

GUIDE

Secure Your Social Organization with Hootsuite Enterprise

A Hootsuite Guide



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In this guide, you will gain an understanding of the key technical considerations when evaluating a social relationship platform to meet your organization-wide requirements, including: [Governance, Security, Compliance, Scalability, and Platform Integration](#).

Social media typically arrives in an enterprise company at the business unit level, as various divisions create their own presences on public social networks. This decentralized pattern is repeated when some business units adopt social relationship platforms to manage growing numbers of accounts and users. However, most companies don't keep an overall inventory of customer-facing profiles, and their security measures vary from department to department.

Without centralized ownership of corporate social media profiles, it's nearly impossible to prevent password sharing or even know which employees have access to which accounts. Revoking or adjusting social media permissions is a constant source of frustration for IT departments, who are called in to clean up issues that stem from a variety of unconnected, unsupported systems. Company policies meant to ensure regulatory compliance and brand standards are rendered meaningless by poor security and account provisioning.

IT departments at large enterprises have recognized these threats and are beginning to centralize social media with an organization-wide social relationship platform.

Hootsuite Enterprise provides a secure environment for social media across every device and department, allowing you to reap the rewards of enterprise-scale social communication without overwhelming compliance officers or putting your brand at risk.

Governance

Effective social media governance can't be achieved through technology alone, but no policy or process can work without a robust platform. Because technology should map to the unique goals and workflows of your organization,

Hootsuite Enterprise has been built to enable any governance approach, from a contained, centralized model to an entirely dispersed, decentralized strategy.

The average enterprise has more than 178 social media accounts.

Only 49% of enterprises have a centralized inventory of social assets.

Source: Altimeter Group

Here's how Hootsuite Enterprise meets your governance requirements:

Social Account Management

- Discover and organize company accounts.
- Persistently monitor social networks for unauthorized and fraudulent accounts.

Organizational Flexibility

- Build role-based team structures that reflect the way your company does business.
- Securely incorporate partners, contractors and agencies into your enterprise's social media operations with granular control over publishing and data access.

Granular Permissions

- Safeguard valuable social assets with highly customizable user permissions.
- Give managers as much or as little control as they require over team member permissions or social network accounts.
- Manage interns and contractors with publishing approval queues.

Secure Profiles

Even the most experienced social media manager can accidentally select the wrong profile to publish their personal message to, creating an acute brand crisis. Hootsuite Secure Profiles protects your brand from careless human errors.

- Account owners can designate chosen social profiles as "Secure" for their designated Team Members.
- Team Members are prompted to manually confirm messages before broadcasting to secured profiles.
- Profiles are secured across all platforms, including web, tablet and mobile.

Security

Your organization's employees are bringing social media into the workplace because it's proven to improve business results. Unfortunately, they're probably bringing some lax consumer attitudes toward security along with them. They may create weak passwords for social media accounts and share them with coworkers. Complicating matters further, they typically want to be able to access both personal and business-related social profiles from their own devices at any time. Consequently, social media security must be an integral component of every company's bring-your-own-device (BYOD) policy. Social media affects your entire organization's risk profile, so security can't be left to individual departments to figure out on their own.

Top 5 Social Media Risks Identified by Internal Auditors

- Brand and/or reputational damage
- Data security (company information)
- Regulatory and compliance violations
- Data leakage (employee personal information)
- Viruses and malware

Source: Protivi

Here's how Hootsuite Enterprise helps IT leaders rationalize social media security:

Security Audit

- Hootsuite's team of security experts can help your organization safeguard your social accounts against internal and external threats.
- Identify potential social media security breaches before they occur.
- Audit current access levels on native social networks, and migrate access to Hootsuite's secure environment as appropriate.

Single Sign-On

- Users with Single Sign-On gain access to Hootsuite by using their enterprise network identity, eliminating the need for multiple passwords to multiple business applications.
- Any enterprise network that supports Security Assertion Markup Language 2.0 (SAML) can extend user authentication for Hootsuite accounts.
- When an employee leaves your organization, your network administrator can effortlessly revoke the employee's access to Hootsuite through your Active Directory.

Why is SAML important?

This is an open standard data format for exchanging authentication and authorization between an Identity Provider and Service Provider, and is needed for our SSO. The standards-based SAML protocol uses digital signatures to establish trust between the identity provider and the application, eliminating user managed passwords and the risk of phishing.

Secure Connections

To ensure the safety of your organization's accounts and data, all connections to Hootsuite are communicated over HTTPS. Users who attempt to connect over HTTP are automatically redirected to HTTPS.

Connections secured by SSL/TLS:

- Web Dashboard
- iOS
- Android
- Mobile Web
- Hootsuite App Directory

Real-time Security Alerts

If one of your social media accounts is compromised, every second matters. Hootsuite Enterprise offers push alerts to notify certified teams when suspicious posting activity is detected on their Twitter accounts.

BYOD Security

Mobile computing promises tantalizing business impact across every functional area of your company, but opens up significant security and compliance threats that have to be dealt with strategically.

As your enterprise conducts more of its business outside the corporate firewall on employee-owned mobile devices, your social media accounts need to be kept safe from malicious attacks and careless mistakes by end-users.

BYOD threat

Employees compromise data security by using their devices over public wifi.

Employees use weak, easily remembered passwords so they can conveniently sign in on multiple devices.

An employee accidentally publishes a personal message from a corporate social media account, damaging your brand.

Hootsuite solution

Hootsuite mobile connections are protected by SLL/TLS.

Single Sign On is supported for all mobile logins, including iOS, Android and HTML5 mobile web.

Hootsuite Secure Profiles functionality prompts users to confirm all outbound messages from corporate accounts.

Compliance

For regulated institutions, social media demands the same rigorous approach to compliance as other modes of communication. In fact, the only way to effectively secure your organization against brand damage or regulatory violations on public social networks is to bring your social relationship platform into your existing compliance infrastructure. By connecting social media to the technology that your compliance team is already using, your organization will be able to maintain consistent policies and confidently scale up communications.

Here is how Hootsuite Enterprise enables your organization to meet its regulatory requirements:

Maintain Compliance Workflow

- Incorporate compliance officers into the publishing approval queue.
- Eliminate publishing from unauthorized third-party apps.

Manage Policies

- Establish specific policies for business units, divisions, and groups. Ensure that each social account under management meets FINRA, HIPAA, SEC, and PCI standards or even your own custom policies.

Automate Content Moderation

- Create automated processes to review, categorize or delete messages based on predetermined keywords and URLs.

Archive Social Communications

- Automatically file outbound social messages in your organization's secure archive, creating a permanent record for e-discovery requests.

Monitor in Real-Time

- Receive alerts instantly whenever changes are made to account profiles.
- Automatically search for social media accounts affiliated with your brand, categorize each account for analysis and reporting, and persistently monitor social networks for any new or fraudulent accounts.

Hootsuite Enterprise Integration Partner



Hootsuite Enterprise has partnered with Nexgate to create a secure, complete environment for policy management and enforcement across your entire organization. Protect your organization against a broad spectrum of security and compliance threats, from spam to malware to hacking and even employee error.

Scalability

Social media is changing the communications landscape for business. It allows large organizations to communicate with customers at more points of contact than ever before, while workers collaborate with colleagues across management hierarchies and with partners throughout the extended value chain.

Pulling social media out of departmental silos means choosing a social relationship platform that not only scales reliably, but serves users in every business function. As the most widely adopted social relationship platform in the world, Hootsuite is built for social media beginners and power users alike.

Designed to scale across your social organization

- Every Employee: 500,000+ Team Members
- Multiple Languages: 15+ Languages
- Multiple Devices: Desktop, Mobile, Tablet
- Regional Networks: Including; Weibo, Mixi, VK



Here's how Hootsuite Enterprise can help you scale:

Enterprise Scale

- Support upwards of 500,000 team members.
- Manage an unlimited number of social media profiles on over 50 social networks.
- Enable cross-departmental workflow with message assignments and approval queues.

Adoption

- Minimize setup time and maximize user adoption with optional live training and Professional Services.
- Empower your employees with on-demand training through Hootsuite University, the global leader in social media education.
- Meet the needs of the entire workforce, from full-time social media managers to salespeople and subject matter experts.

Global Reach

- Extend your social efforts across geographies with localized versions of web and mobile apps in 15+ languages.
- Manage your presence on regional social networks, including Sina Weibo in China, VK in Russia, and Mixi in Japan.

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Platform Integration

As consumer-friendly mobile apps and Web 2.0 experiences make technology more accessible, business units are increasingly deploying their own SaaS technologies to achieve specific departmental goals. Although these programs get up and running quickly, their growth is often stymied by functional silos and poor systems integration. Practitioners in each department don't have the motivation or expertise necessary to help their colleagues in other units take up common tools. Cross-functional workflows inevitably suffer, along with data integrity.

IT leaders are uniquely positioned to restore an enterprise framework for communications and data management by integrating best-of-breed products across teams. Hootsuite Enterprise securely connects with dozens of market-leading technologies, so your enterprise can continue to use the best tool for every business need, both inside and outside your firewall.

Here's how Hootsuite Enterprise integrates with your existing platforms:

CRM

Integrations with Salesforce, SugarCRM and other customer relationship management services allow your organization to connect social media to customer records throughout the buying cycle.

Customer Service

A seamless integration with Attensity enables agents to move seamlessly between open social channels like Twitter, Facebook, and Google+, and private channels such as email, surveys, and private forums.

Analytics

Put social media data into context alongside other digital channels in the dashboards your decision makers are already using, thanks to partnerships with Google Analytics, Webtrends, Omniture and more.

Enterprise Social Network

Integrations with Yammer and other enterprise social networks allow your enterprise to consolidate its internal and external social media programs within a single, secure platform.

Hootsuite App Directory

60+ apps with more launching every quarter

