

# Social Media Technology and Information Governance

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In This Issue: Social Media

## Technology for Social Media

By Eleonora Babayants

When social media volume is low, it is typically handled manually by one or more people in a company. These people are assigned to check Facebook and/or Twitter a couple of times a day and respond when appropriate.

As the volume of inquiries grows, it becomes expensive to respond manually to the posts and comments, and nearly impossible to do it on a timely basis. After a while, it becomes clear that automation is necessary to respond to the large number of social media comments in appropriate time frames.

Organizations of all sizes need to build a social media technology servicing framework to handle an increasing volume of inquiries, complaints, and comments.

There are many applications to help organizations handle their social media servicing challenges, and new ones are constantly being introduced. There is no single solution that addresses all necessary requirements. Enterprises that want a complete solution need to purchase several applications and integrate them. They should also merge these applications with their existing servicing infrastructure to ensure an excellent customer experience.

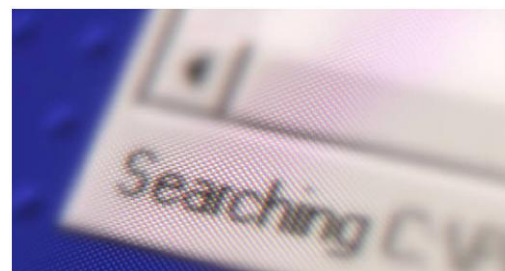
Some technology to consider: tools for monitoring social media sites for brand and company mentions, data extraction tools that separate "noise" from interactions that require immediate or timely responses, an engine for defining business rules that

generates alerts, messages, pop-ups, alarms, and events, storage to house and access large volumes of historical data, and an automated process to retain and purge both online and archived data, user administration capability with prebuilt tools to facilitate system access, user set-up, user identification and rights (privileges), password administration, and security, metrics management, including the ability to enter, create, and define key performance indicators (KPIs) and associated metrics, filtering tools that separate "noise" from social media customer interactions that require immediate or timely responses, and many others.

Social media is going to change the servicing landscape for many organizations within the next five to eight years. This is because the volume of social media comments and posts is expected to grow rapidly, comprising 50% of all service interactions. Companies that build a servicing strategy incorporating social media will have a major advantage over their competitors.

Companies need to select the solutions that allow them to incorporate social media into their servicing strategy and infrastructure so that customers can interact with them in their preferred channel.

Galaxy Consulting has experience with this technology. We can guide your company to make the right choice.



### Technology for Social Media

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### Social Media and Information Governance

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### Industry News

- ➔ Build Better Search with Attivio Applications
- ➔ Powerful Enterprise Search Connectors from Coveo
- ➔ Search Technology Launched Aspire V.2.1
- ➔ Contextual Marketing from SAP Hybris

# Social Media and Information Governance

by Eleonora Babayants

There are three layers of information governance involved with social media use within organizations.

## Social Media Security

Organizations are being threatened with automatic cyber-attacks, hacks, spam, phishing scams, DDoS (distributed denial of service) attacks and other forms of electronic malware. Much of this malware comes from social media use.

Short links distributed through tweets, wall posts and other forms of communication are generated by bots that are designed to appear human online, though they are not. The information gathered through deploying these bots can be devastating for an organization. Imagine that employee clicks on one of these links and critical business information becomes vulnerable to automated information harvesting.

This information can be used in a variety of ways including business or government espionage, theft of important customer or internal financial information, theft or distribution of important trade secrets like research or prototypes and illegal or compromising use of other critical data.

There are tools that can scan this content and monitor user behavior to ensure secure communications. One of the tools that can manage social media is HootSuite.

## Social Information Archival

If an employee or member creates a piece of content that was deleted, there must be

a way to retrieve when and why the content was removed. It may come up in a legal matter.

Screenshots of content or documentation of social media activity are a couple of ways that this information may be monitored or recorded. A simple log may not suffice, depending on policy or regulations. Businesses with a supply chain, product or other third party scenario may need to refer to this information for business practices or other reasons affecting third parties or partners.

Social media insights can also be gained through tracking content and activity over long periods of time.

## Social Media Information Policy

Organizations are heavily burdened by legislation, regulation and threat of legal action or litigation than ever before. To complicate matters, the amount of information is growing ever more rapidly. As old data becomes archived, exponentially larger volumes of data are being produced.

Ensuring that social media follows guidelines starts with auditing content, campaigns and procedures to ensure legal, regulatory and organizational compliance. Look at content to see if there are vulnerabilities. You don't want users

posting content that can lead to insider trading. Trade secrets and confidential customer or supplier information must also not be distributed to the public.

Information handling policies must be both set for things that will not change (corporate responsibility, for example) and things that will change or evolve over time (product marketing, for example).

After the audit, the next step is to ensure enforcement. Every member of the organization must understand that these policies are important and then follow them. Monitor all onsite or virtual network use and the use of social on those systems. Let users know that their activity is being monitored to dissuade them from engaging in the risky behavior.

There are various risks associated with this activity. Employees must both know the risks associated but also understand that there will be no tolerance for non-compliance with these policies. Disciplinary action is at the discretion of each organization.

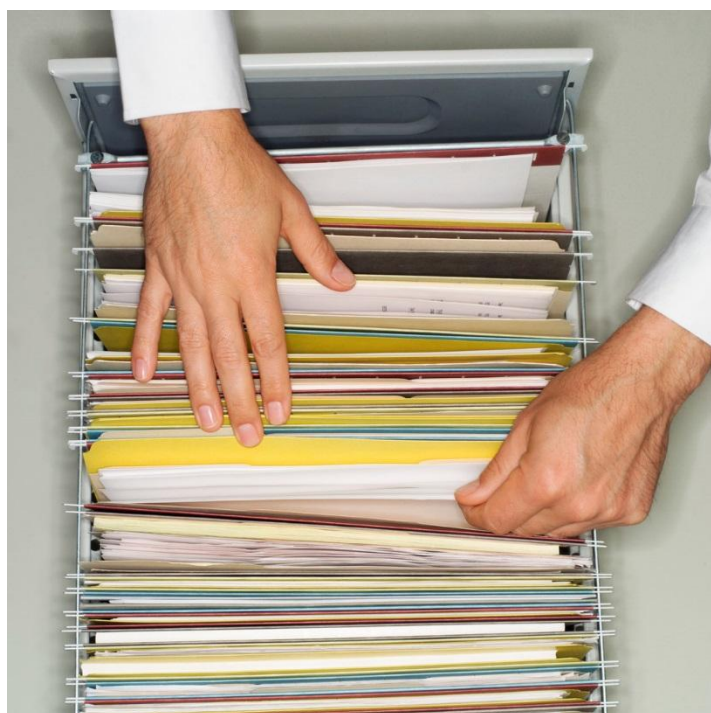
## Implement the Layers Proactively

The sooner your organization starts implementing these layered tasks, the better. You don't want to be comfortable today and sorry tomorrow for not realizing the mistake of complacency. Make sure that everyone is on-board at all levels to ensure the smoothest possible transition into security protocols, policies, procedures and use of tools and software.

People are often afraid of change or resistant to do things that require patience or more work on their end. You may be able to alleviate some of those pains from them, but ultimately everyone must be responsible for the information they produce, gather and distribute.

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There are three layers of information governance involved with social media use



## Industry News

### Build Better Search with Attivio Applications

Attivio launched Version 4.3 of its Active Intelligence Engine (AIE) platform, which is said to simplify delivering unlimited search and analytic applications from a single reusable platform without requiring heavy coding, IT involvement or separate point solutions.

The company highlights the following features of AIE 4.3: a simple, intuitive user interface for non-technical users; robust functionality, enhanced user experience; advanced entity extraction; simplified management; ability to search across document fragments; new designer tools.

### Powerful Enterprise Search Connectors from Coveo

Coveo launched a number of new and update connectors for its Enterprise Search Platform. The company says the Coveo Connectors further expand the opportunity for support organizations to leverage all of the customer-relevant knowledge and information fragmented among multiple cloud and enterprise applications. Unified, contextual knowledge and data can now be unified across cloud and on-premise systems with Coveo Connectors for Microsoft Dynamics CRM, Lithium Online Communities, Oracle Knowledge and YouTube and improved connectors for Atlassian Confluence and JIRA.

### Search Technologies Launched Aspire V.2.1

Search Technologies introduced a new version of its Aspire content processing framework. The company says Aspire 2.1 is designed for handling unstructured data, providing a solution for connectivity, cleansing, normalization, enhancement, analysis and publishing of human-generated content to search engines and big data applications.

The company highlights the following features of Aspire 2.1: staging repository for reducing re-indexing times and enabling certain big data solutions; decoupling of Aspire from connectors and publishers so that each can be upgraded independently; performance reporting and index auditing tools.

### Contextual Marketing from SAP Hybris

Hybris Software, an SAP company, has developed a new marketing solution designed to unify customer data into one centralized hub, allowing companies to engage in full contextual marketing, say the companies. They add that having access to real-time context-based data about individual customers and anonymous visitors enables brands to deliver contextual, consistent and relevant experiences throughout a customer journey, regardless of the marketing channel or device.

## About Galaxy Consulting



Galaxy Consulting was founded with the mission and vision of helping organizations to manage their valuable information assets. Many of our clients, both large and small, have dramatically improved efficiency and reduced unnecessary labor hours through efficient methods, processes, and solutions we created.

Galaxy Consulting believes in partnerships with our clients. We are committed to working with you and to helping you transform your business. We will increase efficiency and productivity, maintain regulatory and legal compliance, improve collaboration, enhance innovation, and reduce costs through effective information management!

**Call us TODAY to schedule a free, no obligation consultation!**

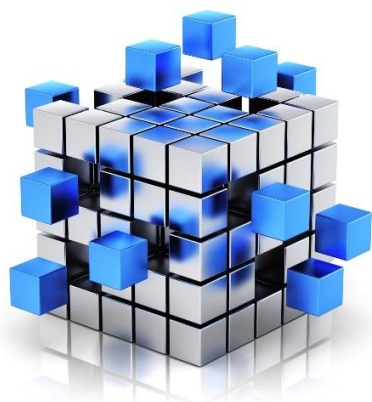
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Galaxy Consulting provides services in business analysis and usability, content and knowledge management, records management, information architecture, enterprise search, taxonomy development and management, document control, and information governance.