

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
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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