

# 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.



Graph of Proofpoint Risk Trends

## 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:

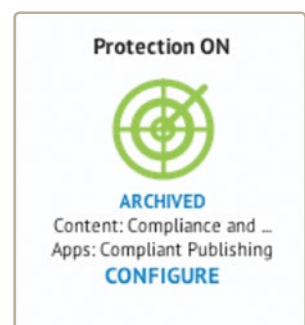
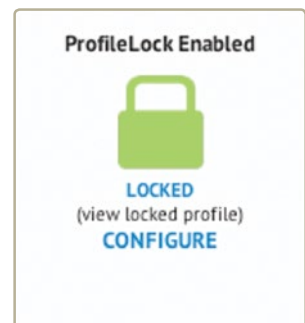
- Detect when a page or account is hijacked and lock down the profile to prevent further tampering.
- Catch and log unauthorised changes to accounts.

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.



Account, Content, and App Security

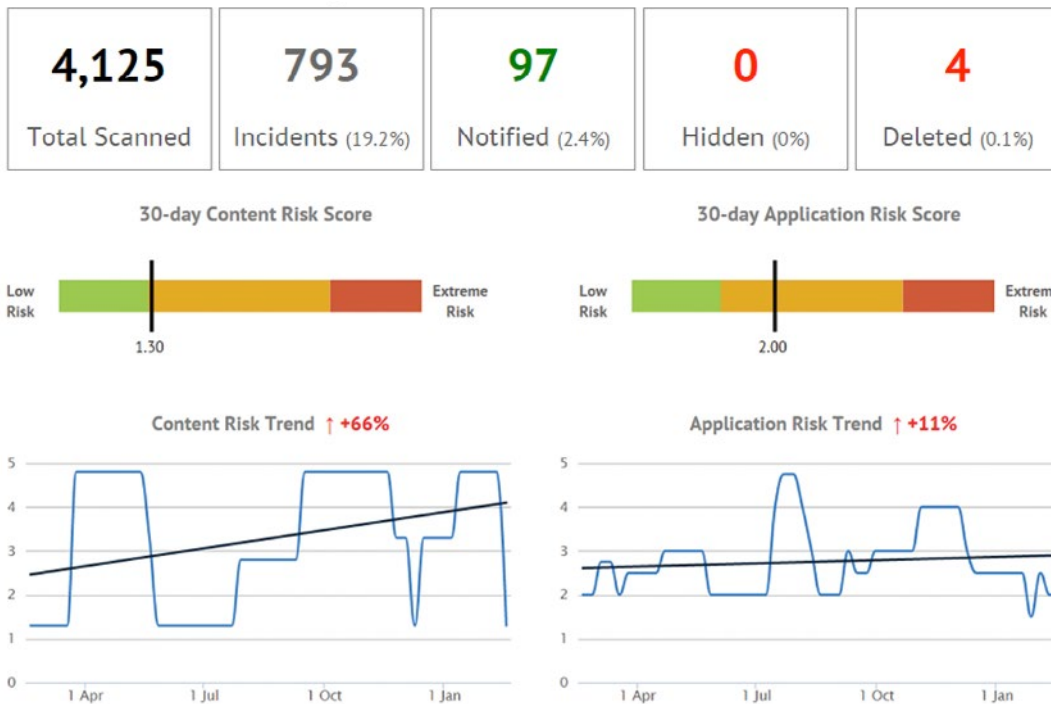
Implement application and account controls that automatically apply your written social media policy:

- 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



**ABOUT PROOFPOINT**  
 Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today’s mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

©Proofpoint, Inc. Proofpoint is a trademark of Proofpoint, Inc. in the United States and other countries. All other trademarks contained herein are property of their respective owners.