



RISK ASSESMENT CALCULATOR RESULTS:

**HIGH RISK**

## RISK ASSESSMENT CALCULATOR RESULTS

# HIGH RISK

## WHAT A HIGH RISK SCORE MEANS FOR YOUR ORGANIZATION

With a high risk score, it's likely your organization is a part of a high-risk industry. According to Deloitte's 2014 "Social Media Survey," more than half of those surveyed in the Consumer and Industrial Products, Finance, and Life Sciences and Healthcare industries consider social media to be a moderate or high risk. Some high-risk industries like Insurance Services or Pharmaceuticals require stringent measures, such as archival of social media content, "always on" monitoring of what is being said about your organization's products and services, and what is being said by consumers and employees.

Strong social governance operations are a necessary part of protecting your organization, customers, and employees, as well as complying with global and local regulations. Sample ingredients for a strong social governance operation like flexible policies; internal alignment on how internal teams like legal, regulatory affairs, and marketing will work together when regulations change or shift; employee training; monitoring; and moderation are critical components of day-to-day business for organizations with a high risk score. Read on to learn more about how to protect your company.

---

According to Deloitte's 2014 "Social Media Survey," more than half of those surveyed in the Consumer and Industrial Products, Finance, and Life Sciences and Healthcare industries consider social media to be a moderate or high risk.



## YOUR COMPANY

### TIP #1: ALIGN AND COORDINATE YOUR REGULATORY BODIES

Align social governance operations with regulatory bodies in your company's industry to ensure compliance with legal and regulatory restrictions and privacy and confidentiality agreements. For example, those in healthcare will explain company expectations regarding social media and PHI, while those in financial services will take into account PII. Work with your regulatory affairs, privacy, and legal teams to establish a regular cadence for staying up to date on changes.

### TIP #2: ALIGN YOUR POLICIES

Ensure social ethics and your social media policy are closely aligned to existing policies. Due to the fast-moving nature of social media regulations and laws in the workplace, your social governance operations must stay constantly informed about changes made by the Federal Trade Commission and National Labor Relations Board. Don't forget, your social media policy must "go global" too. For examples of how other companies are handling social media policy, see <http://socialmediagovernance.com/policies/>.

### TIP #3: FORMALIZE SOCIAL GOVERNANCE

Form and maintain a social governance council or committee. Executive sponsorship and cross-functional reach are critical requirements for success. A social governance roadmap will help stakeholders understand their place in your organization's social governance vision. Subcommittees are tasked with critical projects like policy, training, best practices, and social monitoring. [See the Sprinklr Social Governance whitepaper.](#)

### TIP #4: INCLUDE THE RIGHT REPRESENTATIVES

In highly regulated industries, social governance council members must include both those charged with protecting assets and those charged with promoting them. Sample representatives should include security, privacy, compliance, customer service, product teams, marketing, and HR. Regularly review membership and set expectations that this team should be nimble, and adjust given changing business needs.

### TIP #5: TRAIN KEY ROLES FOR SOCIAL INTERACTIONS

Train employees globally on social media policy and specialized programs that will require employees to make judgment calls day-to-day about social interactions as a part of their jobs (e.g., customer service or recruiting). [See this blog post](#) on how the American Heart Association uses social governance training to empower 80+ community managers spread across the U.S. while ensuring compliance with healthcare regulations.



## CRISIS MANAGEMENT

### TIP #1: PUBLISH AND SHARE RISK REPORTING

According to Deloitte, 9 out of 10 executives expect social governance to be a top priority by 2015. Show your executives the value of social media with regular risk topic reporting aided by social listening technology. Ensure executives realize the value social media monitoring can provide your brand in terms of risk mitigation, crisis management, and brand protection. [Read more about Deloitte's survey on social media risk here.](#)

### TIP #2: MONITOR RISK TOPICS AND BE PROACTIVE

Continually monitor key risk topics across paid, earned, and owned social media. Send alerts to key stakeholders if risk keywords or phrases hit a predetermined number of mentions. Pair quarterly or monthly reporting on risk topics with real-time monitoring via automated social listening technology like Sprinklr. Ongoing reporting of key social media risk topics over time helps unite parts of the organization around crafting helpful solutions to remediate risk more proactively in the future.

### TIP #3: CREATE AN ENGAGEMENT PLAYBOOK

In highly regulated industries, it's critical to ensure 24/7 people-driven and technology-assisted moderation is in place across all owned, earned, and paid social activity. Create an engagement playbook that guides brand response across key topics. Don't forget a moderation path for paid social media posts. Comments that show up under "dark" social posts still need attention. [Learn how to avoid the 10 biggest mistakes made with paid social here.](#)

### TIP #4: CREATE AUTOMATED CRISIS WORKFLOWS

Create audit trails for social content approvals so legal, compliance, and regulatory affairs teams can quickly approve messaging. Set up automated rules to quickly sort and categorize social content with Sprinklr. During times of crisis, your engagement playbook workflows will automatically kick in and ensure the right content gets to the right people with time for response or escalation without interruption. Your processes should dictate how technology supports mitigating risk, not the other way around.

### TIP #5: ALIGN CRISIS PROTOCOLS WITH EXISTING PROCESSES

Create a separate crisis protocol for social media beyond your standard engagement playbook. Align crisis protocol to existing crisis processes (e.g., PR or security teams) that are already in place, and test the process several times before a real crisis "hits." Staging a crisis simulation with team members who would need to snap into action, should an adverse event occur, is smart and will ensure processes run as smoothly as possible. [Download our free guide to crisis management here.](#)



## SOCIAL AUTOMATION RESOURCES

### TIP #1: ALIGN WORKFLOWS WITH GOVERNANCE PERMISSIONS

With social software like Sprinklr in place, as well as trained employees and solid processes in tow, you're now ready to automate and save time and money via efficiencies. Proactively set up workflow rules to mimic your engagement playbook and crisis protocols using governance permissions, approval and audit paths, a "kill switch," and volumetric alerts. [See the full list of all the ways you can automate risk management with Sprinklr here.](#)

### TIP #2: MAKE COMPLIANCE EASY WITH SOCIAL ASSET MANAGER

As you expand social governance across the organization, more teams will likely be using social media in their respective business units and functions to interact with customers and prospects. Make compliance easy for teams who participate in conversations by using Sprinklr's Social Asset Manager, which enables you to store pre-approved content snippets for easy use by customer service, recruiting, or sales teams, for example.

### TIP #3: SHARE RESULTS

As teams like customer service, recruiting, or sales begin to use social media beyond marketing and PR, the amount of knowledge available to make everyone at your company better at social media will compound. Utilize your social governance council to share great pilots, results, and areas for improvement. This keeps everyone connected to the latest developments in how to use social media to further business goals, and flags any compliance gaps that need to be addressed.

### TIP #4: AUDIT QUARTERLY

Audit social risk and crisis operations quarterly across key processes and technology to ensure it's always an evolving and effective model. Use reporting insights from monitoring key risk topics to guide governance council conversations about process improvements. [Read more about some critical components of good social media risk management in this blog post.](#)

### TIP #5: ESTABLISH CLEAR CRITERIA

Establish criteria by which new social accounts are created and governed at your company. Periodically audit social accounts globally to ensure compliance. Make it a requirement that when new social accounts at your company are created, they both meet predetermined justification criteria, and will be run through enterprise social software like Sprinklr that helps keep easy tabs on which accounts are open and active.



## ABOUT SPRINKLR

Sprinklr is the most complete enterprise social media management technology in the world, purpose-built for large companies to drive business outcomes and manage customer experiences across all touch points. Called “the most powerful technology in the market” by Forrester Research, Sprinklr’s fully integrated social media management software

powers more than four billion social connections across 77 countries. Headquartered in New York City with more than 550 employees globally, Sprinklr is revolutionizing customer engagement for more than 750 top enterprise brands, including IHG, Intel, Microsoft, Samsung, and Virgin America, and partners like Deloitte, Accenture, R/GA, Golin, and AKQA. For more information, visit [sprinklr.com](http://sprinklr.com) or tweet us @sprinklr.

[Product Information](#)

[Request a Demo](#)



**THE SPRINKLR EXPERIENCE PROMISE:**  
HOW DID THIS ASSESSMENT MAKE YOU FEEL?  
TELL OUR CXO, [janzlotnick@sprinklr.com](mailto:janzlotnick@sprinklr.com).

### Contact Us

tel: (917) 933-7800  
email: [info@sprinklr.com](mailto:info@sprinklr.com)  
web: [www.sprinklr.com](http://www.sprinklr.com)  
twitter: [@sprinklr](https://twitter.com/sprinklr)  
[#socialatscale](https://twitter.com/sprinklr)

### Locations

New York City (HQ)  
Austin  
San Francisco  
London  
Paris  
Bangalore  
Delhi  
Hamburg