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Top Attacks in Social Media

SESSION ID: HUM-F03A

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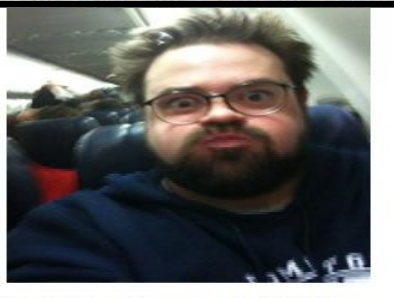


140 Characters of Pain

Filmmaker Kevin Smith sent a series of exasperated Tweets this weekend claiming that he'd been kicked off a Southwest Airlines flight for being "too fat".

Proving, perhaps, the speed at which Twitter can spread messages about your brand, the Tweets have been picked up by the Wall Street Journal, USA Today, ABC and other major outlets.

The incident, which took place on Saturday, resulted in dozens of Tweets on Smith's account (he has 1.6 million followers at the time of writing). A brief sampling:



Twitter Worm Pushing Rogue Antivirus Scam

By: Brian Prince

2011-01-20

Article Rating: ★★★★★ / 3

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54

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178
tweets

[retweet](#)

[There are 2 user comments on this Security story.](#)

A worm hit Twitter looking to rope users into downloading rogue antivirus.

What's the Problem with Social Media?

- **No** security strategies in place
- **No** enterprise-wide social media policies
- **No** legal oversight of practices and uses
- **No** training of employees
- **No** measurement of reputation risk

What's the Top Threat Landscape?



1) Employees



The screenshot shows a Facebook profile for a group named "middle fingers". The profile picture is a pink square with the text "people like you are the reason we have middle fingers". The cover photo is a white background with the text "I hate when customers think they are right when they are really wrong". The page has tabs for "Wall", "Info", "Photos", and "Discussions". The "Wall" tab is selected, showing two posts. The first post is from a user named "I had a lady come through my cash one day who had ripped a 12 carton of eggs in half and wanted me to scan it. I was like we don't sell cartons that have been ripped in half. She told me someone told her she could rip it in half and pay for it. I called the manager and he came up and asked her who she was talking to an..." and includes a photo of a carton of eggs. The second post is from a user named "I work in a pet store. We get SOOOOO many customers!! I hate it when customers get real when eftpos goes offline or something like that, that is completely out of your control, and they act like you did it on purpose. our eftpos up one morning and none of the machines would work. some stupi..." and includes a photo of two women. The "Info" tab shows the category "Common Interest - Philosophy", a description "A list of stupid things customers do/say to employees of all over", and a privacy type of "Open: All content is public."

facebook

Search

people like you are the reason we have middle fingers

I hate when customers think they are right when they are really wrong

Wall Info Photos Discussions

 I had a lady come through my cash one day who had ripped a 12 carton of eggs in half and wanted me to scan it. I was like we don't sell cartons that have been ripped in half. She told me someone told her she could rip it in half and pay for it. I called the manager and he came up and asked her who she was talking to an...
[See More](#)
March 5 at 12:25am

 I work in a pet store. We get SOOOOO many customers!! I hate it when customers get real when eftpos goes offline or something like that, that is completely out of your control, and they act like you did it on purpose. our eftpos up one morning and none of the machines would work. some stupi...
[See More](#)
March 5 at 12:25am

Information

Category:
Common Interest - Philosophy

Description:
A list of stupid things customers do/say to employees of all over

ps: most of these are referring to an "un-named" grocery store ... that rhymes with uberwhore

Privacy Type:
Open: All content is public.

2) Customer Attacks



3) Mobile

Android malware spreads via Facebook app

25 Feb, 2012, 3:55 pm IST | by Padmini Harchandrai



Like

18

+1

3

Tweet

3



All-In-One IT Service Management Solution

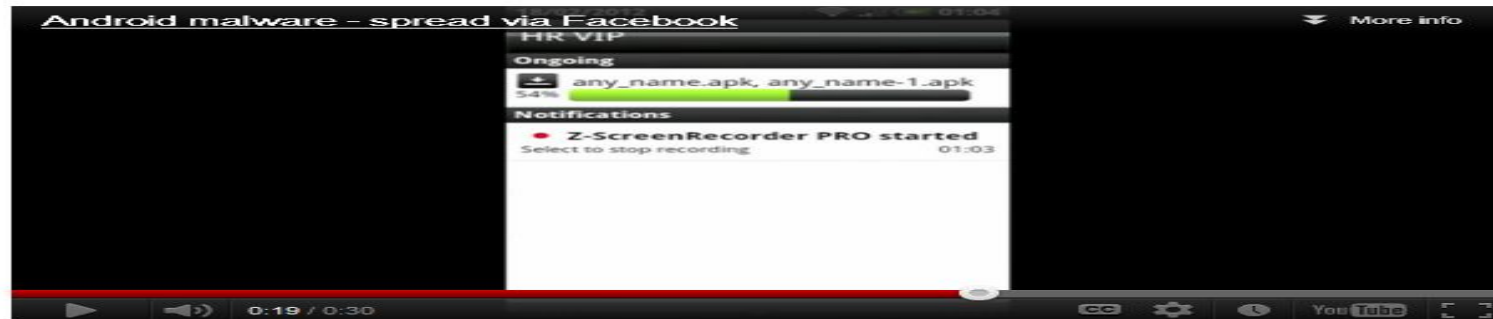


Help Desk
Asset Management
Remote Control
And more...

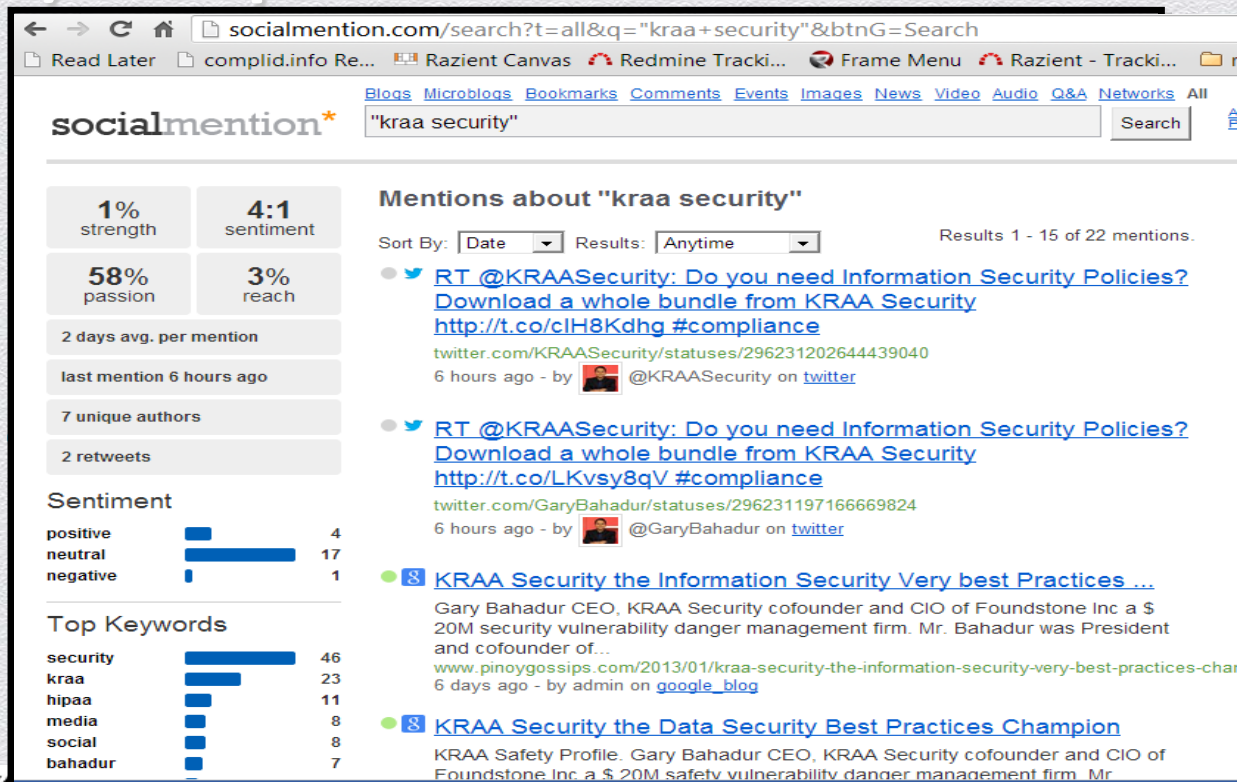
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Ads by Google

Android recently implemented a new program, called Bouncer to help keep malware off the Market, but it seems that there are some scammers who have found a way around the program, nevertheless. Security firm, Sophos have reported that there is malware going around via the Facebook application. Vanja Svajcer of Sophos reported that he got a Facebook friend request and he used his Android device to check the requester out before accepting the request. A link on the requester's Facebook profile redirected Svajcer's browser to a webpage automatically downloading malware to his Android phone. The malware package was called any_name.apk and it looks like it was designed to earn money for scammers through premium rate phone services. Watch the video below to see how the application got on to the Android device.



4) Competitors



5) Hacking

LinkedIn investigating apparent hack after 6.46 million passwords reported stolen

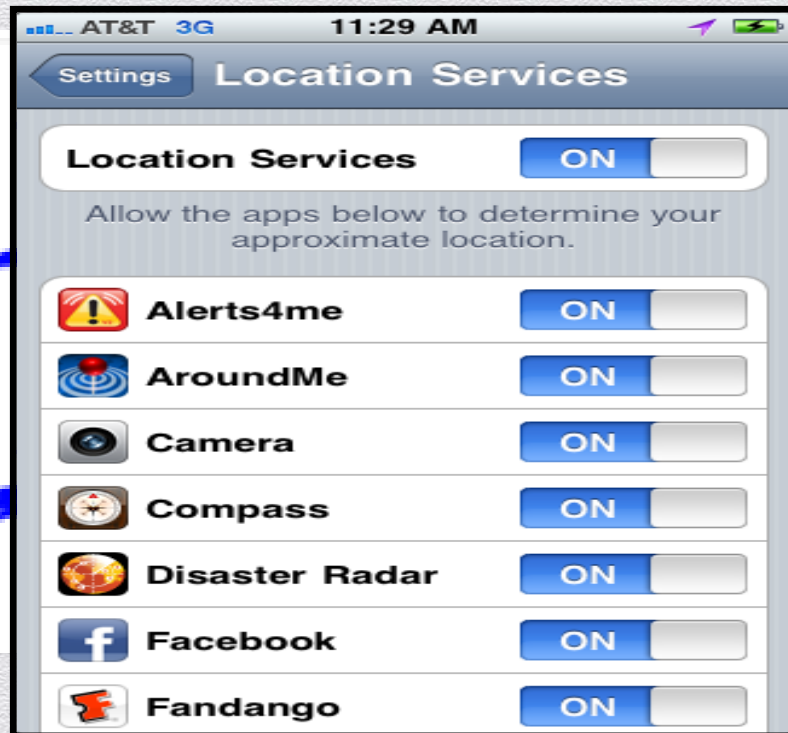
By Dylan Stableford | The Outline — 5 hrs ago

Email Recommend 591 Tweet 264 Share 240 +1 18 Print



...t Lucas have all had

6) Location



7) Brandjacking

The screenshot shows a web browser window with the URL `knowem.com/checkusernames.php?u=kraasecurity`. The page has an orange header with the text "Check Your Brand, Product" and "Search over 575 popular social media networks to instantly secure". Below the header is a search bar containing "kraasecurity" and a "SEARCH" button. To the right of the search bar are two tabs: "Most Popular" (selected) and "Social Networks".

Under the "Most Popular" tab, the section is titled "Most Popular Social Networks". It displays a grid of social media logos with their availability status for the username "kraasecurity".

Social Network	Availability
Blogger	Available
Dailymotion	Available
delicious	Oops, Error!
Etsy	Available
facebook	Available
flickr	Available
foursquare	Oops, Error!
issuu	Available
LinkedIn	Available
LIVEJOURNAL	Available
my_m... .com	Available
photobucket	Available
Pinterest	Available
posterous	Available
reddit	Available
Scribd	Available
SQUIDOO	Available
StumbleUpon	Available
tumblr.	Available
twitter	Available
TypePad	Available
vimeo	Available
wordpress	Available
yelp	Available
YouTube	Available

H.U.M.O.R. – Matrix Controls

Human Resources

- Provides the policies, procedures and guidance in the company for authorized use of social media.

Utilization

- Defines capabilities of SM tactics and how they are implemented across technologies and polices.

Monetary

- Resources dedicated to SM and security strategy have to be aligned to best serve the company.

Operations

- Day to day processes implemented as ongoing maintenance to ensure that SM is handled securely as technologies change.

Reputation

- Good or bad implementations of SM strategies. Provides a monitoring / reporting function to maintain an acceptable level of security and polices.

BEST PRACTICES

- ✓ **Implement a Social Media/ Security Policy**
- ✓ **Implement Reputation Management Tools**
- ✓ **Create a Response Plan to Coordinate Legal, Human Resources, Marketing and IT Security departments**
- ✓ **Build a Training Program for Social Media usage**
- ✓ **Implement the H.U.M.O.R. MatrixTM framework**



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