

BrandProtect and ISACA Experts Help Enterprises Minimize Social Media Risk
*Webinar to present benefits, risks and privacy issues surrounding social media and
provide guidance on implementing controls*

September 14, 2010 – CHICAGO, IL – BrandProtect today announced that ISACA International Vice President Robert Stroud will join BrandProtect general manager Michael Kiefer in a webinar that will help enterprises better understand and mitigate social media risk. The 1-hour webinar titled, “Mitigating Social Media Risks,” will be held Wednesday, September 30, 2010 at 1:00 P.M. Central. Those interested in attending may register for the webinar here: <https://www2.gotomeeting.com/register/209639666>.

The webinar will look beyond social media in the workplace to address the enterprise reputational risks associated with social media. It will provide detailed how-to tips for mitigating brand damage caused by social media and then outline ways organizations can actively mitigate new threats such as:

- Malicious thieves re-purposing corporate materials for personal gain or brand based identity theft.
- Disgruntled employees doing and saying things well outside any reasonable boundary with the intent of hurting the employer’s reputation and top line revenue.
- Well-meaning, but negligent, insiders that just don’t know any better
- Illegal or aggressive partners or agents that use the social media medium for their own financial gain in ways your corporate marketing could not even envision.

“One of the biggest challenges today is sorting through the fire hose of social media content on the internet, including the content created by your own marketing team, your employees or agents that have taken the marketing message out in their own personal way. Un-authorized content and messaging may expose your brand or intellectual property to hijacking, dilution of corporate branding strategies or even loss of control over proprietary corporate content,” said Michael Kiefer. “The actions of disgruntled customers, employees or criminal elements who are out to hurt your company’s reputation need to be identified and stopped quickly, to reduce harm to the brand.”

BrandProtect monitors, manages and mitigates Internet based brand threats against business or business policy. Over the past decade, thousands of online brands have used BrandProtect to monitor and mitigate the risk of internet brand devaluation and made their brands stronger within the internet economy. Kiefer recommends companies give the same vigilance to digital assets that they give for to physical assets with the creation and enforcement of internet policy guidelines.

Mr. **Kiefer** is an active speaker regarding Enterprise Internet Risk Mitigation (EIRM) and has spoken across North America to the HTCIA, ISACA, the ISAC’s, National and Regional financial associations and authored numerous papers on Internet Risk & Opportunity. Previously, he was President, North America, AVAYA and directed the CISCO US service providers.

Kiefer is one of the authors of ISACA’s free white paper, Social Media: Business Benefits and Security, Governance and Assurance Perspectives (www.isaca.org/socialmedia). The paper outlines some of the other social media risks from malware and viruses as well as enterprise social media risks that happen outside the firewall.

“Historically, organizations tried to control risk by denying access to cyberspace, but that won’t work with social media,” said Robert Stroud. “Companies should embrace it, not block it. But they also need to empower their employees with knowledge to implement sound social media governance.”

Mr. Stroud, international vice president of ISACA and a member of the COBIT 5 development team, is considered a global authority on governance and risk management. He has contributed to multiple industry publications, including COBIT 4.1, and is a frequent speaker at business and IT events worldwide. As an IT service management expert, he also has contributed to several titles on ITIL and was a member of the ITIL refresh process. He is a strong proponent of an “embrace, but educate” approach to social media, which is outlined in ISACA’s free white paper, Social Media: Business Benefits and Security, Governance and Assurance Perspectives (www.isaca.org/socialmedia).