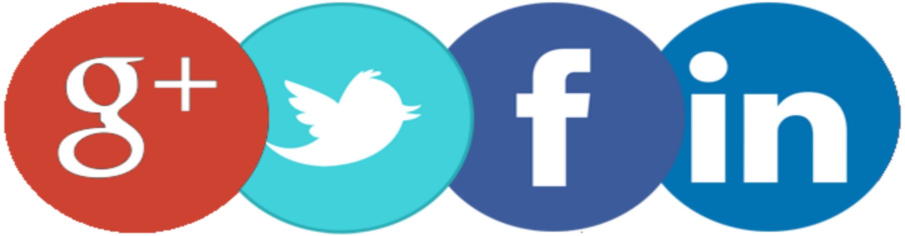
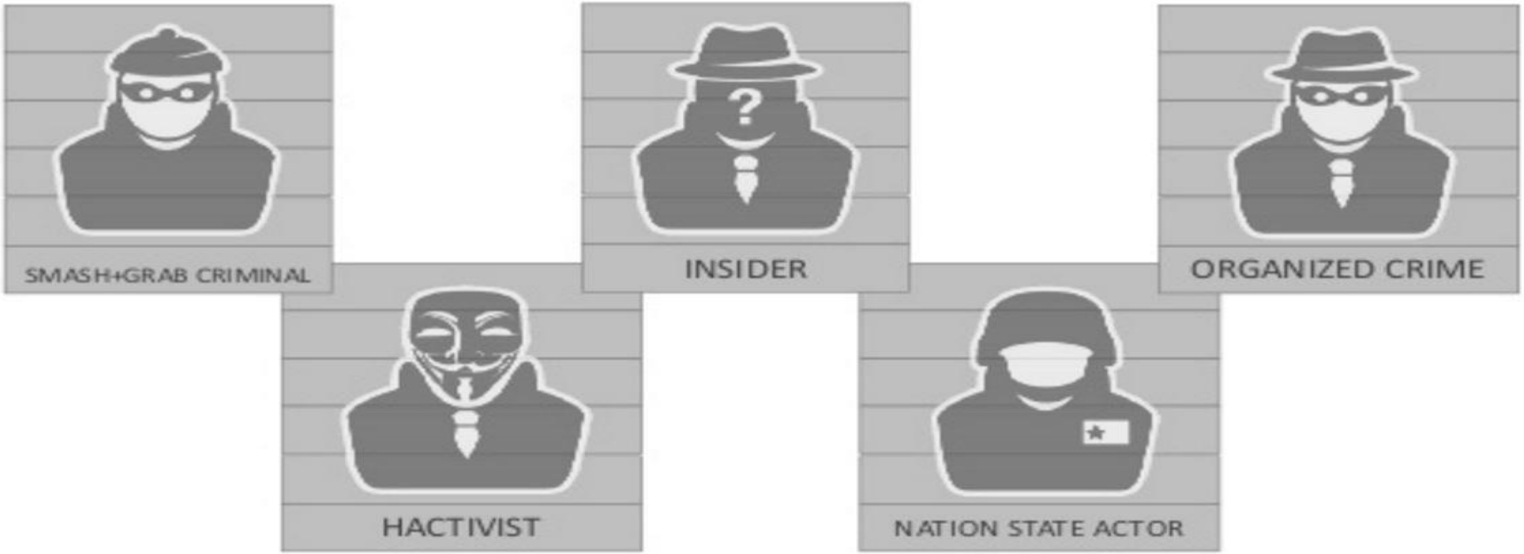
Social Media: Understanding the Threat Landscape



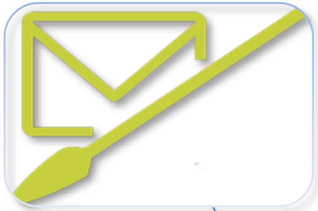
Agenda

- Today’s Threat Landscape and Dispelling some Myths
- Social Media: A Hacker’s Favorite Target
- Employee Social Media Presence and the Risks
- Impact to Social Media Campaigns
- Risks posed by Clients
- Q & A

THREAT ACTORS



Vectors of Attack


Spear Phishing

Phishing

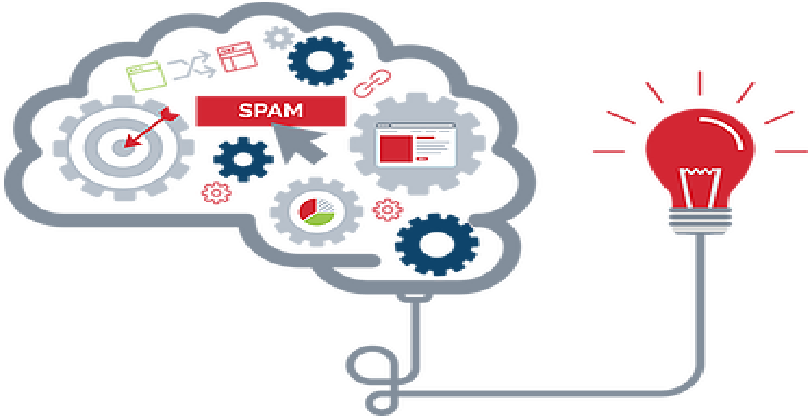
Ransomware

Credential Replay

DDoS

Social Engineering

Most Trusted Networks or Cyber Weapons of Choice?



Over 2.5 billion people have social media accounts

Over 83 million fake Facebook profiles

Over 20 million fake Twitter users

Employee Social Media Presence and the Risks

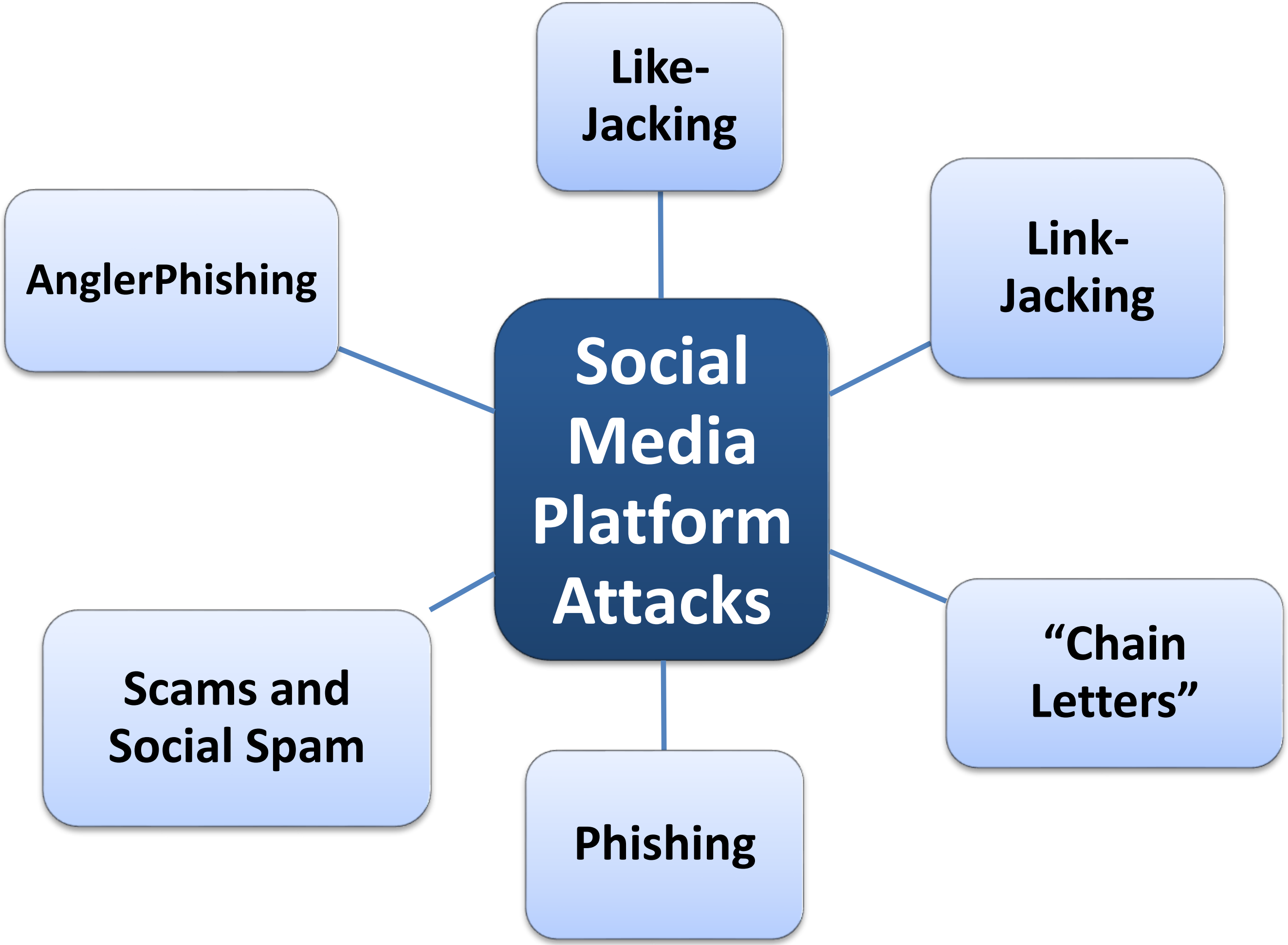
Inadvertent or intentional “sharing” of information

Trusted social media networks and compromise

Privacy, intellectual property and content ownership

Human resources issues associated with unauthorized activities

Data collection, protection and security



Social Media Platform Attacks

Like-Jacking

Link-Jacking

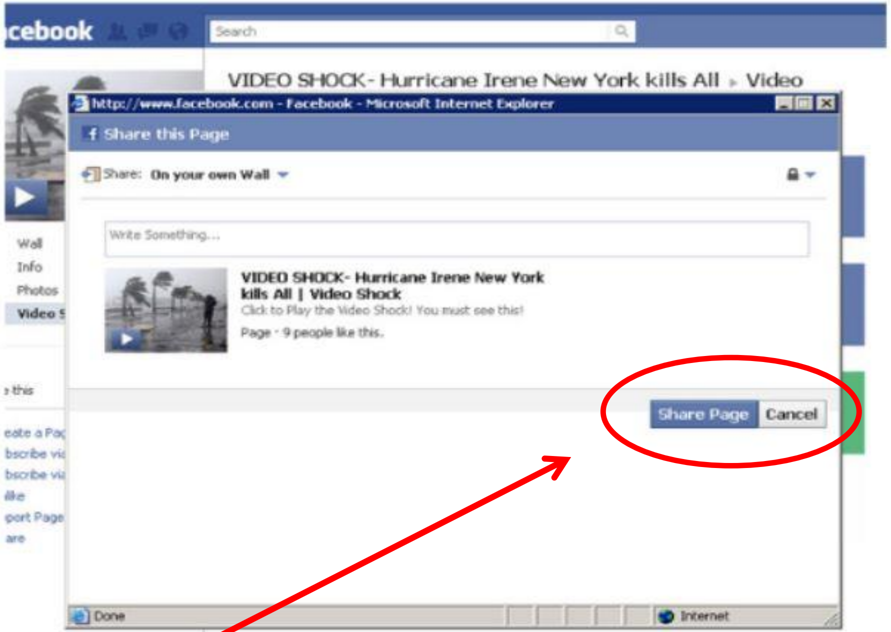
“Chain Letters”

Phishing

Scams and Social Spam

AnglerPhishing

Like or Link-Jacking



VIDEO SHOCK- Hurricane Irene New York kills All ▸ Video

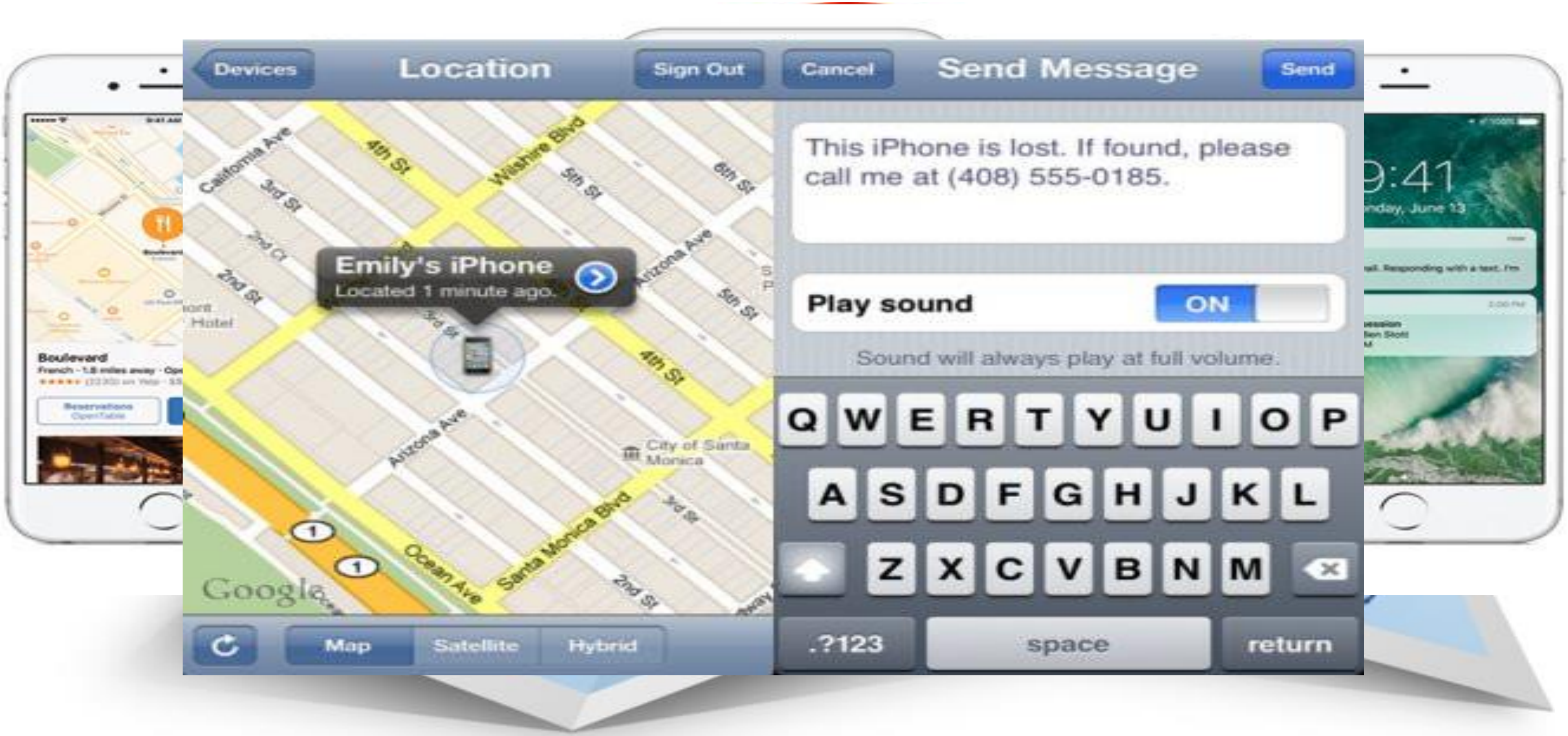
VIDEO SHOCK- Hurricane Irene New York kills All | Video Shock

Click to Play the Video Shock! You must see this!

Page · 9 people like this.

“Must ‘share’ to view”

Geo-location, meta-data and publicly sharing information



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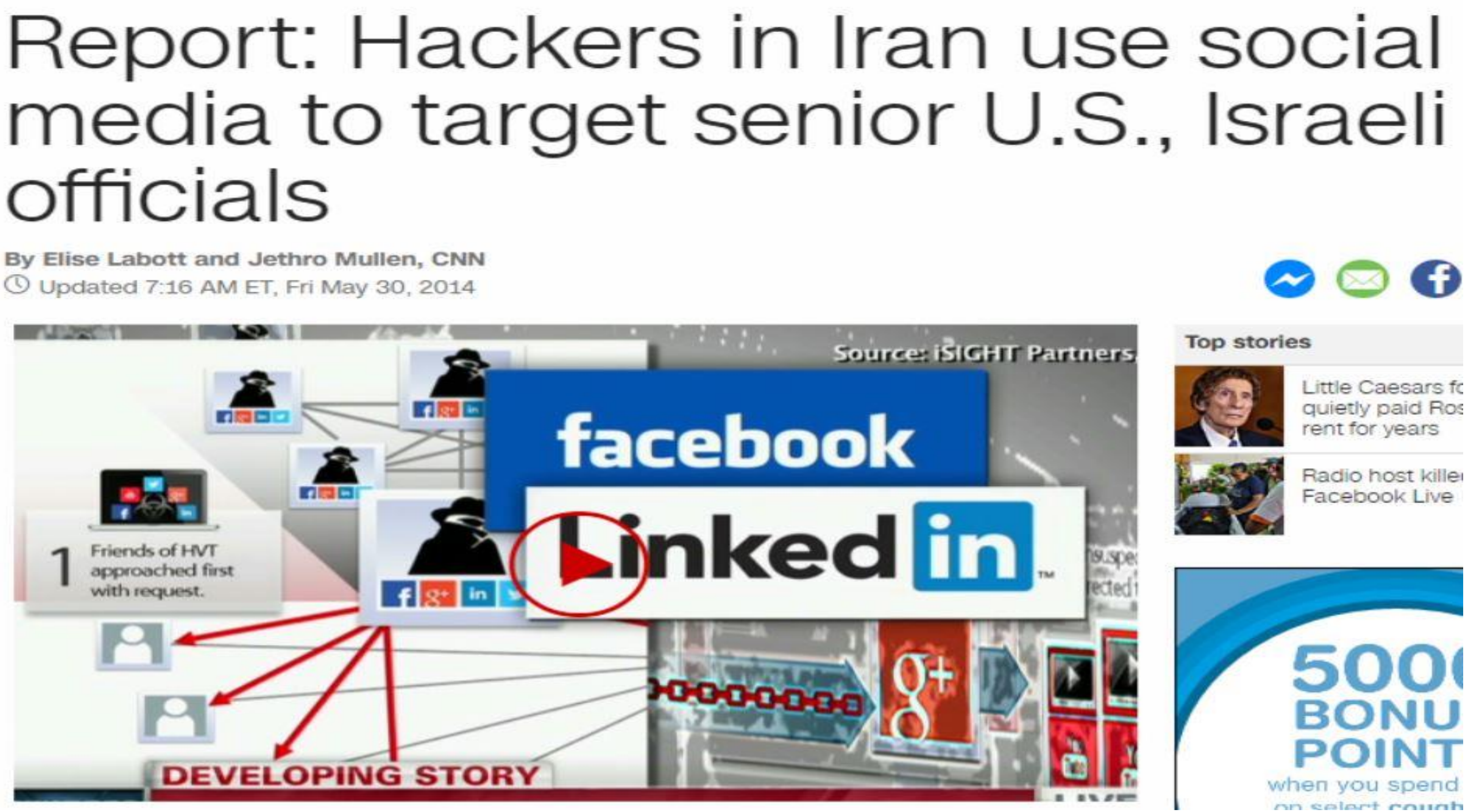
Play sound ON

Sound will always play at full volume.



Report: Hackers in Iran use social media to target senior U.S., Israeli officials

By Elise Labott and Jethro Mullen, CNN

Updated 7:16 AM ET, Fri May 30, 2014

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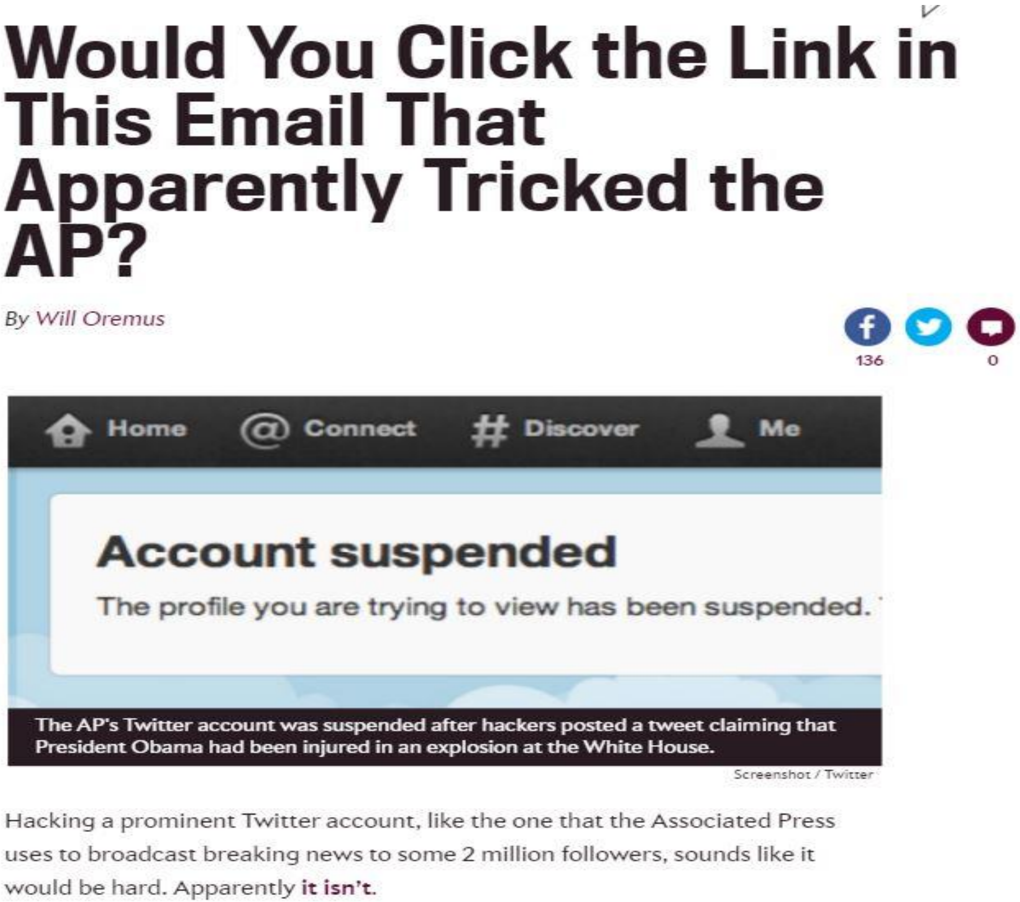


Would You Click the Link in This Email That Apparently Tricked the AP?

By *Will Oremus*

Account suspended

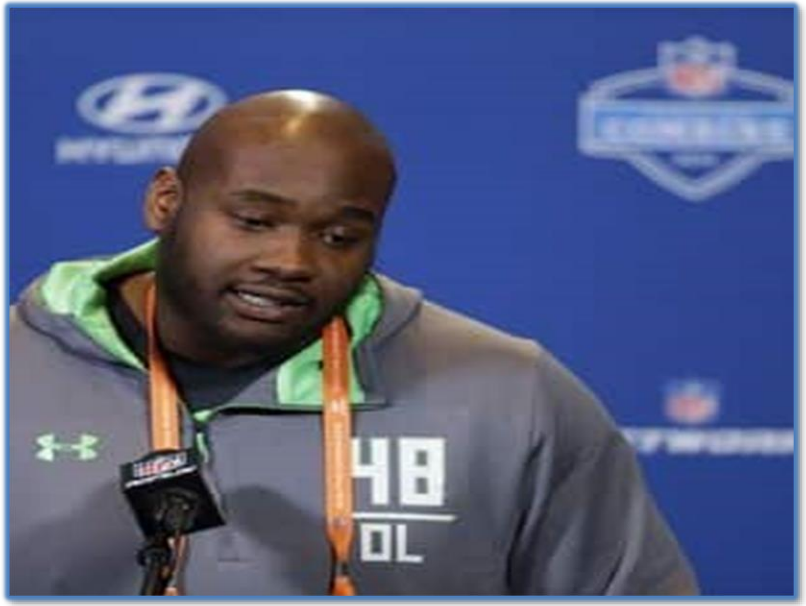
The profile you are trying to view has been suspended.

The AP's Twitter account was suspended after hackers posted a tweet claiming that President Obama had been injured in an explosion at the White House.

Screenshot / Twitter

Hacking a prominent Twitter account, like the one that the Associated Press uses to broadcast breaking news to some 2 million followers, sounds like it would be hard. Apparently **it isn't**.

Laremy Tunsil: Twitter and Instagram hack cost him millions after video went viral



Impact to Social Media Campaigns

Dyn SM
Spotify®
shopify
Etsy
zendesk®
GitHub
BUSINESS INSIDER

Risk Mitigation

Build a Social Media Security Plan
Plan development should engage IT, Legal, Information Security, Fraud and Risk Management departments.

Security Tokens and Two-Factor Authentication
Security Tokens are mobile applications or small hardware devices that provide passcodes for use at Login in conjunction with Login ID and Password.

Links and Email
Avoid links, particularly on social networks, that claim to have some special photos related to high profile events. Instead, go directly to known sources of news without following the links.

Note that Facebook will *never* send you an email asking for your password, so if you ever receive an "email" requesting this information, it could come be a cyber-attacker looking to steal your information.

Training
Implement cybersecurity training as a part of your onboarding process, much like HR training. Set the ground rules for what devices can and cannot be used in your facilities, explain proper protocols, and make sure everyone understands the importance of following the guidelines.

Identify your most valuable social assets and customer touch points, and develop technical capabilities to continuously monitor them for signs of compromise and behavioral abnormalities.