Proofpoint Content Patrol

KEY BENEFITS

- Simplify regulatory compliance for your social channels
- Monitor static and interactive content and immediately remediate compliance violations
- Demonstrate best practices compliance policies and enforcement
- Empower your employees to use social media and stay compliant

Social media is an increasingly important channel for your employees and other company representatives to engage with clients and prospects. And, as a regulated organisation, you must ensure your social media presence complies with applicable regulations. For many firms, this means manually reviewing a daily deluge of content, both static and interactive. Balancing compliance and speed is not easy. Move too quickly and you can overlook compliance risks. Move too slowly and your employees may find shortcuts that put the firm at risk.

Proofpoint Content Patrol tackles your most complex social media compliance challenges with ease. With Content Patrol, you can monitor, remediate and report on social media compliance at scale, with intelligent classifiers, automated workflows and intuitive reporting. You get full visibility of your firm's social activity and the ability to quickly take action when problems arise. With Proofpoint, your social compliance teams are more efficient and your employees are free to engage with clients on their own terms.
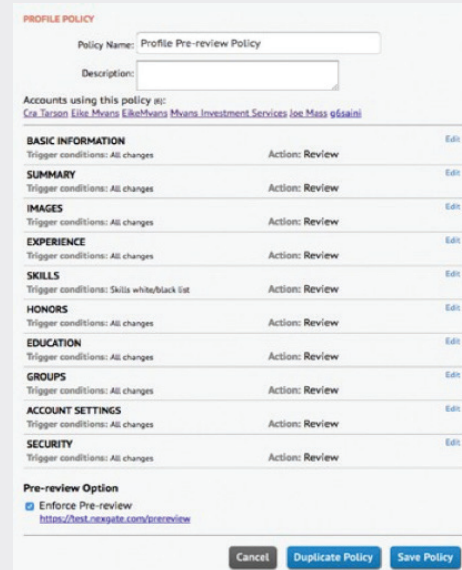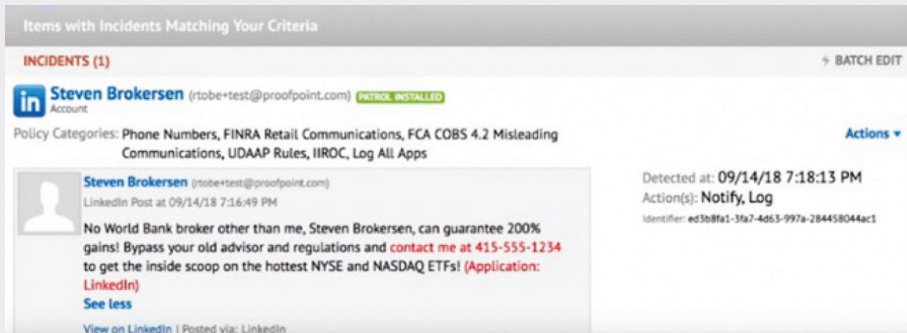
ADOPT BEST PRACTICE COMPLIANCE POLICIES

Content Patrol simplifies compliance for social media communications. Our compliance policy templates cover regulations such as FCA, FINRA, SEC, IIROC and more. They also include acceptable use, security risks and other policies. Our classifiers use lexicons, rules and machine learning to reduce false positives and deliver accurate results. And they are easy to configure right out of the box, so you can adopt best practices and begin enforcing right away.

SUPERVISE CONTENT

Content Patrol helps you meet supervision rules by giving you a complete view of your social media presence. We include real-time supervision of both static profiles and interactive social-media posts.

We deliver notifications about content and compliance infractions. This enables you to take immediate action against problematic content without the cost of a team of moderators. We include flexible remediation options (pre- and post-review), so you can:

- Reject content
- Reject and remove content
- Approve content
- Comment on content

MANAGE PROFILES

With Content Patrol, you can manage static social media profile content at scale. This includes LinkedIn, Facebook, Twitter, Instagram and more. We provide flexible review and approval options and integrate directly with social platforms and social media publishing tools. Your employees benefit from a transparent experience. And you save time and resources with our seamless workflow and compliance reports.

Our turnkey system:

• Automatically detects profile changes and submits them for review—in a matter of minutes
• Enables you to revise employee profile changes or send them back to users for editing
• Offers a transparent user experience
• Gives employees the ability to maintain their profile from anywhere at any time—no matter the device

DEMONSTRATE COMPLIANCE

Content Patrol provides clear, easy-to-access data that outlines your compliance policy enforcement and social-media risk areas. And you can use our pre-built report templates to demonstrate your company's social media compliance.

We also help you maintain flexibility. With Proofpoint, you can easily adapt as your business grows and regulations evolve. And with better visibility and insights, you will have the tools you need to make the right decisions and stay audit ready.

SOCIAL PROFILE DETECTION (ADD-ON)

As an optional add-on, Proofpoint Social Discover can scan social networks and find accounts that are associated with your brand. This helps you find rogue accounts that should be brought into your review workflow.

And if we uncover a fraudulent account posing as your brand, you can alert your security team and launch a takedown request with the social network.

SEAMLESS PUBLISHING INTEGRATION

We integrate with social media publishing tools to make the compliance process seamless for you and employees. You can provide fresh, compliant content for your employees and pre-review content that they create on their own. We apply our wide range of intelligent compliance policies to accurately identify compliance risks so you can stop them before they are live. The end result? Your users have the flexibility to nurture their relationships with clients and find new prospects to fill their funnel. And you can ensure they stay compliant.

PRIMARY USE CASES	
Simplifies and streamlines the most complex social compliance and archiving needs with ease	•
Helps you meet compliance rules by providing complete visibility across your social media presence	•
Provides real-time supervision of static profiles and dynamic social-media posts	•
Delivers compliance best practices with policy templates for FCA, FINRA, SEC, IIROC, FTC, FDA, HIPAA and more	•
Provides streamlined approval workflow for automated supervision of your designated social-media profiles	•
Gives you flexible pre- and post-review options	•

LEARN MORE

For more information, visit **proofpoint.com**.

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