



SOCIAL BRAND PROTECTION

PROTECT & PRESERVE YOUR BRAND

Social media has made it easier for firms to conduct business online and create one-on-one relationships with their customers, partners and employees. But social also has made it easier for any entity to create a social media account representing the firm's brand, even when it may not be sanctioned or related to the firm.

This environment makes it hard, if not impossible, for marketers, legal counsel and risk management teams to know and keep up with the risk to their brand on social and the web.

According to Altimeter Group, the average enterprise has more than 178 official corporate social points-of-presence (POPs.) But most firms have hundreds if not thousands of instances of their brand on social media—often unsanctioned by the firm. Some social networks estimate that up to 25% of profiles on their sites are fraudulent.

The ease of creating branded social accounts has made it possible for employees, partners and even rogues and

counterfeiters to misrepresent a firm's brand. This puts the firm not only at legal risk, but also at risk of reputation damage to the brand they spend so much time and money to create and protect.

Socialware's Social Brand Protection (SBP) solution allows firms to automatically discover, inventory, monitor and patrol its points-of-presence that exist across the web and social media, giving marketers and legal teams the peace of mind that their brand is not being misrepresented.



Inventory Identities Discovery **Brandles** Compliance People Tags Admin

Discovery Results

View Filters >

Bulk Action: Select Action Apply Filter by Tags View: Status Select Columns search within description

Showing 1 thru 100 of 2,449 total POPs for this segment of your Discovery.

Identifier	Avatar	Full Name	Referenced Websites	Rank	Category
All (2,449)					
Twitter (1,461)					
Facebook (603)					
Google+ (9)					
GEICOMotorcycle		GEICO Motorcycle	geico.com	Very High	Uncategorized
geicohuntsville		GEICO Insurance Agent- Madison AL	www.geico.com/insurance-agents/alabama/huntsville/jason-zarrilli/	Very High	Uncategorized

Discover with a Social Audit

Socialware's SBP solution audits a firm's social media and web presence by looking for POPs that match their brand—authorized and unauthorized—and brings them to the team's attention. Firms can choose to claim the POPs as corporate or third-party property, ignore, or investigate them.

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Inventory

Corporate Property: Active Parked Third-party Property: Employee Advocate Community Partner Infringing Analytics Add/Import

Bulk Action: Select Action Apply Filter by Tags View: Select Columns search within description

Showing 1 thru 48 of 48 total POPs for this segment of your Inventory.

Identifier	Avatar	Tags	Activity	Audience	Monitoring
All (48)					
Twitter (17)					
Facebook (11)					
Google+ (3)					
LinkedIn (1)					
Vimeo (0)					
YouTube (2)					
BestofCollegeBasketball		Sponsorship Mktg-Corp	1d	32,056	Enabled (0)
GEICOCareers		HR-Corp GEICO	4d	5,968	Enabled (0)
GEICOCavemanBoat		Sponsorship Mktg-Corp	1mo	1,864	Enabled (0)
Maxwellpig		Persona Mktg-Corp	1mo	3,708	Issue Found Websites change

Maintain a Living Inventory of Your Social Ecosystem

Firms can throw away the spreadsheets and use a collaborative system to keep track of their web and social properties. They can inventory which social properties belong to the company, to employees, subsidiaries, advocates or partners, and receive alerts when changes are made to corporate accounts.

Inventory

- Can create and modify POPs
- Can generate Inventory reports
- Can dismiss POP monitoring alerts
- Can update POP statuses

Discovery

- Can view Discovery tab
- Can re-categorize POPs within Discovery

Tags

- Can view Tags tab
- Can create and modify Tags
- Can attach Tags

People

- Can view People tab
- Can create and modify Campaigns
- Can create and modify Reach Forms
- Can invite new Users into the account
- Can create and modify Contacts
- Can attach Contacts

Brandles

- Can view Brandles tab
- Can create and modify Brandles

Compliance

- Can view Compliance tab

Work Across the Enterprise

Firms can manage tasks, like communicating and retaining data about a POP, and work with stakeholders across the enterprise including Marketing, Sales, Support, Legal, Compliance, IT. Team members can be assigned roles as Administrator, Entity User, or View Only User, setting clear permissions.

Inventory Identities Discovery Brandles Compliance People Tags Admin

Manage Patrolling and Discovery of your Brand Identities Add a Brand Identity

Show: All Identities Unpatrolled Identities Patrolled Identities

Showing 1 thru 25 of 384 total Brand Identities.

Identity/Brand	Date Found	Patrolled?	Last Discovery/Patrol	Total Found Results	Result in Last Patrol
geic	18 Mar 2015 UTC		18 Mar 2015 UTC	1293	N/A
geico	18 Mar 2015 UTC	✓	23 Mar 2015 UTC	975	0
GEICO Insurance Agent	19 Mar 2015 UTC	✓	23 Mar 2015 UTC	201	0
GEICO Gecko	19 Mar 2015 UTC		19 Mar 2015 UTC	91	N/A
gecio	18 Mar 2015 UTC		18 Mar 2015 UTC	78	N/A
geico_service	20 Mar 2015 UTC		20 Mar 2015 UTC	53	N/A
stutsky	18 Mar 2015 UTC		18 Mar 2015 UTC	36	N/A
GEICO Caveman	19 Mar 2015 UTC		20 Mar 2015 UTC	33	N/A
miss_geico	20 Mar 2015 UTC		20 Mar 2015 UTC	18	N/A

Mitigate Risk with Brand Patrol

Socialware's SBP solution conducts a continual social audit on the key identities, brands, campaigns and trade names that are important to your business. Choose a nightly or weekly patrol schedule and receive an alert when new web or social properties are created using these identities.

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 or contact info@socialware.com.