



Understanding Proofpoint Statuses and Resolving Outstanding Profile Issues

You may notice there are now two status fields in Marketing Suite for your social media profiles – a Marketing Suite status and a Proofpoint Status. Marketing Suite is our tool for creating and posting content on social media. Proofpoint Patrol is our compliance and supervision tool for Social Media. Both platforms need to be in good standing to compliantly use Social Media for business.

The document below provides detail around these status definitions and how to resolve issues with your social media profiles when they arise, based on the status shown.

EAMS Status	Proofpoint Status	What it means?	How to resolve it
Active	Approved	Your social profiles are approved and ready for use!	No Action Needed
Active	Approved – Changes Pending	Changes made to your previously approved profile are still awaiting Regional Compliance review.	No Immediate Action Needed - If <u>changes are approved</u>, they will auto-publish on your profile - If <u>updates are required</u>, you will receive an email from Proofpoint Patrol with the required changes.
Expired	Expired	Your Marketing Suite authentication token has expired and must be reauthorized to use Social Media features in the platform.	Reconnect the account to continue using it or disconnect if it's no longer needed. Reconnect LinkedIn Reconnect Facebook
Invalid	Expired	Your Marketing Suite authentication token is invalid and must be reauthorized to use Social Media features in the platform.	Reconnect the account to continue using it or disconnect if it's no longer needed. Reconnect LinkedIn Reconnect Facebook
Noncompliant	Awaiting Review	Your social media profile is awaiting Regional Compliance review and approval.	If updates or changes are required, you will receive an email from Proofpoint Patrol with the required updates. Updating Social Media Profiles
Noncompliant	Revision Required	Regional Compliance requires changes to your social media profile prior to approval.	You will receive an email from Proofpoint Patrol with the required profile changes. Updating Social Media Profiles
Noncompliant	Failed Update	An update to your social media profile has failed to publish.	Please reach out to SocialMedia-eSurveillance@equitable.com for more details on how to resolve.
Noncompliant	Noncompliant	There is an issue with your Proofpoint Patrol Account.	Please reach out to SocialMedia-eSurveillance@equitable.com for more details on how to resolve.



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EAMS Status	Proofpoint Status	What it means?	How to resolve it
Noncompliant	Noncompliant – Uninstalled	Proofpoint is currently uninstalled on your account.	If you previously requested to opt-out of social media usage, please remove this account from your social media connection screen. If you believe this was done in error, please reach out to advisormartech@equitable.com to re-establish Proofpoint on your social media account.
Noncompliant	Noncompliant – Temporarily Deactivated	Regional Compliance requires changes to your social media profile that must be made natively on your social account, prior to approval.	You will have received an email from Proofpoint Patrol regarding the required changes. Once you have made the change to your social profile, reply directly back to the profile reviewer confirming your completed change, so that they can reactivate your account in Proofpoint Patrol.
Noncompliant	Expired	Your Proofpoint Authorization Token has expired.	To renew your authorization, click on the 'Reauthorize' button shown in the recent email you received from Proofpoint Social Patrol, and follow the prompts. Once complete, check your profile status in Marketing Suite. If it is not showing as active, click the 'Review' button and follow the prompts to re-establish your connection with Proofpoint Patrol.
Noncompliant	Connection Required	There is an issue with your social media account connection to Proofpoint Patrol.	Please establish your account connection with Proofpoint Patrol to resume posting to this account. • Reconnect LinkedIn • Reconnect Facebook
Noncompliant	Reconnect Required	There is an issue with your social media account connection to Proofpoint Patrol.	Please establish your account connection with Proofpoint Patrol in order to resume posting to this account. • Reconnect LinkedIn • Reconnect Facebook
Noncompliant	Access Error	There is an issue with your access to Proofpoint Patrol.	Please reach out to advisormartech@equitable.com to ensure your access is properly established.
Noncompliant	Reconnect Required	There is an issue with your social media account connection to Proofpoint Patrol.	Please re-establish your account connection with Proofpoint Patrol to resume posting to this account. • Reconnect LinkedIn • Reconnect Facebook