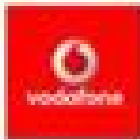




Is Social Media One of Your Vulnerabilities?

10th February 2011

Vodafone



VodafoneUK is fed up of dirty homo's and is going after beaver

3 minutes ago from web

DKNY

facebook

DKNY Like

Wall Info What's New Core Club Shop DKNY Photos >>

DKNY + Others Just DKNY Just Others

Joel Bartlett Some blog coverage on PETA's takeover of DKNY's facebook page.

PETA uses DKNY's Facebook page against it - Tech Talk - Connecticut News
blog.ctnews.com
Observations from Jamie DeLoma, Journalist and computer nerd

34 minutes ago - View Post

D Basia Lew I have been a longtime fan of the brand.
4 hours ago

K Nora Vizzini Listen, some bunny loves you!
4 hours ago

Christine Dore What's the deal?
4 hours ago

B Dainéal Parker Fashion is life and death.
4 hours ago

U Lauren Gordon I've a message for Donna Karan. How can I reach her?
4 hours ago

N Ashley Palmer Can u show us what goes into ur designs?
4 hours ago

N Nare Ovsepien Nothing is more important than fashion, right!?!
4 hours ago

Y Frank Schippers Longtime fan of the brand!
4 hours ago

Courtney Smith Fashion to die for...
4 hours ago

B Alissa Mocerì I would kill for one of your fur coats.
4 hours ago

U Emily Nash DKNY continually shocks me!
4 hours ago

T Jessy Easton What does DKNY stand for?
4 hours ago

C Royale Ziegler I die for fashion!
4 hours ago

H Sherif Hamdy I'm trying to save something today - can u help?
4 hours ago

E Sunny Subramanian Who wouldn't do anything for a Donna Karan coat!
4 hours ago

R Tiffany Wright What's the cost of a fur coat?
4 hours ago

Add to My Page's Favorites
Suggest to Friends

Information

Founded:
1989

1 Friend Likes This

Joel Bartlett

204,863 People Like This

Belen Cortez **Lukasz Pleniązek** **Margaret Fenelon Young**

Favorite Pages
6 of 17 Pages See All

Kell on Earth **papermaq** **DKNY FRAGRANCES**

Fashion's Night Out **Knock Out Cosmetics** **FASHION FOR HAITI**

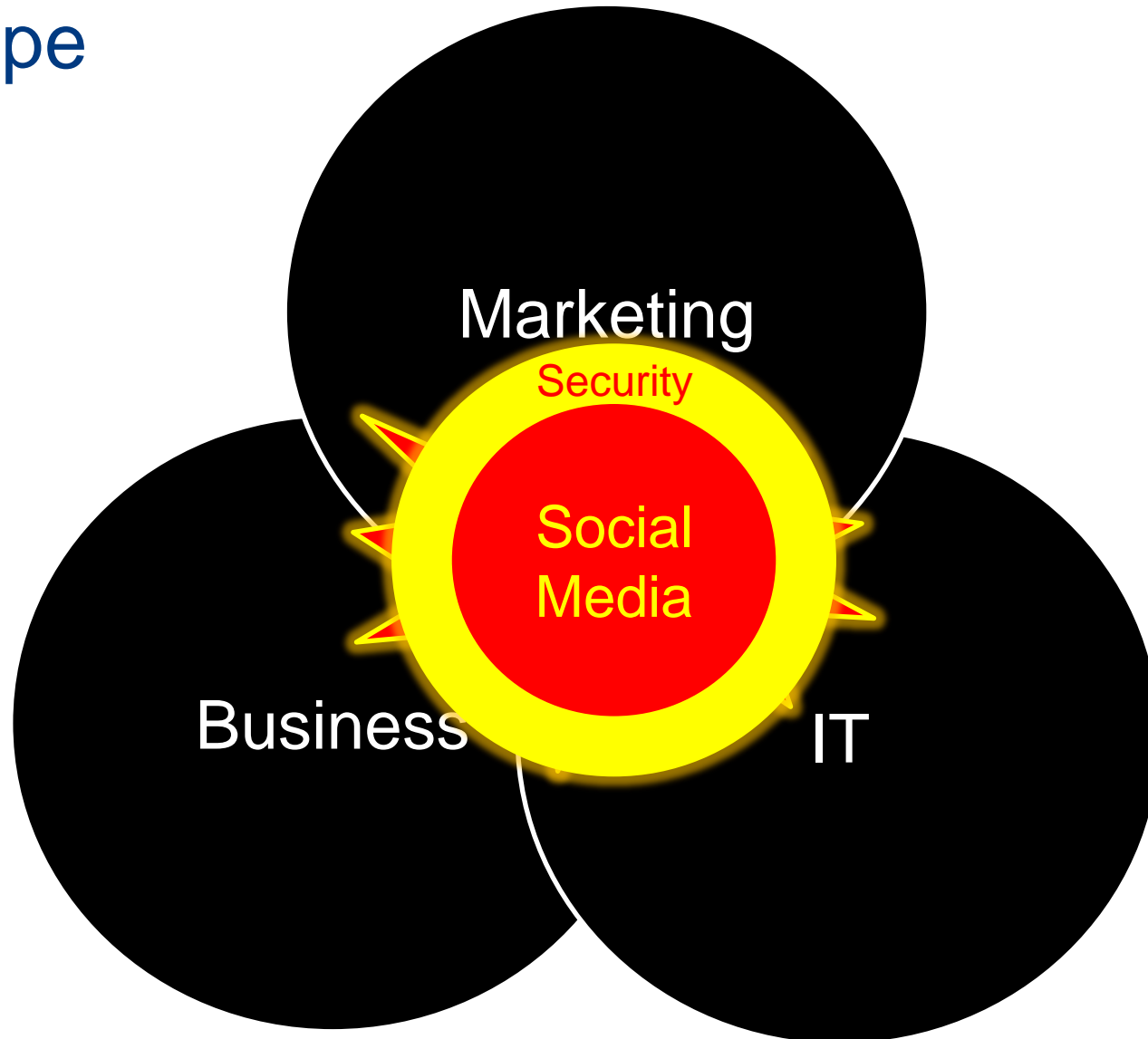
Photos
2 of 36 albums See All

Wall Photos
Updated about a week ago

As Seen In...
Updated about a week ago

4 of 459 photos by others See All

Scope



Agenda

- Social Media: an increasingly important marketing platform
- What are the potential security risks?
- Steps organisations may still wish to take if they don't have a current Social Media strategy
- Some thoughts on handling a Social Media incident

Social Media

- Facebook has 500 million users
- Twitter has nearly 200 million users
- LinkedIn more than 90 million
- In December 2000 the Internet had 360 million users (worldwide)

A Corporate Social Media presence . . .

The image shows a screenshot of the Coca-Cola Facebook page. At the top, the Facebook logo is visible on the left, and login fields for Email and Password are on the right. Below the login fields, there is a 'Sign Up' button and a message: 'Coca-Cola is on Facebook. Sign up for Facebook to connect with Coca-Cola.' The main header of the page features the name 'Coca-Cola' with a 'Like' button. Below this, there are navigation tabs for 'Wall', 'Info', 'Coca-Cola', 'Photos', 'Video', and 'Discussions'. On the left side, there is a large image of a classic glass Coca-Cola bottle. To the right of the bottle is a colorful advertisement for a game called 'Rumble Bug'. The ad features a red Coca-Cola logo, a ladybug, a dragonfly, and a butterfly, with the text 'Like us? Click "Like" above.', 'Rumble Bug', and 'PLAY NOW'. Below the ad, there are social media links for 'Find Us On: Twitter, MySpace, YouTube, Flickr'. At the bottom left, there is an 'Information' box with the text: 'About: Read the House Rules: http://CokeURL.com/muwx'. Below the information box, it says '22,244,721 people like this'.

Twitter . . .

twitter Have an account? [Sign in](#)

Get short, timely messages from New From IRN-BRU.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@NewFromIRNBRU**.

[Sign Up >](#) Get updates via SMS by texting **follow NewFromIRNBRU** to **86444** in the United Kingdom
[Codes for other countries](#)

NEW!!! **NewFromIRNBRU**

Name New From IRN-BRU
Location Cumbernauld
Web <http://www.irn-bru.com>
Bio Official spoketweeter for all things new from IRN-BRU. If it's new and it's BRU, you'll hear about it first here.

604 following 1,564 followers 27 listed

Tweets 799

Favorites

Following

Today's IRN-BRU philosophy essay question. Discuss. RT
@anna_burnside: Does irn bru prove the existence of a merciful God?
 4:50 AM Feb 2nd via TweetDeck

Home-made Japanese IRN-BRU adverts - <http://bit.ly/hPx3bA>.
 Today's pleasant surprise from Twitter.
 7:16 AM Jan 28th via TweetDeck

NEW FROM IRN-BRU
BETTER THAN A BEAVER ON A UNICYCLE

LinkedIn

Account Type: Basic ▼ Ian Shaw [Add Connections](#)

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) 20 [Companies](#) [More](#)

Companies ▾

[Companies](#) > PepsiCo

[Overview](#) [Careers](#) [Products](#)



PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Our main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other ... [more](#)

PepsiCo has **25,723** followers

[Follow Company](#)

How you're connected to **PepsiCo**

0 1st Connections

0 2nd Employees in your network

16,117 Employees on LinkedIn

[Check out insightful statistics about PepsiCo employees »](#)

[Your Network \(3\)](#) [New Hires \(5\)](#) [Employees \(16,117\)](#)



Technical Consultant
Andrew G. Allen, United Kingdom



Talent Engagement & Marketing Leader
Chris H., Dallas/Fort Worth Area



Head of Logistics (Beverage Division)
Piotr K., Warsaw Area, Poland



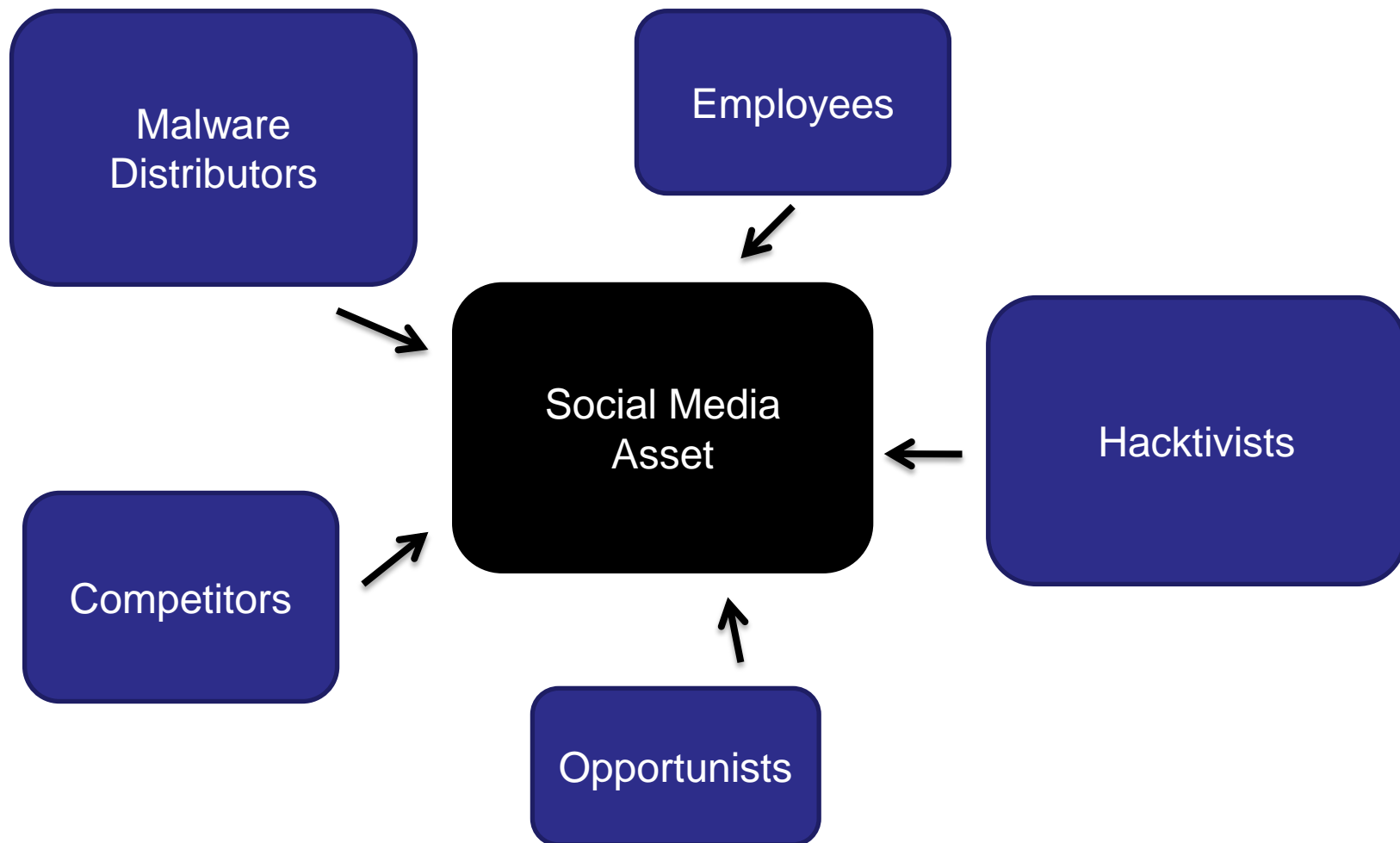
Talent Acquisition - Recruiter
Emily R., Greater Chicago Area

FIND OUT MORE AT
WWW.MILLION-EXTRA.CO.UK

Other Social Media platforms



Threat Agents



The wrong kind of sharing: Mark Zuckerberg's Facebook page hacked

The founder of the biggest social network has his personal page broken into – and used to spread a message suggesting 'social investment' rather than from bankers



Mark Zuckerbe
Mark Zuckert
person who f
people inves
The page be
founder who

YouTube Hacked, Justin Targeted.

Updates at foot of the post, including statement from Google.

guardian.co.uk

News | Sport | Comment | Culture | Business | Money | Life &

News > Technology > Twitter

Vodafone suspends employee after obscene tweet

Message on Vodafone's official Twitter account prompted hundreds of followers to contact the mobile phone company

Hacked Axl Rose Twitter account spreads false tour news
GNR frontman relaxed about hack

Print Retweet Facebook

Alert

LinkedIn Zeus spam run targets prospective business marks

Let's connect

By [John Leyden](#) • [Get more from this author](#)

Posted in [Malware](#), 29th September 2010 19:36 GMT

[Free whitepaper – Desktop Virtualization for Dummies](#)

Cybercrooks on Tuesday targeted users of the LinkedIn social network with a spam attack aimed at infecting victims with the infamous Zeus Trojan.

Prospective marks were emailed an alert link that posed as a social media contact request but actually sent victims to a malware-loaded site that attempted to infect users via a

Bogus LinkedIn profiles punt malware to fools

Beyoncé's not your friend, you berk

By [John Leyden](#) • [Get more from this author](#)

Posted in [ID](#), 6th January 2009 16:34 GMT

[Free whitepaper – Moving beyond consolidation](#)

Bogus profiles on social networking website LinkedIn are punting malware to the credulous and starstruck.

Fraudulent accounts in the name of celebrities such as Beyoncé Knowles, Victoria Beckham, Salma Hayek and others are littered with links that take surfers to site harbouring malware. Trend Micro reports, The attack - which is still under investigation - represents a

Where to start . . .

- A register of the Company's Social Media assets
- InfoSec Policies extended to support Social Media requirements
- Standards for security settings for various Social Media platforms
- User education around malware and incident management

Policy areas

- Information published to social media platforms must comply with the Company's privacy and confidentiality policy.
- In the event that a leakage or breach occurs via a social media platform must be reported in line with the Company's incident handling process.
- Social media accounts must not be shared between employee's, with the exception of . . . [platforms not supporting multiple accounts]
- Passwords for Social Media accounts must be secured in line the Company's password policy and must be different for each social media platform.

Policy Areas cont.d

- Security configuration settings for Company social media accounts must be in line with the Company's standard in this area
- Users must not access Company social media platforms from PC's not approved for use within the Company's IT environment
- Use of Company social media accounts will be monitored by the Company and reviewed from time to time to ensure adherence with the policy

Security Standard – Social Media

- Password Policy
- Restricting logins
- HTTPS
- Monitoring and logging
- Privacy settings e.g.
 - Individual contact data
 - News feeds
 - Photo tagging

What if your company isn't on Facebook?

The screenshot shows the Facebook interface for a page titled 'Morrisons'. At the top, there is a blue navigation bar with the Facebook logo, a 'Sign Up' button, and a tagline: 'Facebook helps you connect and share with the people in your life.' To the right of the navigation bar are login fields for 'Email' and 'Password', a 'Log in' button, and a checkbox for 'Keep me logged in' with a link for 'Forgotten your password?'.

The main content area is divided into two columns. The left column features the 'Morrisons' profile picture (a yellow circle with a green 'M') and the name 'MORRISONS' in green. Below this are links for 'Info', 'Related posts', and 'Wikipedia'. A 'Like' button shows '1,715 people like this'. At the bottom of this column are links for 'Create a Page', 'Report Page', and 'Share'.

The right column displays the 'Morrisons' page title with a 'Like' button and the word 'Interest' below it. A 'Description' section follows, containing text from Wikipedia: 'From Wikipedia, the free encyclopaedia Wm Morrison Supermarkets plc is the fourth largest chain of supermarkets in the United Kingdom, headquartered in Bradford, West Yorkshire, England. The company is usually referred to and is branded as **Morrisons**, and it is part of the FTSE 100 Index of companies. Morrisons' market share as of December 2008 was 11.8%, making it the smallest of the "Big Four" supermarkets, behind Tesco (30.9%), Asda (16.8%) and Sainsbury's (16%), but far ahead of the fifth place Co-operative Group, which had a share of 4.4%. Originally founded by William Morrison, hence the abbreviation Wm Morrison, in 1899, it started out as an egg and butter stall in Rawson Market, Bradford, England. Until 2004, Morrisons store locations were primarily focused in the north of England, but with the takeover of Safeway in that year, the company now has 403 superstores across the UK. The Morrison family currently owns around 15.5% of the company. **History** The Company was founded by William Morrison in 1899, initially as an egg and butter merchant in Rawson Market, Bradford, England operating under the name of *Wm Morrison (Provisions) Limited*.

Below the description is a 'Source' section with a note: 'Description above from the Wikipedia article [Morrisons](#), licensed under [CC-BY-SA](#), full list of contributors [here](#). Community Pages are not affiliated with, or endorsed by, anyone associated with the topic.'

Managing a social media incident?

- Change the password (Update applications or API access – in case of lockout)
- Revoke ‘connections’ or ‘applications’ rights you do not recognise
- Don’t respond (until you understand what happened)
- Identify how it happened



Managing a social media incident?

When you are back in control:

- Clean up
- Consider issuing a response (but not necessarily an apology!)
- Review security procedures/address previous violations
- Educate your user base



Summary



Questions?