WHY SOCIAL MEDIA PROTECTION MATTERS:

PLAY→

BOOK

About Strike Social

Strike Social is a leading global campaign management team serving the largest agencies with over 50 million campaigns optimized by our proprietary AI tool to ensure maximum performance and success.

Media Buyers Guide:

Why Social Media Protection Matters

Comparing Major Social Platform

To keep your mind at ease, here's how the different major platforms provide social media protection and privacy for your business' data.

Click here to read

Brand Safety Guide

Brand safety is all about risk mitigation. Familiarize yourself with the existing brand safety controls across popular networks.

Click here to read

Social Media and FTC

Social media can be the perfect tool for finding out what your consumers want from you. Don't let the FTC make you afraid to handle your data.

Click here to read

Safeguarding user information

Comparing Major Social Platform

Social media platforms collect a vast amount of user data, raising concerns about privacy and security.

While this data allows for targeted advertising, it also creates risks for both users and businesses. This table explores how major social media platforms safeguard user information and provide advertiser protection.

How Platforms Protect Users and Advertisers

| Platform	Data Collection & Usage	Advertiser Production
YouTube/ Google	Analyzes user behavior (likes, comments, shares) & interests	Requires business verification with data encryption & access restrictions
Meta	Strict data policies, two-factor authentication, detailed activity logs	Brand safety controls & exclusions (filtering content & excluding unwanted categories)
TikTok	Diverse content with under-13 experience (limited features & content assessment)	Inventory Filter for brand safety (choosing content level for ad placement)

Brand Safety Guide

YouTube

In Numbers: Impact of Ads alongside inappropriate content on YouTube

90%
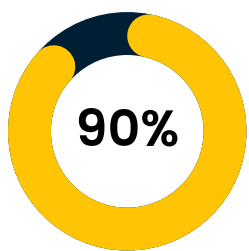
90% of audiences hold advertisers accountable

37%
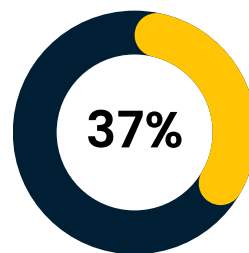
37% of media agencies know the risk

How it Works: Brand Suitability, Contextual Targeting and Reporting

OpenSlate

OpenSlate solution involves scoring YouTube content for quality and brand suitability.

VuePlanner

VuePlanner creates customized video-level placement lists that seamlessly integrate with both the Google Ads and DV360 platform

DV | DoubleVerify
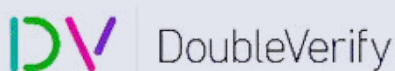
DV equips brands with unique metrics and cross-platform performance transparency, ensuring their ads are visible to real users.

IAS
Integral Ad Science

With IAS, brands can activate contextual targeting, optimize supply paths, and guarantee viewability

Brand Safety Guide
Meta

Exploring Facebook's Brand Safety Tools and Features

✓ Manual Placements

Deselect unwanted placements to control ad display environments.

✓ Content Exclusions

Exclude content categories to avoid ad display next to specific types.

✓ Brand Safety Partners

Facebook's partnerships prioritize transparency, control, and empowering advertisers with optimized ad placements.

✓ Inventory Filter

Use various video formats for better engagement. Flexible video formats for different devices.

✓ Delivery Reports

Access delivery insights for transparent ad delivery location information available to advertisers.

40%
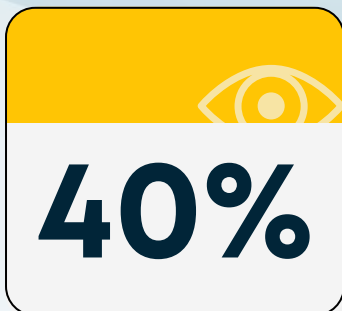
of marketers feel uneasy about the escalating prominence of **brand safety issues**

Read more at Strike Social

Brand Safety Guide
TikTok

TikTok Brand Safety Solutions

TikTok's brand safety solutions provide a secure environment where brands can run campaigns alongside safe and suitable content.

TIKTOK INVENTORY FILTER	OpenSlate IAS	ZEFR
PRE-CAMPAIGN	**PRE-CAMPAIGN**	**POST-CAMPAIGN**
The Inventory Filter solution offers three levels of control based on the following criteria: • GARM Brand Safety and Brand Suitability • Framework • Machine-learning moderation	Collaborative solutions ensure brand safety by assessing content pre-ad and reporting post-campaign, protecting reputations	TikTok partners with Zefr, offering brand safety insights. Combined with inventory filter, it provides pre-bid filtering and 3rd party validation.
Availability **Ad Formats:** • Reach & Frequency • Brand Auction Reach • Pulse **Markets:** Closed Beta Testing in 20+ markets **Languages:** EN, AR & TR	**Availability** **Ad Formats:** • Brand Premium In-feed, Brand Auction, & Reach & Frequency • In-feed Ads **Markets:** US, UK, CA, AU, KSA & ID **Languages:** EN & AR	**Availability** **Ad Formats:** • Reach & Frequency • & Brand Auction Reach **Markets:** US, UK, CA, AU, KSA, UAE, BR, MX. JP, ES, IT, & TH **Languages:** EN

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Marketers Guide

Social Media User Protection (US)

Industry Standards and Regulations

While the U.S. lacks overarching data privacy legislation, some industry standards exist. These standards often involve "opt-out" consent, where users can choose not to have their data tracked.

Additionally, some states are implementing regulations for data brokers, requiring registration and data breach reporting.

The Role of the FTC

The Federal Trade Commission (FTC) is the primary regulator of data privacy and advertising in the United States. They enforce the Fair Information Practices (FIPs), which require companies to:

✓ Provide Notice

Inform users about how their data is collected and used.

✓ Offer Choice

Allow users to control how their information is used.

✓ Provide Access

Give users the ability to access and update their data.

✓ Ensure Security

Implement safeguards to protect user information.

The FTC also enforces the Children's Online Privacy Protection Act (COPPA), which requires parental consent before collecting data from children.

Marketers Guide

Social Media User Protection (US)

Media Buyer Responsibilities

As a media buyer, you play a crucial role in social media user protection. Here are some key steps to take:

1 Understand Platform Policies

Each social media platform has its own data privacy policies. Familiarize yourself with these policies to ensure your campaigns comply.

2 Partner with Reputable Advertisers

Work with advertisers who prioritize data privacy and have strong data security practices.

3 Target Responsibly

Avoid targeting campaigns based on sensitive demographics or data that could be discriminatory.

4 Transparency is Key

Be transparent with users about how your campaigns collect and utilize data.

5 Stay Informed

Stay updated on evolving data privacy regulations and industry standards.

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