

# Proofpoint Content Patrol

Content Patrol helps you meet social media supervision rules with a complete view of your social presence. We use machine learning and natural language processing to accurately classify content on monitored accounts. When we detect compliance violations, we notify you. We can even remove problematic content automatically based on your preferences.

## Profile Manager

### Streamline approvals and routine reviews of social profiles.

- Identify accounts to monitor
- Specify how often profiles must be reviewed and approved
- Install Profile Manager directly onto accounts
- Customize monitoring for specific employee groups
- Inspect profile changes before or after they are published
- Get alerts when a profile changes or needs review
- Approve, edit or revert profile changes
- Record all changes and maintain profile history
- Upload disclaimer or disclosure statement and apply it to profiles

## Content Review and Remediation

### Flag compliance violations in social media posts and remove them in real time.

- Monitor dynamic content (such as posts, comments and likes) on managed accounts for security, compliance and acceptable use risks
- Leverage artificial intelligence and our patented Deep Social Linguistic Analysis (DSLAs) technology for accurate detection of risky content
- Monitor direct messages for security threats (optional)
- Configure pre-review or post-review workflows for manual or automated content moderation

- Use our best-practices policy templates to enforce regulations, including:
  - FCA
  - SEC
  - FTC
  - HIPAA
  - FINRA
  - IROC
  - FDA
  - And more
- Apply policies to individual accounts or groups of accounts
- Create custom policies or pre-approved content
- Select level of response for each type of policy violation, including:
  - No response
  - Notify
  - Remove content
  - Log
  - Hide content
- Remediate problematic content by:
  - Rejecting and removing posts
  - Approving posts
  - Commenting on posts
- Notify users when content has been rejected or removed
- Block users with a predetermined number of violations over a specified period
- Receive alerts when comment activity spikes over a short period
- Create commenter watchlist and receive alerts when specified users post content on managed accounts
- Create commenter blocklist and automatically delete content posted by specified users on managed accounts

## App Publishing Control

### Manage third-party app access to your social accounts.

- Identify apps currently used to publish content to your accounts
- Create a list of apps authorized to publish to your social media accounts
- Log all unauthorized connected apps
- Block all new content posted by unauthorized applications

## Takedown Workflow

### Submit fraudulent accounts to the social platform for removal.

- Quickly take down fraudulent social accounts with built-in workflows
- Optionally, plug into takedown workflows from third-party vendors you're already using
- Tag the reason for takedown requests, including

## Threat Dashboard

### View trends and alerts at a glance.

- Get a birds-eye view of activity, including:
  - Risk incidents by category and platform
  - Alerts
  - Blocked users
  - Content moderation

## Reporting

### Create reports to show proof of compliance.

- Use clear, easy-to-access data to summarize your compliance, including:
  - Percent of content reviewed
  - Percent of content approved
  - Average time to approve content

- Assess profile compliance and profile status across your organization
- Assess and substantiate your company's social media protection with pre-built report templates that highlight:
  - Social presence
  - Engagement details, trends and comparisons
  - Social governance
  - Notable content
  - Application activity
  - Risk details and trends
  - Risk management ROI
  - Blocked users

## Social Profile Discovery (optional add-on)

### Find accounts associated with your firm, such as rogue advisor accounts.

- Find all social accounts associated with your company, including rogue advisor profiles and fraudulent accounts posing as your brand
- Search accounts by keyword or phrase
- Upload image files and find social accounts that use your logo or brand images
- Fine-tune image search criteria: exact match, close match or broad match
- Classify results by type (fraudulent, corporate, unauthorized and more)
- Report fraudulent accounts to social media provider for takedown
- Receive alerts when new accounts are detected

## LEARN MORE

For more information, visit [proofpoint.com](https://www.proofpoint.com).

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ: PFPT) is a leading cybersecurity company that protects organizations' greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including more than half of the Fortune 1000, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web. More information is available at [www.proofpoint.com](https://www.proofpoint.com).

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