

## SOCIAL MEDIA MONITORING

Today's businesses cannot afford to ignore social media. Not only can information on social networks damage your brand and the reputation of your company and executives, but these and other open-source platforms can also reveal potential threats to your employees and assets. Integras Intelligence can help track real-time chatter about your company and your people or provide other information relevant to your organization.

### Consider the potential liability and other consequences in the following scenarios:

- ✓ A former employee, upset about being laid off after 22 years of service, enters your headquarters and shoots several employees before taking his own life. After the incident, authorities discover that the shooter posted threats on social media against the organization and the HR representative who delivered news of the layoff.
- ✓ A group of protestors disrupts a board meeting. The subsequent investigation reveals that they organized their efforts on Facebook.
- ✓ An individual sues your company, claiming that your product caused a fire at his home. After discovering an online forum with other consumers who have had similar issues, further investigation traces the fires to a counterfeit version of your product that has been sold for months online.
- ✓ Recruitment of new employees has hit an all-time low. Research uncovers numerous reviews by disgruntled former employees on various online platforms, dating back one full year.

Integras Intelligence can help uncover potential threats against your organization and mitigate risks. Our global monitoring service can include social media platforms, public websites, online discussions/message boards, etc., in all of the 18 major world languages. Use of technology maximizes efficiency, while human analysts ensure accuracy and relevance of findings.

### We offer flexible options and pricing to meet your needs and budget:

- ✓ Provide ongoing monitoring and reporting to identify risks that may affect your business
- ✓ Conduct a one-time assessment in advance of, and during, special events (board meetings, corporate functions, executive travel, etc.)
- ✓ Uncover intelligence on high-level candidates, potential business partners

### Why Integras?

- ✓ Solutions Tailored to Your Needs
- ✓ Customized Alerts and Reporting
- ✓ Same Technology Used by Law Enforcement Agencies
- ✓ Human Analysts to Supplement Technology
- ✓ Competitive Fees

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