

# Social media monitoring

Protecting your company begins with protecting your employees and their loved ones. Our social media monitoring feature keeps an eye out for any suspicious behavior that might indicate trouble, like social account takeover or cyberbullying. We can help minimize reputational risk for your company and employees.

## Monitor the most popular social media platforms

We actively track LinkedIn, Facebook, Twitter, and Instagram for damaging posts. It's easy to link social accounts right from our portal, so we can analyze account activity and immediately send alerts about posts including:

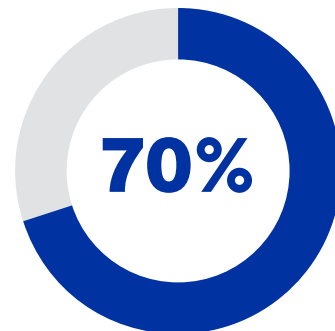
- Alcohol and drugs
- Cyberbullying
- Geolocation data
- Racism or bigotry
- Sexual content
- Spam
- Sensitive data like user IDs and passwords
- Threats or violence

## Increase employee well-being and productivity

Help alleviate your employees' stress by protecting their social accounts from the hacking and account takeover that could expose them to fraud. If your employees do have their identities compromised, our highly trained in-house experts will work around the clock to fully restore their identities. That's good news for your employees and your company's bottom line, since identity theft can take 100 to 200 hours to resolve on one's own, and most of that happens during business hours.<sup>1</sup>

## Protect the entire family

Raising a child in the era of social media comes with a lot of unknowns, but we can help your employees monitor their children's social media accounts as well as their own. It's simple to connect a family member's accounts under a profile designated for them (and monitor their identity, too!). We'll watch for cyberbullying, grooming behaviors, and other unsavory content.



**70%**  
of Americans fear their social media accounts will be hacked, and nearly 1 in 3 have already been compromised<sup>2</sup>

## Want to learn more?

Call your benefits broker or sales director today to schedule a demo. Or, email us at

1: The Economist, "How to Protect Yourself Against the Theft of Your Identity," September 2017  
2: Statista, "U.S. Consumers and Cybercrime," 2019