



Auditing Social Media

Joint meeting with the KC IIA

Date: February 2, 2012

Time: 8:30 AM Registration | 9:00 - 4:00 Program | 12:00 Lunch

Please note breakfast will not be served.

Location: The Ritz Charles | 9000 West 137th Street | Overland Park KS 66221

CPE's: 6 Credits

Please note actual CPE hours granted are dependent upon duration of speaker's presentation and may differ from advertised number of CPE hours.

Price: \$90 members | \$105 guests

Menu: Fresh Tossed Green Salad & Dressing | Fresh Fruit Cascade | Chicken with Mango Salsa, Carved Roast Beef, Garlic Fettuccine with Pine Nuts and Sweet Basil, and Green Beans with Red Peppers | English Trifle and Chocolate Mousse will be served during the afternoon break.

Social: There will be a social hour at the conclusion of the program from 4-5pm at the Blue Moose Bar and Grill at 9100 West 135th Street, Overland Park, KS 66221. Please plan on joining us for this networking opportunity!

Presenter: Peter R. Scott, APR and Mike Jacka, CIA, CPA

Presentation Overview:

The growth of social media is staggering, presenting individuals and organizations with tremendous opportunities. But with opportunity comes risk. The organization is no longer in control of the message, creating new risks that can have a significant impact on the organization and its reputation. In this highly interactive session, you will:

- Discover how internal auditing can be involved in reviewing the company's social media initiatives
- Hear how internal auditing can ensure that the company has a solid social media strategy in place, metrics that are valuable and match the overall corporate strategy, and an effective governance process
- Explore the risks specific to social media and how to mitigate those risks
- Discover the social media maturity model and benchmark your organization
- Review the steps in conducting a social media audit

Speaker Overview

Peter Scott leads a team responsible for the company's social media, public relations, and marketing initiative and is a frequent speaker and educator on social media and has been interviewed by numerous publications including the Internal Auditor, Compliance Week, Associations Now, and the Orlando Sentinel. He has worked in strategic marketing, communications, and social media for more than 15 years, most recently as director of Marketing and Web Operations for the IIA.

Peter is also the immediate past president of the Orlando regional chapter of the Public Relations Society of America and is a co-chair of the 2012 International Conference Committee. Peter has served as a member of the Ethics Advisory Panel for the Word of Mouth Marketing Association and the Social Media Club.

Mike is known for his work with Internal Auditor magazine including his blog "From the Mind of Mike Jacka" and the magazine's Lighter Side pieces such as "Alice in Auditland", "Auditing Songs for the Holidays", and "Do You Take this Auditor?". He also plays an auditor in real life having worked in the Farmers Insurance Internal Audit department for over 28 years where he has had varying roles including oversight of the 40-person western audit operations team, designing training programs for a global team, and development of fraud investigation standards and techniques. He is also co-author of the book *Business Process Mapping: Improving Customer Satisfaction* which is now in its second edition, and the book *Auditing Social Media: A Governance and Risk Guide*.