Proofpoint Digital Risk Protection: Social Media Protection

Real-Time Security for Your Social Media Presence

KEY BENEFITS

- Discover your brand's social presence with just a few clicks
- Consistently scan for fraudulent accounts
- Protect your brand and followers from spam, security threats and offensive content
- Save time and resources with automated content remediation

"Proofpoint helped us get control over high levels of spam and inappropriate comments on our Instagram accounts.

Without Proofpoint, our only recourse would have been a costly expansion of our manual moderation or risk of losing followers."

Jeff Hagen, Director, global consumer relations, General Mills

As you expand your social media presence, you also increase your exposure to offensive content, security threats and brand fraud. Protect your brand, prevent account takeovers and avoid costly social media phishing scams with Proofpoint Digital Risk Protection.

Digital Risk Protection helps you protect your company, customers and brand from digital risks for your entire social media infrastructure. With Proofpoint, you can:

- Discover your brand's social presence
- Detect account takeovers
- Lock down compromised accounts
- Remove malicious content
- Monitor hashtags and brand terms for reputation and security threats
- Control connected applications
- Prevent phishing scams
- Reduce compliance risks

Discover Your Social Presence

Bad actors can create fake social media accounts. They do this to spread misleading information, weaponize phishing scams, illegally distribute your IP and implement other disruptive practices. They can also create fake profiles of your key executives and disrupt your supply chains. Discovering and understanding your social footprint is vital to preserving your brand's reputation. Proofpoint Digital Risk Protection helps you reign in the account sprawl that presents a security risk and undermines your cohesive and consistent brand image. It scans the social web to find accounts affiliated with your brand. With just a few clicks, you can see the accounts using your brand on each social network, such as Twitter, Facebook, LinkedIn, Instagram and more. Then you can use our easy tagging system to create an accurate map of your social footprint.
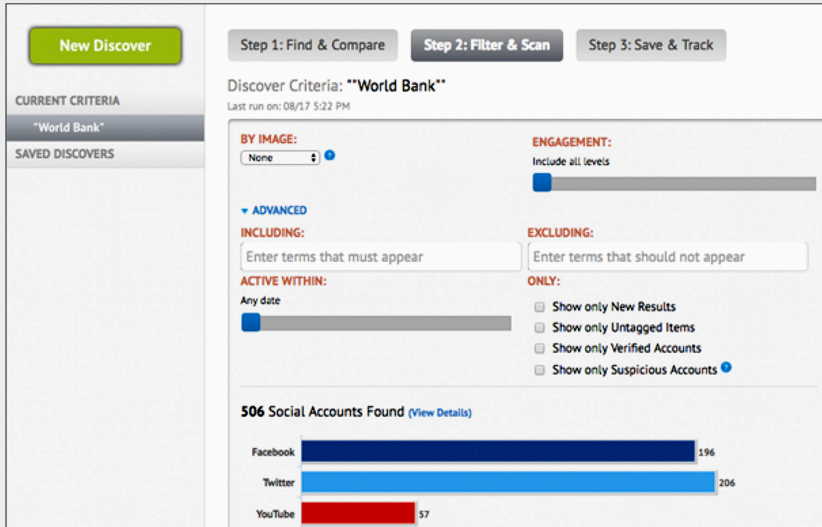
Figure 1: See the accounts associated with your brand on each social network.
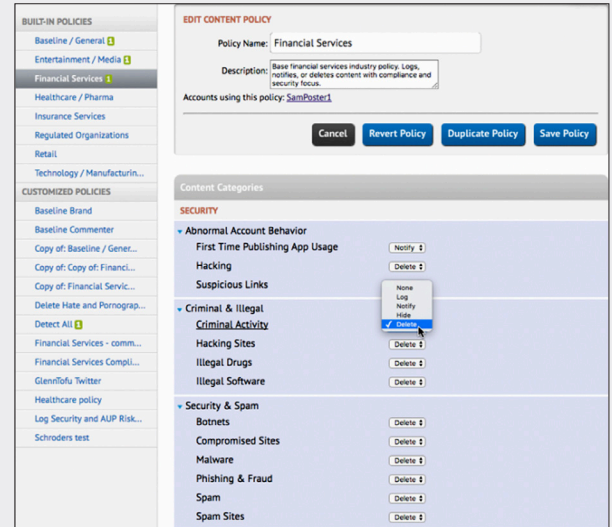

Figure 2: Powerful prebuilt and customizable content policies.

Protect Against Social Customer Service Fraud

We notify you immediately when someone contacts your customers from a fake customer care account. This allows you to quickly initiate your response plan.

Automated Content Remediation

Digital Risk Protection automatically scans posts and comments for high-risk content. It highlights:

- Malware
- Phishing links
- Profanity
- Hate speech
- Pornography
- Piracy and copyright theft
- Credential compromise
- And more

Based on the content type, you can decide whether to log, notify, hide or delete it. With just a few clicks, our prebuilt policy templates help you manage security and acceptable use across a wide range of industries and regulations. And our patent-pending Deep Social Linguistic Analysis (DSLA) technology goes far beyond keyword dictionaries and expression-based filters. There's no other technology that detects, classifies and manages content more accurately.

Our solution helps you remediate social media content at an unlimited scale. It works 24/7/365 to ease the time-consuming burden of manual moderation.

Account Takeover Protection

Digital Risk Protection protects your brand accounts from takeover attempts in real time. It continuously watches your accounts for changes in profile or publishing patterns that indicate your account has been hijacked. You can also designate your approved account configurations. This includes your authorized owners, images, credentials and third-party applications. And you instantly receive an alert if it detects account tampering, so you can remove unsanctioned content or automatically lock down the account.

Hashtag and Brand Term Monitoring

You've invested in your brand and brand-related hashtags, but once they've grown in popularity, anyone can use them. Sometimes, they are used for complaints about an experience. Other times, it can pose a security risk. Digital Risk Protection helps you monitor hashtags and brand related terms for threats to your reputation. It also detects security threats, such as phishing, malware and spam.
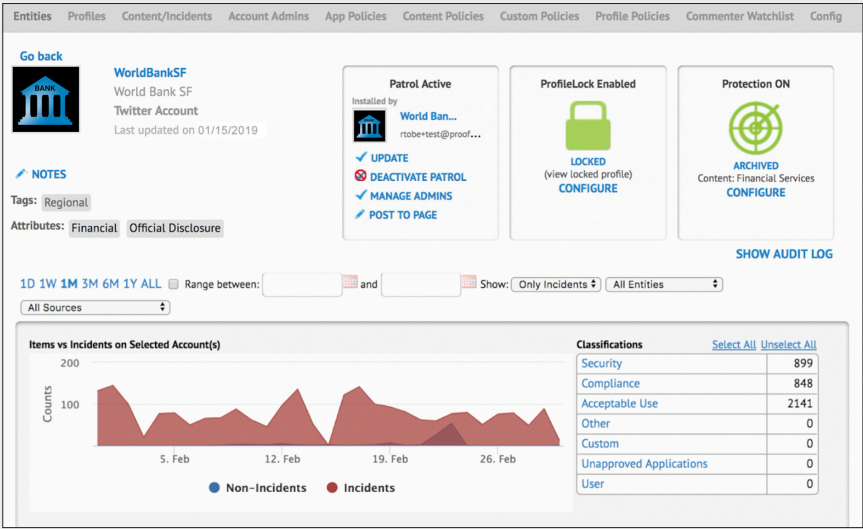
Figure 3: View account status and activity at a glance.

Social Application Control

Compromised apps are often used to hijack social media accounts. Digital Risk Protection provides application control that secures your accounts. It whitelists the apps you allow to publish content across your social networks. And it will send an alert and remove any content posted by unauthorized apps.

Our Unique Value

Digital Risk Protection gives you superior protection from security, brand and compliance risks across domain, social media and mobile. Only Proofpoint provides you with a holistic approach to digital risk that covers all your engagement channels.

PRIMARY USE CASES	
Identifies legitimate and fraudulent social media accounts associated with a brand	☑
Guards against social account hacking	☑
Identifies legitimate and fraudulent executive social accounts	☑
Enables you to initiate takedowns of fraudulent digital assets	☑
Automatically removes malware, phishing links, profanity, hate speech, piracy and copyright theft, credential compromise and other malicious content	☑
Monitors hashtags and brand-related terms for threats to brand	☑

LEARN MORE

For more information, visit proofpoint.com.

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