



# Leading Mutual Company Improves Efficiency with Hearsay's Compliance Advisory Services

## THE CHALLENGE

Driving consistent social media engagement requires a strong mix of content from various sources in order to create the right balance of thought leadership and promotional posts. In addition to the content and campaigns created by social media admins and advisors directly inside of Hearsay Social, the corporate marketing team at this leading mutual company also provides pre-approved social media content to their field through a third-party application. Their advisors publish roughly 3k posts per month through the third party application, which was resulting in an unnecessary excess of more than 300 duplicative supervision alerts per month for the Compliance team.

## THE SOLUTION

In an effort to eliminate this redundant workflow, the Director of Communications Compliance partnered with Hearsay's Compliance & Supervision Advisory Practice to develop a secondary review process for monthly internal audits of supervision activities. As a result, Hearsay built out a whitelist publisher feature to mitigate the alerts on posts that were pre-approved third-party content, helping the Compliance team mitigate risk by monitoring their compliance admins through an audit feedback loop. This operational efficiency helps to ensure the supervision review procedure is being properly followed to adhere with industry regulations and best practices for using social media.

## THE RESULT

Through this effort, the mutual company significantly lightened the load for Compliance admins with automatic review of pre-approved content for more than 3,200 posts per month as well as a nearly 10% reduction in supervision alerts. "Partnering with Hearsay's Compliance and Supervision Advisory Practice has been paramount to driving our team's operational efficiency and saving us hundreds of hours while mitigating risk," commented the Director of Compliance. By eliminating this double work, the team is saving more than 50 hours per month and is now able to redirect that time to higher value, strategic compliance initiatives.

**3,200+**

posts now  
automatically  
reviewed per month

**~10%**

reduction in  
supervision alert  
volumes

**50+**

Hours saved monthly  
on supervision alerts