

FOODS COMPANY REINS IN SOCIAL MEDIA ACCOUNT SPRAWL AND AUTOMATES CONTENT MODERATION

INDUSTRY

- Consumer Products & Goods

CHALLENGE

- Identify all social media accounts associated with the brand
- Manage high volume of inappropriate content on social accounts
- Avoid potential damage to brand reputation

SOLUTION

- Proofpoint Social Discover
- Proofpoint Social Patrol

RESULTS

- Identified 1,590 accounts linked to the brand, including 1,527 unauthorized accounts
- Real time protection from security risk and harmful content
- Deleted 332 “profanity attack” posts per day on one social account
- Preserved corporate brand reputation

When one of the world’s largest consumer goods brands wanted to engage its legions of fans through social media, it quickly found itself engaged in a less rewarding activity: policing profanity and offensive content across a sprawling collection of social media accounts, many of them impostors.

The company’s social media accounts made an attractive target for attention seekers looking to leverage the brand’s popularity. It’s easy to see why. The consumer goods manufacturer is one of the world’s largest food makers, the brand behind a range of cereals, snacks, baking products, yogurts, and meals. Fans around the world trust the brand as a mark of quality. Many happy customers are fans for life and enjoy recipes that feature the company’s foods.

Social media provided a new channel for the company and its customers to interact. The company quickly embraced the technology, establishing a social presence for each of its food brands. It also discovered the challenges that come with social media engagement.

THE CHALLENGE

The company markets in more than 100 countries on six continents. Each region and food brand was managing separate social accounts. It lacked a central reporting structure for its social media engagement.

In an effort to conduct a social audit, the corporate marketing team ran searches on each major social media network and tracked the results in

spreadsheets. The lengthy, manual process still did not provide an accurate view of the company’s social footprint.

Another problem emerged. As the company’s social pages became popular, they also attracted “negative attention seekers” who flooded them with profanity and offensive content. The aim was to create havoc. The marketing team was manually reviewing hundreds of comments and deleting an average of 40 per hour. Keeping up with the volume of negative posts required the attention of a full-time employee. Executives worried the attacks were harming the brand and creating a negative customer experience.

THE SOLUTION

The company needed to be proactive about managing social media. It adopted Proofpoint Social Discover and Social Patrol.

Proofpoint Social Discover helps automate the work of discovering all the social media accounts associated with a brand. Social Patrol protects against content attacks and other security threats in real time, including spam, malware, and account takeovers.

“Proofpoint helped us automate the time-consuming task of managing ‘social mob attacks’ and security risks on our social media accounts. Thanks to Proofpoint our social presence is secure, and we can ensure our customers have a positive experience.”

Director, Global Consumer Relations



**Identified
1,590 accounts**
linked to the brand,
including 1,527
unauthorized accounts

THE RESULTS

Social Discover’s automated account discovery gives the company a full view of all the social accounts associated with its brand. The team’s old time-consuming approach had uncovered only a portion of these accounts; Social Discover automatically identified more than 1,500.

Social Discover provides the team with the visibility it needs to understand the brand’s social presence across all major social media platforms. Of the identified social footprint, 96% of accounts were unauthorized. These accounts hurt the brand’s image. With a better idea of its true social footprint, the marketing team reigned in the account sprawl problem. When it found unauthorized accounts, it worked with the social networks to take the accounts down.

The foods company’s social media accounts are now protected in real time from social mob attacks. During an attack on one of the brand’s Instagram accounts, Social Patrol automatically reviewed an average of 387 pieces of content per day and deleted 332 of them.

Social Patrol reviewed nearly 745 thousand messages over six months. Almost half of the content posed a security risk or acceptable-use violation. It identified 13% as having strong profanity, 35% hate speech, and 12% adult language. Before deploying Proofpoint, the food company had planned to hire more people to manage content review efforts. Proofpoint’s real time content analysis has streamlined the process and relieved the team’s resource burden.

“Proofpoint helped us automate the time-consuming task of managing ‘social mob attacks’ and security risks on our social media accounts. Thanks to Proofpoint our social presence is secure, and we can ensure our customers have a positive experience.”

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.