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Social Networks & Security: What Your Teenager Likely Won't Tell You

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Overview

- Provide overview of Social Networks
- The Business Case for Social Networks
- Existing Security Challenges Associated with Social Networks
- Potential Approaches to Provide Security & Case Study
- Q&A & Discussion

Social Networking Background



Why am I here today?

- Denim Group background
- Consultant
- Background in Social Network
- Business case for doing social networks
- Exposure
- What we quickly learned...

What we learned...

- Transparency is good, to a point...
- Smart people will do clever things
 - *Excited to work on new project*
 - *Fixing systems that might be down*
 - *Proud to work with a Fortune 500 client*
- Messaging quickly becomes critical
 - *Who should speak for what?*
 - *Do you want the new sales guy's take on software security*
 - *What is appropriate?*
- There is a slight impact on productivity
 - *Between projects? Perhaps 20 tweets/day not so good*
 - *What tempo should we expect from key contributors?*

Social Networking Background

- *Forrester predicts that by the end of 2009, 85% of US online consumers will make use of online social technology*
- *By 2010 Gen Y will outnumber Baby Boomers – 96% of them are on social networks*
- *80% of HR departments use LinkedIn for recruiting*
- *If Facebook were a country, it would be the 4th largest in the world*
- *25% of search results for the World's top brands are linked to user-generated content*
- *Social media have overtaken porn at the #1 activity on the web*

- Source: “The Growth of Social Technology Adoption,” Oct. 2008, Forrester
- Source: “Socialnomics09 “ <http://www.youtube.com/watch?v=sIFYPQjYhv8>

Facebook Principles

- “Facebook promotes openness and transparency by giving individuals greater power to share and connect, and certain principles guide Facebook in pursuing these goals. Achieving these principles should be constrained only by limitations of law, technology, and evolving social norms.”
 1. *Freedom to Share and Connect*
 2. *Ownership and Control of Information*
 3. *Free Flow on Information*
 4. *Fundamental Equality*
 5. *Social Value*
 6. *Open Platforms and Standards*
 7. *Fundamental Service*
 8. *Common Welfare*
 9. *Transparent Process*
 10. *One World*

Source: <http://www.facebook.com/facebook?ref=pf#/principles.php>

The Business case for Social Networking

- Social Network is a viable business tool
- Viral marketing to loyal followers
- Transparency
- Personal brand
- Micropublishing
- Part of Gen Y & Z's world

Existing Security Challenges Associated with Social Networks

- Technical
 - Social networking malware
 - Most AV challenged in web-base malware
 - Bots
 - Bandwidth concerns
- Non-technical
 - Obvious productivity impact
 - Information disclosure
 - The graying of personal and professional lives
 - Twitter corporate disclosure
 - Social engineering made easy!
 - Sharing of passwords/predictable usernames

Existing Security Challenges Associated with Social Networks

- Varied responses to social networking
 - Responses range from laissez faire to draconian
 - NFL
 - Military
 - Corporate America
 - Approach reflects business philosophy and culture
 - Not a security response – a business response
 - Remember e-mail was a new thing 15 years ago

Potential Approaches to Provide Security: Case Study

- Draft Denim Group statement about social media
- Discretion and common sense are the guide - communicate through social media tools in an appropriate manner similar to how you would communicate in electronic and non-electronic means
- Understand existing corporate policies apply to communicating via social media. If you are updating social media through company systems during work hours, Denim Group policies are in effect
- We use certain social media tools in order to promote Denim Group and further the vision of building a world where technology is trusted (our company vision).\

Potential Approaches to Provide Security: Case Study

As part of these efforts we use popular tools like Twitter, Facebook, and LinkedIn to promote company initiatives and communicate to the world what our company is doing. To that end, the DG management team has put together guidance of how best to use social media for your professional development and to provide examples of what is and is not appropriate at Denim Group

- It is appropriate to have a LinkedIn profile
- It is appropriate to follow certain approved Denim Group social media accounts (Dan Cornell & John Dickson) for updates on certain events that might be relevant to you
- It is OK to update your Facebook status or “tweet” occasionally while at work
- Use common sense – if you are on a deadline or between projects, “tweeting” throughout the day or updating your Facebook account 20 times a day could be perceived negatively by some

Potential Approaches to Provide Security: Case Study

- Social media participation is a not-to-interfere with work duties activities; certain discretionary activity is permissible; again, common sense is the guide here
- No client information (names, project types, etc.) should ever be published in social media with DG management approval

Potential Approaches to Provide Security: Case Study

- No mention of internal operational activities at DG; Examples of what not to do include:
 - *“Working on our e-mail server that just crashed” (e.g., operational shortfalls)*
 - *“Working on new e-Learning product DG will release in Q4”*
 - *“Researching SAP security for new DG services offering”*
 - *Operational shortfalls or internal personnel matters*
 - *Never update social media on a client site!*
 - Regardless, if you are on client computers or Denim Group’s, updating your Facebook account and Twittering while on client site is strictly forbidden (“I’m paying how much to have that Denim Group guy update his Facebook account on my dime?”)
 - *If you are a DG recognized subject matter expert, then you have latitude to tweet on a variety of relevant topics; if not, use discretion before making strong statements about particularly technologies or security issues; others might infer this to be a tacit Denim Group endorsement or criticism*

Potential Approaches to Provide Security: Potential Next Steps

- Understand corporate position on social networking
- Conduct an initial audit for information leakage and existing practices
 - *Baseline your current posture*
- Consider updating security policy to address new areas involved with social networking
- Begin an employee awareness program
 - *Tell the Twitter story*
- Start to evaluate technical solutions for enforcement
- Ask a 20-something for advice

Questions & Answer

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