

ENTERTAINMENT GIANT STOMPS SOCIAL MEDIA HACKS

INDUSTRY

Entertainment

THE CHALLENGE

- Protect against social media hacks and other security threats
- Avoid potential damage to brand reputation

THE SOLUTION

- Proofpoint SocialDiscover
- Proofpoint SocialPatrol

THE RESULTS

- Identified 3,745 accounts linked to the brand, including 533 fraudulent and unauthorized accounts
- Remediated 62,000 posts for security risk and harmful content
- Protected against hacking attempts and account compromise
- Preserved corporate brand reputation

An American staple since the 1920's, this media icon traces its roots to the earliest days of motion pictures, radio, and television. More than a century later, it remains a global leader in entertainment. It owns major TV networks, film studios, internet properties—and even theme parks.

When the company looked to branch out into social media, it quickly saw the technology's potential to engage audiences in new ways. It embraced this new tool, building out a broad social presence for its brands and entertainment properties. Unfortunately, the company also discovered the new risks that came with it.

THE CHALLENGE

The success of social media as a business tool has also made it a target for cyber criminals. In 2013, the Syrian Electronic Army (SEA) attacked the social media networks of several Western news outlets. One hack took over the Associated Press' Twitter feed, falsely claiming the White House had been bombed. The U.S. stock market fell \$136 billion due to the "news" before it was revealed as a hoax.

The media icon wasn't targeted in the AP attack. But executives worried that their company's social media accounts might be next. A similar attack, they knew, could tarnish the firm's brand.

They quickly formed a task force within the security team to assess their security controls. The results were alarming: major security gaps in the company's social media accounts exposed the brand to needless risk.

THE SOLUTION

The team brought in marketing colleagues to help solve the problem. Thanks to this teamwork, everyone got a better view into how the company was using social media. In turn, that visibility helped define what was needed to secure the company's accounts.

The team decided to adopt Proofpoint SocialDiscover and Proofpoint SocialPatrol. These products are part of Proofpoint's Social Media Protection platform.

SocialDiscover automatically finds social media accounts associated with a brand in real time. SocialPatrol protects social media accounts against hacking attempts and other threats such as spam, malware, and phishing. It also removes malicious and inappropriate content, controls connected publishing tools, and prevents unauthorized publishing.

THE RESULTS

SocialDiscover helped the company get a view of its total social footprint. The solution detected 3,745 accounts linked to the company's various brands.

“Protecting our social media accounts and maintaining our brand reputation is important to us. Thanks to Proofpoint we have positive social media engagement without the security risks.”

Company CSO



**Stopped 62,000
potential security
incidents during social
media coverage of the
of the 2014 Winter Olympics
in Sochi, Russia**

Of those, 533 (15%) were found to be fraudulent or unauthorized. With this insight, the team knew which accounts to protect and which to report to social networks for removal.

With SocialPatrol, the company keeps SEA attacks and other social media hacking attempts at bay. The product’s ProfileLock feature continuously monitors accounts for tampering, hacks, and abuse and resolves the issues in real time.

Shortly after deploying Proofpoint, the media giant provided interactive social media coverage of the 2014 Winter Olympics in Sochi, Russia. The marketing and security teams were on high alert for hacking and other attacks. SocialPatrol kept all of the firm’s social media accounts secure throughout the event. It stopped more than 62,000 potential security incidents across the company’s branded accounts.

SocialPatrol’s flexible policies also help manage the tone of the company’s social accounts. It makes sure that the company’s social media pages contain content that is appropriate for the unique audiences particular to its respective media properties.

The family film and children’s network pages, for instance, use a “G-rated” policy to maintain a family-friendly tone. SocialPatrol deletes any posts that contain profanity or adult content. For social media pages that call for looser content rules, an “R-rated” policy removes egregious content such as hate speech. For this audience, SocialPatrol simply notifies the team when it detects adult content or profanity.

Before purchasing Proofpoint Social Media Protection, the media firm was unaware of the volume of pirated movie offers that appear on many of its social pages. SocialPatrol removes these messages. This helps the firm reduce piracy and protect their followers’ experience.

Since adopting the solution in 2013, the company has used SocialPatrol to supervise more than 82.2 million messages and delete nearly 208,000 pieces of content that were identified as security risks or acceptable-use violations. The product’s real-time content analysis has automated and streamlined the team’s review process. Reviewing that content manually would have been ineffective and impossible to scale.

“Protecting our social media accounts and maintaining our brand reputation is important to us,” said the company CSO. “Thanks to Proofpoint, we have positive social media engagement without the security risks.”

ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today’s mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

©Proofpoint, Inc. Proofpoint is a trademark of Proofpoint, Inc. in the United States and other countries. All other trademarks contained herein are property of their respective owners.