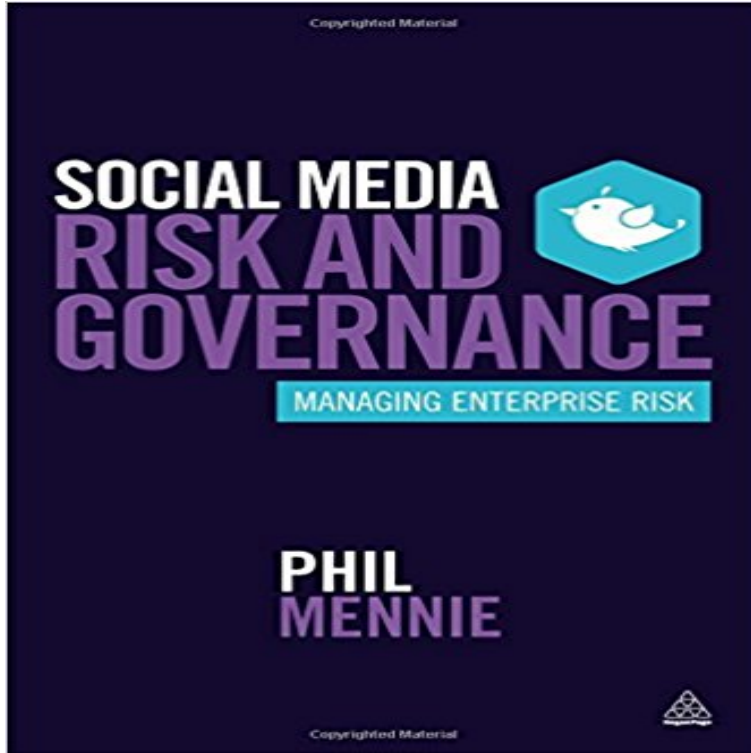


Social Media Risk and Governance: Managing Enterprise Risk



In a recent survey, 71 percent of executives polled said their company was concerned about the possible risks posed by social media, but 59 percent do not perform a social media risk assessment. This book is a comprehensive, practical guide to the components and considerations that make up a social media governance strategy, spanning both external communications channels such as Facebook, Twitter and LinkedIn, as well as enterprise social networks within an organization. Phil Mennie, PwCs Global Social Media Risk and Governance leader, addresses key issues such as policy evaluation and planning, information security and fraud risks, how to respond to a crisis and how to archive data. The book empowers professional users of social networks to collaborate with their compliance and risk management counterparts, and to harness the power of social media safely and successfully for their organization.

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