

Social Media

Eight Processes Needed to Securely Govern and Manage

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Face the Future with Confidence

02'

WHO I AM

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PRESENTATION AGENDA

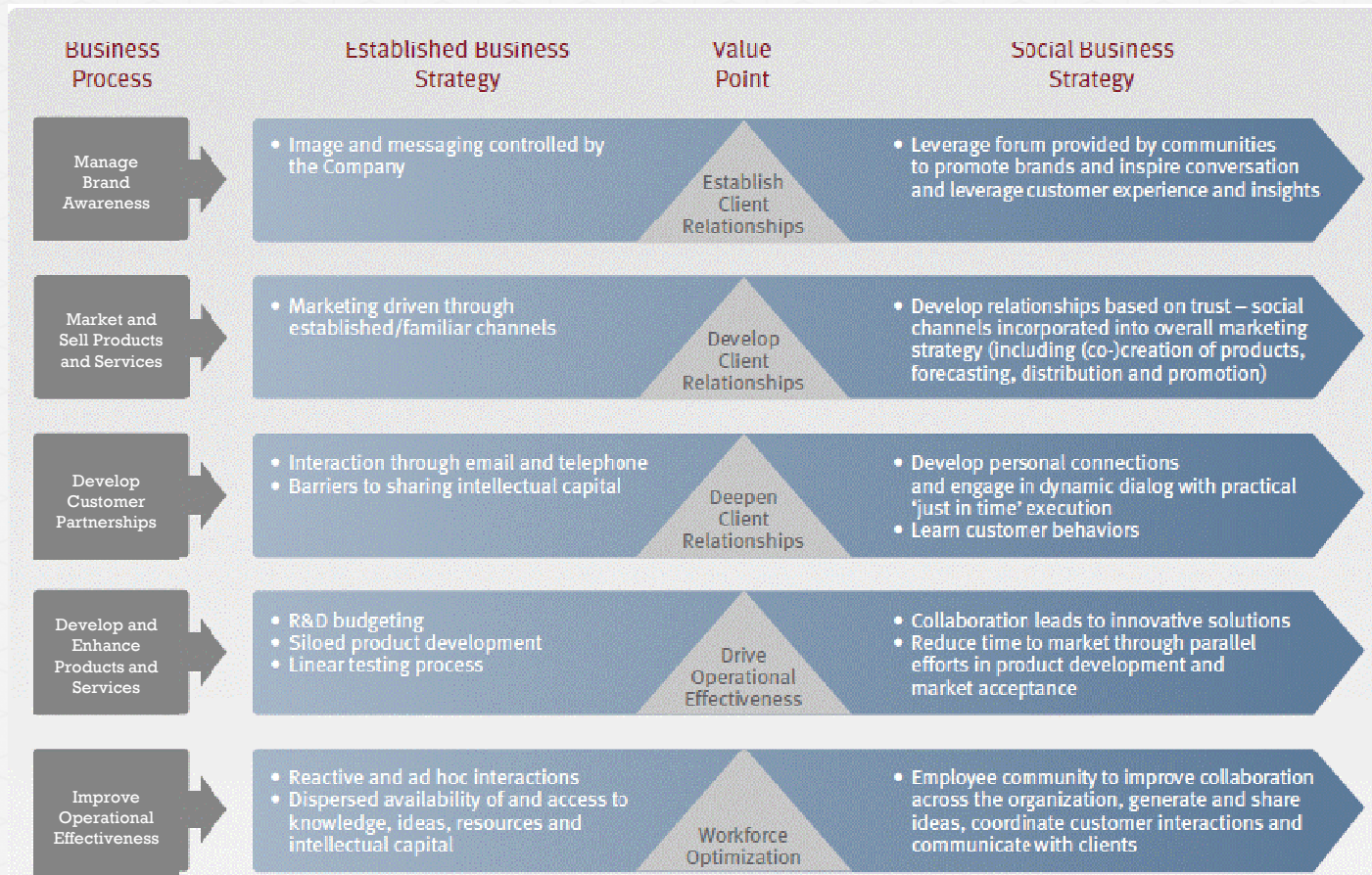
-  Introduction ~ 10 Min
-  Social Media and Social Business Overview ~ 10 Min
-  Risks and Mistakes ~ 10 Min
-  Audit Considerations ~ 15 Min
-  Questions & Answers ~ 10 Min

SOCIAL MEDIA AND SOCIAL BUSINESS OVERVIEW



SOCIAL BUSINESS PROCESS ADVANCEMENT

Leveraging Social Tools to Improve More Than Just Media

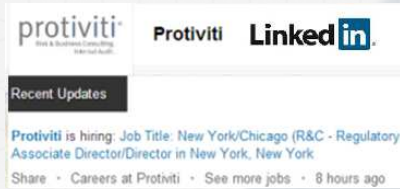




BUSINESS BENEFITS OF SOCIAL MEDIA

Recruiting

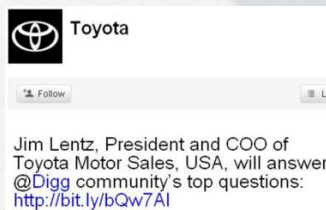
Internal Collaboration



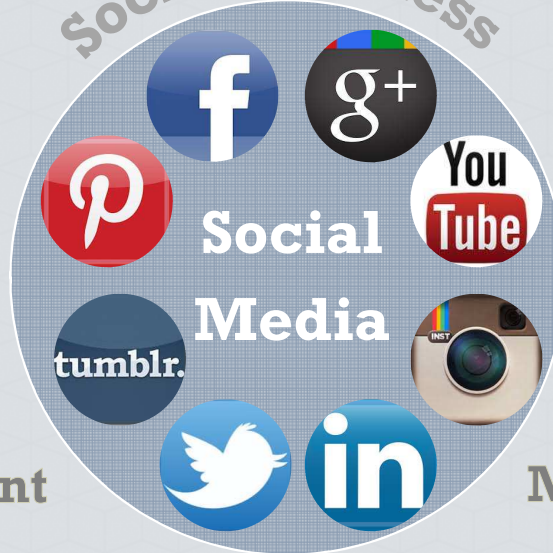
Customer Service



Crisis Management



Social Business



Product Development and Innovation



Brand Awareness



Marketing and Sales





SOCIAL MEDogIA EXPLAINED

SOCIAL MEDogIA EXPLAINED

| | | | | | | | | | |
|------------------------------------|---|----------------------------------|---------------------|--|---|---|------------------------------------|---|---|
| | | | | | | | | | |
| "LIKE" IF YOU THINK MY DOG IS CUTE | PLAYING #FETCH WITH SCRUFFY. #BESTDOGEVER | WATCH THESE DOGGONE FUNNY VIDEOS | GUARD DOG FOR HIRE! | HERE IS A VINTAGE PHOTO OF MY PUP. #MODELDOG | HERE IS HOW TO MAKE YOUR OWN DOG TREATS | BEST FIRE HYDRANT IN TOWN. HIGHLY RECOMMENDED | EPIC GOOGLE HANGOUT WITH MY DAWGS! | LISTENING TO THE SONG "WHO LET THE DOGS OUT?" | CHECKED INTO THE DOG GROOMER AND GOT MY FUR DID |
| | | | | | | | | | |

AVALAUNCH
MEDIA

RISKS AND MISTAKES



EMERGING RISKS

While social business developments are presenting significant opportunities for companies to connect with their customers and others, they are creating a whole set of new issues for businesses.

1 **Loss of IP and sensitive data**

6 **Inability to Manage the Generational Divide**

2 **Compliance Violations**

7 **Safety Loss**

3 **Reputation Loss**

8 **Competitor Risk**

4 **Financial Disclosures**

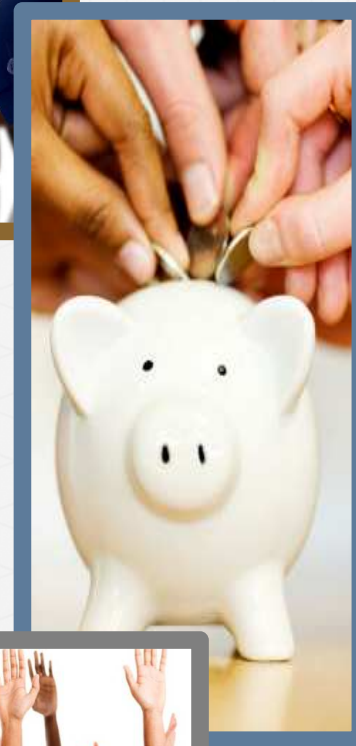
9 **Brand Hijacking**

5 **Effect on Human Resources**

10 **Poor Management of Social Media Community Forums**



TOP MISTAKES



SOME EXAMPLES...



Travel - State Dept @TravelGov
Not a "10" in the US? Then not a 10 overseas. Beware of being lured into buying expensive drinks or worse—being robbed. #springbreakingbadly

9 Retweets 23 Likes
:20 PM - 30 Mar 2016



McDonald's @McDonaldsCorp
Based on our investigation, we have determined that our Twitter account was hacked by an external source. Read more: McD.to/60108Zzjy

3:44 PM - 16 Mar 2017
590 Retweets 1,084 Likes



KC @KennethCole
Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo-KC>



Sprint LTE 12:47 PM 71%

Congrats, you survived the Boston Marathon!

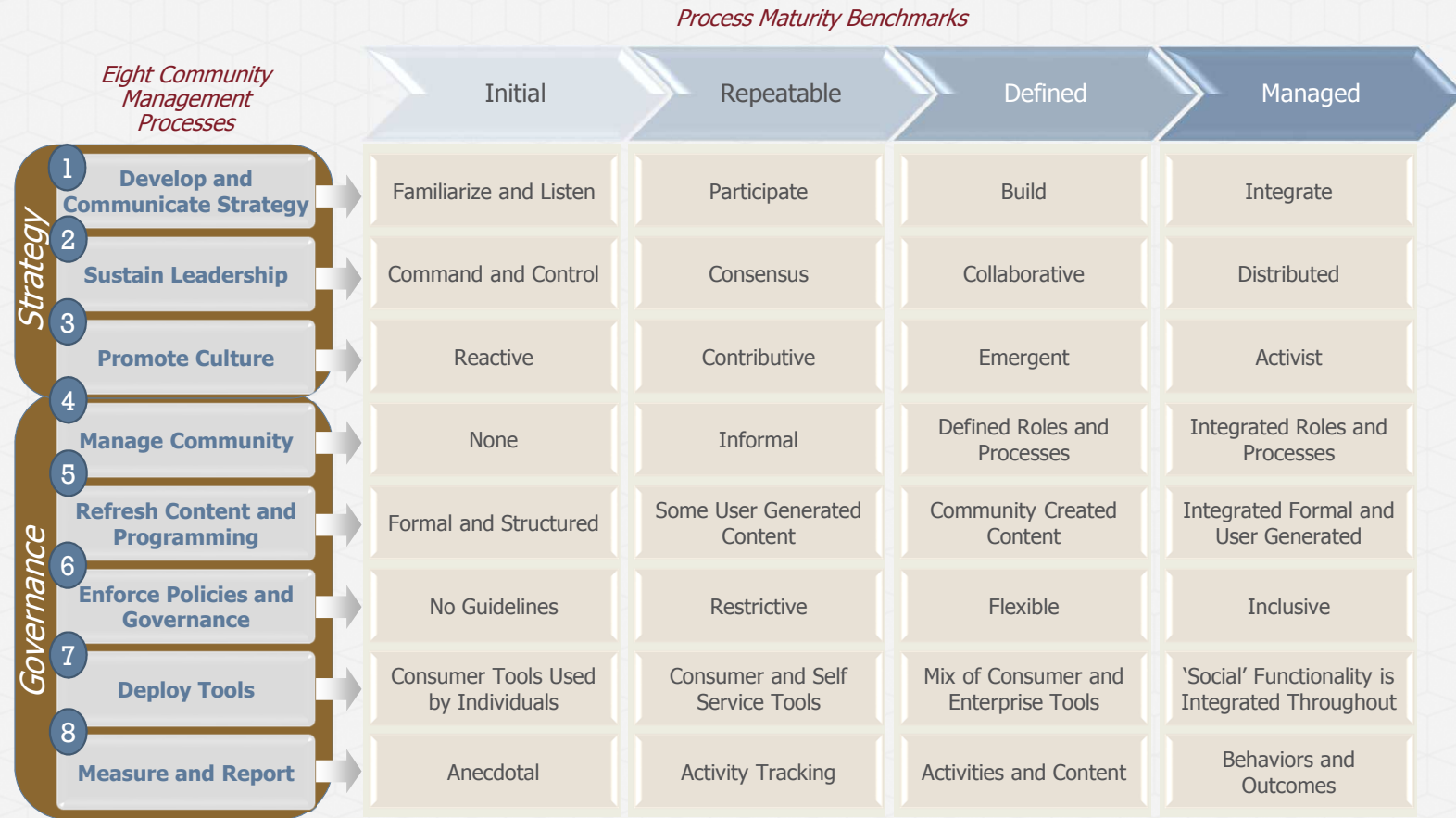
adidas Running to me 12:39 PM

You've conquered Boston. Share your race day experience and shop official gear. View this email online

adidas MEN WOMEN KIDS CUSTOMIZE STORE FINDER

AUDIT CONSIDERATIONS

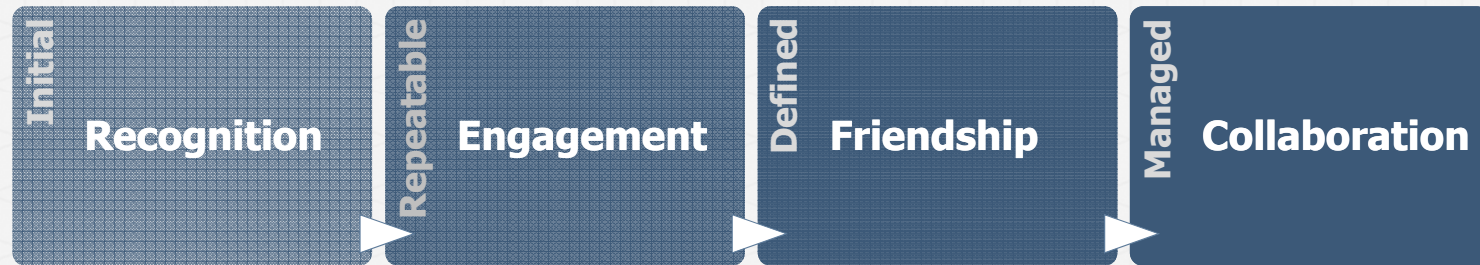
COMMUNITY MATURITY MODEL





RELATIONSHIPS TAKE **TIME AND RESOURCES**

14
26





DEVELOP AND COMMUNICATE STRATEGY

Process Maturity Benchmarks



The organization should define and align social business goals with the corporate strategy.





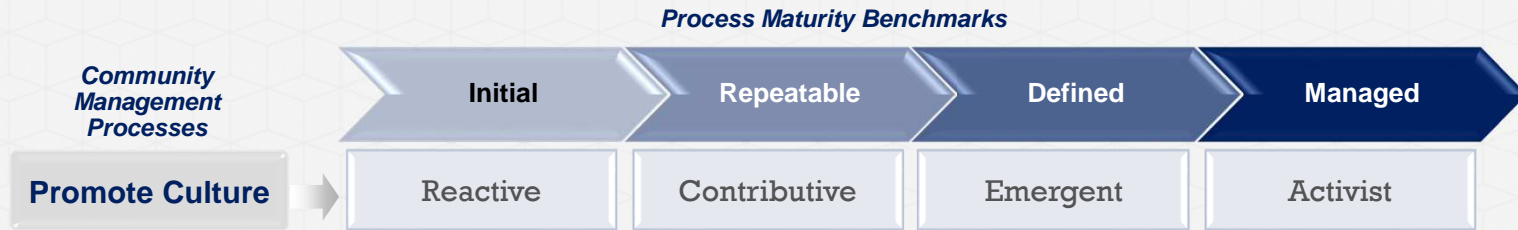
SUSTAIN LEADERSHIP



Leaders should continually evaluate opportunities to establish valuable relationships and remain competitive.



PROMOTE CULTURE



The Company should leverage the organizational culture to actively promote social media and increase awareness.





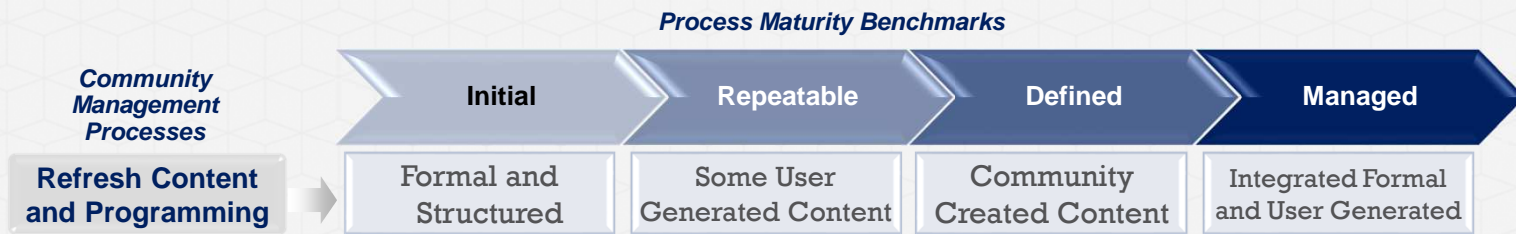
MANAGE COMMUNITY



The organization should assess community needs and interests, develop rules of engagement, identify appropriate community managers and establish internal and external practices.



REFRESH CONTENT AND PROGRAMMING



The social and website content strategy should define the correct audience, platform, and goals.



ENFORCE POLICIES AND GOVERNANCE



**Policy (What) +
Process (How) +
Who =
Governance**

Community managers should ensure that proper policies and guidelines are in place before the organization engages in social media.



DEPLOY TOOLS

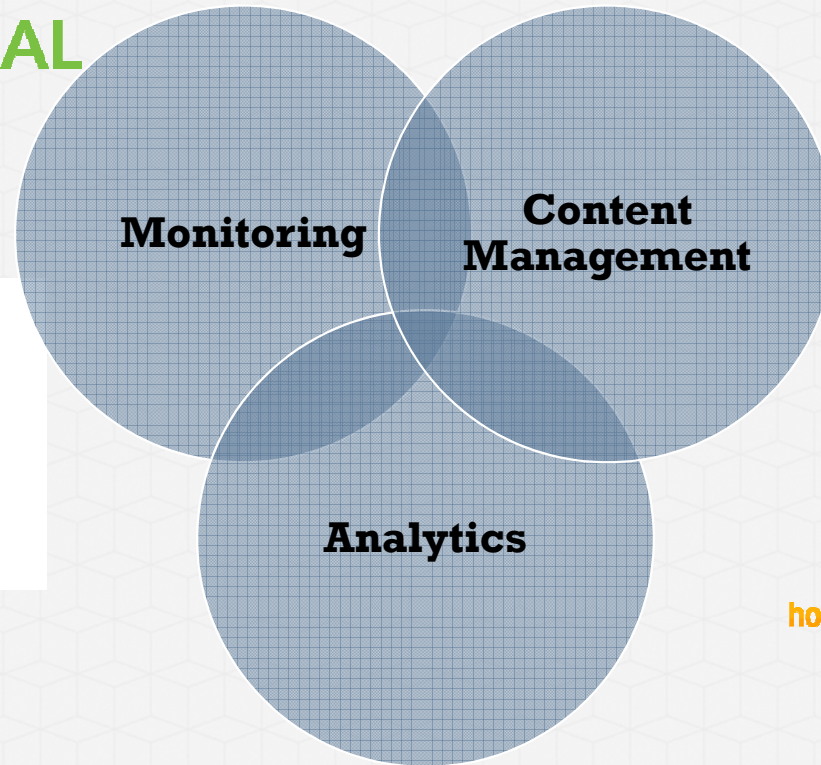


Organizations should identify the tools/platforms that best fulfill community goals and target the appropriate audiences.





SOCIAL MEDIA TOOLS AND PLATFORMS





MEASURE AND REPORT

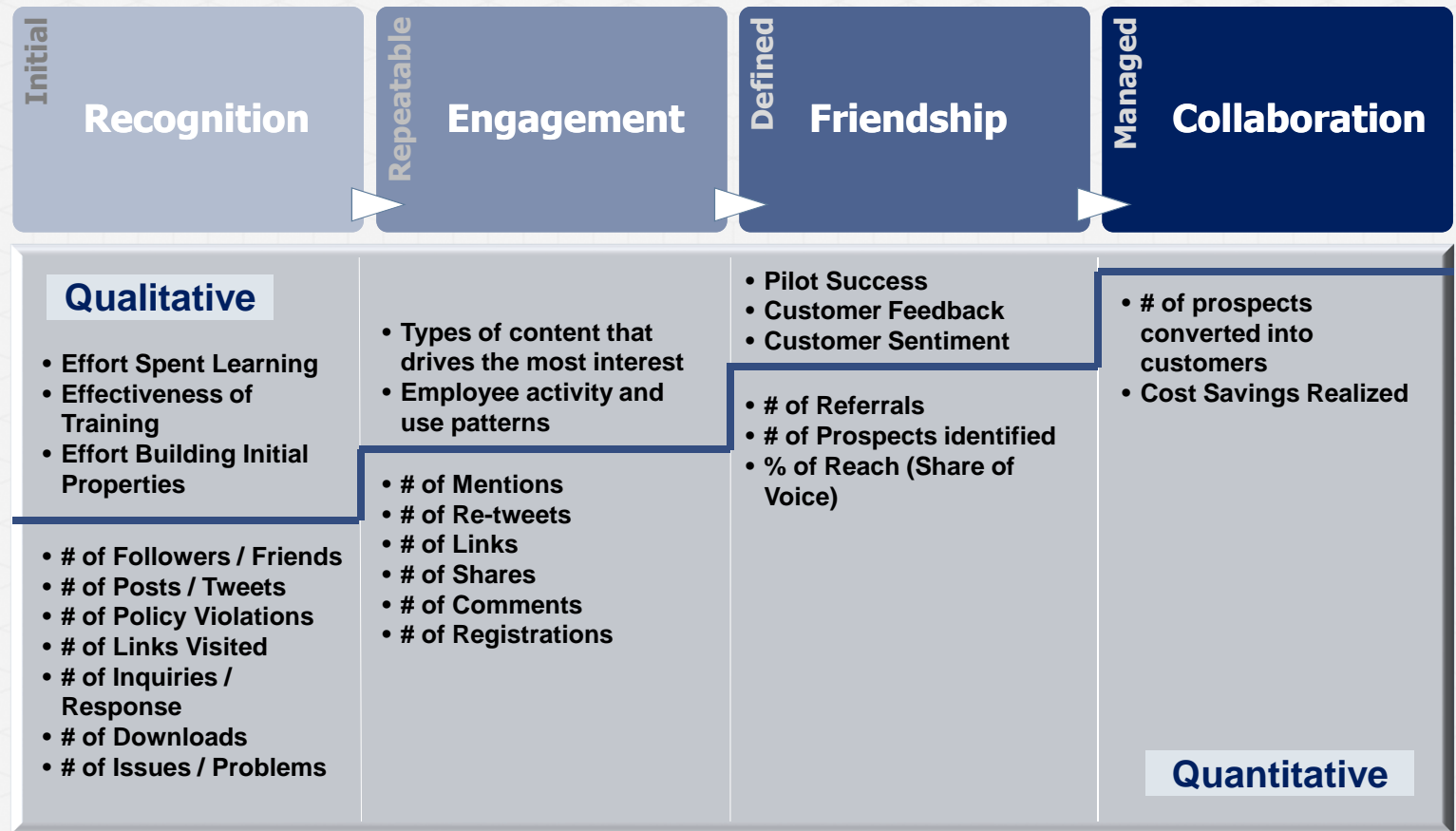


The Company should evaluate and report the effectiveness of its social media and website initiatives.



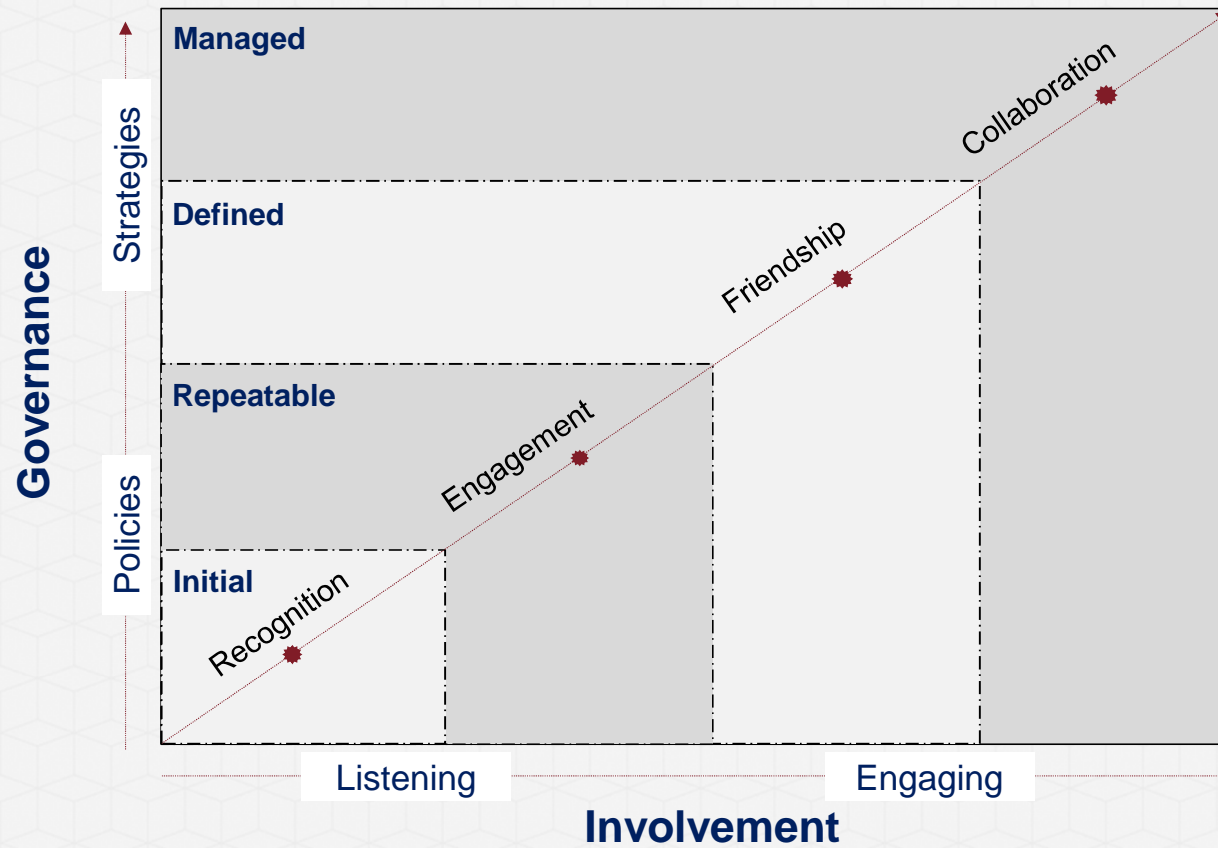
METRIC MATURITY

ROI in Revenue and Cost Saving Comes After Relationships are Strengthened





CUSTOMER ENGAGEMENT CONTINUUM



26'

Q & A

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