



EQUITABLE
ADVISORS

**Marketing
Suite**

QRC – Proofpoint Patrol Notifications

Equitable Advisors Marketing Suite: Social Media

Equitable Advisors Marketing Suite has a robust with Proofpoint Patrol, the tool for social media supervision.

FPs will connect their social media business profiles to Marketing Suite & Proofpoint Patrol by following the steps listed in the below job aides:

Connecting Your LinkedIn Account QRC

Connecting Your Facebook Business Page QRC

Social Media Profile updates - FPs can make social media profile updates within Marketing Suite with the integration of Proofpoint Patrol. Please refer to the QRC-Updating Social Media Profiles, LinkedIn Profile Fields QRC and Facebook Profile Fields QRC for further details

NOTE: Please make sure to check these notifications in your email mailbox.
Please have your business social media usernames/email address and passwords available.

Below are the scenarios of the Email Notifications a user may receive from Proofpoint Patrol:

Authentication Expiring

This notification is sent 10 days prior to expiration. Proofpoint Patrol needs to be reauthorized to your business social media accounts. Please select the link in the email to **Reauthorize**.

proofpoint		Patrol
Proofpoint Patrol needs to be reauthorized		
Account Name	{{account_name}}	
Social Channel	{{social_network}}	
View Account	<clickable account name>	
Authorization for monitoring this account expires in 10 days		
In order for Proofpoint Patrol to continue protecting and monitoring your social media account, our authorization needs to be renewed. Please click the Reauthorize button below, and {{social_network}} will prompt you for confirmation. This process only takes a few seconds.		
Reauthorize		

Authentication Expired

This notification is sent the moment a token expires and then exactly 48 hours later. Proofpoint Patrol needs to be reauthorized to your social media business accounts. . Please select the link in the email to **Reauthorize**.



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Proofpoint Patrol's authorization has expired

Account Name

{{account_name}}

Social Channel

{{social_network}}

View Account

<clickable account name>

Authorization expired {{time_since_expiration}}

In order to resume monitoring for this account, please reauthorize the Proofpoint Patrol application.

Reauthorize

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AU302

Unauthorized Profile Change Reverted

This notification is sent when a user makes a change to their livesocial media profile. Most all social media profile fields require Regional Compliance approval prior in Proofpoint Patrol. Please select the link in the email to **Update my Profile** to complete the updates in Proofpoint Patrol.

NOTE: Some social media profile sections need to be completed natively, please follow the guidelines in the **LinkedIn Profile Fields QRC** and **Facebook Profile Fields QRC** for further details.

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An unapproved profile change was reverted

One or more changes were detected on your {{social_network}} profile. Due to your organization's policy that changes to your profile require approval prior to being published, this change was automatically reverted.

If you wish to submit this change for approval, you may do so by clicking below.

Update my Profile

{{social_network}} {{account_type}} {{account_name}}

The following profile changes were reverted

REVERTED CHANGE TABLE

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PR301

Profile Review Approved

This notification is sent after all submitted social media profile sections of a profile review are approved by Regional Compliance.

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Your {{review_type}} profile review has been approved

The review of your {{social_network}} account {{account_name}} is complete. The profile has been approved for use until {{expiration_date}}.

Additional profile changes may require another review.

Make Additional Changes

If you have any questions about this review, please contact either the Initial or Final reviewer.

Initial Reviewer: {{initial_reviewer_name}}

Final Reviewer: {{final_reviewer_name}}

Overall Feedback Section

BEFORE | REQUESTED | AFTER table



Profile Revision Required

This notification is sent if one or more submitted sections of social media profile review are rejected by Regional Compliance. Please select the red icon **Revise my Profile** to review and complete the revisions,

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Your profile has revisions required

The review for {{social_network}} account {{account_name}} has been completed. The profile requires revision before it can be approved for use.

Please review the feedback provided below and make the necessary corrections.

Revise my Profile

If you have any questions about this review, please contact either the Initial or Final reviewer.

Initial Reviewer: {{initial_reviewer_name}}
Final Reviewer: {{final_reviewer_name}}

Overall Feedback Section

::: BEFORE | REQUESTED | AFTER table :::

Submitted Custom Social Media Content Notifications

Please follow guidance in the **Custom Content Social Media QRC**.

Submitted Content Rejected

This notification is sent by Patrol if a custom social media post is rejected by Advertising Compliance. Please review **Reviewer Feedback** for more information. In addition, you view the Reviewer Feedback in Compliance tab in Marketing Suite in the **Notes** section (2nd screenshot).

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Content submitted for the account below has been rejected

Account Name	{{account_name}}
Account Type	{{social_network}} {{account_type}}
Submitted By	<submitting user email>
Submitted At	<submission time>
Reference ID	<uuid of submitted item>
Rejected by	<rejecting system user>

Reviewer Feedback

<Text of reviewers feedback, if any>

The content below has been rejected.

Submitted Content

<content that was submitted for review>



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							Marketing Calendar		Inbox	Drafts	Compliance	Theo WM Digital
12/06/2024 11:22 AM	12/06/2024 11:22 AM	Social Post	Social Post	4227803	Approved	Equitable-Proofpoint	Notes	Edit				
12/03/2024 3:21 PM	12/03/2024 3:21 PM	Social Post	Social Post	4220765	Approved	Equitable-Proofpoint	Notes	Edit				

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Visit our program microsite: www.equitable.fmgsuite.com
Contact FMG Support: Equitable@fmgsuite.com or (858) 500-5479
Contact MarTech Project Team: AdvisorMartech@Equitable.com