

Proofpoint and Hootsuite

Protect Your Brand and Secure Your Social Enterprise

The Proofpoint integration with Hootsuite provides brands with a joint solution that mitigates social brand risk and increases the security of your social assets.

Enterprise organizations require a comprehensive compliance solution that protects their brand and secures their company's social media network from potential hackers, damaging content, and misuse.

The Cost of an Incident on Social Media

The impact of a social media incident can be detrimental to your brand's reputation, and is extremely costly to repair. As research by [David Houlihan](#), Principal Analyst with Blue Hill Research tells us, a company loses an average of \$3.5 million from one social media incident alone.

To avoid these costly errors, the Proofpoint-Hootsuite brand protection gives your organization the safety net you need to take back control of your brand image and protect your social media profiles.

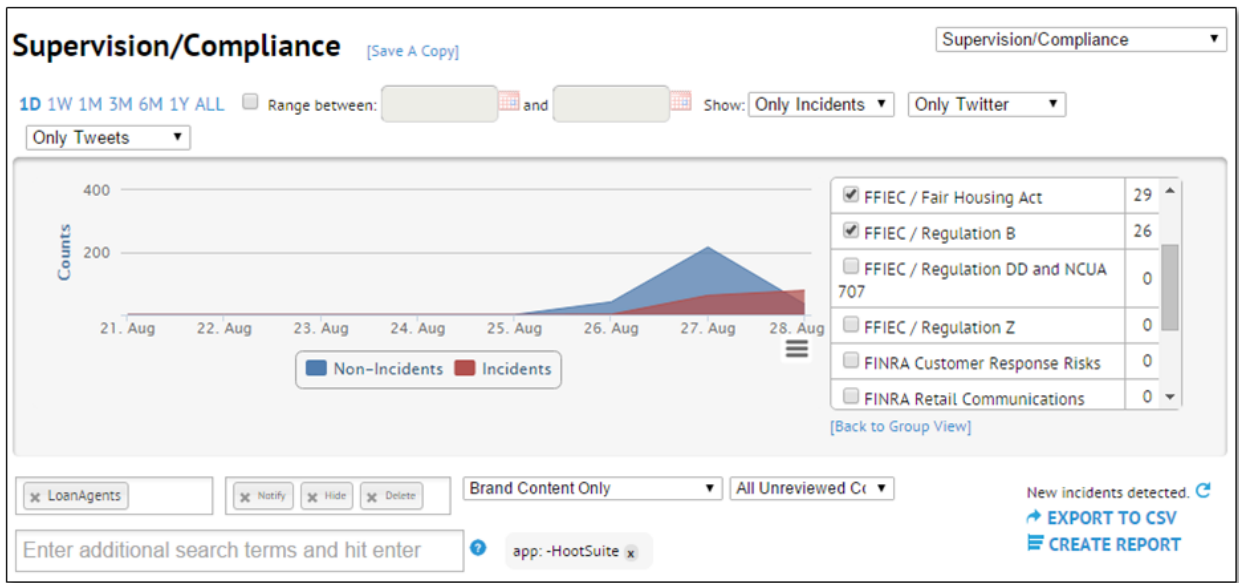
With the Proofpoint-Hootsuite brand protection, you can:

Monitor all brand-related social accounts: Uncover all accounts verified or unverified which purport to be affiliated with your brand in one central location across all of your social platforms.

Increase your brand security: Protect key owned accounts from hacks, mishap, denial of service, data leak, employee misuse or breach.

Avoid costly damage to your brand: Use risk detection and the proprietary Hootsuite-Proofpoint pre-publish review to stop problematic events before they happen.

Ensure that all posts are compliant: Automatically red flag risky posts for adherence to brand compliance and internal policy using patent pending NLP technology.



The Proofpoint-Hootsuite brand protection is available to Hootsuite Enterprise customers. Contact your Account Executive or Customer Success Manager to get set up.