



RISK ASSESMENT CALCULATOR RESULTS:

**MODERATE RISK**

## RISK ASSESSMENT CALCULATOR RESULTS

# MODERATE RISK

## WHAT A MODERATE RISK SCORE MEANS FOR YOUR ORGANIZATION

With a moderate risk score, it's likely your organization is not in a high-risk industry, which can mean you have a bit more flexibility when it comes to social media governance operations. Despite industry, most companies face crisis scenarios or value basic risk mitigation plans across customer and media touchpoints. Strong social governance operations are a necessary piece of ensuring your employees are able to act swiftly to mitigate crises that may start or end in social media.

Sample ingredients for a strong social governance operations include flexible policies, employee training, monitoring and moderation of social media channels, and best practice sharing across teams. Read on to learn more about how to prepare your company to succeed in the face of a social media crisis.

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## YOUR COMPANY

### TIP #1: ALIGN SOCIAL OPERATIONS WITH REGULATIONS

The world of social media in the workplace is still continuing to rapidly evolve, especially in terms of regulations. Keep updated to ensure your social operations align with the latest federal and state employment laws. If your company is multinational, don't forget to keep an eye on global regulations, employment, and privacy laws. [Visit this page for four big changes in employment law that could impact your social media.](#)

### 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 participation are critical requirements for success. Typically marketing or corporate communications drive social governance efforts across functions, with input from stakeholders like legal and privacy teams. Subcommittees are tasked with critical projects like policy, training, best practices, and social monitoring. See the [Sprinklr Social Governance whitepaper](#).

### TIP #4: 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. despite needing to be in compliance with special laws and regulations as a part of the healthcare-related and nonprofit status.

### TIP #5: INCLUDE CUSTOMER ADVOCATES

Empower customer advocates to act on your organization's behalf via customer advocacy programs. With appropriate training, customer advocates can be a valuable addition to your brand's public face. Ensure your company's basic social governance principles are integrated into the training. Periodically hold ongoing mini training sessions and office hours for customer advocates, and consider certification programs. See the [Sprinklr Customer Advocacy whitepaper](#).



## 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.](#)

### TIP #2: MONITOR CONVERSATIONS

Track top social conversation topics real-time and in aggregate. Use insights from social monitoring to improve your engagement and publishing efforts across paid, earned, and owned social media on a regular basis. For example, tracking the top 10 questions asked by your customers and creating content around the answers is an easy way to provide value and enhance search marketing efforts. [Read more about how listening and monitoring trumps talking if you're a brand.](#)

### TIP #3: CREATE AN ENGAGEMENT PLAYBOOK

High volumes of social conversations often mean employees can inadvertently "trip" over one another while engaging with customers and prospects. An engagement playbook will ensure your customer experience is seamless. A playbook also ensures accountability by the right team for customer responses before they're needed. [Read about how Groupon created "One Playbook" that connected teams for a better customer experience across millions of social conversations globally.](#)

### TIP #4: BUILD A RESPONSE TASK FORCE

Increase your brand's responsiveness by training teams beyond marketing to take part in moderation, and help and save customers online. For example, brands often see many customer service queries in social media. Enterprise social technology like Sprinklr paired with training can turn brand detractors to promoters, proactively prevent online conversations from turning into crises, and much more. [Learn how to get social customer service started in this whitepaper.](#)

### TIP #5: ENSURE POSITIVE ENGAGEMENT

With paid social, not all engagements are created equal. If a post has more engagement than any other (e.g., likes) but also more negative sentiment than any other in comments, you likely promoted the wrong post by basing your decision purely on the number of engagements. Audit your approach to paid social amplification, and ensure you have a moderation plan in place to swap out paid media posts quickly. [Learn how to avoid the 10 biggest mistakes made with paid social.](#)



## 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. Make compliance easy for teams who participate in conversations by using Sprinklr's Social Asset Manager, which allows you to store pre-approved content snippets for easy use by customer service, recruiting, or sales teams, for example. Legal teams can approve content and track approval flows using Sprinklr's Audit Trail feature.

### 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](#)

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

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