Auditing Social Media: A Governance and Risk Guide

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Practical, big-picture guidance toward a mastery of social media benefits and the risks to avoid

Packed with useful web links, popular social media tools, platforms, and monitoring tools, *Auditing Social Media* shows you how to leverage the power of social media for instant business benefits while assessing the risks involved. Your organization sees the value in social media and wants to reach new markets, yet there are risks and compliance issues that must be considered. *Auditing Social Media* equips you to successfully partner with your business in achieving its social media goals and track it through strong metrics.

- Shows how to ensure your business has adequate metrics in place to capitalize on social media while protecting itself from excessive risk
- Reveals how to ensure your social media strategy is aligned with your business's goals
- Explores the risk and compliance issues every business must consider when using social media
- Includes a sample audit program

Auditing Social Media is the one-stop resource you'll keep by your side to clear away the confusing clutter surrounding social media.

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