DIGITAL PRESENCE

Who Can Publish in Your Business’s Name Today?

Your business appears on social networks, maps and directories. Customers recognise the name and contact you there. Then a change is needed, and you discover that an agency opened the account with its email and nobody on your team has sufficient permissions.

Paying someone to manage an account does not establish that you can administer it. Check inside each platform, where roles, recovery methods and permission to change those roles are defined.

List the Places Where You Speak to the Public

Include social profiles, business listings, video channels and tools that publish on your behalf. Record who administers each one and which inbox receives security notices. An old integration may retain access even after the person who installed it has left.

- Confirm that an authorised person in the business holds the role needed to manage access.
- Give each collaborator the permissions their work requires instead of sharing one password with everyone.
- Review connected applications and remove those without an agreed purpose.
- Define how access and materials will be handed over when an agency relationship ends.

Check the Handover Before Removing the Previous Owner

Confirm that the new administrator can sign in and perform their tasks before removing the only working administrator. Arrange a time when both parties are available and retain a record of permissions transferred. Some platforms require additional steps or waiting periods to transfer ownership.

The same review helps separate personal and professional access. A brand profile should not depend on a former colleague keeping her private phone number. Recording the dependency gives you time to resolve it through an agreed process.

Permissions and transfers depend on each platform. Organising them improves control over your digital presence, but cannot guarantee recovery of a suspended profile or one with disputed ownership.

A Check You Can Run

For one public business account, write down who can publish, who can grant access and which organisation controls recovery. Then compare that list with the platform’s actual roles. A scheduled post continuing to appear proves that publishing works; it says nothing about whether the current owner can remove an old agency or recover the account.

Continue with: When Someone Leaves, Which Access Stays?.
https://systems.kavaliero.com/en/blog/when-someone-leaves-which-access-stays

For help with this work, see the scope of Executive Digital Protection.
https://systems.kavaliero.com/en/services/executive-security