

Proofpoint Content Capture for Social

KEY BENEFITS

- Best-of-breed, all-in-one social media compliance solution
- Simplify regulatory compliance for your social channels
- Demonstrate best practices compliance policies and enforcement
- Empower your advisors to engage in social selling programs—and stay compliant
- Quickly and easily capture communications and deliver them to your archive

As a regulated organization, you must ensure your social media presence complies with regulations. And you must enable your advisors and agents to engage in social selling. For most organizations, that means enlisting IT to build individual connections from social media platforms to your archive and compliance tools. And it means manually reviewing a daily deluge of content, both static and dynamic. Balancing compliance and speed is not easy. Content comes from many sources and people. And the process is often fragmented and redundant.

Proofpoint Content Capture for Social streamlines your most complex business digital compliance and archiving integrations with ease. It captures communications from social networks and delivers them to your archive in a consistent format. And it provides best practices policies for social media compliance supervision. With Proofpoint, your social compliance teams are more efficient and your advisors are free to engage in social selling.

CAPTURE CONTENT ACROSS PLATFORMS

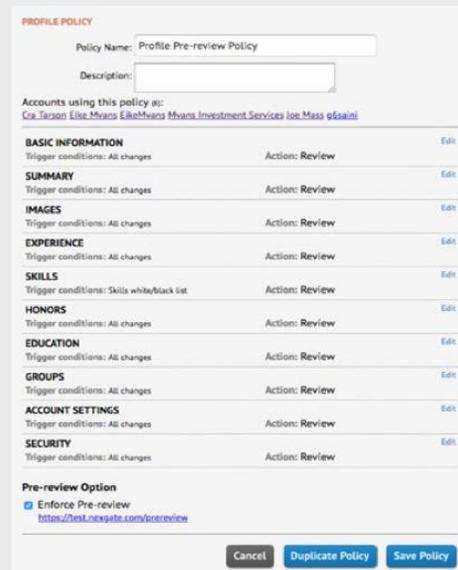
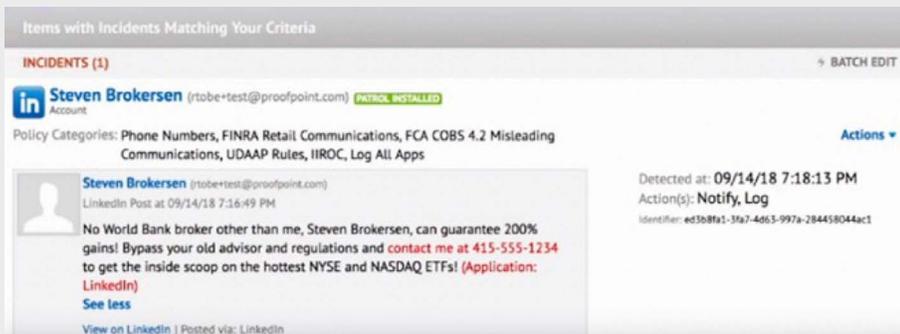
Content Capture for Social removes your archive roadblocks and simplifies your social media record retention. We capture content from social networks and deliver it to your archive in a consistent and well-documented format. This enables you to easily map and review data from multiple content sources. And where allowed by the source, this data is accompanied by contextual details such as message threading and attachments.

Comprehensive records include:

- Captured Activity
- Workflow decisions
- Snapshot of URL content
- Metadata

“Proofpoint makes our lives easier and more secure. The automation and artificial intelligence that live behind the workflows give our compliance team an elevated level of confidence that we can deliver on our social media policy and provide a better social experience for our advisors.”

Beth Wood, vice president, chief marketing officer, individual markets
The Guardian Life Insurance Company of America



ADOPT BEST PRACTICE COMPLIANCE POLICIES

Content Capture for Social simplifies compliance for social media communications. Our compliance policy templates, which cover FCA, FINRA, SEC, IIROC and more, help you adopt best practices that you can begin enforcing right away.

SUPERVISE CONTENT

Content Capture for Social helps you meet supervision rules by providing complete visibility across your social media presence. It also provides real-time supervision of static profiles and dynamic social media posts.

It delivers notifications about content and compliance infractions. And it provides immediate remediation of problematic content without the cost of a team of moderators. We provide you with powerful content moderation and flexible pre- and post-review options, so you can:

- Reject posts
- Reject and remove posts
- Approve posts
- Comment on posts

MANAGE PROFILES

With Content Capture for Social, you can supervise social media profiles at scale. This includes LinkedIn, Facebook, Twitter, Instagram and more. Unlike other approaches that require your advisors to access their social accounts through third-party portals, we integrate directly with social platforms. And we provide your advisors with a transparent experience. Our seamless workflow and compliance reports save you time and resources.

This turnkey system:

- Automatically detects profile changes and submits them for review—in a matter of minutes
- Provides a transparent user experience—advisors make profile changes directly in their social media account
- Gives advisors the ability to maintain their profile from anywhere at any time—no matter the device

DEMONSTRATE COMPLIANCE

Content Capture for Social provides clear, easy-to-access data that outlines your compliance policy enforcement and social media risk areas. And our comprehensive pre-built report templates help you substantiate your company's social media compliance.

We also help you maintain flexibility. With Proofpoint, you can easily adapt as your business grows and regulations evolve. And with better visibility and insights, you will have the tools you need to make the right decisions and stay audit-ready.

SUPPORTS YOUR SELLING PROGRAM

We integrate with social media management tools to make it easy for you to provide fresh, compliant content for your social selling programs. Their highly targeted content enables social selling at scale. And we apply advanced language processing and a wide range of compliance policies to accurately identify social selling content that may pose a compliance risk. The end result? Your advisors access targeted content—both marketing-generated and third-party—to nurture their relationships with clients and find new prospects to fill their funnel. And you can ensure it is compliant.

SOCIAL PROFILE DETECTION

As an optional add-on, Proofpoint can scan social networks and find the accounts that are associated with your brand. This helps you find rogue accounts that should be brought into your review workflow.

And if we uncover a fraudulent account posing as your brand, you can alert your security team and launch a takedown request with the social network.

PRIMARY USE CASES

Discovers legitimate and fraudulent domains associated with your brand	•
Simplifies and streamlines the most complex social compliance and archiving needs with ease	•
Captures social media communications in compliance with Books and Records	•
Helps you meet compliance rules by providing complete visibility across your social media presence	•
Provides real-time supervision of static profiles and dynamic social media posts	•
Delivers compliance best practices with policy templates for FCA, FINRA, SEC, IIROC, FTC, FDA, HIPAA and more	•
Provides streamlined approval workflow for automated supervision of your designated social media profiles	•
Offers flexible pre- and post-review options	•
Supervises LinkedIn, Facebook, Twitter and Instagram profiles for Likes, Comments and more	•

LEARN MORE

For more information, visit proofpoint.com/digital-compliance.

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.

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