



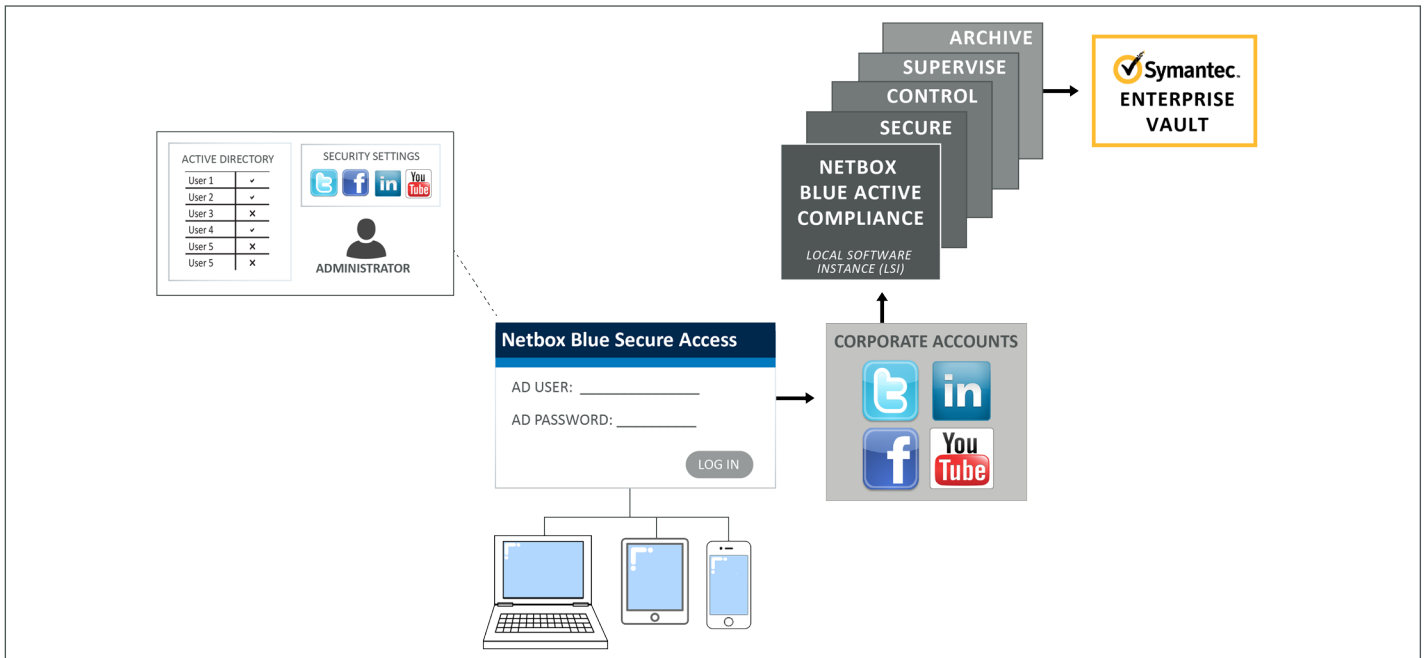
Secure Access Controls for Corporate Social Media Accounts

As organizations seek to take advantage of social media to engage with customers and prospects and to improve and expand customer service, the risks increase. The use of Twitter, Facebook, LinkedIn and YouTube for business purposes has grown exponentially and organizations are gaining many benefits from these communication channels.

Netbox Blue’s Secure Access Control platform provides the answer to managing the risks by providing a number of unique security and management features:

- Managing access to the corporate social media accounts through a secure login
- Managing this access via the staff member’s Active Directory user name and password – not the login details to the social media platform

Social Media Access Controls



The benefits of this approach are many:

- Permissions can be added and removed easily by an administrator as new staff are trained and others leave
- At no time does the log in details to the social media account need to be divulged
- Highly secure passwords can be set and regularly changed by an administrator
- All access can be restricted to the corporate network – enabling other valuable controls to be put in place
 - o Pre-defined policies can be implemented to ensure no inappropriate content is communicated
 - o Messages holding sensitive content (e.g. an Executive’s name or a new product name) can be held for review by a compliance or marketing team
 - o All communications can be archived with the individual user’s unique identity (from the Active Directory details)

Overall this capability is helping organizations secure their social media assets and enable more staff to communicate on their behalf while managing all of the associated risks.

For more details view this video netboxblue.com/srm-video.

“An archiving strategy focused on email as the sole method for workforce communications is ill-suited to handle the dynamic and more complex data that results from social communications. To manage the numerous channels your workforce uses, develop a flexible strategy that preserves the full context and formatting of every social channel.”

Source: Forrester Research - March 2015 'Market Overview: Social Media Archiving'



Secure Access Controls for Corporate Social Media Accounts

Five Categories Of Legal And Regulatory Social Media Issues

Category	Components	Description
1. Data Protection and Privacy	Consumer Privacy	Rules that ensure customers' rights to privacy are covered in the way social media data is collected, stored, and used
	External privacy policies	Companies' published privacy statements that cover how companies will use and protect social media data
2. Employee rights	Social media policy compliance	Parameters dictating appropriate use of social media by employees at the workplace
	Employee monitoring	Restrictions on an organizations ability to monitor employee social media activity in compliance with privacy and employment guidelines
	Applicant hiring and discrimination	Rules to assure social media information collected in recruiting , employee evaluation, and other processes (e.g. financial lending) is appropriate and doesn't violate antidiscrimination or other laws or regulations
3. Disclosure and third-party endorsement	Promotions and advertisements	Guidelines to ensure marketing, promoting, and endorsements of products and services or social media take place in a "clear and conspicuous" manner
	Adoption/entanglement of third-party content	Endorsements, including likes, "retweets," and links to external content from followers and other associated parties are appropriate
	Disclosure	Proper protocols for the distribution of financials and other corporate information, as well as proper disclosure or internal social media processes and policies, where needed
4. Governance and oversight	Monitoring and supervision	Oversight of employees' social media business-related activities for complacence and prevention of fraud
	Process and controls	Social media governance, including roles and responsibilities, approval processes, and controls to establish and enforce appropriate behavior and communication
	Regular training and attestation	Requirements for regular training and awareness initiatives to set company expectations regarding the use of social media
5. Information archiving and retention	Information capture	Guidelines to determine the social medial data and conversations that company will capture, and how the company will do it
	Record-keeping and retention	The length of time social media data is kept, and for what purpose

Source: Forrester Research, July 2013 - "The Social Media Legal and Regulatory Landscape"

“ *"To effectively archive social media conversations and ensure that the full intent and scope of social discussions are preserved, you have to capture additional data points that weren't necessary or didn't even exist in the past."* ”

Source: Forrester Research - March 2015 'Market Overview: Social Media Archiving'

Netbox Blue is a leading provider of innovative internet compliance, management and security solutions. Netbox Blue provides organisations with unique, real-time social media governance and security controls with predictive outcomes and tangible business benefits. The company owns granted patents around this unique technology and has other patents in the process of being granted. Netbox Blue was established in 1999, is privately held and is based in Australia. It has a presence in over 20 countries and has partnerships and OEM agreements with some of the world's leading IT companies.

T +61 2 8090 7777
 E info@netboxblue.com
 W netboxblue.com