

Virtual Marketing Masterclass

Social Media – Tips for Success



Sally Adam
Marketing Director



Delaney Gembis
Social Media Specialist

SOPHOS

Virtual Marketing Master Class Schedule

- **How You Can Promote & Generate Demand At No Extra Cost With Sophos, incl. Current Quarter Campaigns**

19th January 2021 | 11 am – 12 pm CET



Anna Becker

Senior Marketing Manager Field BeNeLux/ EE & MSP EMEA

- **Your Gateway to Success – A Live Partner Portal Tour**

20th January 2021 | 11 am – 12 pm CET



Anna Becker

Senior Marketing Manager Field BeNeLux/ EE & MSP EMEA

- **Social Media: Tips for Success**

21st January 2021 | 11am – 12pm CET



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Marketing Director



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Social media is ever-changing



3

**things you need to know
to succeed with social media**

SOPHOS

1. Know your place at the table

“

*We're making a major change to how we build Facebook. ... You can expect to see more from your friends, family and groups. As we roll this out, **you'll see less public content like posts from businesses, brands, and media.***

*And the public content you see more will be held to the same standard -- it **should encourage meaningful interactions** between people.*

”

Mark Zuckerberg, January 2018

“

*As brands put together campaigns and messaging, they must remember that **they are guests at dinner**, not members of the nuclear family: their role in user feeds is delicate, valuable and should be treated with great care.*

Sprout Social Index

”

...And We're at the Kids' Table

- Friends
- Family
- News
- Funny cat videos
- #DogsofInstagram
- Movie trailer
- “Which *Saved by the Bell* character are you?” quizzes
- *Stranger Things* 4 theories
- Elon Musk’s rant tweets
- Those videos that show you random mundane stuff that’s oddly satisfying to watch
- Someone’s downfall
- Pretty much anything entertaining



- Coworkers
- That person you met one time who friended you but you don't want to delete them cause they say crazy/entertaining stuff sometimes
- Sophos, You, and almost every other company

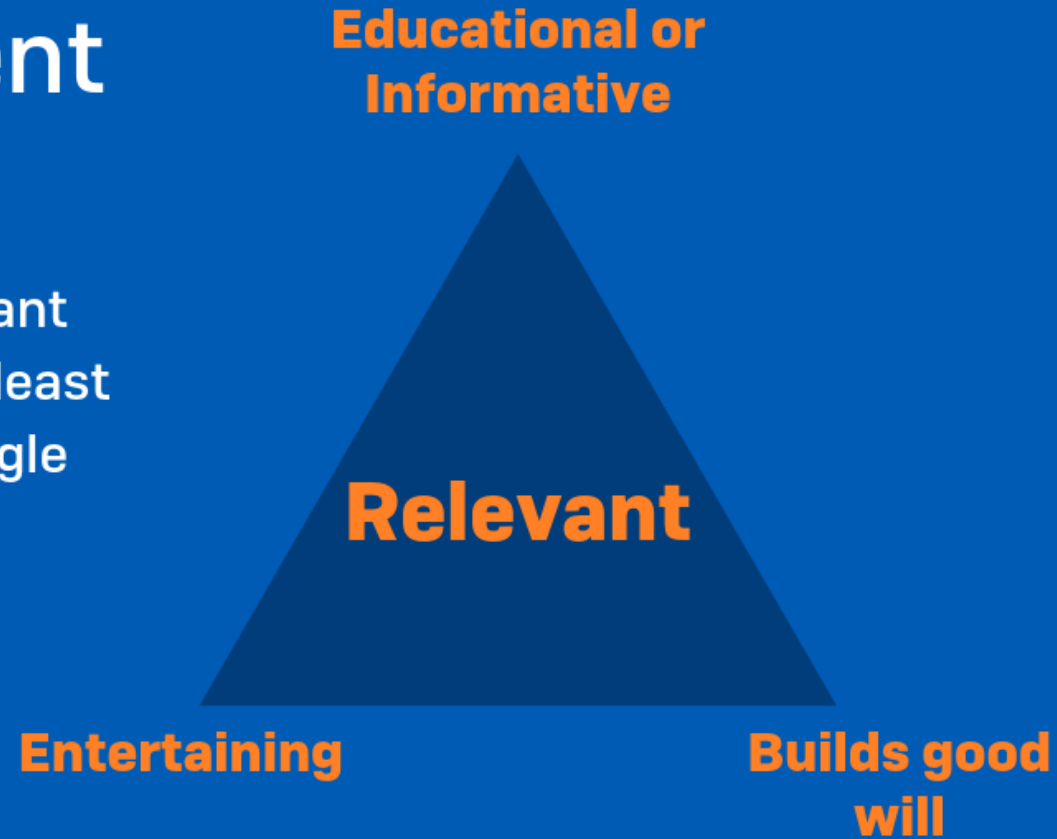
2.

Provide content that stops the scroll

Our Social Media Philosophy

Social Content Triangle

- Must always be relevant
- Must always fulfill at least two sides of the triangle



If Content Is King, Then Engagement Is Queen



*Tweets you are likely to care about most
will show up first in your timeline.*

*We choose them based on accounts you
interact with most, tweets you engage with,
and much more.*



Twitter

...But We Must Engage Authentically

“

*To build strong, long-term relationships on social that go beyond click-and-buy, you must expose people to your brand in a visually satisfying way, link them to more information and **make authentic engagement a primary focus.***

”

Sprout Social Index

Creating engaging content

SOPHOS

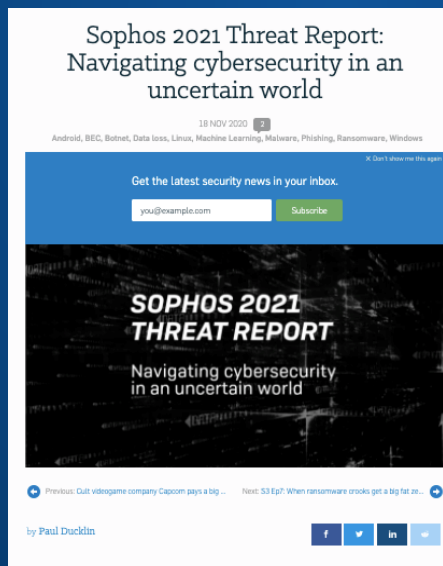
Engaging Content



Sophos 2021 Threat Report



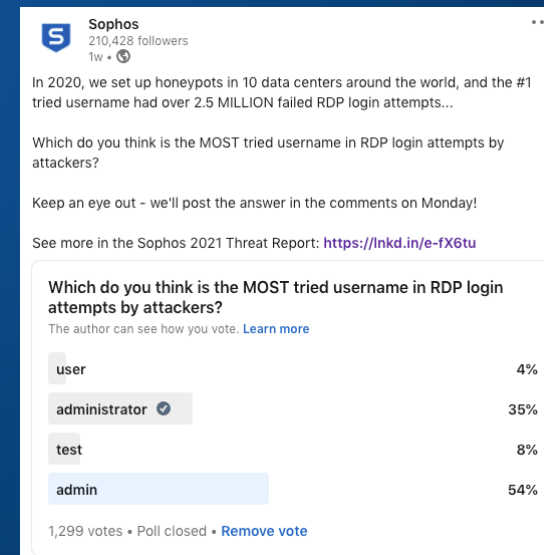
Sophos News blog article



Naked Security blog article



Bite-sized video clips



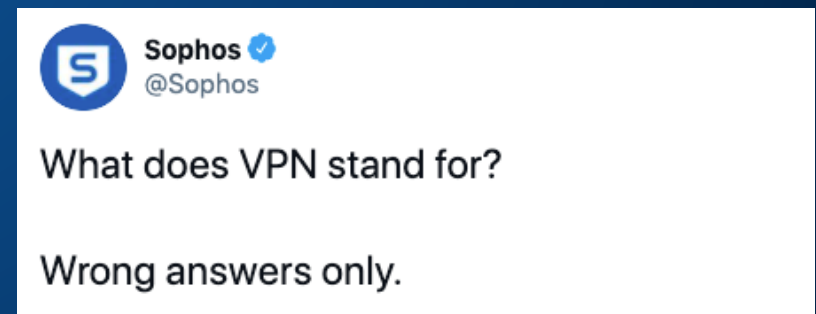
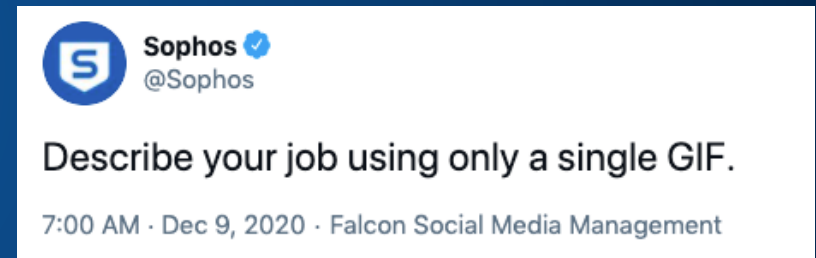
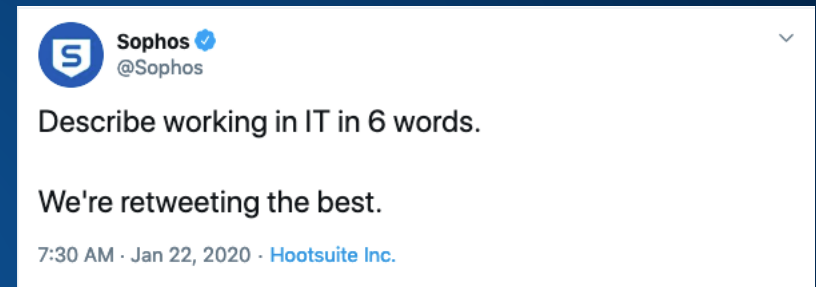
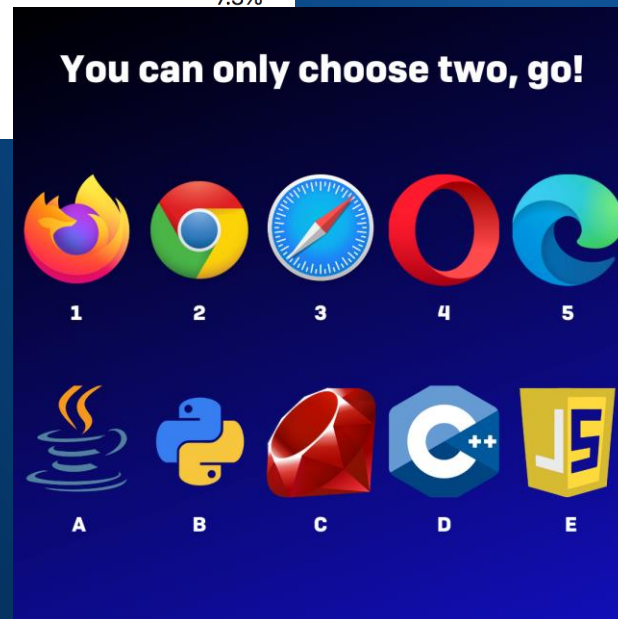
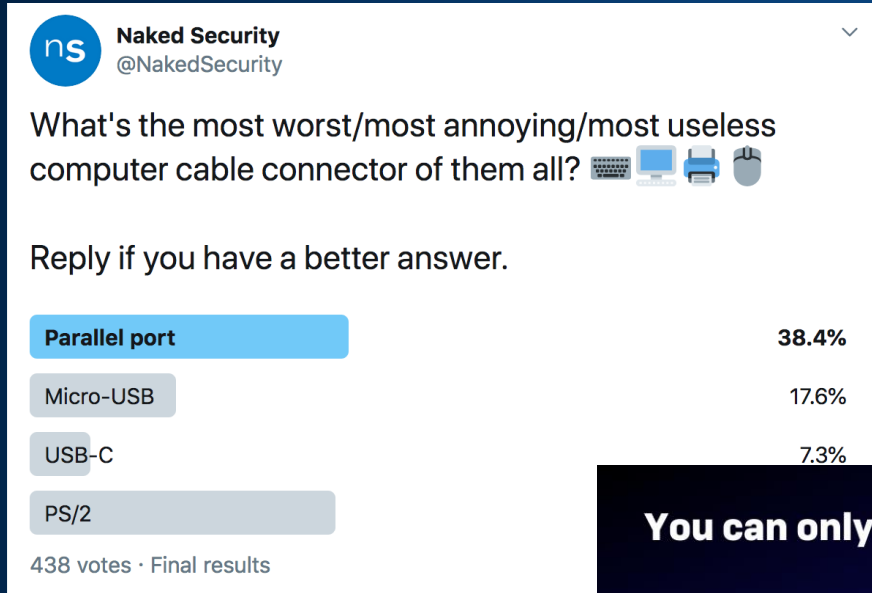
Social polls



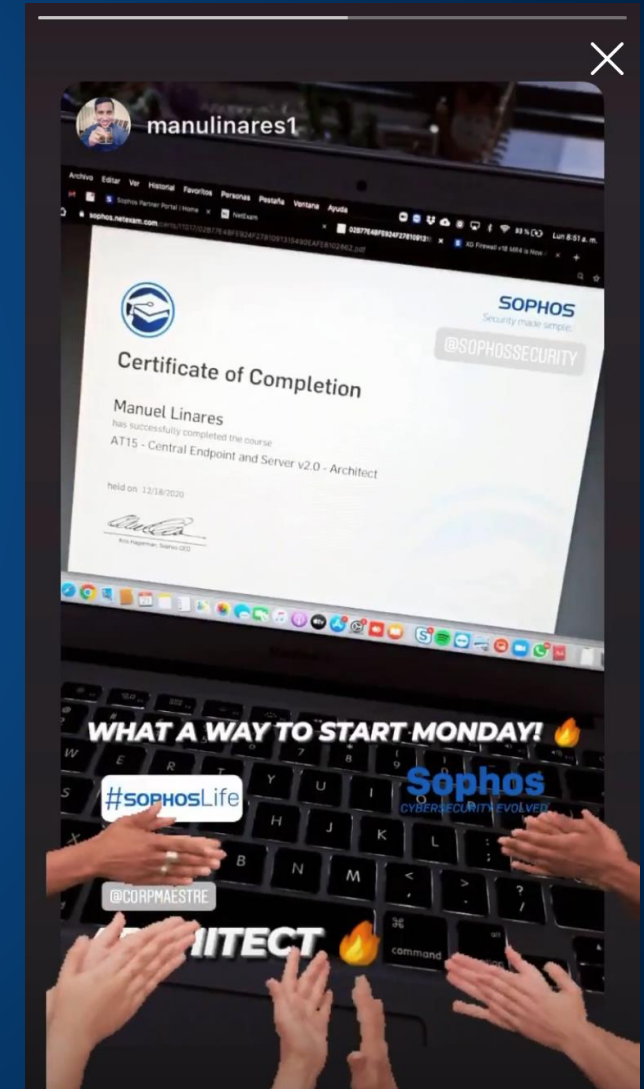
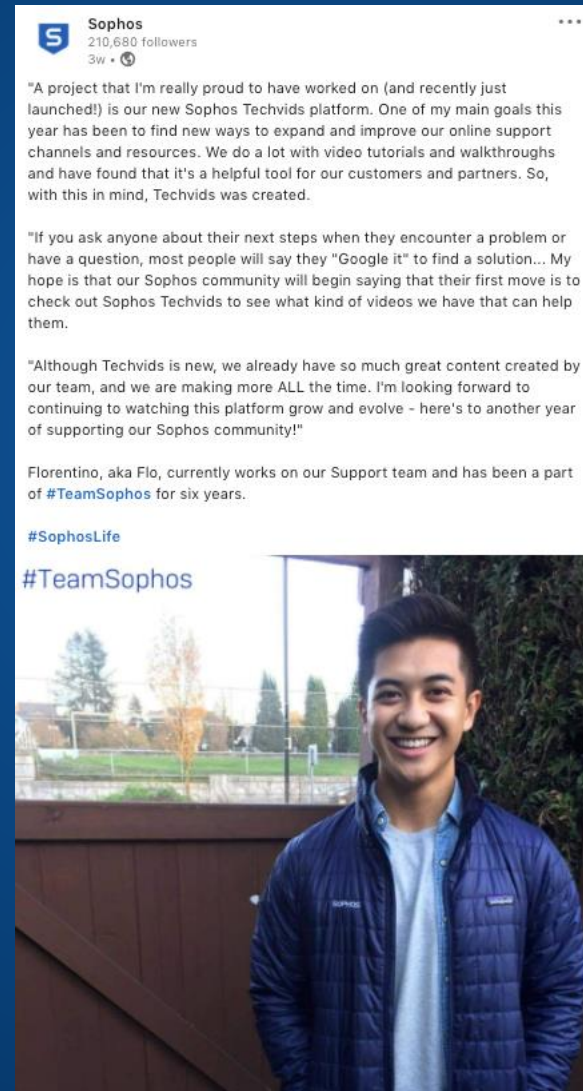
Twitter thread

Engagement ideas

Engagement Hack: Ask your Audience to Participate



Engagement Hack: Use your Community



Engagement Hack: Monitor for and Utilize Trends



C_ \ Me

dodging

phishing

L/ emails

sophossecurity Is it phishy? 🤔

Check out some telltale signs of phishing to help you avoid the phisherman's net with the link in bio.

#sophos #cybersecurity #phish #phishing #cybersecurity #infosec

4w

activatesolutions19 are you making it a sticker???

4w Reply

Sophos @Sophos · Nov 21

Literally all I do as a Firewall:

DROP
DROP
DROP
DROP
DROP
DROP
ALLOW
DROP
DROP
DROP
DROP
DROP
DROP

Instructions @x86instructions · Nov 20

Literally all I do as a CPU:


```
push rbp
mov rbp, rsp
mov rax, [rbp - 8]
mov [rbp - 8], rax
mov rax, [rbp - 8]
mov [rbp - 8], rax
mov rax, [rbp - 8]
mov [rbp - 8], rax
xor rax, rax
pop rbp
ret twitter.com/bitshiftmask/s...
```

Sophos @Sophos

Incorrect password
Incorrect password
Incorrect password

> Change password

Previous password cannot be reused



GIF

Sophos
210,680 followers
3w •

Teamwork makes the dream work. ✨

Switching to a Sophos next-gen cybersecurity system allows your firewall and endpoint to better work together AND reduces the amount of time the IT team spends on security admin.

Learn more: <https://lnkd.in/dTGNnTf>



FIREWALL

ENDPOINT

3.

Adapt your content for each platform

This Used to Work

Create asset



Copy and paste to social



Hope users *leave* the social platform to see asset



Adapt Adapt Adapt

Create asset

Adapt for social, hope users engage
with the asset *on platform...*

...and then leave social
platform to *learn more*

How SophosAI Stops BEC gift card scams

December 21, 2020 Updated: December 17, 2020

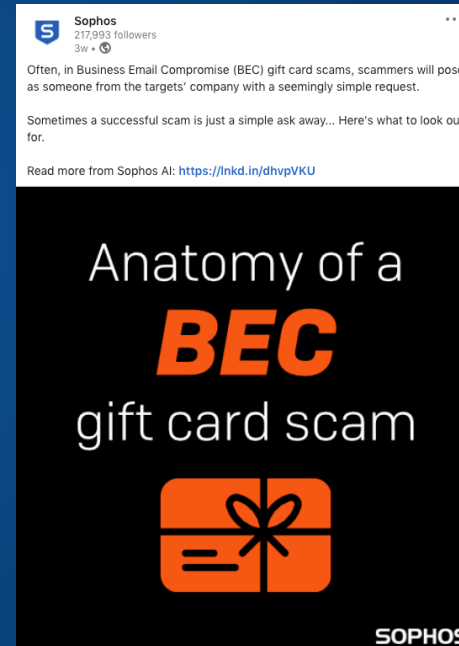
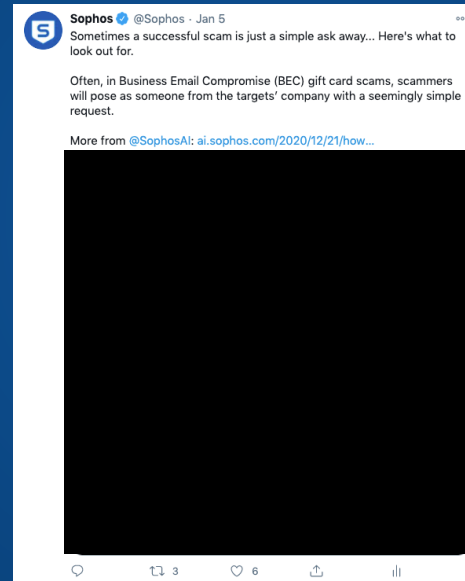


MALICIOUS EMAIL DETECTION

Gift cards are a favorite way for scammers to squeeze money out of their victims. Unlike wire or bank transfers, where the bank or the transfer service tracks the transaction and may have fraud protection in place, the only information needed to redeem the value of a gift card is the alphanumeric code on the back, which can be sent via email or read out over the telephone. Once scammers have the code, they can then sell it on at a discount, converting it into their local currency without any sort of paper trail linking them to either the gift card or their victims, and without any pesky banks (and their anti-fraud measures) looking over their shoulders.

While a lot of retailers and companies that use gift cards have taken measures to limit the damage that scammers can do – capping the maximum amount you can buy in a day, for instance – the simple fact is that what makes these types of cards useful is exactly what makes them attractive to scammers. They're as good as cash to anyone who wants to buy something from the company that issues the card, and they can be "sent" instantly and without a trace anywhere in the world in seconds.

Some scams are fairly elaborate and require a high degree of involvement from scammers. Tax authority scams – telling targets that they owe money to the Internal Revenue Service (or some equivalent agency) and must immediately pay off the debt or go to jail – often involves scammers staying on the phone with their targets for an hour or more, walking them through the process of buying a gift card and transferring the code to them. Tech support scams require scammers to be able to convince targets to install remote administration software on their computer, and then convince them to buy a gift card.

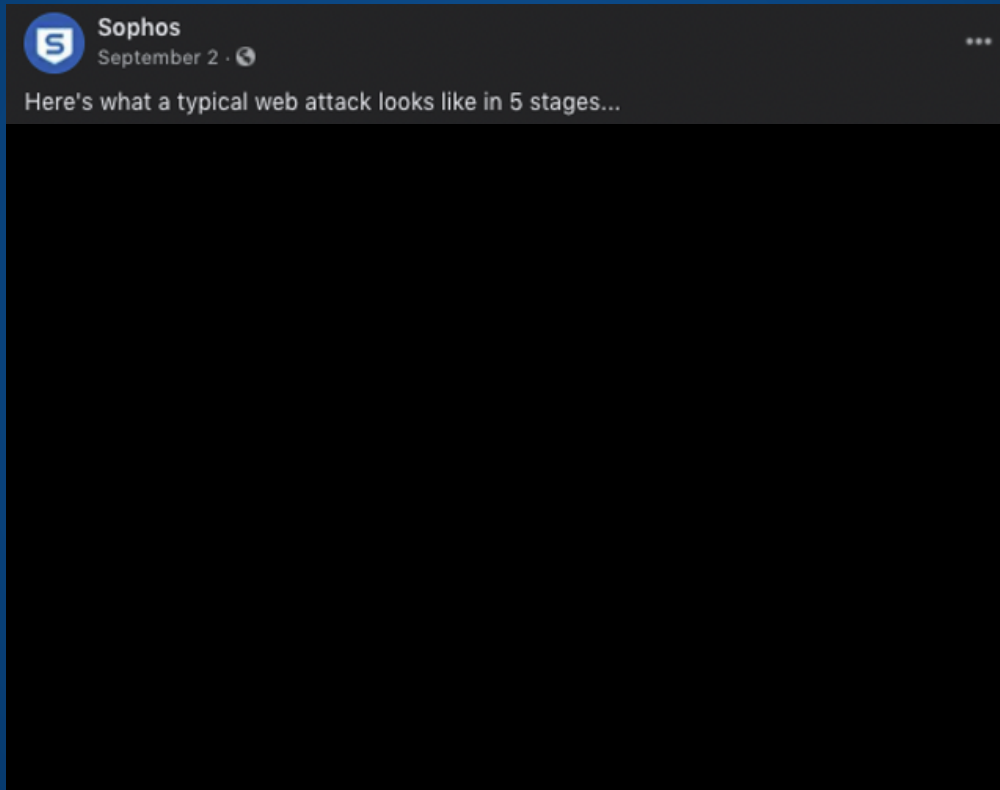


Same content, different results

September 2020



TOP 3



BOTTOM 3





November 2020




TOP 3



 **Sophos** 
@Sophos

♪ ♪ (· 0 ·) ♪ ♪ ♪ (· 0 ·) ♪ ♪


 Free security tools happy dance.

See all our FREE security tools here: sophos.com/en-us/products...

FREE SECURITY TOOL

Public Cloud Security

Cloud Optix continually monitors AWS, Azure, and Google Cloud configurations, detecting suspicious activity, insecure deployments, and over-privileged IAM roles, while helping optimize cloud costs. Stopping potential cloud environment breach points before they are detected and compromised. Sophos now provides the ability to monitor 25 cloud assets absolutely free.



SOPHOS



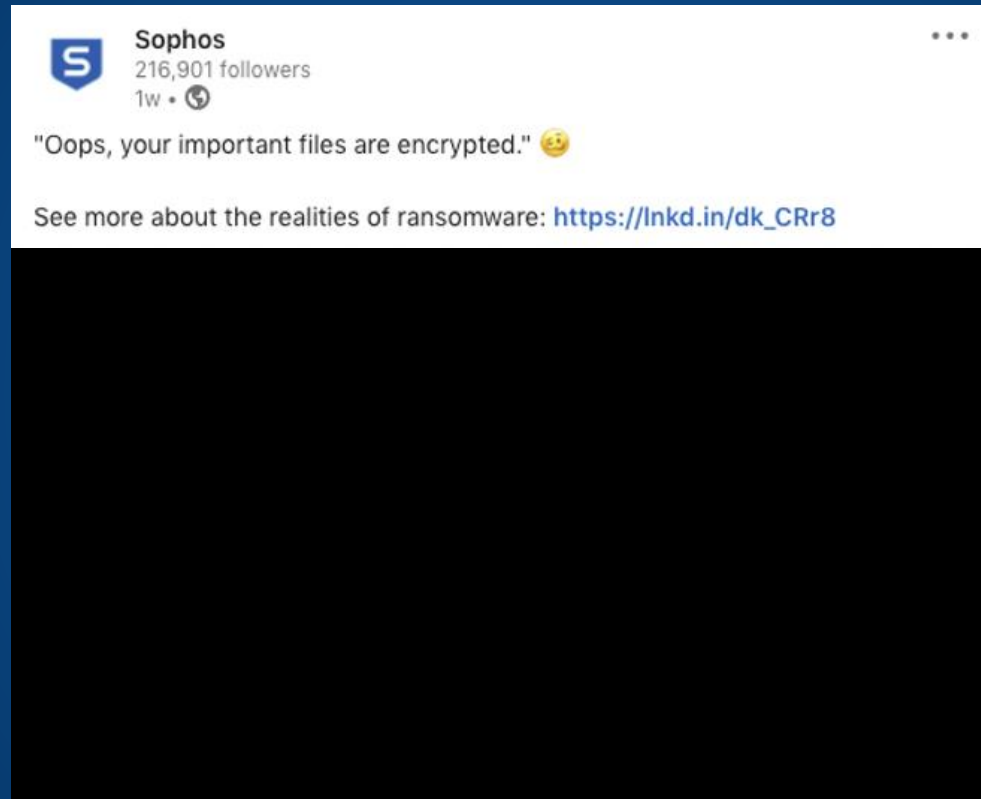
BOTTOM 3



December 2020



TOP 3



BOTTOM 3



Measuring progress

Stats and Reporting – Questions to Ask

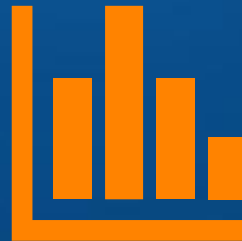
- Start with your goals

- Grow my following?
- Create a community?
- Educate + inform my audience?
- Learn what content my audience wants/needs?
- Increase engagement on my posts?



- Know your options

- What platforms am I tracking?
- What stats are available to me?



- Establish a base

- How often should I pull stats?
- Should I be pulling the same stats each time?
- How/where am I keeping track?



Stats and Reporting – Getting started

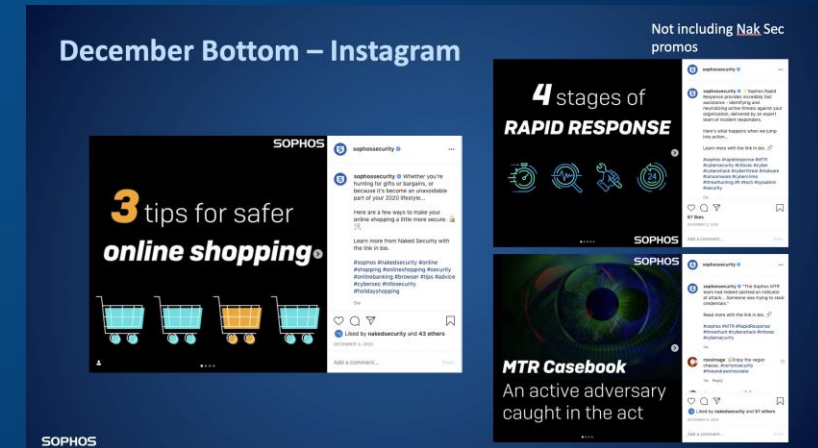
- Engagement stats:

- Likes
- Comments
- Shares
- Video views
- Followers
- Clicks/traffic

Sophos Corporate
Followers (total)
Followers (growth)
Interactions - Engagement (like, reply, comment)
Interactions - Amplification (re-tweet, share)
Traffic to Sophos.com

- Content performance:

- Top and bottom performing posts
- Use a common metric between the platforms you're measuring – we use impressions



Sophos Support

#1 Use Our Social Content

Sophos

- Sophos products, resources, news
- Daily posts on all platforms



Naked Security

- Industry news and security advice
- Daily posts on all platforms



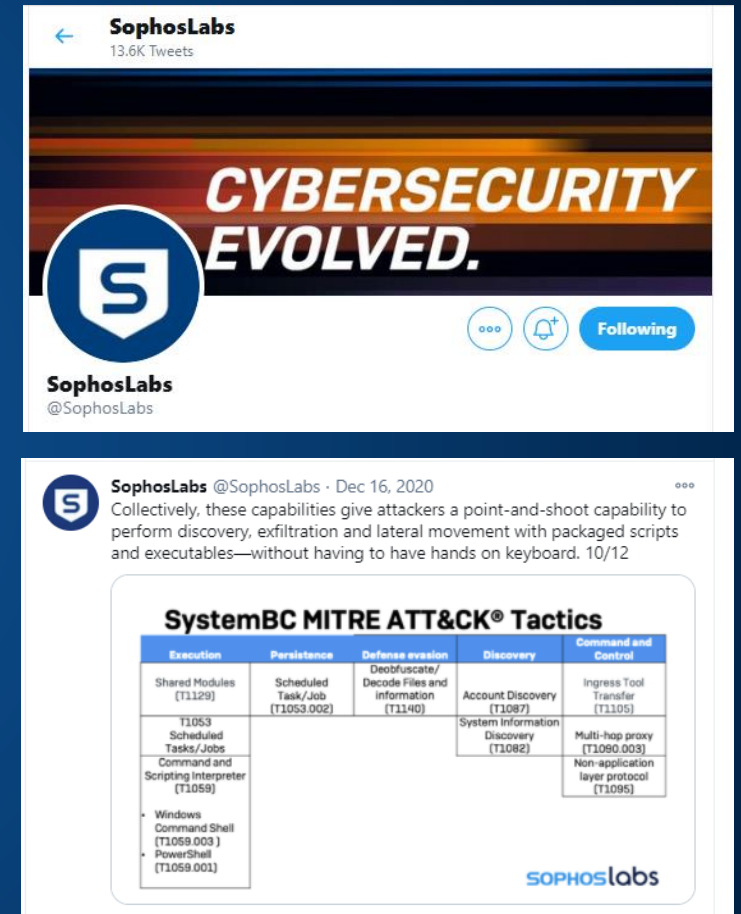
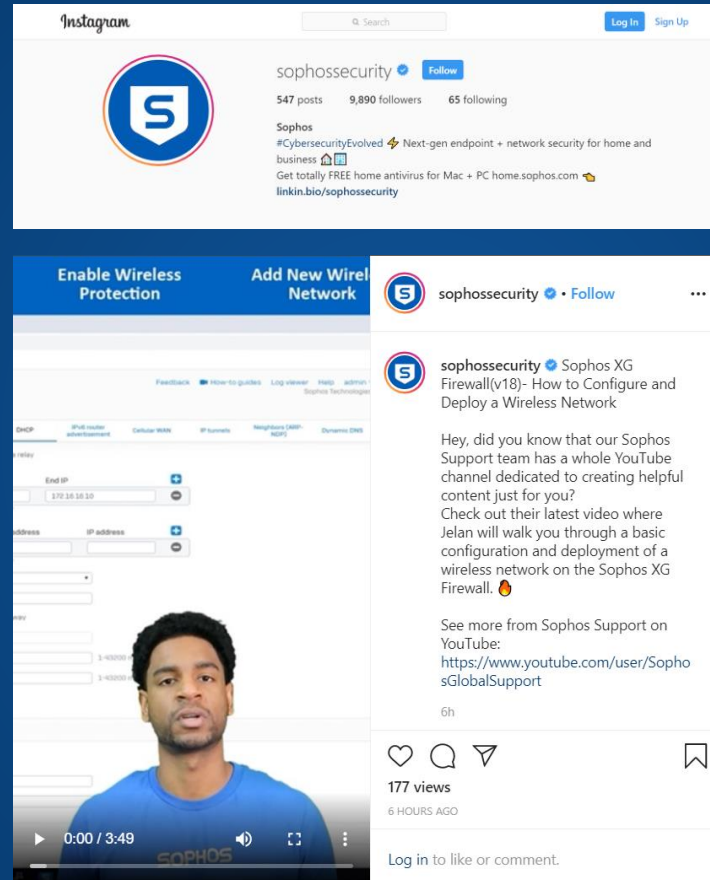
SophosLabs

- SophosLabs threat research
- ~5 detailed reports per month



Add value and authenticity by personalizing with your own comments

For Example...



SystemBC MITRE ATT&CK® Tactics

Execution	Persistence	Defense evasion	Discovery	Command and Control
Shared Modules (T1129)	Scheduled Task/Job (T1053.002)	Deobfuscate/Decode Files and Information (T1140)	Account Discovery (T1087)	Ingress Tool Transfer (T1105)
T1053 Scheduled Tasks/Jobs			System Information Discovery (T1082)	Multi-hop proxy (T1090.003)
Command and Scripting Interpreter (T1059)				Non-application layer protocol (T1095)
Windows Command Shell (T1059.003)				
PowerShell (T1059.001)				


SOPHOSlabs

Want Video? We've Got Video

vimeo.com/sophos

Apps Gmail Asana Portal Logins Translation Ref View Quiz Tableau License Checker TEAMS Taxi for E

vimeo Product Solutions Watch Pricing

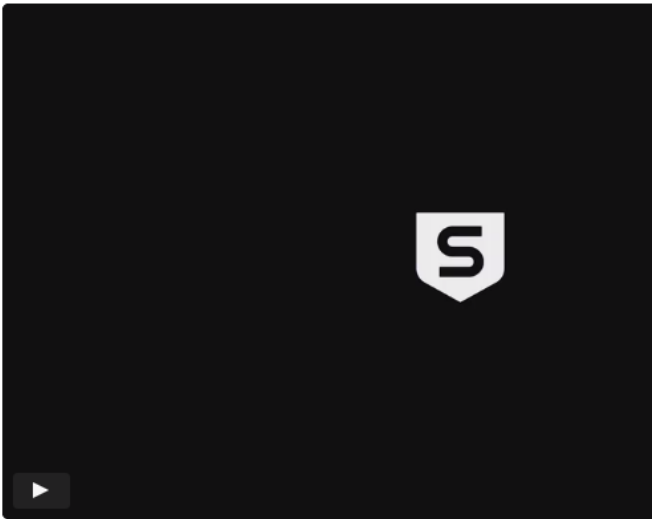

Sophos
+ Follow Message

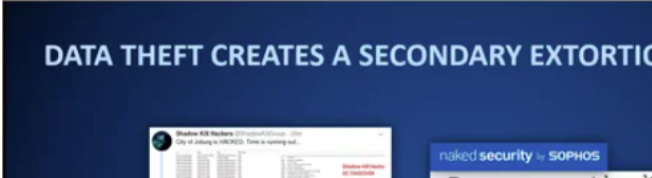
Activity

Showcases	57
Followers	805
Following	1
Collections	66
Membership plan	BUSINESS
Member since	Jun 2013

Collaborators

1244 videos


Sophos Managed Threat Response (MTR) Overview


DATA THEFT CREATES A SECONDARY EXTORTION

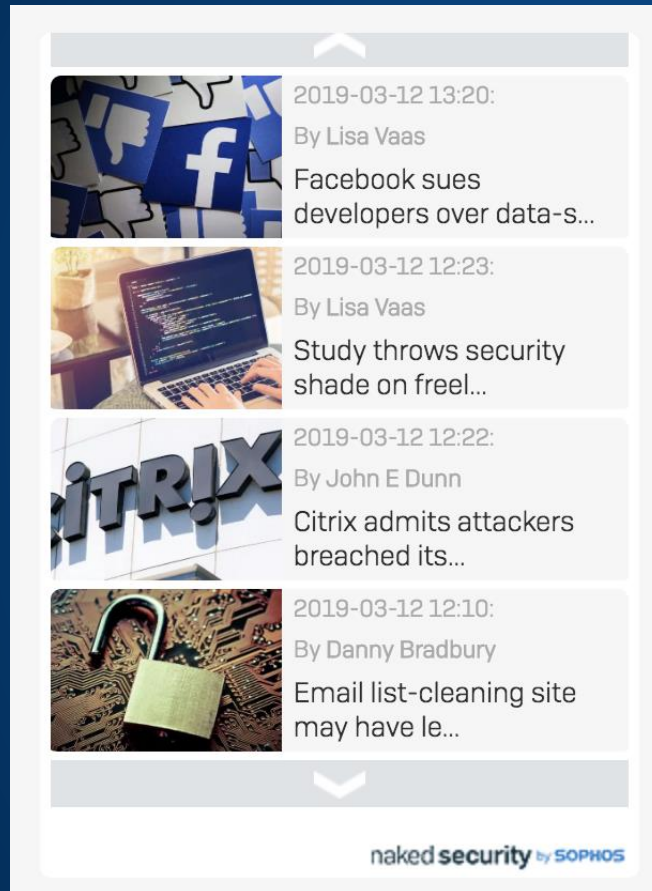
Sophos / Collections / Showcases

Sort: Date | Alphabetical | Videos | Duration

Evolve 2020 Demo Stage 0 Videos / 3:22:01	Evolve 2020 Demo Stage 0 Videos / 00:00
New showcase 0 Videos / 00:00	EDR 3.0 Live Discover and Live Resp... 13 Videos / 1:56:36
SophosLabs PR 0 Videos / 00:00	Sophos LATAM Videos 48 Videos / 25:14:30
Back in the old days, we would build the Ask Sophos around our net 4 Videos / 06:27	Evolve Ads 4 Videos / 02:04
Sophos Phishing and Breach Videos 6 Videos / 59:25	Sophos Campaign Videos 42 Videos / 1:46:32
Sophos Social Media Videos 58 Videos / 1:28:09	Sophos Case Study Videos 19 Videos / 58:19

Add your referral ID to all links to the Sophos website

NewsSync: Content For Your Website



Plugin pulls Naked Security articles directly onto your site

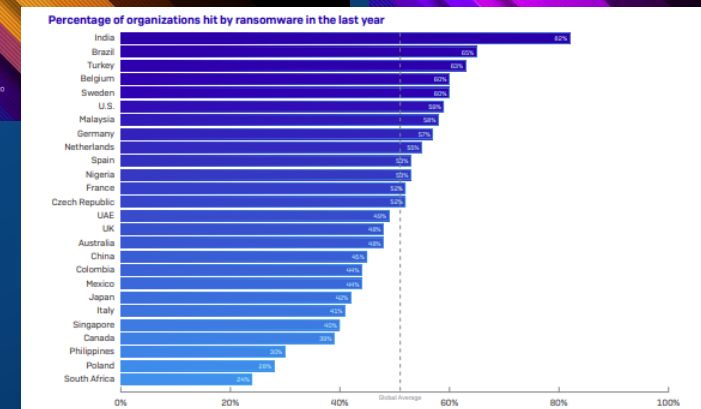
Flexible implementation options

Get code from the Partner Portal

#2 Use Our Product and Hot Topic Content



news.sophos.com



#3 Get Co-brand Content Created for You

The logo for the Channel Service Center features a light blue banner with a 3D effect, flanked by two dark blue chevron shapes pointing towards the center. The text "CHANNEL SERVICE CENTER" is written in white, bold, uppercase letters on the banner.

CHANNEL SERVICE CENTER

- Co-brand social tiles
- Local language tiles (you provide translation)
- Referral ID support

4.7/5

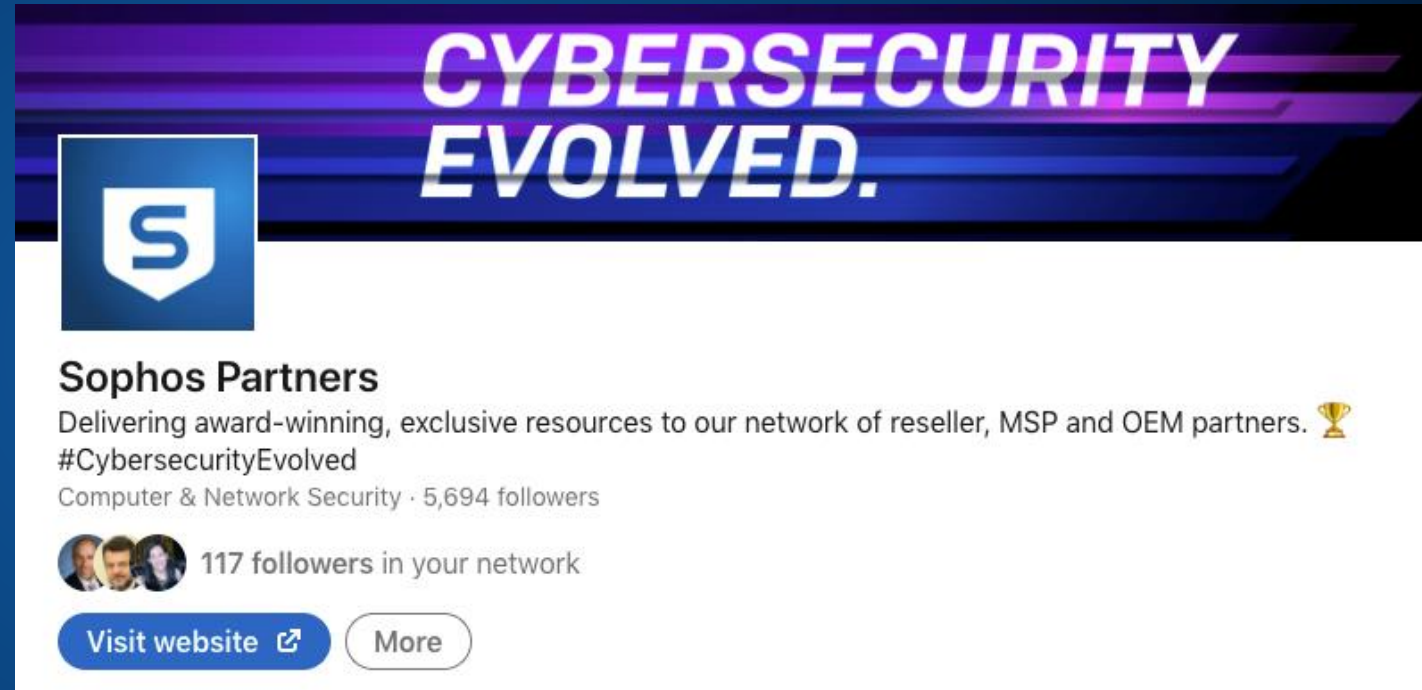
Average
satisfaction rating

csc@sophos.com

Plus Twitter and LinkedIn Pages Just for Partners!



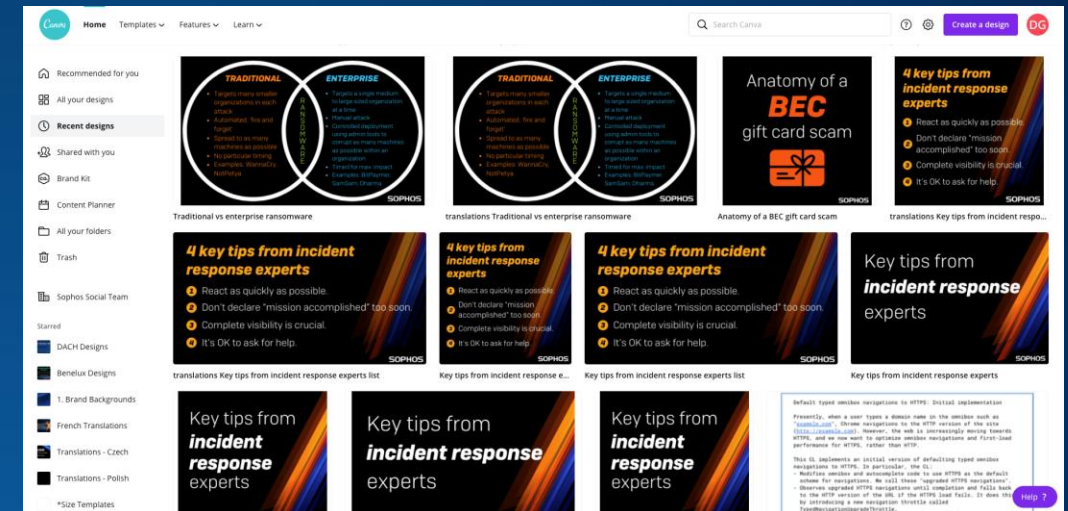
Twitter @SophosPartners



LinkedIn page - [Linkedin.com/showcase/sophos-partners](https://www.linkedin.com/showcase/sophos-partners)

Canva

- Online design platform
 - Created for users with no design experience but robust enough to serve those with design background
- User friendly
 - Easy to navigate, create, edit, share, and export designs
- Customizable
 - Includes pre-designed templates and elements that are totally customizable OR start from scratch and create your own design + add your own brand elements



Three Actions to Take Away

- 1 Follow Sophos Partners on Twitter and LinkedIn
- 2 Check out the Sophos social channels and content decide which ones most benefit you
- 3 Set goals and track your results

Sophos Social Links



- Twitter = @NakedSecurity
- Instagram = @nakedsecurity
- YouTube = Naked Security



- Twitter = @Sophos
- Instagram = @sophossecurity
- YouTube = Sophos



- Twitter = @SophosLabs



- Twitter = @SophosDevOps

- Facebook = @SophosSecurity
- LinkedIn = Naked Security

- Facebook = @securitybysophos
- LinkedIn = Sophos



- Twitter = @SophosAI

Questions... Ideas... Comments? - Reach out to us!



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SOPHOS
Cybersecurity evolved.