

Security, Management & Compliance for Social Networks

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
- 95 Facebook, LinkedIn & Twitter Feature Access 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
- On-Premise, SaaS or Hybrid Deployment Options
- Multi-Network – Corporate User Identity Mapping
- Export to 3rd Party Persistent Storage / Archive
- Extensive Customizable Reporting



Socialite is FaceTime's Security Management and Compliance for Social Networks solution providing granular control of Facebook, LinkedIn and Twitter.

Socialite ("social: IT-enabled") is a discrete feature set of FaceTime's security, management and compliance solutions for unified communications, and Web 2.0, extending control over social media features and conversations to remote users as well as those on the corporate network.

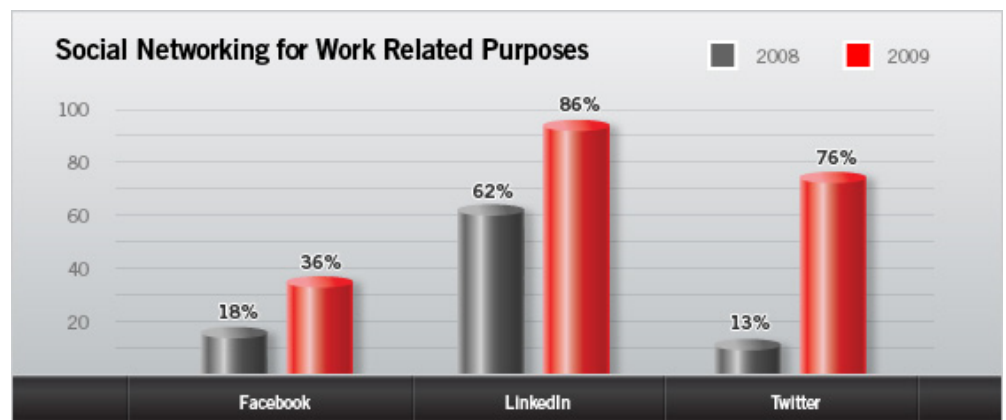
Socialite not only controls access to more than 95 features across social networks, but can also moderate, manage, and archive any social media traffic routed through the solution using either an ICAP connected or onboard proxy server for enterprise traffic or a hosted access point for those organizations using the SaaS deployment option.

"Ninety-five percent of users now use social media and social networking at work for work or personal reasons."

Source FaceTime Annual Survey, March 2010

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

- **Identity Management** – the ability to establish a single corporate identity and track users across multiple social media platforms (e.g. @JohnJones on Twitter is the same as JohnHJones on LinkedIn).
- **Data leak prevention** – Preventing sensitive data from leaving the company, either maliciously or inadvertently
- **Granular Application Control** – enabling the access to Facebook, but not access to chat, or downloading and installing any of the applications in the gaming category.
- **Moderator control** – for Facebook, LinkedIn and Twitter, where content is required to be pre-approved by a Corporate Communications Officer or other third party.
- **Activity control** – the ability to manage access to features, such as who can read, like, comment upon or access 95 features.
- **Log conversation and content** – capture all posts, messages and commentary made to Facebook, LinkedIn and Twitter – in context; Including exporting to an archive of choice for eDiscovery.



Source: FaceTime 5th Annual Collaborative Internet Survey March 2010

Solution Requirements

Issue	Control Requirements
Identity Management	Ensure identities on Facebook, LinkedIn and Twitter connect back to a corporate identity
Malware Protection	Protect network against hidden Phishing/Trojan attacks through applications
Data Leak Prevention/Content Protection	Protect organization from employees disclosing sensitive information
Granular Application Control	Enable Facebook access but block “chat” and applications in the “gaming category”
Activity Control	Post content, status updates, allowed for marketing. Read only access for all other staff.
Log and Archive Activity & Content	Log all content posted, message sent through Web 2.0 and social networks
Moderator Control	Posts appear on Twitter or Facebook only upon approval by Corporate Communications Officer
Use Archive of Choice	Export stored data with corporate identity credentials to email archive, for single discovery location

Socialite enables the control specific feature and content controls for Facebook, LinkedIn and Twitter. Whether your requirement is to manage the features available to users – such as blocking LinkedIn recommendations, or access to applets such as Farmville, Mafia Wars and the 1400 “chat” applications on Facebook, or logging the content shared and viewed by users, Socialite, corporate LDAP integration provides for group, user and attribute level policy setting. Customised reporting and automated export to external archiving or enterprise content management solutions provide for a truly enterprise solution.

SOLUTION DETAIL

Facebook, LinkedIn and Twitter Specific Control Capabilities			
Facebook Feature Controls	Payments	LinkedIn Access Controls	Twitter Access Controls
Access Controls	Phonebook	Answers	Favorites
About	Photos	Archived Messages	Followers
Account Settings	Privacy	Attach Link	Following
Ads	Privacy Settings	Group Discussion Comments	Home
Advertising	Recent Albums	Group Discussions	Inbox (Direct Messages)
Album	Recently Added Friends	Groups	Retweets
All Friends	Recently Updated Friends	Home	Search
Application Settings	Request	Imported Contacts	Trending Topics Settings
Applications	Search	Inbox	View Replies
Birthdays	Sent Messages	My Connections	View Sent Direct Messages
Boxes	Terms	Network Statistics	
Browse	Update Status Clear	Profile Organizer	Twitter Post Controls
Careers	Updated Messages	Received Recommendations	Send Message(Direct)
Create Ad	User Profile	Request Recommendations	Status Update and Reply
Developers	Video	Search Answers	
Events	View All Wall Comments	Search Companies	
External Widget	View Photo Comments	Search Jobs	
Friends	Facebook Post Controls	Search People	
Friends Events	Adding Friends	Sent Messages	
Friends Status Updates	Chat	Sent Recommendations	
Games	Compose Message	Trash Messages	
Group Discussions	Create Event	View Invitations	
Group Edit	Create Friends List	View Message	
Groups	Create Profile	View Profile	
Home	Create/Edit Note	View Public Profile	
Language	Edit Info	View Received Messages	
Links	Like	View Recommendation	
Messages	Post Link	LinkedIn Post Controls	
Mobile Settings	Post Photo Wall	Compose Message	
Mobile Uploads	Record Video	Create Group	
My Uploads	Tag Photo	Edit Profile	
Networks	Update Status	Group Settings	
Notes	Upload Photo/Album	Link Twitter Account	
Notifications	Upload Video	Send Invite	
Past Events	Wall Comment	Update Status	
		Write Recommendation	

Deployment Options

- On Premise (through the Unified Security Gateway as a Hardware Appliance, or Virtual Appliance)
- SaaS
- 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 FaceTime’s Unified Security Gateway additional license modules are available for Public IM enablement, Unified Communications Enablement and Web 2.0 application control)

Recurring Fees

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

