Digital Safe Social Media Governance

Mitigate risk across social media channels

The Social Media Challenge

Many organizations are dealing with the massive growth and expansion of social media within their business. Social media has not only become an important tool to improve communications with both customers and internal employees, but has also created more channels that must be managed and controlled to meet compliance obligations.

Skyrocketing volumes of information from a wide range of social media sources are making it more difficult to not only capture these communications, but to also gain insight and understand their context.

77% of workers use social media in the workplace[1]

82% of companies use social media for investigations[2]

Adding to the challenge are escalating regulations requiring organizations to take the necessary action to collect and preserve their social media, along with their other mandated business information. Regulatory bodies are simultaneously ramping up enforcement and fines to ensure social media communications are properly managed.

Though highly regulated companies may have the most complex situation in dealing with social media, this is a concern affecting almost every industry around the world.

Addressing the Social Media Problem

For organizations to take control of the proliferation of social media data, it is imperative that they implement a comprehensive solution that can:

- Keep up with the volume and variety of social media sources
- Provide clear visibility and access to communications
- Support compliance with regulatory mandates
- Manage and enforce social media policies automatically
- Protect from risk with actionable insights

Micro Focus Digital Safe Social Media Governance

The Micro Focus® Digital Safe suite offers leading compliance-oriented archiving, supervision, and surveillance solutions that have been proven and are relied upon by many of the largest global organizations to protect them from significant financial and legal risk. The Digital Safe suite has become a standard for organizations that must adhere to the most demanding compliance regulations, create massive volumes of daily e-communications data including social media, as well as have an absolute need to secure their most sensitive business information.

1 *Pew Research Center, Social Media and the Workplace, 2016*
2 *The Deloitte Advisory Pulse Survey on Social Media in Investigations, 2015*

Digital Safe Social Media Governance Highlights

- **Archive:** Maintain an archive of social media content
- **Analyze:** Assess social media content and messages against company policies to identify potential compliance risks
- **Prioritize:** Gain a comprehensive view across social media platforms and prioritize identified risks
- **Take action:** Alert specific groups or individuals, and quarantine or remove content from the social media platform

Features

Data processing and formatting
- Classification and tagging
- Timestamps
- Metadata preservation
- Format or thread replication

Retention management
- Immutable storage
- Legal hold
- Purge schedules
- Role permissions and groups

Supervision and review
- Workflow and alerts
- Search
- Policy check
- Investigation management

Analytics and reporting
- Dashboards
- Report templates
- Export options

Digital Safe
Social Media Governance

Digital Safe Social Media Governance addresses the need to archive social media content compliantly with added security.

The solution connects to a wide range of social media platforms including Twitter, LinkedIn, Facebook, and many others. Social media content including comments and posts, attachments, and linked web pages are captured and archived within Digital Safe.

Captured social media information undergoes compliance analysis with a variety of out-of-the-box policies that focus on inappropriate conduct, PII, and regulatory policies from FINRA, FCA, IIROC, and other regulatory agencies. Within each identified policy, risk can be prioritized according to risk thresholds, and can be automatically triggered based upon policy configurations. Email alerts can be sent to specific groups or individuals and posts can optionally be taken down from the social network. A compliance dashboard provides a comprehensive view of all risk events that require attention or review. To guard against potential policy non-adherence, risky messages can be quarantined in real-time. This helps keep organizations safe from fines and sanctions with an audit trail to track risk remediation efforts.

The solution provides an additional level of security features to deal with malware, phishing, and spam. It can also help identify potentially fraudulent social media content that may pose a risk to your organization or executives.

The Micro Focus Advantage

As a global leader in technology, software, solutions, and services, Micro Focus provides a single source for its customers to meet their business information needs with industry-leading technology and innovations. As a market leader in records management, enterprise search, information archiving, automatic content classification, supervision, and surveillance, large financial institutions and global organizations rely on Micro Focus Information Governance solutions.

A unique information governance program from Micro Focus uses a module-based approach that enables organizations to implement solutions individually to solve a specific problem or combine them to deliver greater value as a complete end-to-end solution. With end-to-end information governance, you can unify information silos, as well as access, understand, control, and take action on enterprise information in accordance with business, compliance, legal, and governance objectives.

Learn More At
microfocus.com/digitalsafe
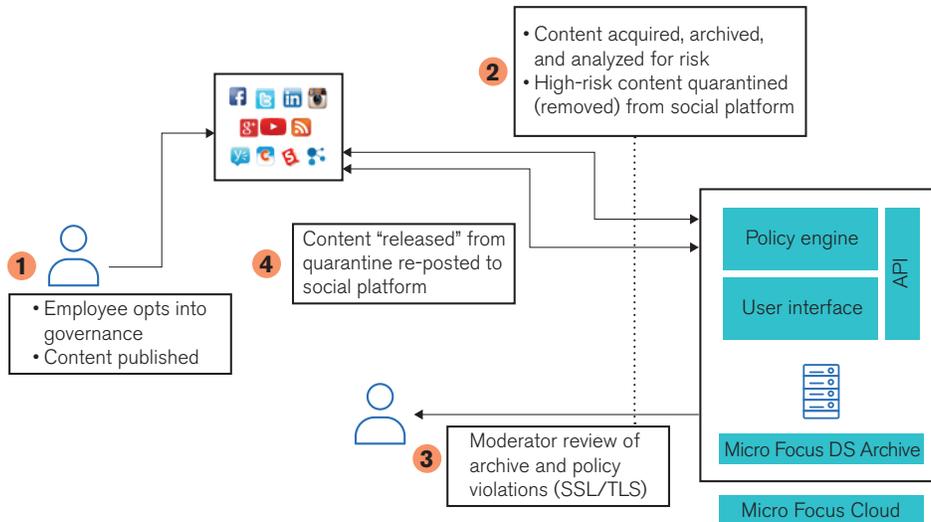
www.microfocus.com

Micro Focus
UK Headquarters
United Kingdom
+44 (0) 1635 565200

U.S. Headquarters
Rockville, Maryland
301 838 5000
877 772 4450

Additional contact information and office locations:
www.microfocus.com

- **2** • Content acquired, archived, and analyzed for risk
  • High-risk content quarantined (removed) from social platform

- **1** • Employee opts into governance
  • Content published

- **4** Content "released" from quarantine re-posted to social platform

- **3** Moderator review of archive and policy violations (SSL/TLS)

Policy engine

User interface

API

Micro Focus DS Archive

Micro Focus Cloud

MICRO FOCUS®