PROOFPOINT SOCIAL MEDIA PROTECTION

The average enterprise has over 320 social media accounts, making it very complex to manage security and compliance. But it’s critical that organisations protect their brands, prevent hacks, and avoid costly compliance violations.

Proofpoint’s Social Protection solutions let you centrally discover, audit, and protect your firm’s social media presence. You can protect your company, customers, and brand while ensuring compliance across your entire social media infrastructure.

SECURITY

Social media is a new challenge for many security teams. As you expand your social media presence you are also increasing your attack surface.

Protect your organisation and your employees from security threats on social media:

- Automatically delete posts and comments that contain malware or phishing threats.
- Identify bad actors who may be targeting your employees with social engineering attacks.
- Reduce your attack surface with application control, user provisioning and single sign on designed for social media.

BRAND PROTECTION

Proofpoint provides a complete set of tools to protect your brand from costly attacks and embarrassing mistakes. The suite provides social media account discovery, automated moderation, hack protection, and archiving.

End social account sprawl by scanning social networks to discover accounts associated with your brand:

- Inventory and track both managed and unauthorised accounts.
- Find and remediate fraudulent social media accounts.

Prevent social account hacks and detect changes to your account profiles:

- Detect when a page or account is hijacked and lock down the profile to prevent further tampering.
- Catch and log unauthorised changes to accounts.

Remove abusive and offensive content from accounts automatically:

- Protect your audience from spam, security threats, and offensive content.
- Save your company time and money on manual moderation.

GOVERNANCE AND COMPLIANCE

Proofpoint offers a rich audit and control solution for social media infrastructure, enabling you to enforce corporate and regulatory policy across all of your brand’s accounts and easily demonstrate compliance to auditors.
Implement application and account controls that automatically apply your written social media policy:

- Enforce company code of conduct and standards on brand accounts.
- Control application use, including publishing tools and mobile apps.
- Ensure compliance with industry standards and reduce risk to your organisation:
- Demonstrate compliance with industry regulations, including FINRA, LIMRA, FDA, HIPAA, FTC, FCC, and more.
- Protect your audience’s regulated data and prevent liability issues.

**THREAT CENTER DASHBOARD**

Clear, easy-to-access data is vital to understanding your social media risk and protecting your company and brand. Proofpoint’s Social Protection suite features a rich Threat Center dashboard that shows you everything you need to know.

Protected Accounts Summary

<table>
<thead>
<tr>
<th>Total Scanned</th>
<th>Incidents (%)</th>
<th>Notified (%)</th>
<th>Hidden (%)</th>
<th>Deleted (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,125</td>
<td>19.2%</td>
<td>2.4%</td>
<td>0%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

30-day Content Risk Score

Low Risk 1.50  Extreme Risk

Content Risk Trend ↑ +66%

30-day Application Risk Score

Low Risk 2.00  Extreme Risk

Application Risk Trend ↑ +11%