

# SMC4 Protection Against Social Media Abuse and Brand Damage

### **AT A GLANCE**

If someone criticizes or attacks your company, school, club, local celebrity or family member through Facebook, Twitter, LinkedIn or other social media tools, that criticism can quickly go viral before anyone is aware of the feedback. That is why social media automated observing is required.

SMC4 automatically hides inappropriate social media phrases and words, such as profanities, racisms and sexist communication posted on social media pages.

### **Social Media Profanity - Protect Social Media Communications**

SMC4 protects companies, schools, clubs, celebrities and individual personal reputations from Facebook, Twitter and LinkedIn public communication sabotage.

SMC4 provides social media content analytics recognizing the difference of an angry conversation such as a customer complaining versus more covert commercial public communication sabotage or cyber bullying. SMC4 has automated management tools that knows how to handle each communication, such as a complaint will automatically transferred into a SMC4 complaints work-flow, while social communication that is considered as simply inappropriate such as cyber bullying will be hidden from your social media site.

SMC4 also controls and schedules outgoing social media posts, ensuring that any inappropriate employee, club, celebrity or personal communications are stopped from sending externally.



## **Our Pedigree**

Integritie was founded in 2000, with customers in 35 countries. Integritie has developed industry leading image, social media and email capture automation solutions and also provides a comprehensive content management and cloud service.

# **Our Pricing Models**

KC Online SMC4 is a Software as a Service solution and is charged on a per user per month basis. The KC Online SMC4 Social Media Protection module is a part of an entire suite of applications that are included with each purchase of KC Online.

Email us for a quote at sales@kc-ol.com

**More Information** 

Website: www.smcapture.com Email: sales@integritie.com

