SOCIAL MEDIA AT WORK

From Sharing to Scaring

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Social media can be described as the use of web-based and mobile technology to convert communications into an interactive dialogue

The Employee

- 56% of college students indicated that if they encountered a company that banned access to social media, they would either not accept a job from it or would accept the job and find a way to circumvent corporate policy.

- 33% of young professionals have "Considered the Unrestricted Use of Mobile Devices and Social Media at Work When Making the Decision to Accept or Reject a Job Offer"

The Employer

- Applicants may not expect a prospective employer to do background research using social media, but there are no restriction, or limitation to such a possibility

Sources: Cisco, Merriam-Webster Dictionary

THE ENVIRONMENT

- THE DISTINCTION BETWEEN PERSONAL AND ORGANIZATIONAL SOCIAL CIRCLES IS BECOMING INCREASINGLY BLURRED

- THERE ARE CURRENTLY MORE CYBER-ATTACKS ASSOCIATED WITH EXPLOITING HUMANS THAN PREVIOUSLY RECORDED, AND THEY ARE MORE CHALLENGING TO CONTROL

- TRADITIONAL SECURITY COUNTERMEASURES ARE NOT KEEPING UP WITH THESE CHANGES IN THE WORKPLACE AS MORE BUSINESSES ARE ENCOUNTERING BREACHES TARGETING THE HUMAN ELEMENTS, SUCH AS SOCIAL ENGINEERING

- THERE IS A GROWING CORRELATION BETWEEN SOCIAL ENGINEERING AND SOCIAL MEDIA SITES SUCH AS FACEBOOK AND TWITTER

AMAZING! I MUST SHARE THAT!

That's BAD

- Any Shared Information can't be deleted
- Even if you delete your post someone can have taken a screenshot or re-posted
- By posting any information on social media we open ourselves to further analysis base don our connections (friends, links)

That's GOOD

- Do Not Share Organization Information on Social Media
- Think Before you post

I NEED MORE SOCIAL CONTACTS!!!

THAT'S BAD!

- BY ACCEPTING INVITES FROM UNKNOWN CONTACTS YOU OPEN YOUR PROFILE TO INFORMATION HARVESTING

- USING YOUR COMPANY LAPTOP TO ACCESS SOCIAL MEDIA OPEN THE COMPANY TO ATTACKS FROM BOTH PEOPLE AND

THAT'S GOOD!

- BE CAUTIOUS WHEN ACCEPTING INVITES

- NEVER CLICK ON LINKS INCLUDED IN INVITES COMING FROM UNVERIFIED CONTACTS IN SOCIAL MEDIA

- ALWAYS CONSIDER EFFECTS OF PUBLIC PROFILE CONTENT

- CAREFULLY READ T&CS

Malware
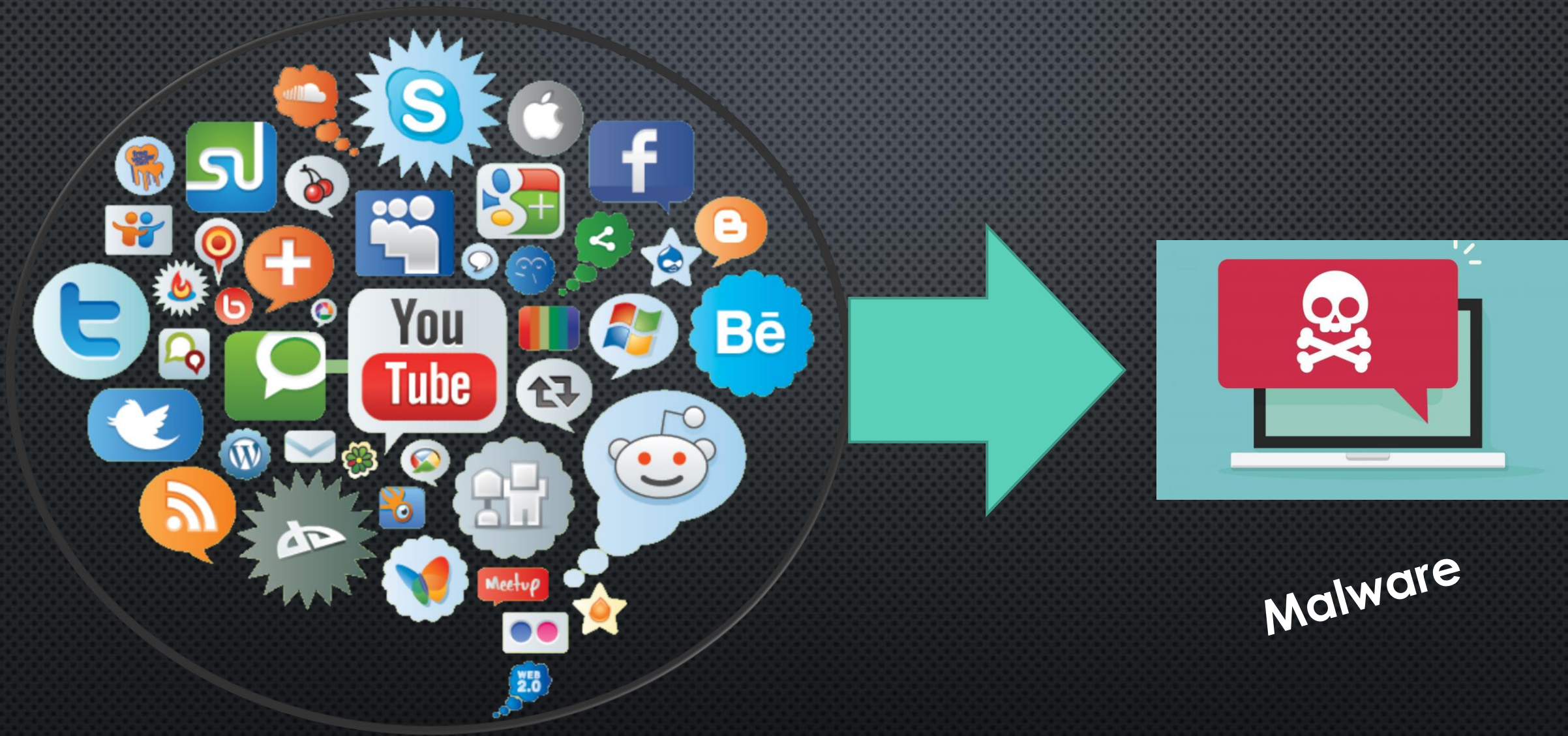
PASSWORDS PASSWORDS…. GIMME A BREAK!

THAT'S BAD!

- BY ACCESSING SOCIAL MEDIA WITH WORK E-MAIL YOU REVEAL INFORMATION ON CORPORATE MAIL STRUCTURE

- BY REUSING YOUR PASSWORD ON SEVERAL SOCIAL SITES YOU ALLOW HACKERS TO

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- CAREFULLY READ T&CS

THANK YOU

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BACKUP

SOCIAL ENGINEERING

- Social engineering is the art of manipulating people into performing a specific task for the engineer rather than the engineer gaining entry into systems or networks using the traditional technical hacks.