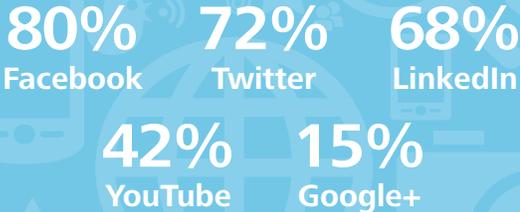


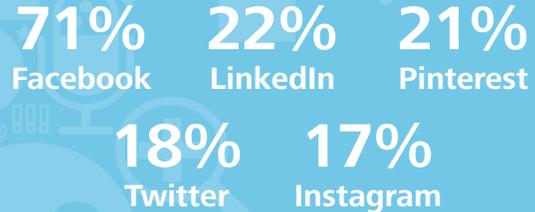
# Social Media and the Digital Enterprise

Explore the findings of a recent Deloitte survey for risk professionals, which reveals an industry perspective on how organizations are managing social media risks

Top five social media platforms<sup>1</sup> used by Deloitte survey participants<sup>2</sup>



Top five social media sites used by online adults in 2013.<sup>3</sup> Are you missing an opportunity?

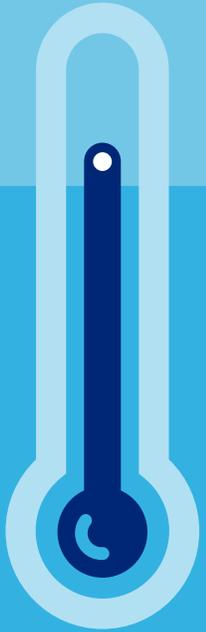


**78%** view social media as a moderate to high risk  
**Are they doing enough about it?**

**45%** do not have a formally documented social media policy or are unaware of one

**47%** do not have a formal policy governing mobile device usage for social media or are unaware of one

**69%** do not have internal audit or risk reviewing social media activity or are unaware



**69%** do not have an incident response plan to address a social media crisis, or are unaware of such a plan





Financial Services



Life Sciences and Health Care



Consumer & Industrial Products

**100%** view social media risk as moderate or high, but:

79% do not have a formalized content management strategy or are unaware

74% do not have a formalized social media monitoring or listening process in place or are unaware

**80%** view social media risk as moderate or high, but:

50% do not have a formally documented social media policy or are unaware

68% do not have a formal crisis management plan in place or are unaware

**63%** view social media risk as moderate or high, but:

45% do not have a formally documented social media policy or are unaware

82% do not offer training for appropriate social media uses or are unaware

**31%** are using internal audit or risk departments to review social media activity<sup>4</sup>

Survey participants represented these industries

Consumer & Industrial Products

Energy & Resource

Financial Services

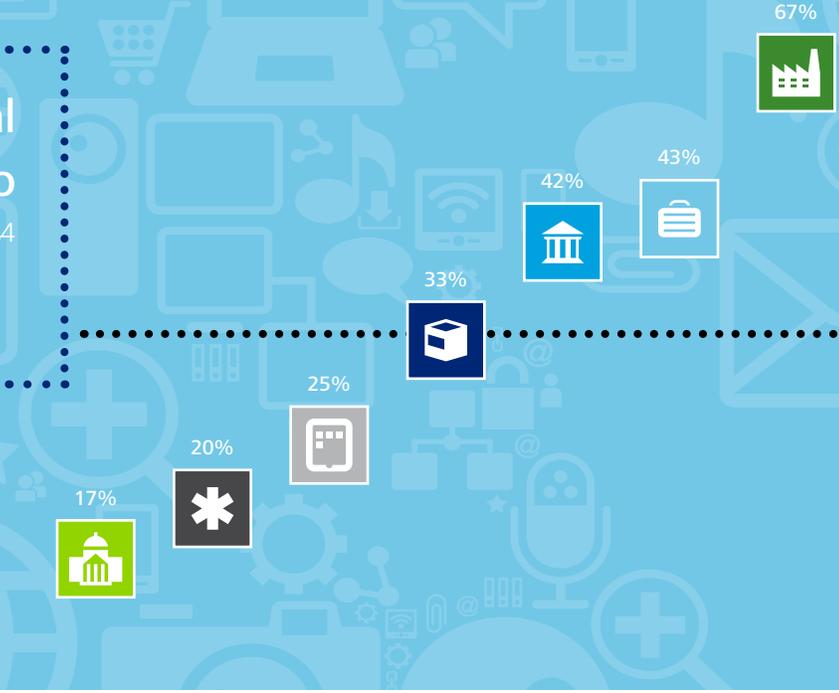
Higher Education

Life Sciences & Health Care

Professional Services

Public Sector

Technology, Media & Telecommunications



**Internal audit should be at the forefront of the organization's social business initiative, helping to monitor and manage threats and strike a balance between risks and opportunities by analyzing:**

- Social business objectives, strategies and corresponding metrics/criteria
- Structure of the social media operations that impact consumer engagement and overall brand experience
- Content and digital assets life cycle management
- Security, privacy and identity management
- Monitoring for brand and reputation impact: content moderation and sentiment analytics
- Due diligence, oversight and management of third parties
- Social media presence and engagement via "listening" reviews

<sup>1</sup> Social media platforms used for business purposes, not personal.

<sup>2</sup> Based on responses to Deloitte's 2014 "Social Media Survey" of internal audit professionals and other executives involved in managing social media risks.

<sup>3</sup> Pew Research Center's Internet Project Tracking Surveys, 2012-2013. Companies include Facebook, LinkedIn, Pinterest, Twitter, Instagram. All other statistics are representative of Deloitte's survey results. Maeve Duggan and Aaron Smith, Pew Research Center, January 2014, "Social Media Update 2013". Available at: <http://pewinternet.org/Reports/2013/Social-Media-Update.aspx>

<sup>4</sup> No respondents from higher education are using internal audit or their risk department to review social media.

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