



## SOCIAL ACCESS CONTROL

### MANAGE NON-REGULATED USERS ON SOCIAL

Firms may have controls and rules in place for their regulated users—like financial advisors—on social, but they may not be managing what the other employees at the firm are doing on social media when they are in the office. Many firms simply switch off

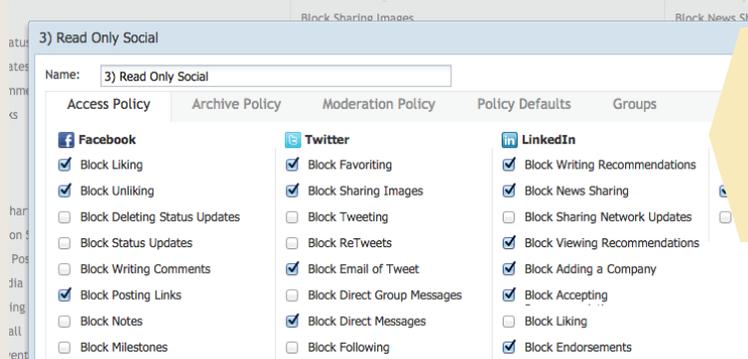
social access, but that means the firm can't take advantage of social for things like customer support, market research or tracking information about stocks. Not providing a safe on-ramp to social makes the firm blind to customer feedback, market-changing news and many other dynamics.

On the other hand, allowing unmanaged social access means employees could inadvertently put the firm, and the brand, at risk. How can risk professionals gain control over what employees do on social while still allowing the firm to reap the marketing and sales benefits of social media?

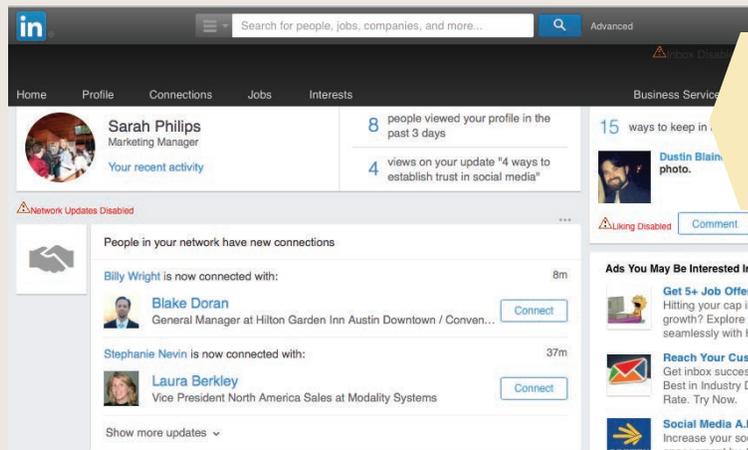
Socialware's Social Access Control (SAC) solution allows risk professionals to have control over what the firm's employees do on social media while in the office, with option-

al capabilities like moderation, archiving or pre-review of social profiles. With Socialware's SAC solution, risk professionals can put access controls around which features an employee can and can't use on Facebook, Twitter, or LinkedIn while in the office. This reduces the risk that social media can pose to the firm while still allowing employees to take advantage of the marketing and selling power of social. Firms also can create groups of users, allowing for different access to social sites and features depending on role or level of responsibility.

With Socialware's SAC solution, risk professionals can trust that they are effectively and efficiently managing the risk of having corporate employees on social media.


**Set Access Controls**

Risk professionals can implement and configure a comprehensive set of access controls that allow them to enable or disable specific features—like LinkedIn Recommendations or Facebook “Likes”—directly on the social sites.



Employees benefit from the native social experiences (Facebook, Twitter and LinkedIn) they are accustomed to, but with “guardrails” to keep them out of trouble. This gives them the confidence to use social media to its full potential.


**Create Groups**

Risk professionals can create groups for different subsets of employees (HR, finance, marketing, etc.) and apply different levels of permissions to each group.

Socialware offers a spectrum of solutions for managing the risk of social media 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. For more information or to speak with one of our solution specialists, visit [www.socialware.com](http://www.socialware.com) or contact [info@socialware.com](mailto:info@socialware.com).