

# PROOFPOINT SOCIAL PROFILE MANAGER

## AUTOMATED SOCIAL MEDIA PROFILE SUPERVISION TO MEET COMPLIANCE REQUIREMENTS

### KEY BENEFITS

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

The SEC and FINRA each have guidelines for how financial service companies manage social media accounts and communications. These rules also apply to registered investment advisors (RIAs). For static content, the company is required to regularly review and approve an advisor's social profile, as well as provide documentation that tracks the reviews.

Proofpoint Social Profile Manager provides an easy, scalable way to review your social profiles, both as they are updated and at regular intervals. It automates supervision of your designated social media profiles. Its seamless workflow and pre-built compliance reports save you time and resources with a turnkey system for meeting the static content mandates for social media.

Unlike other approaches that require your advisors to access their social accounts through third-party portals, Social Profile Manager integrates directly with social platforms and provides your advisors with a transparent experience.

### KEY FEATURES

#### Automated profile management

Social Profile Manager reduces the time and cost of manually auditing your advisors' profiles. You decide which profiles need to be managed and how often; we take it from there. Your compliance team receives automatic alerts when a profile is due for review or when a revised profile requires review. We also automatically let your advisors know the status and details of their profile review.

#### Transparent user experience

Your users maintain their own social media accounts. Social Profile Manager integrates with social networks using APIs. And it continuously monitors your advisors' accounts for profile changes. Unlike tools that require you to train your advisors on using a new review system to access their social accounts, we enable your advisors to directly access their social accounts for profile changes. This also makes it easy for your advisors to manage their profile from anywhere and any device.

**PROFILE POLICY**

Policy Name: Profile Pre-review Policy

Description:

Accounts using this policy (8):  
[Cra Terzon](#) [Eike Mwana](#) [Eike Mwana](#) [Mwana Investment Services Inc](#) [Mass g6saini](#)

Category	Trigger conditions	Action	Edit
<b>BASIC INFORMATION</b>	All changes	Review	Edit
<b>SUMMARY</b>	All changes	Review	Edit
<b>IMAGES</b>	All changes	Review	Edit
<b>EXPERIENCE</b>	All changes	Review	Edit
<b>SKILLS</b>	Skills white/black list	Review	Edit
<b>HONORS</b>	All changes	Review	Edit
<b>EDUCATION</b>	All changes	Review	Edit
<b>GROUPS</b>	All changes	Review	Edit
<b>ACCOUNT SETTINGS</b>	All changes	Review	Edit
<b>SECURITY</b>	All changes	Review	Edit

**Pre-review Option**

Enforce Pre-review  
<https://test.onegate.com/oneview>

Cancel Duplicate Policy Save Policy

### Streamlined workflow process

Social Profile Manager provides an electronic workflow that documents your profile supervision and simplifies your process. Each item in your task list receives a unique compliance number, making it easy to track. From the initial review request to the final approval, you always know the status of every profile and what requires your attention.

### Flexible, full-featured review options

With Social Profile Manager, you can decide if you want to review user-created profile changes before or after they go live. It also highlights

the changes, so you can immediately see what requires your attention. Your review decisions determine if changes are accepted or rejected. And you have flexible review options, including:

- Approving all changes with a single click
- Approving specific sections and rejecting others
- Making edits directly
- Rejecting changes and automatically reverting to a previous version
- Forwarding to a second-level reviewer

Review Info	Fully Approved	Date of Profile Change	Time to Resolution	Resolved Date	Platform	
<b>Compliance ID:</b> 2018-27  <b>Account Name:</b> Review Profile Changes for LinkedIn Account: Cra Tarson  <b>Expiration Date:</b> 2018-01-30 13:18:15 UTC  <b>Profile URL:</b> <a href="https://www.linkedin.com/in/cra-tarson-890a8580">https://www.linkedin.com/in/cra-tarson-890a8580</a>	Yes	January 30, 2018 01:32	11 minutes	January 30, 2018 13:17	LinkedIn	
	<b>Reviewer</b>	<b>Reviewed Items</b>	<b>Before</b>	<b>After</b>	<b>Disposition</b>	<b>Comment(s)</b>
	Hugh ARU	Headline	Board Member at Dog washers of Aust in	Board Financial Member at Dog-washer s-of-AustinAdvisor	APPROVED	

Microsoft Office 365	
Delivers transparent user experience where users maintain direct login to their social media accounts	<input checked="" type="checkbox"/>
Provides profile pre-review for LinkedIn, Facebook and Twitter	<input checked="" type="checkbox"/>
Detects profile changes in real-time and initiates your review workflow	<input checked="" type="checkbox"/>
Streamlines full review process with notifications for primary and secondary levels of review	<input checked="" type="checkbox"/>
Offers flexible pre- and post-review options: approve, revisions required and more	<input checked="" type="checkbox"/>
Supervises LinkedIn, Facebook, Twitter and Instagram profiles for Likes, Comments and more	<input checked="" type="checkbox"/>
Auto-reverts all changes after 5 days if the profile is not reviewed	<input checked="" type="checkbox"/>
Ensures that the complete profile is retained with detailed information about the approval process	<input checked="" type="checkbox"/>
Demonstrates that you're meeting compliance requirements with pre-built reports	<input checked="" type="checkbox"/>

### LEARN MORE

To learn more about Social Profile Manager, visit [proofpoint.com](http://proofpoint.com).

#### 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](http://www.proofpoint.com).

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