



FIND PROFESSIONAL CONTRACTORS,
INDUSTRY NEWS AND KEY LABOR LINKS.

**BUILD
UNION**.NET

advertisement

Thursday, June 11, 2009 1:15:37 PM EST

New User? [Register](#) | [Sign In](#)

NJBIZ ALL BUSINESS ♦ ALL NEW JERSEY



Subscribe Now!
click for details

[Home](#) [Online Edition](#) [Print Edition](#) [Events](#) [Marketplace](#) [Contact Us](#)

[Sign-up for eNews Alerts!](#)

News By Industry

[Supplements](#)

[Submit News](#)

[Quick Links](#)

Advertising

[Media Kit](#)

[Print Ad Info](#)

[Web Ad Info](#)

[Event Sponsorships](#)

[Production Info](#)

Customer Service

[Register](#)

[Contact Us](#)

[Change of Address](#)

[Print Subscriptions](#)

[Print Renewals](#)

[Free Trial](#)

[Gift Subscriptions](#)

[Help & FAQ](#)

Bankers conference highlights opportunities, pitfalls of social networking



By **Martin C. Daks**
6/10/2009

[Print this page](#) | [E-mail to a friend](#) | [Submit news tips](#) | [Send a letter to the editor](#) | [SHARE](#)

About 60 bankers and other executives got a jolt at a marketing conference this morning when a profanity-laden message popped up on a screen during a presentation on social networking.

But the curse-laden communication actually demonstrated the opportunities as well as the pitfalls of new media, said experts at the New Jersey Bankers Association 2009 Marketing Conference.

"Bankers, like other business managers, have to be aware of what their customers are saying about their institutions," said **Steven L. Lubetkin**, managing partner of **Lubetkin & Co. Communications LLC**, in Cherry Hill, and a presenter at the conference, held at Monroe's Forsgate County Club.

Lubetkin, who was using a computer-linked projector to illustrate his concepts, logged onto Twitter, typed in the name of a national bank, then took a sharp breath as the first comment jumped onto the screen, advising the bank to engage in an act not suitable to describe in a newspaper.

Despite the downside of comments like that, banks should not be afraid to use social networking sites as a way to monitor their brand, Lubetkin said. The challenge, he said, is to be ready to take the bad with the good.

"We're looking at social networking," said **John Reissner**, marketing director at New Brunswick-based **Magyar Bank**. "We realize there may be risks involved, and it can require a big commitment in personnel [to monitor and respond to customer issues], but it's something that could be a valuable tool."

"Companies can't ignore social networking," added **Walter F. Guarino**, president of Montville marketing communications firm **Insight-SGW**. "There's great potential, but it's also fraught with legal, technical and other risks."

E-mail mdaks@njbiz.com

1,137 people have read this article.

[Print this page](#) | [E-mail to a friend](#) | [Submit news tips](#) | [Send a letter to the editor](#) | [SHARE](#)

Search Archives

Enter search terms here...

Beard Miller Company LLP
Moving your vision forward. **bmc**

Certified Public Accountants and Consultants
800.267.9405 | bmcvision.com

advertisement

MORE FROM NJBIZ

PEOPLE WHO READ THIS...

Also read these stories:

▶ Related Articles

- [Pru prices its stock offering](#)
6/3/2009
- [Gala honors New Jersey's top CFOs](#)
6/2/2009
- [American Water to make stock offering](#)
6/1/2009
- [Wall Street affirms state's debt rating](#)
6/1/2009
- [Report: Big banks top in small-business lending](#)
5/26/2009

[MORE](#)

▶ This Week's Most Read Articles

1. [Electronic records get a booster shot](#)
2,860 views
2. [New Brunswick breaks ground on \\$150M Transit Village project](#)
1,907 views
3. [N.J.-based research powering global drug development](#)
1,861 views
4. [South Jersey hopes aviation park helps its economy take off](#)
1,742 views
5. [LG adds more video downloads to Blu-ray players](#)
1,521 views

▶ Most Recent Articles

- [Lakeland Bank takes \\$9.5M hit on lease portfolio disposal](#)
6/11/2009
- [Solar power system energizing Hyatt Regency](#)
6/11/2009
- [TOP NATIONAL & INTERNATIONAL HEADLINES](#)
6/11/2009

[MORE](#)

web design

RED WOLF
609.683.9316
redwolfdesign.com

advertisement

Now you can purchase
NJBIZ photos online

click to visit the
NJBIZ Photo Gallery

advertisement

**FREE
BUSINESS
ADVANTAGE
CHECKING**

[see details ▶](#)

PROVIDENT BANK Member FDIC

advertisement

[Return To Top](#)

ONLINE: [Home](#) | [Top Headlines](#) | [Sign-up for eNews Alerts](#) | [Business Supplements](#) | [Press Releases](#) | [Submit News](#) | [Advertise Online](#) |

PRINT EDITION: [This Week's Content](#) | [Subscribe](#) | [Renewals](#) | [Submit News](#) | [Advertise in Print Edition](#) |

ABOUT NJBIZ: [About NJBIZ](#) | [NJBIZ Staff](#) | [Directions](#) | [FAQ](#) | [Privacy Policy](#) | [Contact Us](#)

NJBIZ LINKS & RESOURCES: [New Jersey Real Estate](#) | [New Jersey Education](#) | [New Jersey Government](#) | [NJ Real Estate](#) | [Trenton NJ Real Estate](#)



© 2009 Journal Publications Inc. All information on this site are copyright of Journal Publications Inc. All images are the sole property of Journal Publications Inc. and no rights are granted for any use without the express written consent of Journal Publications Inc.

