

## LEVEL TWO

DIGITAL RISK: SOCIAL PATROL  
CONQUERING CONTENT POLICIES**FORMAT**

Web-Based Training (WBT)

**DURATION**

40 minutes

**INTENDED AUDIENCE**System Administrator, IT, Security  
or Compliance Manager**PREREQUISITES**

Fundamentals of Social Patrol

**REGISTRATION**Contact [training@proofpoint.com](mailto:training@proofpoint.com)  
for registration information

The course incorporates best practices, step-by-step processes and short videos for content policies including key concepts, built-in policies, content categories, classifiers actions, how to create a new, edit, duplicate to customize, revert and delete a policy, access, filter and export an audit log.

**COURSE OUTLINE****Lesson 1: Definition, Permissions and Access**

Understand content policies, required system permissions and how to access content policies in Social Patrol

**Lesson 2: Key Terms in a "Flash"**

Understand key terms associated with content policies including Brand (Outbound) Policy, Brand Social Media Accounts, Built-In Policies, Classifiers, Classifiers Actions, Commenter (Inbound) Policy, Dynamic/Interactive Content, Individual Social Media Accounts, Scan-Only, Social Selling Media Accounts and Static Content

**Lesson 3: Built-in Policies and Classifiers**

Understand built-in policies, benefits, classifiers and brand versus commenter content

**Lesson 4: Content Classifier Actions**

Describes the five actions taken on a content policy classifier: none, log, notify, hide and/or delete

**Lesson 5: Informational Categorizations**

Describes when the "Notify" action is selected

**Lesson 6: Customize a Content Policy: Two Options**

Describes how to customize a content policy using the create new or by duplicating a built-in policy

**Lesson 7: Edit a Content Policy**

Describes how to edit a current content policy category classifier action

**Lesson 8: Delete a Content Policy**

Describes how to delete a customized policy

**Lesson 9: Revert a Content Policy**

Describes how to undo clear policy classifier actions

**Lesson 10: Audit Policy Changes Log**

Describes how to access and review audit log changes by date and user and exporting a log to a CSV file

**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 100, rely on Proofpoint to mitigate their most critical security and compliance risks across email, the cloud, social media, and the web. No one protects people, the data they create, and the digital channels they use more effectively than Proofpoint.combat modern advanced threats.

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