

## WEDBUSH SECURITIES GIVES FIRM-WIDE “GREEN LIGHT” TO ENGAGE IN SOCIAL MEDIA

- *Financial advisors, investment bankers, traders and more, allowed to engage in social media for business use*
- *Unique approach offers compliance friendly way for financial professionals to actively join the dialogue*
- *Wedbush encourages “conversation,” moves away from industry standard “canned” responses*

**Los Angeles, CA – January 10, 2012** – Wedbush Securities, one of the nation’s leading financial services providers, today announced the launch of its new social media initiative offering employees a way to engage in social media conversations on platforms including Twitter, LinkedIn, and Facebook. Financial advisors, investment bankers, equity sales and traders, as well as public finance professionals and equity research analysts, have been empowered to join the conversation, and are encouraged to engage in social media under the Wedbush brand.

Wedbush embraces social media, recognizing it as an increasingly critical component to every financial firm’s marketing plan and overall growth strategy. In its latest initiative, the firm is aiming to empower employees with the ability to actively participate. The firm is encouraging its staff to join the on-going dialogue and not to rely solely on “canned” statements, which will still be provided to supplement conversations with corporate information and activities. To accomplish this goal, and remain compliant, Wedbush has chosen to work with Socialware, a recognized leader in the financial services industry for social media compliance and engagement. Socialware will allow Wedbush to properly review and archive social networking communications. Additionally, Socialware provides access to an extensive library of resources to help train, inform and educate users on emerging regulatory and social networking developments, making for better overall business and marketing experiences.

“We want our team to be truly ‘social’ with their networking. By offering a more organic approach, their personalities will show and allow them to truly connect with people,” said Natalie Taylor, Vice President of Marketing, Wedbush Securities. “Each area of our firm markets a different service to a different audience. Limiting customization only prevents the Wedbush brand from accelerating into a market with a communication reach that spreads faster and further than we’ve ever seen.”

This initiative further supports Wedbush’s commitment to social media. In 2010, the firm launched a [Private Shares Trading Group](#) that focuses on the research and trading of social media companies for accredited investors, and frequently publishes its well known ‘Progress Report for Internet and Social Media’. In 2011, the firm hosted events on the subject including a Social Media Breakfast, Second Internet Conference, and a Social Media Panel at the firm’s annual California Dreamin’ Conference. In 2012, Wedbush plans to continue hosting such events and further expand participation through industry events such as SIFMA’s upcoming [Social Media Seminar](#) in February.

###

## **About Wedbush Securities**

Founded in 1955, Wedbush Securities is a leading investment firm that provides brokerage, clearing, investment banking, equity research, public finance, fixed income sales and trading, and asset management to individual, institutional and issuing clients. Headquartered in Los Angeles, with over 100 offices, the firm focuses on relentless service, client financial safety, continuity, and advanced technology. [Wedbush Securities](#) is the largest subsidiary of holding company [WEDBUSH, Inc.](#), which also includes affiliated firms [Wedbush Bank](#), [Wedbush Capital Partners](#), [Wedbush Opportunity Partners](#), and [Lime Brokerage LLC](#).

([www.wedbush.com](http://www.wedbush.com)) / Follow us on Twitter: <http://twitter.com/Wedbush>)