



# Social Media C4 (SMC4)

Social Media Capture, Control, Communication & Compliance



## AT A GLANCE

Social Media C4 (SMC4) manages and controls all aspects of social media capture, control, communication and compliance.

SMC4 provides a secure single sign-on console that enables companies to manage the inward and outward social media communication and immediate respond to customer needs, ensuring two way real time social media controlled communication.

## Safe Social Engagement

### HIGHLIGHTS

- Automatic hiding of inappropriate Social Media messages
- Capture, index and long term archive of social media messages
- Automatic workflow routing and control of social media messages
- Single sign on client for unified social media message capture & response
- Control and supervision of outbound social media messages
- Comprehensive search and eDiscovery of stored social media messages

### Protection against Social Media Abuse and Brand Damage

If someone complains, criticizes or attacks a company through a social media page, that criticism can quickly go viral before the company become aware or can respond to the feedback.

SMC4 automatically captures and hides inappropriate social media phrases and words, such as profanity, racism and sexist communication, protecting the Corporate brand, placing the communication in controls workflows for response.



### Key Benefits

- Compliant use of Social Media
- Enables FINRA, SEC and NASD financial social control
- Safe engagement with social communities
- Protects your brand and reputation
- Automatic analysis of message sentiment for straight through processing

“ SMC4 gives us the capability to provide a timely and consistent response to our customers and expedite internal processes to ensure superior service. ”

**Werner Kruck**  
chief operating officer,  
Security First Insurance

# Compliance and Control Issues

## SMC4 Controls and Schedules Outgoing Social Media Posts

SMC4 enables private and public messages to be scheduled at specific times and dates, or messages can be placed into the social media calendar for release where gaps appear.

SMC4 also checks and controls what is scheduled for release, ensuring social media content is appropriate and approved for release and distributed evenly maximizing Social Media communication and coverage.



## Search and retrieval of Social Media Communication

Companies need complete control and visibility of social media content. It has become essential for companies to retain and control all social media communications, to ensure they comply with FINRA, FSA, SEC, and NASD e-Discovery regulations SEC (Rules 17a-3 and 17a-4), and NASD (Rule 3010) eDiscovery regulations.

## Social Media workflow control and management

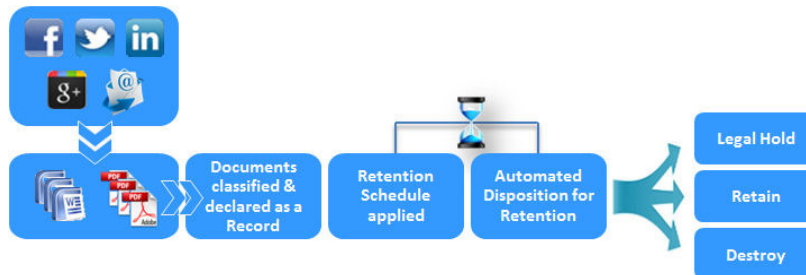
Social Media C4 (SMC4) has comprehensive in-built social media workflow, ensuring inward and outward social media communication follows formal company procedures and processes every time. The SMC4 social media workflow and work basket tools ensure all social media communications remain compliant with company and government regulatory requirements, as well as controlling security requirements and corporate policy mandates.



## SMC4 Records Manager: Formal Document Retention and Destruction

Social Media C4 (SMC4) provides fully integrated records management capability to control the end to end life cycle of each individual social media communication.

SMC4 Records manager provides policy based document retention that complies with formal Records Management standards such as DoD 5015.2, TNA, DOMEA, VERS, ISO 15489, and MoReq.



### More Information

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