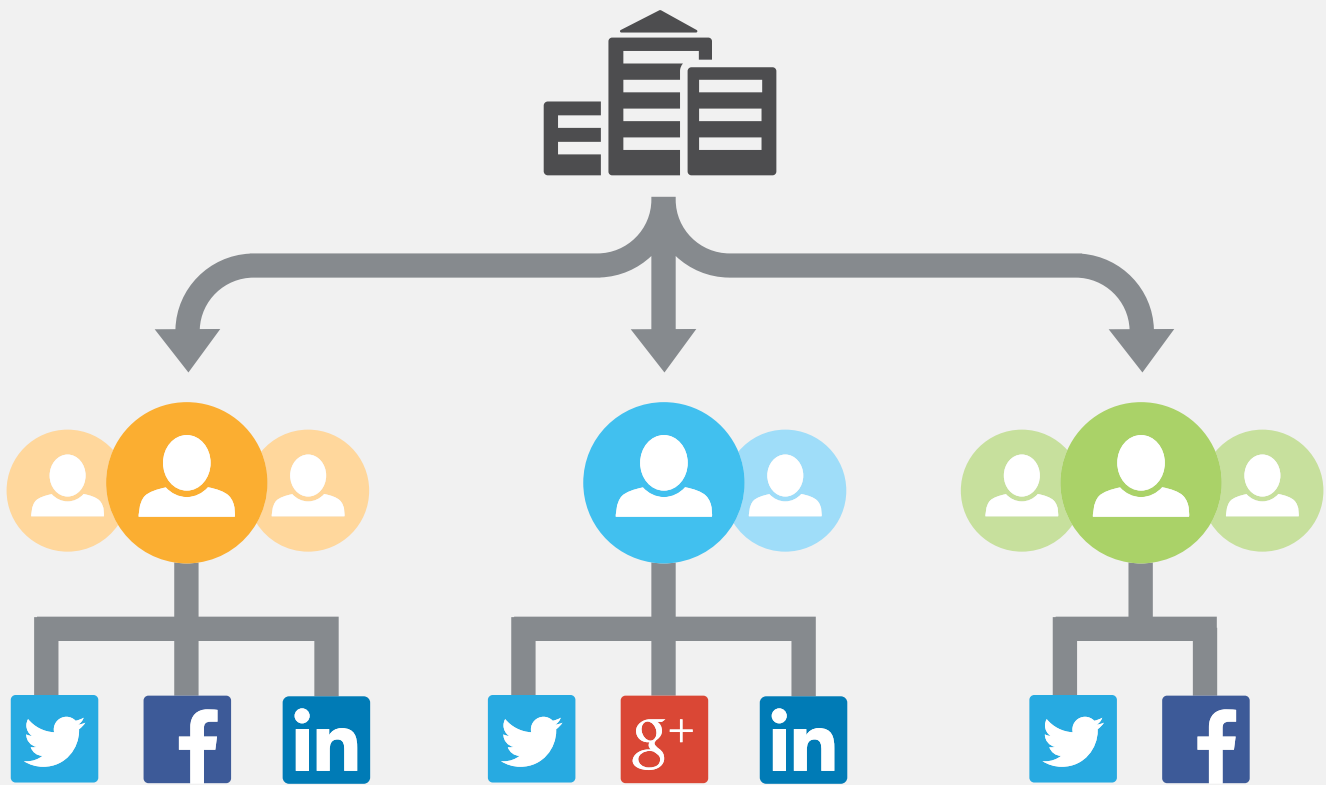


GUIDE

# Compliance Guide

Ensure Social Media Compliance  
Across Your Organization



# Compliance Guide

## Ensure Social Media Compliance Across Your Organization

### Introduction

The business rewards of participating in social media have become too great to ignore for enterprises in regulated industries.

Customers now expect the same level of service from financial firms, insurance providers, and health care organizations as they receive from technology and retail companies. If your organization doesn't have a strategy for monitoring and engaging customers on social media in a compliant fashion, rest assured that your competitors are moving ahead without you. In fact, your organization's own employees could be stepping in to fill the void, whether they're compliant or not.

There's no question that social media presents unique compliance challenges. Pharmaceutical organizations, for example, need to respond carefully when customers ask about the effects of prescription drugs. An ill-considered response can easily be interpreted by regulators as public promotion for off-label use of a pharmaceutical product — a big taboo for the FDA. In health care, HIPAA security and privacy rules require organizations to perform active risk prevention and protection of patient information on social media. Meanwhile, FINRA has advised enterprises in the financial services industry that they could be asked to explain how they use social media for business purposes and how they monitor social communications to maintain compliance with written policies.

Despite variations in regulatory and legal requirements across industries and international borders, the fundamentals of social media compliance are the same for every enterprise. To ensure that policies are consistently enforced, an organization needs effective review procedures, reliable records retention, and global

awareness of social media activity. All of these elements are attainable when the right technologies are put in the hands of administrators, compliance officers and educated employees.

The keystone technology for social media compliance is the social relationship platform, a secure interface for managing social communications across all accounts, departments and devices. By adopting a comprehensive solution for social relationship management, complete with risk management and compliance tools, your business can reap the rewards of enterprise-scale social communication without overwhelming compliance officers or putting your brand at risk.

In this guide, you will learn why global organizations in highly regulated industries trust Hootsuite Enterprise for social media compliance.



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## Compliance Workflow

The pre-approval features of Hootsuite Enterprise enable your organization to bring compliance officers into the publishing queues for accounts on Facebook, Twitter, LinkedIn, Google+ and numerous other social media networks.

- Hootsuite Enterprise enables network administrators to provision limited user permissions to social media accounts.
- Compliance officers can review, approve or block communications in the same interface your organization uses to draft, schedule and publish social media content.
- Eliminate tiresome email threads between content producers and compliance officers.
- Accelerate publishing turnaround by integrating content creation and compliance pre-approval within a single, secure platform.

### Application Control

Hootsuite Enterprise can lock down your company's social profiles against publishing through unauthorized third-party applications, ensuring that all social media activity occurs within one managed and auditable system.

## Automated Policy Enforcement

In addition to providing a smooth compliance workflow for pre-approval, Hootsuite Enterprise offers automated technology for post-publishing content review. This supplementary level of control over outbound content enables your organization to scale up its publishing activity without overwhelming compliance officers.

- Meet FINRA, HIPAA, and PCI standards with the simple check of a box, or implement your own custom policies.
- Data classifiers can identify non-compliant language in outbound social media messages and alert compliance officers of potential policy violations.
- Non-compliant social media content can be removed immediately and archived for future auditing or ediscovery.
- Anti-malware scans of URLs in social content can ensure that no bad links are sent out from designated accounts.

## Custom Policy Management

We recognize that your regulatory requirements and brand guidelines may vary by line of business, geography or brand. With Hootsuite Enterprise, your organization is able to manage and enforce custom social media policies across different teams and social network accounts.

- Establish specific policies for individual business units, divisions, and groups.
- As regulatory and legal requirements change over time, Hootsuite Enterprise updates data classifiers to accommodate new standards.

## Persistent Account Discovery

Your organization can't enforce its compliance or brand use policies without being fully aware of its entire presence on social media. Unfortunately, it only takes a few minutes for someone within your organization to set up an unauthorized social media account, or for a malicious group to imitate your brand with a fraudulent account. Here's how Hootsuite Enterprise helps you stay on top of account sprawl:

- Persistently monitor social networks for any new or fraudulent accounts affiliated with your brand.
- Receive alerts almost immediately when new accounts appear.
- Categorize each account for analysis and reporting.

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## Intelligent Archiving

### Vendor Neutrality

As a vendor neutral social relationship platform, Hootsuite Enterprise supports automatic archiving of outbound social media messages to whichever archiving solution your organization is already using. This platform versatility allows your enterprise to integrate social media into your existing processes for archiving, internal audit and e-discovery of email and other digital communications.

### Automatic Data Classification

Efficient retrieval of archived social media content is vital to regulatory compliance and legal discovery; however, the sheer volume of communications across your organization's social media accounts can slow down records recovery to a standstill. Therefore, Hootsuite Enterprise offers an intelligent, policy-based system for categorizing social content before passing it on to your archive solution. By categorizing all communications before you store them, your organization can rapidly discover relevant content during audits and e-discovery requests.

## Employee Education

A well educated workforce is vital to social media compliance. In fact, your enterprise may face regulatory sanctions if it fails to deliver sufficient training to employees in the use of social media. With a growing number of employees using social media for both personal and professional use, your organization needs a scaleable solution for social media education. Therefore, Hootsuite Enterprise offers customized, on-demand education to ensure that workers understand your social media policies and best practices.

- Equip your employees with on-demand courseware from Hootsuite University, the industry leader in social media education.
- Provide social media practitioners with product certification for Hootsuite Enterprise.

## Automated Comment Moderation

Your brand shouldn't be put at risk by association with hate speech and other inappropriate user-generated content on social media properties. However, the sheer quantity of user comments on Facebook or Youtube can be overwhelming. Hootsuite Enterprise enables your organization to automate moderation of spam and dangerous content to free up resources and focus on engaging with legitimate customers.

- Post-publishing filters scan and classify all comments posted to your designated Facebook, Twitter or Youtube accounts.
- Examine URLs in user comments for malware and other security threats.
- Remove user-generated content that violates your policies, or log it for approval.

### Key Compliance Partners:



To find out more, visit [enterprise.hootsuite.com](https://enterprise.hootsuite.com)

# About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite Enterprise empowers organizations to execute business strategies for the social media era. As the world's most widely used social relationship platform, Hootsuite Enterprise enables global businesses to scale social media activities across multiple teams, departments, and business units. Our versatile platform supports a thriving ecosystem of technology integrations, allowing businesses to extend social media into existing systems and programs.

We help organizations create deeper relationships with customers and draw meaningful insights from social media data. Innovating since day one, we continue to help businesses pioneer the social media landscape and accelerate their success through education and professional services.

Request a custom demo today by visiting [enterprise.Hootsuite.com](https://enterprise.hootsuite.com)

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