



MANAGING RISK

Solutions for managing social media risk across the enterprise



All Socialware capabilities are modular and work seamlessly with any of the other parts of the platform. This means firms can configure their own solutions to meet their unique needs.

Social media is the perfect channel for firms and their employees to build one-on-one relationships with clients and prospects and to grow business. But social media is a technology platform geared towards individual users that wasn't built with the enterprise in mind. This means there are risks—like security breaches, brand misrepresentation and compliance gaps—that need to be addressed and solved.

Socialware provides a spectrum of solutions for regulated firms and their employees to generate business, comply with regulations and manage risk on social media. The Socialware

platform offers a comprehensive set of modules that provides specific solutions for different groups and needs within a firm, including risk management, sales, marketing, compliance and IT. These solutions for social media allow firms and their customers to trust that the business they conduct on social is safe, compliant, relevant and effective.

With Socialware, firms can be confident that they have the solutions they need to use social media compliantly, safely and effectively. Socialware is a trusted technology partner to more than 150 of the leading firms in the US.

OUR SOLUTIONS

 **SOCIAL MEDIA COMPLIANCE**

Socialware's SMC solution was built to help compliance teams manage regulated users, like financial advisors, on social media. With this solution, Compliance has the ability to manage social use and automate the review of social media profiles and posts using access controls, configurable workflows and moderation queues.

 **SOCIAL ACCESS CONTROL**

Socialware's SAC solution allows firms to have control over what a non-regulated or corporate employee does on social media while in the office. This solution provides a comprehensive set of access controls to allow or deny use of specific social site features.

 **SOCIAL MEDIA ARCHIVING**

Socialware's SMA solution provides comprehensive searchable archiving of all social media activity, and integrates directly with the major email archiving systems.

 **SOCIAL MEDIA PUBLISHING**

Socialware's SMP solution makes it easy for advisors to manage their social media presence by providing publishing capabilities, a library of pre-approved content and campaigns, and analytics to help them measure engagement success.

 **SOCIAL CONTENT RECOMMENDATION**

Socialware's SCR solution automatically identifies and suggests relevant articles for advisors to share with their social media contacts. Using natural language techniques, SCR recommends content based on the likes, interests and experience inferred from a contact's social media profiles.

 **SOCIAL BRAND PROTECTION**

Socialware's SBP solution allows firms to automatically discover, inventory, monitor and patrol their social media properties and all instances of their brand on social media and the web to ensure it is not being misrepresented or used in an unauthorized way.



To learn more about Socialware or to speak with one of our solution specialists, visit www.socialware.com or contact info@socialware.com.