Proofpoint Patrol

Monitor, remediate and report on social media compliance at scale

Key Benefits

- Simplify regulatory compliance for your social channels along with mobile and text messaging
- Monitor static and interactive content and immediately remediate compliance violations
- Demonstrate best practices compliance policies and enforcement
- Empower your employees to use social media and stay compliant
- Ensure compliance of mobile and text messaging, digital assets and social media posts

Proofpoint Patrol tackles your most complex social media compliance challenges. As part of the Proofpoint Intelligent Compliance family of products, it provides you with full visibility into the social activity of your employees and customers, and it enables you to take action quickly when problems arise.

Proofpoint Patrol lets you monitor, remediate and report on social media compliance at scale. It detects compliance risks in real time across interactive social content such as posts, comments and replies. It also features intelligent classifiers, automated workflows and intuitive reporting. With Proofpoint, your social compliance teams are more efficient. Your employees can also freely engage with clients on their own terms as well as monitor customer communications and posts.

Adopt Best Practice Compliance Policies

Proofpoint Patrol simplifies compliance for social media communications. Our templates cover regulations such as FCA, FINRA, SEC, IIROC and more. They also include acceptable use, security risks and other policies. Our classifiers use lexicons, rules and machine learning to reduce false positives and deliver accurate results. And they are easy to configure out of the box. This allows you to start enforcing right away.

Supervise Content

Proofpoint Patrol gives you a complete view of your social media presence to help you meet supervision rules. We include real-time supervision of both static profiles and interactive social media posts. We deliver notifications about content and compliance infractions. This way you can take immediate action against problematic content, both inbound and outbound, without the cost of a team of moderators. We also include flexible remediation options (pre- and post-review) that let you reject, remove, approve and/or comment on the content.

Manage Profiles

Proofpoint Patrol lets you manage static social media profile content at scale. We integrate directly with social media platforms and publishing tools. These include LinkedIn, Facebook, Twitter, Instagram YouTube, mobile and text messaging, and more. Our turnkey system:

- Detects profile changes and submits them for review. It does this automatically and in a matter of minutes.
- Enables you to revise employee profile changes or send them back to users for editing.
- Offers a transparent user experience.
- Lets employees maintain their profile from anywhere at any time using any device.

Demonstrate Compliance

Proofpoint Patrol provides data that outlines your compliance enforcement policies and social-media risk. It includes prebuilt report templates that help you demonstrate your social media compliance. It also helps you stay flexible. This way you can adapt your business and stay audit-ready as regulations evolve.

Preserve Brand Identity

Proofpoint Patrol gives you better control over customer posts and interactions via social media as well as mobile and text messaging. It helps you:

- Eliminate objectionable or inappropriate language, profanity, religious or political statements, digital graffiti and more
- Protect brand identity
- Create a more customer friendly, interactive community
- Uncover fraudulent accounts posting as your brand

"Proofpoint Patrol" was formerly "Proofpoint Content Patrol"

Analyze Video Content (Add-on)

This optional feature supports the monitoring of video content attached to social posts. It lets you:

- Create a digital transcript of the audio in the video (English only)
- Classify the digital transcript against your content policies
- Analyze the images in the video and classify them against your content policies

Seamless Publishing Integration

We integrate seamlessly with social media publishing tools. This way you can provide fresh, compliant content for your employees. You can also pre-review content that they create themselves. We apply intelligent compliance policies to spot compliance risks so you can stop them before they go live. This way your users can stay compliant while they nurture their relationships with clients and find new prospects to fill their funnel.

Extend Capabilities to Text Messaging

Proofpoint also offers complementary solutions that help you stay compliant with text-based messaging.

Proofpoint Patrol for Text, for instance, uses the same compliance engine as Proofpoint Patrol, but extends its capabilities to cover mobile and text messaging.

Patrol Capture for Text allows mobile and text messages to bypass the Patrol rules engine and feed directly into Proofpoint Archive or any third-party content store.

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