

Proofpoint Essentials

Social Media Account Protection

Highlights

- » Automated notification for any unauthorized profile changes (e.g. images, settings, company descriptions, etc.)
- » Easy to define security, compliance and acceptable use policies
- » Automated incident remediation for any content posted that violates defined policy
- » Enforce authorized publishing application workflow and remediate violations automatically

Benefits

- » Safely grow your social media presence
- » Ensure that your customers and followers are not subjected to malicious or inappropriate content posted to your social sites
- » Automatically enforce policies that automatically detect, notify, and remediate threats to your accounts
- » Achieve compliance with industry regulations

Advanced Protection for your Social Media Accounts

12% of all social media content contains security risks, including spam, malware, and criminal activity. As small enterprises look to grow their business by social media engagement, mitigating this risk is of paramount importance. Proofpoint Essentials can help.

Social media account protection powered by Proofpoint Nexgate technology provides advanced protection for branded social media accounts across all major social networks, including Facebook, Twitter, LinkedIn, Google+ and YouTube. You can stop hackers from defacing your brand, automatically remove malicious or inappropriate content, prevent unauthorized publishing applications, and fully address social media compliance requirements.

Account Protection with ProfileLock

Social Media Account Protection provides real-time monitoring and remediation for account hacks, and abuse. ProfileLock continuously monitors for unusual posting patterns and unauthorized profile changes that signal your account may have been hacked. If an incident is detected, ProfileLock automatically alerts you and removes unauthorized content.

Automated Social Media Content Moderation

Social Media Account Protection automates the content and security moderation process so you can apply your scarce resources to other social media marketing activities. Pre-configured policy templates are included for content security, compliance, and acceptable use, making it easy to get started. With just a few clicks, you can set usage policy with pre-defined support for a wide range of vertical industries.

Over 110 industry-specific classifiers as well as Deep Social Linguistic Analysis (DSLA) technology ensure unparalleled policy accuracy.

Social Application Controls

Social Media Account Protection enables you to control the applications that can access and publish content across your social networks. Using built-in application categorization, you can create a white list of approved applications that are authorized to publish to your accounts. Any content that is posted from unauthorized applications, or that violate your defined workflow can be automatically remediated.

Compliance Management

Simple, click-and-comply policy controls combined with detailed reporting to ensure compliance with industry regulations and corporate governance mandates. Pre-built policies for regulated industries including financial services, insurance, healthcare, legal, and others, make it easy to identify, alert, and remediate compliance violations in real-time. Intelligent archiving saves you time and money on search and eDiscovery projects. With Proofpoint Essentials, social media compliance is made simple for small enterprises.