

PROOFPOINT SOCIAL PROFILE MANAGER

MEET COMPLIANCE REQUIREMENTS WITH AUTOMATED SOCIAL MEDIA PROFILE SUPERVISION

KEY BENEFITS

- Automate regular review of agent profiles with timed reminders, built-in approval workflows, and easy archiving
- Receive near-real-time notifications when unauthorized profile changes are detected
- Easily revise static content or revert to an approved version of a profile—all with the push of a button

The SEC, FINRA, and NASD each have rules for how your financial service company manages social media accounts and communications. These regulations also extend to your firm's financial advisors. For static content, your company is required to regularly review and approve advisors' social profiles. You must also provide documentation that tracks these reviews.

Proofpoint Social Profile Manager simplifies your efforts to meet these requirements with automated supervision of your designated social media profiles. Our seamless workflow and pre-built compliance reports save you time and resources with a turnkey system for meeting mandates for static social-media content.

KEY FEATURES

Automated Profile Management

Social Profile Manager reduces the time and resource burden of manually auditing your advisor's profiles. You decide which profiles need to be managed and how often. We take it from there. Your compliance team receives alerts when a profile is due for periodic inspection. We also send automated communication to your advisors with the details of their profile review.

Easy Reversion for Unauthorized Changes

Social Profile Manager integrates with social networks via APIs and continuously monitors your advisors' accounts for profile changes. You'll receive an alert whenever the solution detects a change. With the push of a button, you can revert the account to your preapproved settings.

Streamlined Workflow Process

Social Profile Manager provides an automated workflow system that documents your profile supervision and simplifies your process. Each profile 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, COMPREHENSIVE REVIEW OPTIONS

Social Profile Manager highlights profile changes so you can immediately see what requires your attention. And you have flexible review options, including these:

- Approve all sections with a single click
- Approve specific sections and reject others
- Make edits directly
- Reject changes and automatically revert the profile to its previous version
- Forward to a second-level reviewer

TURNKEY COMPLIANCE REPORTS

We remove the complexity of compliance reporting with a pre-built compliance report that provides a detailed audit log. At a glance, you can see all the social profiles that were reviewed, the changes made, the turnaround time, and more.

Review: Review Profile Changes for LinkedIn Account: Cra Tarson					
Profile URL: https://www.linkedin.com/in/cra-tarson-890a6580					
Profile Expire Date: 2016-06-14 22:20:21 UTC					
295	No	June 14, 2016 14:58			5 minutes
Reviewer	Reviewed Items	Before	After	Disposition	
Final Reviewer	Experience	Financial Advisor 4 at Finco Financial Services from 04-2012 to now	Senior Financial Advisor 4 at Finco Financial Services from 04-2012 to now	APPROVE	
Final Reviewer	Experience	Test Title changed on Thursday at Test Company from 01-2000 to 01-2016; Test Description change on Tuesday	Financial Advisor at Test Title changed on Thursday Company from 01-2000 to 01-2016; Test Description change on Tuesday Test Description change on Tuesday Test Description change on Tuesday	APPROVE	
Final Reviewer	Experience	Financial Advisor at Socialware from 01-1999 to 01-2002; advisor	Financial Social Advisor Media Specialist at Socialware from 01-1999 to 01-2002; advisor	APPROVE	
Final Reviewer	Summary	This is my Summary. There are many like it, but this one is mine. I changed it today Monday June 13, 2016.	This is my Summary. There are many like it, but this one is mine. I changed it today Monday June 13, 2016. I'll help you analyze where you are today, help you clarify where you want to be in retirement, then collaborate with you to develop a financial plan that can help create an ever-increasing level of financial independence! Get started today! We'll navigate toward a point where employment is optional — freeing you up to select a new career path, lend your expertise to a non-profit or simply pursue your dreams.	APPROVE	

Compliance reports detail all review actions

Changes

1. Summary 2016-08-29T15:53:28Z ✔

<p>Before</p> <p>I'll help you analyze where you are today, help you clarify where you want to be in retirement, then collaborate with you to develop a financial plan that can help create an ever-increasing level of financial independence! Let's Get started today! We'll navigate toward a point where employment is optional — freeing you up to select a new career path, lend your expertise to a non-profit or simply pursue your dreams. Text updated 2016-08-28 @ 2038</p>	<p>After</p> <p>I'll help you analyze where you are today, help you clarify where you want to be in retirement, then collaborate with you to develop a financial plan that can help create an ever-increasing level of financial independence! Let's Get started today! We'll navigate toward a point where employment is optional — freeing you up to select a new career path, lend your expertise to a non-profit or simply pursue your dreams. Text updated 2016-08-29 @ 2041022 Edit</p>
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2. Experience 2016-08-29T15:53:28Z ✔

<p>Before</p> <p>Senior Financial Advisor at Finco Financial Services from 04-2012 to now: I specialize in helping individuals in software and biomedical sciences industries.</p>	<p>After</p> <p>Senior Financial Advisor at Finco Financial Services from 04-2012 to now: I specialize in helping individuals in software, biomedical sciences and biomedical food sciences industries. Edit</p>
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Review

Action: Approve and Forward ✔ Fritz "Final" Reviewer

Comments:

Compliance ID: 2016-50

Cancel Save

Approve, edit, and reject individual profile sections

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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