



Enterprise Social Media Security

Secure and automate access to social and paid media platforms

Social media and paid media platforms operate outside traditional IAM controls, creating serious visibility and security gaps for IT teams.

Accounts are often tied to individuals, credentials are shared informally, MFA depends on personal devices, and access is spread across employees, agencies, and contractors.

The result: limited oversight, manual processes, inconsistent offboarding, and increased risk to brand reputation and advertising budgets.

Cerby closes these gaps by automating identity workflows for social and paid media platforms—including Facebook, Instagram, LinkedIn, TikTok, X, and more. As users join, leave, or change roles, Cerby automatically grants and revokes access, rotates credentials, and enforces MFA.

With Cerby, IT gains centralized visibility and control across every social and paid media account, reducing operational overhead and security exposure. Governance extends to one of the most targeted yet least protected areas of the application ecosystem—protecting brand assets and ad spend while keeping marketing teams moving quickly.

300

hours saved annually by
automating admin tasks



The Cerby Solution

Centralized security for your social media apps



Automated provisioning and deprovisioning for social media accounts

Automatically grant and revoke access to social and paid media platforms. Employees get assigned access via your IdP, while contractors get time-bound access that expires automatically.



Secured, shared access

Share access to social accounts securely without exposing passwords or requiring users to enroll MFA on personal devices. Cerby enforces MFA and automatically rotates credentials.



IT control without marketing friction

Give IT full oversight of account access, without introducing delays or handoffs. Cerby removes credential sprawl while keeping creative and agency teams moving.



Full visibility into social account access

See who accessed which social account, when, and for how long. Cerby provides a complete audit to support compliance, visibility, and IT oversight.



Cerby Features & Capabilities



Centralized Management

Manage access to all social and paid media accounts from one place. Securely store credentials while enforcing strict controls over how employees, agencies, and contractors access these platforms.



Password Import

Import existing credentials from spreadsheets or other vaults into Cerby, eliminating siloed storage and improving manageability.



SSO And MFA For Social Media Platforms

Enable SSO and enforce MFA for apps without native SAML support. Cerby auto-fills credentials and MFA codes.



Password Rotation

Automatically rotate credentials to remove lingering access, reduce risk, and protect shared social accounts from unauthorized use.



Organization-Owned Accounts

Shift employee-owned accounts to organization-owned emails, MFA, and phone numbers, making it easier to enforce MFA and grant or revoke access cleanly.



Secure Shared Access

Use your IdP to grant employees access to shared social accounts, keeping permissions accurate as people join, move, or leave. Contractors receive time-bound access that auto-expires.



“Besides Colgate-Palmolive employees, we share account access with various ad agencies, marketing organizations, consumer affairs agencies, and so on. Previously, that entailed a whole lot of password sharing. When individuals leave our organization or one of our marketing agencies, they could take those passwords with them, and that’s just too risky. Cerby mitigates that risk.”

□ Ed Mueller

Digital Content Architect



About Cerby

Cerby is the only identity security platform built for disconnected applications, providing IT and Security teams with comprehensive control over apps that lack APIs or support for protocols like SAML or SCIM. Seamlessly integrating with existing identity providers (Okta, Azure AD, etc.), Cerby extends critical security automations—such as single sign-on, multi-factor authentication, and lifecycle management—to any application without incurring the costly “SSO tax.” Cerby automates essential tasks like user deprovisioning and password rotations, reducing manual work while closing security gaps. With Cerby, teams gain full control over their app ecosystem, strengthen security, and reduce costs.

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