

Fortune 100 Company Revamps Social Media

ACTORS

1. A Fortune 100 financial services organization with near \$500 billion in assets and operates solely in the United States.
2. Social SafeGuard, a social risk and compliance solutions leader¹, specializing in heavily regulated industries such as financial services and pharmaceutical companies with a cloud based software solution that is cost-effective and can be installed immediately.

PROBLEM STATEMENT

A publicly traded financial institution has been using social media solely through corporate Facebook, Twitter, and LinkedIn pages. Employees understanding that they need to be socially enabled to reach new and existing customers have been exerting pressure to be given permission to use social media for business use. Executives are nervous about the employees hurting the company's brand by communicating off message and making false promises. The company would like to maintain a library of pre-approved static content, such as files, brochures, and pre-approved marketing messages that employees would be permitted to use. Lastly, controls will need to be in place around the content to identify what content is approved, who can distribute the content, and where it can be shared.

CUSTOMER REQUIREMENTS

- Cost effective cloud based solution that could be implemented quickly and comes with a pre-populated set of regulations and policies.
- The ability to populate and maintain a library of pre-approved content.
- Controls around the content library that governs who can access material and where material can be disseminated.
- Must have the ability to monitor and prevent messages from being sent out that violate policy or regulations.
- Scalable globally and archive all posts.

SOLUTION Social SafeGuard

APPROACH

The company developed enough pre-approved files and brochures to populate the library for one business quarter. Additionally, employees were told that their posts would be monitored and archived and posts that violate policy or financial services regulations would be removed. Employees quickly adopted social media and used it to effectively generate more touch points with new and existing clients.

¹Forrester Research, Inc. *The Forrester Wave*TM: Social Risk And Compliance Solutions. Publication. Cambridge: Forrester, 2014. Print. Q2 2014.