

Social Media Issues

There is growing use of social media in the promotion of financial services and products. The FCA has issued guidance on social media and customer communications which businesses operating from the Bailiwick may wish to look in order to see examples of best practice, the document should be read with the Bailiwick's legal framework firmly in mind. *To access the FCA's guidance click here:* <http://www.fca.org.uk/your-fca/documents/finalised-guidance/fg15-04>