

Retain Social Media Governance

Micro Focus® Retain™ Social Media Governance archives social media communication data in one central repository. The entire social media history is captured in its original context. This allows you to see message threads, view photos, and watch videos as they originally appeared. Retain Social Media Governance enables you to monitor, manage and have oversight on social media communication data, along with helping to ensure that your social media data is secure and compliant.

Product Highlights

Retain Social Media Governance provides configurable rules that enable you to control the retention period of archived data. This solution gives you immediate and complete access to all your company social media communication data. Search, perform eDiscovery, and export social media communication data from the central archive, along with your employees' email and mobile message data.

Key Features and Benefits

Retain Unified Archive

Rich Social Media Data Capture: Retain Social Media Governance captures full resolution pictures, videos, GIFs, and other data formats commonly used in social media. Retain Social Media Governance captures social media regardless of the device or network used to transmit communications.

Preservation in Native Format: Retain Social Media Governance interfaces directly with each social network in order to capture and preserve data in its pure native format. The underlying data format for a social media record is accessible at any time.

Continuous Archiving: Retain Social Media Governance automatically captures and preserves new content throughout the day, 24 hours a day 7 days a week.

Advanced Search and Tagging: Search the archive by content type, date range, network, keywords, participants, or tags. Administrators and end users can create custom tags for messages within the archive. Custom tags for content make it easy to organize the archive and filter results.

Quick and Seamless Deployment: Connect and archive social media accounts without collecting personal login information from multiple users and without granting all users access to all of the data in the archive.

Compliance, Monitoring, and Supervision: Content captured by Retain Social Media Governance is subject to compliance analysis using a patented policy engine. This includes a variety of out-of-the-box policies ranging from general policies such as inappropriate conduct and PII to vertically-focused policies such as those required for FINRA, FFIEC, NFA, FCA, IIROC, and other financial services regulations. Within each policy, any risks identified can be prioritized according to your risk thresholds, and further action can be automatically triggered based upon policy configurations (email alert to specific individuals or groups, as well as optional 'quarantine'/take-down of the post from the social network). All risks are then subject to supervision within the moderator dashboard.

Archive Social Media

Retain Social Media Governance gives you the ability to have complete control over your social media channels. Monitor and archive:

- Your corporate social media accounts
- Employee social media accounts that are used for business
- Social media postings, pictures, comments, videos, etc.

Retain Social Media Governance archives:

Public Social Media Channels

- LinkedIn Pages & Accounts
- Facebook Pages & Accounts
- Twitter Accounts & Search
- Flickr
- Instagram
- Google+ Accounts, Pages
- Google+ Tumblr
- Reddit
- YouTube Channels
- Pinterest
- Generic RSS Feeds

Enterprise Social Networks / CRM

- Microsoft Yammer
- IBM Connections
- Sales Force Chatter
- Sales Force Communities
- Salesforce CRM
- Slack
- Facebook Workplace

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eDiscovery Regulatory Search: Administrators, records management, and other authorized users can perform eDiscovery and can complete regulatory tasks such as place litigation holds, print, forward, save, redact, and export with the built-in tools.

Monitor Known and Unknown Social Media: There is a potentially broad volume of social assets related to your organization or brand which you are not aware of—but should be. Retain Social Media Governance allows you to identify unknown social media assets related to your company or brand, ranging from malicious or non-malicious accounts and fake social media accounts (for example, fake customer service pages attempting to extract your customer's information, or accounts impersonating one of your c-level executives).

Data Export: Social media content can be exported to a variety of formats, including PDF, HTML, PST, PDF, Excel, or the stand-alone archive viewer.

Complete Historical Archive: Retain Social Media Governance collects all available data from existing social media accounts, including historical posts, messages, photos, and comments. When social media accounts are retired online, the data remains fully exportable and searchable in the archive.

Retention and Disposition Rules: Control the retention period of records through customizable disposition rules. All records can be reviewed before deletion.

Litigation Hold: To protect a social media messages that may potentially be involved in future litigation, Retain can flag an archived item to protect it from deletion or actions until the hold is removed.

Redaction Control: Exported data can be redacted, ensuring that personal information or other redacted items do not become part of the open records request.

Security: Retain Social Media Governance includes security-focused policies that target the content posted within your social networks (e.g. malware, phishing, spam content). Additionally, the platform can perform periodic scans to audit for any potential fake or fraudulent social assets targeting your company, brand(s), and/or executives.

Audit Trail: Retain Social Media Governance creates a searchable audit trail of all administrators and users who have permission to search the archive, enabling you to have a record of all activity.

Configure alerts to receive email notifications based on content in your social media records, including specific keywords, questions, and personally identifiable information (including credit card numbers, social security number, phone number, email address, street address, and other generic identification numbers).

Social Media Management Tool Integration: View reports on social media data, including connected accounts, social media activity, network usages, alert history, and record volumes and plan usage.

Reports: Retain Social Media Governance integrates with Social Media Management Tools to enable you to search your social media archive and auto-compose from historical content while maintaining compliant records.

On-premises or cloud archiving: Archive social media content on-premises, or in the cloud.

Retain Unified Archiving

In addition to social media archiving, Retain provides unified archiving of all business communication, including email, social media, and mobile communication data for case assessment, search, and eDiscovery.

Learn more about social media archiving with Retain Social Media Governance at: www.microfocus.com/products/retain-social-archiving/

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Social Mobile Hub

- WhatsApp
- WeChat

Enterprise Social Hub

- Cisco Jabber
- Salesforce CRM
- SharePoint (News Feeds)
- SharePoint—Office 365 (News Feeds, Blogs, Documents, Discussions)
- Skype for Business Office 365
- Skype for Business On-Prem
- Social Media Management Tools
- GrapeVine6
- Sprinklr
- Hootsuite
- Others accessing DS SMG API
- Brainspark
- Salesforce Marketing

In addition to social media, Retain archives all email and mobile in one central archive.