

# PROOFPOINT SOCIAL DISCOVER

## FIND FRAUDULENT SOCIAL MEDIA ACCOUNTS ASSOCIATED WITH YOUR BRAND

### KEY BENEFITS

- Discover your brand's social presence with just a few clicks
- Persistently scan for fraudulent and brand protest accounts
- Receive automated alerts when risky accounts are detected
- Integrate with your archiving solution to automate your compliance audits

Enterprises benefit from a strong social media presence. Brands have an unprecedented ability to introduce new products and services to mass audiences, create personal connections with customers, and generate new business. At the same time, customers can create and engage in real-time conversations about their favorite brands.

Bad actors have also flocked to social media with malicious content, account takeovers, and compliance risks. Even employees and fans can create unauthorized branded accounts to promote offerings and regional divisions. While these efforts may be well meaning, they create account sprawl that undermines your cohesive and consistent brand image. That's why you need new ways to manage your social media presence.

Discovering and understanding your social footprint is vital to preserving your brand's reputation. Proofpoint Social Discover prevents well-meaning employees or bad actors from creating accounts that misrepresent your brand or defraud your customers. Our automated account discovery, content scanning, and archiving support give you complete visibility into your social account pages to help manage acceptable-use, compliance, and security risks.

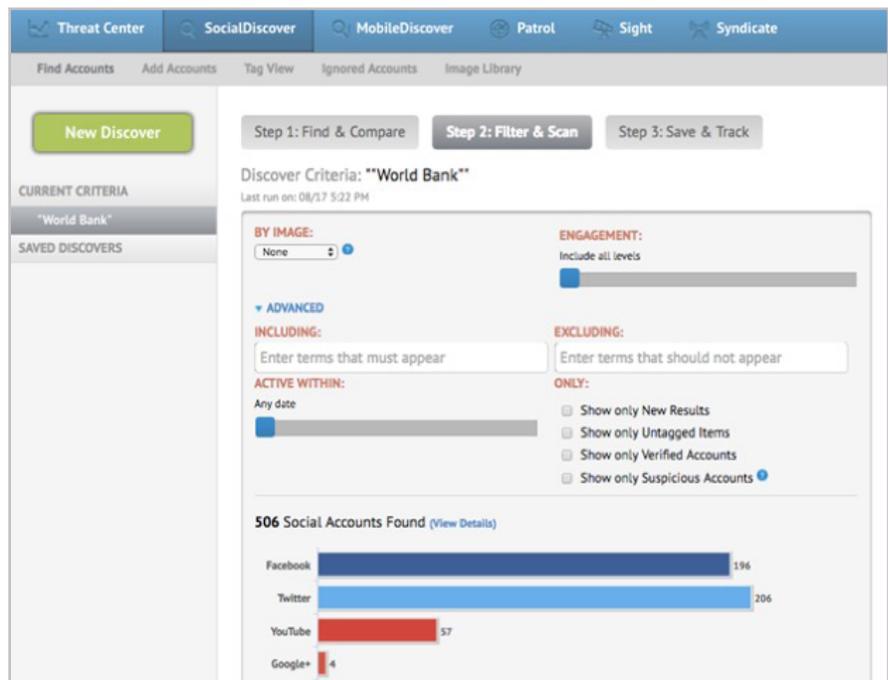


Figure 1. See the accounts associated with your brand on each social network

## KEY FEATURES

### Automated Discovery

Social Discover scans the social web to find accounts affiliated with your brand. With just a few clicks, you can see the accounts using your brand on each social network. Then you can use our easy tagging system to create an accurate map of your social footprint. Our automation saves you time and alleviates the inaccuracy of manual search and audit efforts.

### Persistent Scanning

Social Discover continuously looks for any new accounts created using your brand elements. We send alerts whenever a new account is discovered, so you'll know right away when someone creates an unauthorized account. Then we help you act quickly to remove fraudulent accounts that misuse your brand.

### Account Auditing

Our software uses over 125 natural-language-processing algorithms created to detect security or compliance risks. Social Discover can scan accounts to find risky content that requires takedown or legal review. You can send automated alerts to other stakeholders, such as legal or HR, when risky content is detected.

### App Auditing

You've deployed a publishing tool and have a social media content review workflow. But people can bypass your workflow by posting from the web or other apps that have access to your accounts. Social Discover identifies apps used to publish content to your accounts to help you assess your application risk.

### Archiving

We send all scanned content to your archive solution, including contextual data on compliance violations. This level of detail saves your team hours of effort in preparing for audits or compliance investigations. And the solution's archiving support automatically sends all messages from independent representatives to your archive system. This makes it easy to meet regulatory data retention requirements.



Figure 2. Map your social presence with easy batch tagging.

#### 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.

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