

# Proofpoint Content Capture for LinkedIn

## PRODUCT PREREQUISITES

Content Capture runs as an app on individual LinkedIn accounts. Users will need to install the Proofpoint app on their account using a unique link sent to them.

Whether it's to meet regulatory or corporate governance requirements, your firm needs to capture and retain employee communications content. Proofpoint makes it easy to capture, manage and retain data from your content sources, including LinkedIn. Through the LinkedIn Compliance Events API, we capture content and deliver it to your data store for e-discovery, compliance and supervision.

## What We Capture

Content Capture collects the following types of LinkedIn activity involving the monitored account:

- Network updates:
  - Posts
  - Articles
  - Shares
  - Comments
  - Replies
  - Likes
  - Reactions
- System generated updates
- Recommendations
- Events
- Messages (including Sales Navigator)
- Group activity
  - Actions
  - Posts
  - Comments
  - Replies
  - Likes
  - Reactions
- Company Pages
  - Post
  - Comments
  - Replies

Within those activity types, we can capture the following types of content:

- Text
- URLs
- Images
- Video (with limitations)

## Content Patrol Capabilities

The Content Patrol add-on extends your capabilities beyond capture. With Content Patrol, you can:

- Automatically classify captured LinkedIn content and get notified of risks
- Automatically or manually remediate compliance violations by deleting:
  - Posts
  - Articles
  - Shares
  - Likes
- Monitor employee profiles for changes, revert unapproved changes and manage regular profile reviews

## How the Content is Handled

Content Capture transforms each piece of captured LinkedIn content into email form. The content is attributed to users and sent to a designated mailbox for delivery to your data store or downstream services. If you are also using Proofpoint Content Patrol, classification data is sent to downstream services with the captured content for use in supervision and e-discovery.

## Summary

With Proofpoint, you can capture and monitor LinkedIn content with ease. It's a win-win. Your employees and others who use social media on behalf of your company are free to collaborate and communicate. And you reduce your compliance risk and adhere to regulations.

## LEARN MORE

For more information, visit [proofpoint.com](https://www.proofpoint.com).

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ: PFPT) is a leading cybersecurity and compliance 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](https://www.proofpoint.com).

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