

# GUIDEPOST IN MOTION PRIVACY MATTERS PART 3: BALANCING SOCIAL MEDIA PRESENCE AND PRIVACY

From promoting their products and services to sharing important news, many businesses have a legitimate need for an active social media presence. [Cody Shultz](#), a member of the Investigations and Private Client Practice at Guidepost Solutions, continues his conversation with Seth Rodin, a seasoned privacy professional, to discuss best practices for businesses to successfully use social media without comprising privacy.



## CODY SHULTZ PCI, CCI

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Cody Shultz serves as a director of investigations and private client protection for Guidepost Solutions and is based in the D.C. office. Having served with the Central Intelligence Agency, he is now sought out as an expert on reputation and identity management for ultra-high net worth clients and family offices. He holds a Professional Certified Investigator certification through ASIS International and is a Certified Cryptocurrency Investigator.