
Security

SOCIAL MEDIA SECURITY

A PRIMER – THAT *CAN* SAVES REPUTATIONS

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Agenda

01 **Introduction and Overview**

Why Social Media Security is important?

02 **Threats and Plausible Issues**

Threat Matrix and other issues with use of Social Media

03 **Defensive Techniques**

How to defend your organization

04 **Offensive and Legal Issues**

Legal concerns and a checklist of sorts

The precondition to FREEDOM is *SECURITY*.

Social Media

Lets Define it….and See the Attack Vectors

social media

noun

websites and applications that enable users to create and share content or to participate in social networking.

Source : hootsuite.com

JAN 2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
				
7.593 BILLION	**4.021 BILLION**	**3.196 BILLION**	**5.135 BILLION**	**2.958 BILLION**
URBANISATION: **55%**	PENETRATION: **53%**	PENETRATION: **42%**	PENETRATION: **68%**	PENETRATION: **39%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS. **MOBILE:** GSMA INTELLIGENCE; GOOGLE; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

Source – Hootsuite.com

APR 2018

DIGITAL AROUND THE WORLD IN Q2 2018

THE LATEST STATISTICAL INDICATORS FOR INTERNET, SOCIAL MEDIA, AND MOBILE USE AROUND THE WORLD

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.615 BILLION	4.087 BILLION	3.297 BILLION	5.061 BILLION	3.087 BILLION
URBANISATION: 55%	PENETRATION: 54%	PENETRATION: 43%	PENETRATION: 66%	PENETRATION: 41%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS. MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

Hootsuite™ we are social

Source – Hootsuite.com

Social Media is

Social Media Risks

Genesis of the Risk

*People share, read and engage more with any type of content when it's surfaced through friends and people they **know and trust**.*

Malorie Lucich


Risks
Needs

virtual
photo
blogs
bookmarking
gaming
forums
products/services
networks
sharing
review
enterprise
social
worlds
video
networks


Legal and Regulatory Compliance
Disclosure of confidential information
Violation of Copyright laws
Defamation
Intellectual property violations
RISK

Privacy & Security

Identity Theft

Unauth Data Retention

Technical Exploits

Social Engineering

Brand and Reputation Damage

Unfavourable Content

Defamation

Copyright Infringement


data
privacy

Privacy Means

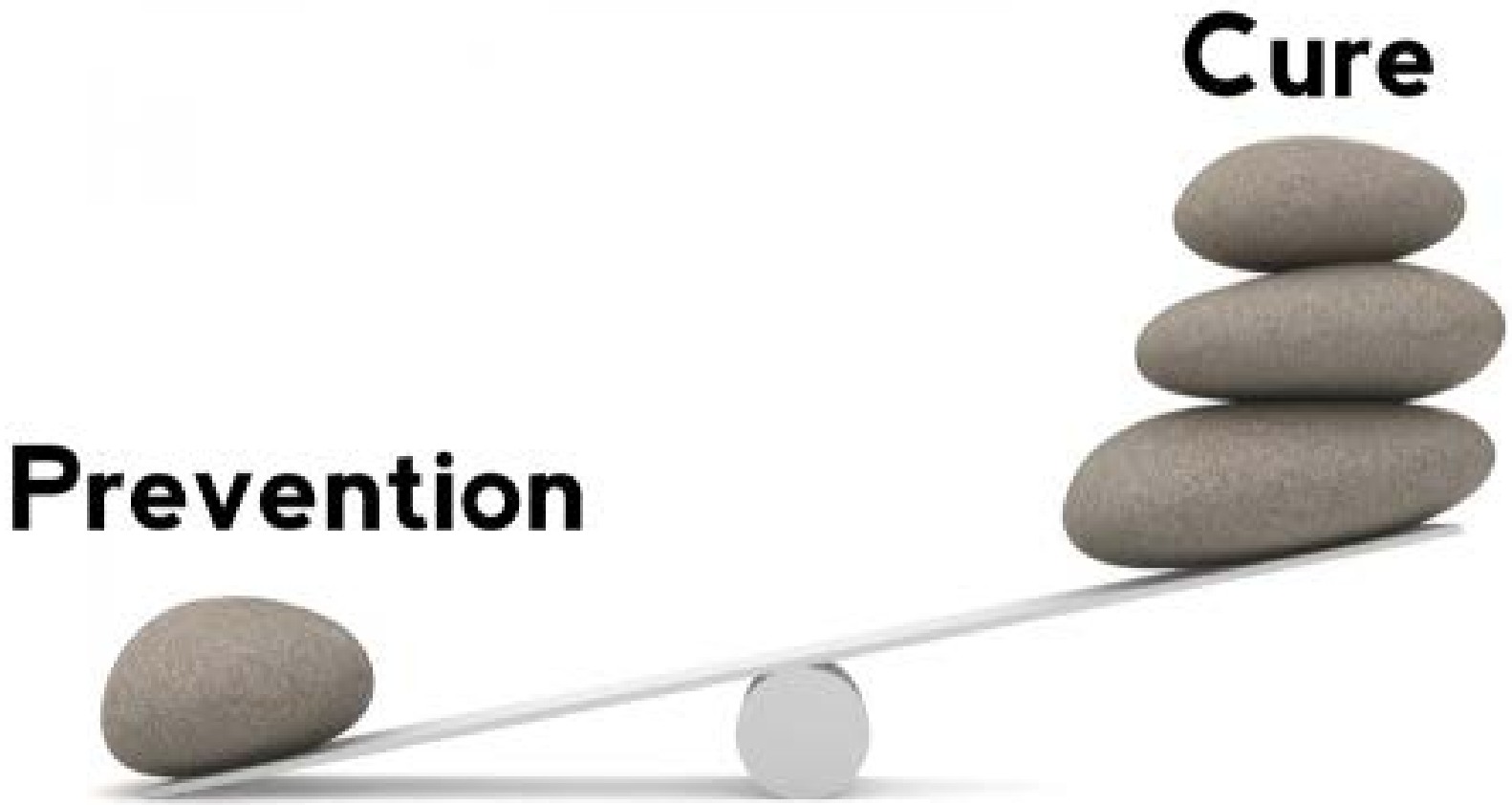
- ✓ Right to be left alone
- ✓ Limiting access to one's personal information
- ✓ Secrecy
- ✓ Control over information

Social Media Defence

Safety, Security and Adherence

Simple Rules of Engagement

Prevention is Better than Cure



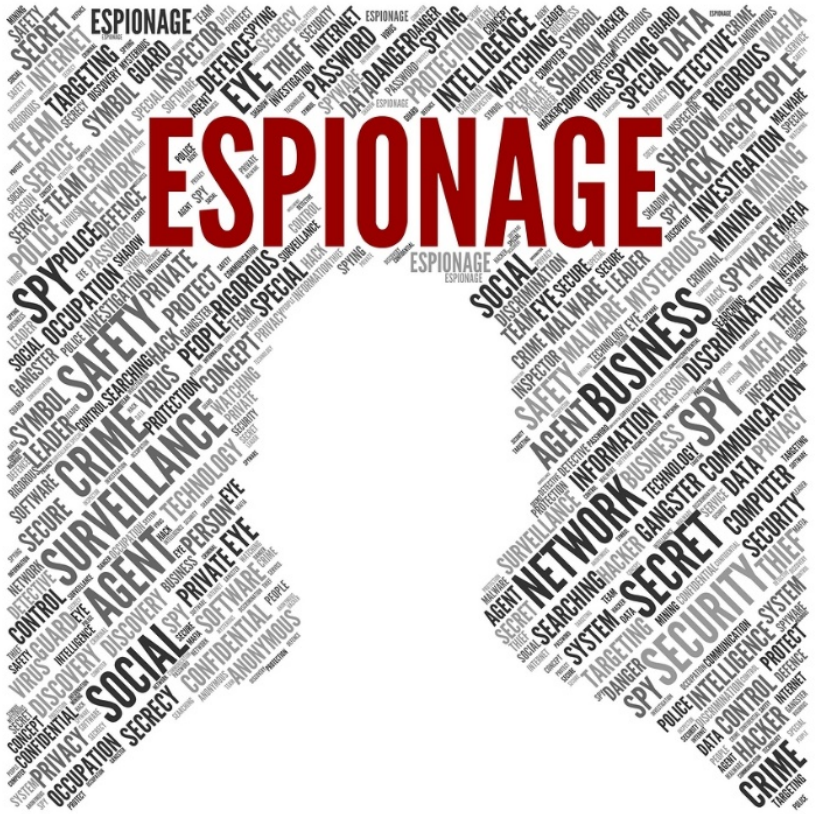
Guard Yourself

Check Before Posting

Your Post is PUBLIC

Corporate Espionage

Use of social engineering to access sensitive enterprise data



Assumed Trust

Willing to share personal information

Data Leak Using Apps

Collection of Personally Identifiable Information and use of AI

Other Common Issues

- **Lack of consent**
- **Vulnerable participants**
- **Willful defaults**

A Checklist of Don'ts

DON'Ts

- **Complain publically about a specific person**
- **Post a picture without permission**
- **Tag someone in an embarrassing photo**
- **Write a negative post about a non-public figure**
- **Make any sexual references or Racial Slurs**
- **Doctor a photo**
- **Change the meaning of a post and repost it**
- **Post a private comment made in person**
- **Represent an original photo as your own**
- **Troll**

Source inc.com ; https://www.inc.com/john-brandon/25-acts-of-social-media-cruelty.html

A Checklist of Don'ts

DON'T

- **Swear**
- **Hire or fire an employee through social media**
- **Reward one employee and not another**
- **Apologize to a specific person**
- **Post salary amounts for your staff**
- **Post vacation or business trip details**
- **Argue in public**
- **Link to inappropriate or crude content**

Source inc.com ; https://www.inc.com/john-brandon/25-acts-of-social-media-cruelty.html

A Checklist of Dos

DO

- **Train your staff and *yourself***
- **Get an *audit* done of your company's social accounts**
- **Get *professional help* – when needed**
- **Get a *social media security policy* in place and tell people about it**
- **Check what apps are *connected* to your social accounts**
- ***Monitor* your social media regularly**
- ***Limit access* to only certain people – who matter**

Source Trend Micro; https://www.trendmicro.com/vinfo/us/security/news/cybercrime-and-digital-threats/best-practices-how-to-secure-your-social-media-accounts

A Checklist of Dos

DO

- **Practice your security worst case response strategy**
- **Check for fake stories**
- **Create Google Alerts to be aware of what is being published about your business**
- **Regular searches about yourself**
- **Protect End points – Mobile, Laptops, People**
- **Contact NZ Cert when an incident occurs**

Source Trend Micro; https://www.trendmicro.com/vinfo/us/security/news/cybercrime-and-digital-threats/best-practices-how-to-secure-your-social-media-accounts

Concerns in NZ Context

A list of Issues that are commonly seen in the NZ Cyber Environment

- **Corporate Espionage – Through People and Social Media**
- **Loose Lips and Data Leaks**
- **3rd Party Apps leaking**
- **Privacy settings of employees**
- **Digital dossier aggregation**
- **Secondary data collection**
- **Difficulty of complete account deletion**
- **Phishing attacks**
- **Human error**

Social Media Offensive

Law on your Side

Law to your Aid

NZ Laws you need to be Aware of

New Zealand's Privacy Act 1993

"when information is directly collected from an individual, the agency must make sure that the individual is aware of:

a) the fact that the information is being collected; and
b) the purpose for which the information is being collected; and
c) the intended recipients of the information; and
d) the name and address of the agency that is collecting the information; and
e) the agency that will hold the information; and
f) if the collection of the information is authorized or required by or under the law; the particular law by or under which the collection of the information is so authorized or required; and
g) whether or not the supply of the information by that individual is voluntary or mandatory; and
h) the consequences (if any) for that individual if all or any part of the requested information is not provided; and
i) the rights of access to, and correction of, personal information provided by these principles.

Law to your Aid

NZ Laws you need to be Aware of

Under what circumstances can businesses access social media data?

"when information is directly collected from an individual, the agency must make sure that the individual is aware of:

a) the information is publically available, or
b) consent is obtained from the individual concerned, or
c) the information will be used for statistical or research purposes, or
d) the information will not be published in a form that could reasonably be expected to identify the individual concerned, or
e) compliance is not reasonably practicable in the circumstances of the particular case"

Law to your Aid

NZ Laws you need to be Aware of

New Zealand's Harmful Digital Communication Act 2015 (HDCA)

"a person may be held liable for spreading information that was already in the public domain (e.g., re-tweeting a defamatory tweet or sharing someone's data which was deliberately made available by a hacker), given that it harms the individual whom the information is about, and it is unfair and unreasonable for a person to share that data.

The HDCA (which became law on 3 July 2015) is intended to discourage, prevent, and reduce harmful digital communications posted online through emails, text, websites, applications, or social media

Law to your Aid

NZ Laws you need to be Aware of

New Zealand's Harmful Digital Communication Act 2015 (HDCA)

Here are the 10 principles of the HDCA:

Principle 1—a digital communication should not disclose sensitive personal facts about an individual.
Principle 2—a digital communication should not be threatening, intimidating, or menacing.
Principle 3—a digital communication should not be grossly offensive to a reasonable person in the position of the affected individual.
Principle 4—a digital communication should not be indecent or obscene.
Principle 5—a digital communication should not be used to harass an individual.
Principle 6—a digital communication should not make a false allegation.
Principle 7—a digital communication should not contain a matter that is published in breach of confidence.
Principle 8—a digital communication should not incite or encourage anyone to send a message to an individual for the purpose of causing harm to the individual.
Principle 9—a digital communication should not incite or encourage an individual to commit suicide.
Principle 10—a digital communication should not denigrate an individual by reason of his or her color, race, ethnic or national origins, religion, gender, sexual orientation, or disability.

Law to your Aid

NZ Laws you need to be Aware of

New Zealand's Unsolicited Electronic Message Act 2007

Regulates spam or junk or unwanted messages. To comply with the law

- Obtain Consent
- Provide Opt in and Opt Out options

Carry Home Points

- Conduct Social Audits
- Get a social media security policy in place and make is accessible
- Train your teams
- Abide by the Law
- Respect privacy

Questions??