

# The need for social media brand protection

For brands looking to connect with current and potential customers in a meaningful and personal way, there's no question that social media has become an integral part of outreach. With **42% of the global population utilizing social media**, and **54% of those users stating they utilizing social media to research products and services**, social media has become an indispensable link between brands, consumers and fans.

More than ever, business is primarily driven by word of mouth, reviews, and social shares. Infringement in social media channels is a serious issue for brands and it's critical that brands include social media into their brand protection plans.

While all the major social media platforms strive to provide a safe environment for their users, bad actors have found ways to use these popular channels for their own nefarious purposes. Brands must remain vigilant and monitor social media for unauthorized use of their intellectual property including:

- Accounts leading to sellers/sites with questionable product listings/sellers
- Unauthorized accounts claiming false association with your brand
- Accounts offering the unauthorized distribution of in-game cheats or software codes
- Accounts distributing discount code or coupons
- Misuse of company IP intended to create customer confusion for purposes of phishing or distributing malware
- Inappropriate use of company IP (i.e., pornography, sexual content, violence, drugs, weapons, etc.)

Having a comprehensive brand protection strategy that addresses the unique nature of social media will help ensure that your customers, fans, and community continue to enjoy authentic experiences with your brand. For more information on how to plan an effective social media enforcement program, we've published an informative guide that you can download [here](#).

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