

Security, Management & Compliance for Social Networks

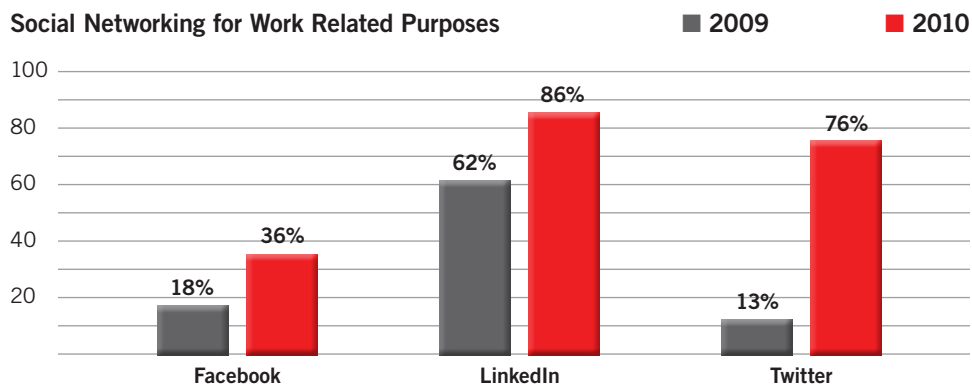


Socialite is Actiance's security, management, and compliance solution for Social Networks, providing granular control of Facebook, LinkedIn, and Twitter.

Socialite not only controls access to 150 different features across social networks, but can also moderate, manage, and archive any social media traffic routed through the solution.

Socialite includes a number of key features for securely enabling the use of social networks, including:

- **Data leak prevention:** preventing sensitive data from leaving the company, either maliciously or inadvertently
- **Identity management:** establishing a single corporate identity and tracking users across multiple social media platforms (e.g., @JohnJones on Twitter is the same as JohnHJones on LinkedIn)
- **Activity control:** managing access to features, such as who can read, like, comment upon, or access specific features
- **Moderator control:** pre-approving content for Facebook, LinkedIn, and Twitter, where content is required to be reviewed by a corporate communications officer or other third party
- **Granular application control:** enabling access to Facebook but not to Facebook Chat or downloading/ installing any of the applications in the gaming category
- **Conversation and content logging:** capturing all posts, messages, and commentary in context, including export to an archiving platform of your choice for eDiscovery purposes



Source: Actiance 5th Annual Collaborative Internet Survey Actiance 2010

AT A GLANCE

Socialite enables you to control, regulate and moderate social networking activities. From granular content, features and activity control to the moderation of subject matter posted and the archiving of posts and activities, you can confidently enable the use of Facebook, LinkedIn and Twitter without compromising security or compliance requirements.

KEY FEATURES

- Granular and Categorized Social Networking Application Control
- 150 Facebook, LinkedIn, & Twitter Feature Controls
- Content and Activity Archiving
- Content Moderation Controls
- Moderated Control of Features
- Display Context for Messages Posted on Social Networks
- Corporate LDAP Integration with Group, User, Attribute, IP and Subnet Level Policy Setting
- SaaS, On-premise, or Hybrid Deployment Options
- Multi-Network – Corporate User Identity Mapping
- Export to 3rd Party Persistent Storage / Archive
- Extensive Customizable Reporting

SOLUTION REQUIREMENTS

Issue	Control Requirements
Data Leak Prevention/Content Protection	Protect organization from employees disclosing sensitive information
Malware Protection	Protect network against hidden Phishing/Trojan attacks through applications
Identity Management	Ensure identities on Facebook, LinkedIn, and Twitter connect back to a corporate identity
Activity Control	Marketing can post content and status updates, but all other staff can have read-only access
Moderator Control	Posts appear on Twitter or Facebook only upon approval by a corporate communications officer
Granular Application Control	Enable Facebook access but block Chat and Games
Log and Archive Activity & Content	Log all content posted and messages sent through Web 2.0 and social networks
Use Archive of Choice	Export stored data with corporate identity credentials to an email archive for a single discovery location

Socialite enables you to control specific features and content for Facebook, LinkedIn, and Twitter. Whether your requirement is to manage the features available to users (e.g., blocking LinkedIn Recommendations; blocking access to Facebook's applets like Farmville or any of 1,400 chat applications; or logging the content shared and viewed by users), corporate LDAP integration enables policies to be set at the group, user, or attribute level. Furthermore, customized reporting and automated export to external archiving or enterprise content management systems provide for a truly enterprise solution.

SOLUTION DETAIL

Specific Controls for Facebook, LinkedIn, and Twitter

Facebook Access Controls	Request	LinkedIn Access Controls	Link Twitter Account
Account Settings	Search	Answers	Post Comment
Ads	Sent Messages	Archived Messages	Send Invite
Advertising	Status Update Attachments	Group Discussions	Share
Applications	Updated Messages	Group Settings	Unlike
Birthdays	Video	Groups	Update Status
Boxes	View All Wall Comments	Home	Write Recommendation
Browse	View Photo Comments	Imported Contacts	
Careers	View Video Comments	Inbox	Twitter Access Controls
Create Ad		My Connections	Add/Change Location
Developers	Facebook Post Controls	Network Statistics	Always Display Media
Events	Adding Friends	Profile Organizer	Developers
External Widget	Chat	Profile Stats	External Widgets
Friends	Compose Message	Received Recommendations	Favorites
Friends Events	Create Event	Request Recommendations	Followers
Friends Status Updates	Create Friends List	Search Answers	Following
Friendship	Create Profile	Search Companies	Home
Games	Create/Edit Group Doc	Search Jobs	Inbox (Direct Messages)
Group Discussions	Create/Edit Note	Search People	New UI Access – Try it now
Group Doc	Discussion Post New Topic	Sent Messages	Old UI Access – Leave
Groups	Discussion Post Reply	Sent Recommendations	preview
Home	Edit Info	Settings	Profile
Language	Group Compose Message	Trash Messages	Retweets
Links	Group Create	View All Group Discussion	Search
Messages	Group Edit	Comments	Settings
Mobile Settings	Like	View Invitations	Trending Topics Settings
Mobile Uploads	Post Link	View Message	View All Suggestions
My Uploads	Record Video	View Profile	View Mentions – Replies
Networks	Remove Comment	View Public Profile	View Sent Direct Messages
Notes	Status Update Customize	View Recommendation	Widgets
Notification Settings	Privacy		
Past Events	Tag Photo	LinkedIn Post Controls	Twitter Post Controls
Payments	Tag Video	Compose Message	Delete Saved Search
Phonebook	Tag Video	Create Group	Delete Status
Photos	Unlike	Delete Status	Follow
Privacy	Update Status	Edit Profile	Invite
Privacy Settings	Update Status Clear	Group Discussion Post	Post Retweet
Profile	Upload Photo/Album	Comment	Save Search
Recent Albums	Upload Video	Group Post	Send Message(Direct)
Recently Added Friends	Wall Comment	InMail	Status Update and Reply
Recently Updated Friends		Like	Unfollow

Deployment Options

- SaaS
- On-Premise (through the Unified Security Gateway as a Hardware Appliance or Virtual Appliance)
- Hybrid Combination of both On-Premise and Hosted SaaS to deliver the ability to define an on-network policy and a roaming policy for people off-network

License Modules for On-Premise

- Social Networking enablement, includes feature controls, archiving and granular control of more than thousands of Facebook and LinkedIn applications.
- Social Networking compliance, includes moderated content controls (deployed on-premise through Actiance's Unified Security Gateway)
- Additional license modules are available for Public IM Enablement and Web Enablement

Recurring Fees

- A monthly recurring fee (payable annually) is charged for the SaaS deployment option.
- Annual maintenance and support fees apply to the on-premise deployments.

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