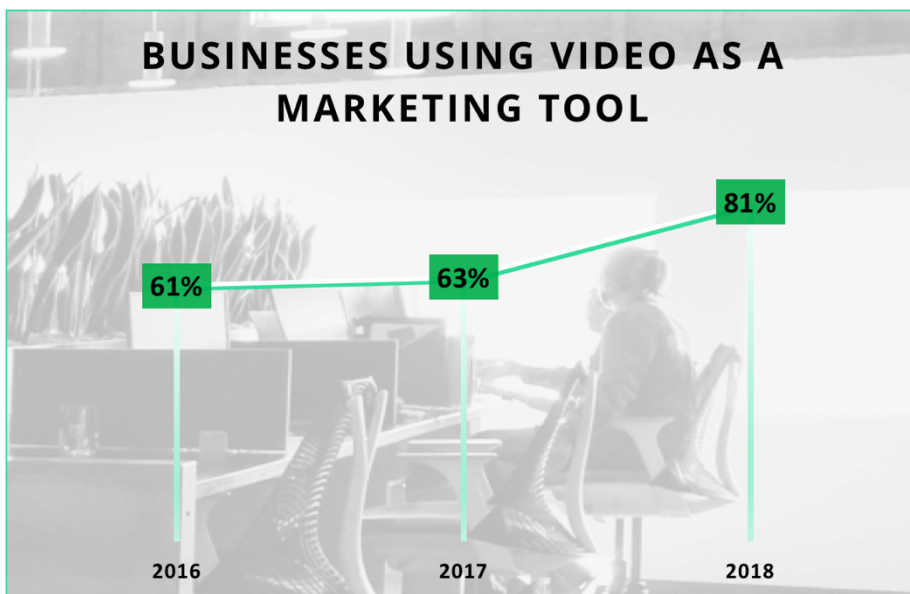


5 Best Practices for Video Marketing Compliance

Video use is Skyrocketing

The use of video marketing is skyrocketing across all communication channels, devices, and industries – rising to 81% of companies in a 2018 study.



State of Video Marketing 2016, 2017, 2018-Wyzowl

The benefits are huge, particularly in financial services, where it's an effective way to get your message across clearly and easily. Companies are adopting new communication channels like video, image, voice, and web conferencing at a fast pace in order to stay relevant and competitive.

However, with this move to video, voice and web conferencing comes a new challenge—the need to ensure that the content is compliant with external regulations and corporate policies.

Meeting compliance needs in video marketing is becoming more challenging

As video becomes more commonplace for sales, marketing and communications, businesses are struggling to gain control over all aspects of this channel. Creating a plan is becoming increasingly important.

Did you know?

- **85%** of people say they'd like to see more video from brands in 2018.¹
- Having watched a branded video they enjoyed, **83%** of consumers would consider sharing it with their friends

¹ State of Video Marketing 2018 Wyzowl

Increasing Oversight is Required

Regulated industries such as banking, securities, finance, insurance, and others related to consumer credit have been dealing with an increasing number of regulations. Rules covering data, disclosures, and privacy – such as SEC 17a-4, EU MiFID II, and GDPR – are being added on top of regulations designed to protect investors and to monitor financial institutions – such as FINRA and FFIEC. Non-compliance costs for the typical enterprise is \$14.8 million annually.²



Adding the increasing number of regulations on top of the spiraling variety of media types and endpoints like smartphones and tablets poses a huge challenge to businesses as they struggle to meet compliance mandates.

Handling the Complexity

For your company to be successful in handling this complexity, you must first know which rules apply to your business and focus on the regulations your compliance team determines are the most important. Even if a regulator doesn't provide specific language outlining how a regulation may apply to a video, voice, or web application, you should discuss this topic with your compliance team and formulate a plan.

Increasing communication output in a variety of channels, and in a largely manual environment, creates a huge demand on compliance to do more, often with the same resources. Scaling compliance capabilities with speed and accuracy will become an increasing area of focus for organizations.

² GDPR: True Cost of Compliance far Less than Non-compliance. [Infosecurity Magazine](#)

"An explosion in digital data, a finite talent pool of compliance professionals to draw from and a more complex risk ecosystem are presenting serious cost, resource and efficiency challenges for compliance."

- Steve Culp, Senior Managing Director and Global Head of Accenture's Finance & Risk practice

5 Best Practices for Video Marketing

1. Submit scripts for review, with key compliance needs addressed

- Clearly identify yourself, your organization, and the topic.
- If there is an offer or performance statement, then it should be noted in a section of the script.
- Always have a disclaimer. Present disclaimers verbally, and when recording the video, present them in text as an end screen as well.

2. Make sure that videos created from scripts are also submitted for review

- Provide the approved script along with the video.
- Note any visual or spoken changes in the video content.

3. Retain and archive videos with compliance standards in mind

- Store your videos with their associated scripts, dates of use, and reviewer's notes.
- Store them in a format ready for audit and keep them – in most cases – for 5 years or more.

4. Leverage video marketing tools for better production, publishing, and measurement of marketing videos

- Use video marketing tools to centralize content from multiple directories or clouds and unify the distribution of video content.

5. Use an automated compliance system for review, approval, and archiving of marketing videos

- Choose a system that integrates with video marketing platforms, storage drives, and workflows that your compliance team uses.
- Look for tools like A.I. and machine learning that can simplify burdensome reviews by scanning audio and video content, comparing content to regulatory policy, and surfacing components of high risk to your compliance team.

Key Questions to Answer

Q. Are prohibited topics and statements present?

For example: a firm may not predict performance; agents must not make promissory or misleading statements (FINRA); a firm must not describe a product as guaranteed, protected or secure (FCA)

Q. Are required disclaimers and disclosures present?

For example: a firm must unambiguously identify themselves, their products and services, and any fees associated with the product (per FINRA); they must state (if a credit product) an annual percentage rate and any finance charges (per FFIEC)

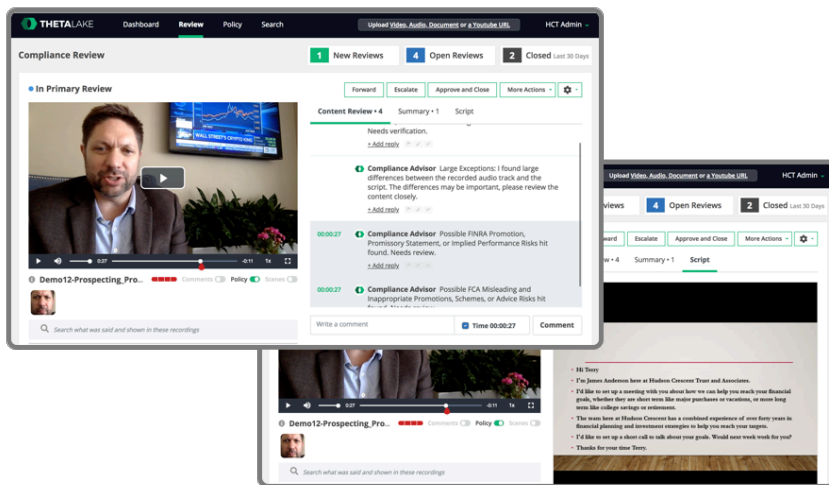
Theta Lake provides a full solution for compliance review of marketing videos that automates script review, compares scripts to video content, detects risks in content, and provides compliant video archiving with retention.

See Theta Lake in Action

<https://thtl.ke/VidMktg>

Contact us

www.thetalake.com



Theta Lake provides video analysis and script validation

About Theta Lake

Theta Lake delivers solutions for compliance in a video-first world. The Theta Lake product suite provides automatic policy detection of regulatory risks, compliance workflow, and compliant archiving for video marketing, video calls, and audio calls. Risks are detected in audio, visual, spoken, shown, and shared content in audio and video.

