



Social Media Monitoring

Social media oversharing puts your subscribers' identities and reputations at risk.

We form our digital identities with the information we share. If you're careless about what you share, cyber thieves can use even simple information, such as your mother's maiden name, to unlock your entire online identity. Further, sharing content that risks your reputation can have equally damaging consequences. For instance, almost half (49%) of hiring managers report having rejected candidates due to content they found on social networks².

Experian's Social Media Monitoring helps your subscribers take control of their digital identity.

Social Media Monitoring alerts subscribers to exposed personally identifiable information (PII) within Facebook, Twitter, Instagram, and LinkedIn. The service also notifies subscribers of content that may damage their reputation, including profanity and references to sex, drugs, and alcohol.

Subscribers can also monitor their children's social networks. Parents receive notifications when content on their child's social network may indicate instances of cyberbullying, references to weapons, or intended sexual abuse (also known as "grooming").

Add Experian's Social Media Monitoring to your identity management offering today, and help your subscribers secure their online privacy and reputation.

- <https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/andrewcave/2017/04/13/what-will-we-do-when-the-worlds-data-hits-163-zettabytes-in-2025/&refURL=&referrer=#14c8f3bf349a>
- <https://www.experianpartnersolutions.com/resources/white-papers/white-paper-survey-small-business-security/>

163 ZB OF DATA

Research group IDG predicts that the world will create 163 zettabytes of data a year by 2025¹

