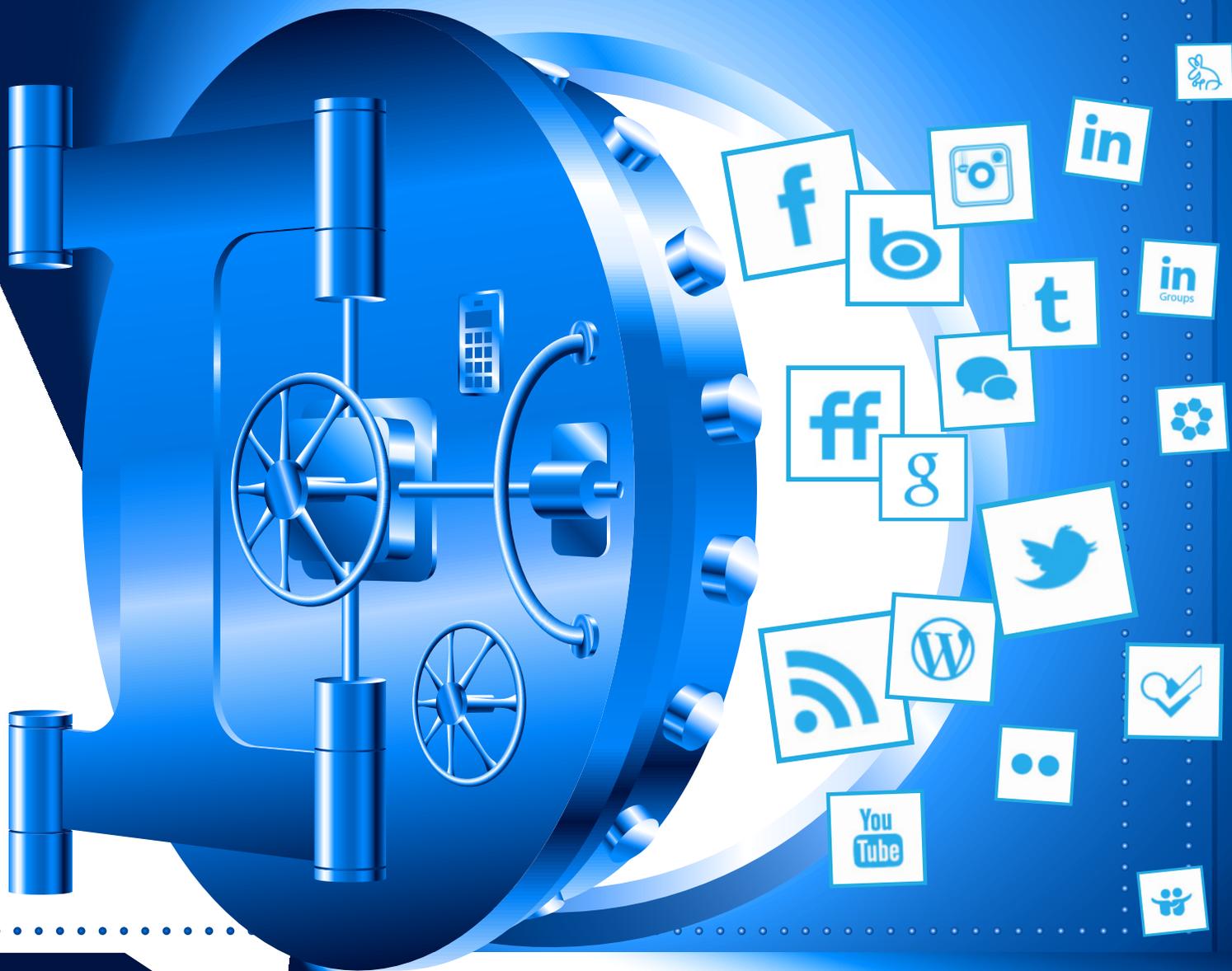


# 22 Must Haves For Secure Enterprise Social

How to Avoid Common Risk, Compliance, and Governance Mistakes



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## The Enterprise Social Media Security Reality

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“Almost **two-thirds** of companies surveyed say that social media is a significant or critical risk to their brand reputation; yet **60%** of companies either never train their employees about their corporate social media policies or do so only upon hiring. Moreover, **43%** of companies have less than one Full-Time Equivalent (FTE) dedicated to managing social media risk.”

Guarding the Social Gates: The Imperative  
for Social Media Risk Management  
(Alan Webber, Altimeter, August 2012)

“Nearly **two-thirds** of security and risk professionals (**64%**) have no social media policy in place or if they do, they lack tools to sufficiently enforce and support the policy.”

Manage the Risks of Social Media  
(Chris McClean and Nick Hayes,  
Forrester Research, Inc., November 2012)

# Social@Scale Security Checklist

22 Must Haves For Every Enterprise-wide Social Media Deployment



Do we have...?		Yes	No
<b>Governance</b>			
	1. content rules that flag unacceptable outbound content?		
	2. an approval workflow for outbound content?		
	3. the legal team involved for outbound content guidelines?		
	4. a defined escalation process?		
	5. the ability to track messages from inception to resolution?		
	6. a way to handle rogue accounts?		
	7. enterprise-wide, single point password control?		
	8. a rule to disapprove sending passwords around in Excel?		
	9. Access Management?		
	10. a social media policy or guidelines?		
<b>Security</b>			
	11. the ability to treat private messages differently?		
	12. the ability to integrate with enterprise-wide authentication systems?		
	13. only tools and platforms that are enterprise-grade security compliant?		
	14. enforced password guidelines?		
	15. the ability to differentiate influencers?		
	16. automated monitoring rules?		
<b>Compliance</b>			
	17. the ability to retract social messages from a central location?		
	18. the ability to document internal conversations about social media situations?		
	19. the ability to archive outbound content?		
	20. the ability to archive inbound content?		
	21. the ability to create audit trails for social media activities?		
	22. a Social Media Management System that meets our own corporate security requirements?		

To learn more about Social@Scale Security, visit us at [www.sprinklr.com](http://www.sprinklr.com)