Social Media Defined

**Wikipedia**… *media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.*

**Merriam-Webster**… *forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content*

**About.com**… *social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources. Social media can include text, audio, video, images, podcasts and other multimedia communications.*
Social Media Defined cont.

Social Media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public.

- Encompasses wide variety of content formats
- Allows interactions to cross one or more platforms
- Involves different levels of engagement by participants who can create, comment or lurk on social media networks
- Facilitates enhanced speed and breadth of information dissemination
- Provides for one-to-one, one-to-many and many-to-many communications
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- Enables communication to take place in real time or asynchronously over time.
- Is device indifferent
Is Social Media that big of a deal?
“Why should our organization care?”
Social Media an Overview / Landscape
1.19 Billion Monthly Active Users

- 751 Million users access Facebook from mobile devices
- 23% of Facebook user’s check their account more than 5 times a day
- Facebook is accessible on 7,000 different devices
- 350 Million photos are uploaded every day
500 Million Total Users

- 288 Million monthly active users
- 60% of users access by mobile device
- Approximately 20 million user accounts are fake
- On average, 400 million tweets per day
238 Million Total Users

- 1.5 Million LinkedIn Groups
- 27% of users access by mobile device
- Over 3 Million LinkedIn Company Pages
- 42% of users update their profile on a regular basis
Social Media and Associated Risks
Social Media Threats

- Introduction of viruses and malware to the organizational network
- Exposure to customers and the enterprise through a fraudulent or hijacked corporate presence
- Unclear or undefined content rights to information posted to social media sites
- Mismanagement of electronic communications that may be impacted by retention regulations or e-discovery
• Use of personal accounts to communicate work-related information

• Employee posting of pictures or information that link them to the enterprise

• Excessive employee use of social media in the workplace

• Employee access to social media via enterprise-supplied mobile devices
Social Media Governance
Strategy and Governance

Has a risk assessment been conducted to map the risks to the enterprise presented by the use of social media?

– The risk assessment should evaluate the planned business processes for leveraging social media and also the specific sites to be used.

– The risk assessment should be revisited whenever there are substantive changes to the social media resources in use, as well as when new social media resources are considered for adoption.
Is there an established policy (and supporting standards) that addresses social media use?

– Policies and standards should be modified or created to define appropriate behavior in relation to the use of social media.

Do the policies address all aspects of social media use in the workplace—both business and personal?

– Policies for social media should address four specific areas:
  . Employee personal use of social media in the workplace
  . Employee personal use of social media outside the workplace
  . Employee use of media for business purposes (personally owned devices)
  . Required monitoring and follow-up processes for brand protection
Has effective training been conducted for all users, and do users (and customers) receive regular awareness communications regarding policies and risks?

– It is imperative that all users understand what is (and is not) appropriate and how to protect themselves and the enterprise while using social media.

– Customers who will be accessing an enterprise social media presence will need to understand what is considered an appropriate use of the communication channel and what information they should (and should not) share.
Have business processes that utilize social media been reviewed to ensure that they are aligned with policies and standards of the enterprise?

– Unless business processes are aligned with social media policies, there cannot be assurance that they will not expose sensitive information or otherwise place the enterprise at risk.

– Change controls should be in place to ensure that changes or additions to processes that leverage social media are aligned with the policy prior to implementation.
Technology

Does IT have a strategy and the supporting capabilities to manage technical risks presented by social media?

– The vast majority of technical risks presented by social media are also found in the use of malicious e-mail and standard web sites. IT should have controls in place, both network-based and host-based, to mitigate the risks presented by malware.

– Suitable controls can include download restrictions, browser settings, data leak prevention products, content monitoring and filtering, and antivirus and antimalware applications.

– Appropriate incident response plans should be in place to address any infection that does get through.
Do technical controls and processes adequately support social media policies and standards?

– It should be verified that any required technical controls are present and functioning as expected, or that there are clear plans with timelines and a required budget to reach a specific capability.

Does the enterprise have an established process to address the risk of unauthorized/fraudulent use of its brand on social media sites or other disparaging postings that could have a negative impact on the enterprise?

– While scanning for such material can be an onerous task, it is important that the enterprise have a strategy to address this risk. There are vendors that will provide this service, and this is generally the best option for enterprises that deem such monitoring a necessary activity. *

*This risk exists regardless of the enterprise’s active use of social media.
Social Media Control
Audit/Assurance Objectives:

• The risk associated with social media is identified, evaluated, and aligned with enterprise risk profiles and risk appetite. Risk management is routinely evaluated for new and existing social media projects.

• Policy and supporting standards exist to support social media use.
Strategy and Governance

Key Controls

• Risk assessments are performed prior to initiation of a social media project.

• Risk assessments are re-performed when social media resources or technologies change.

• Social media information has been included in the data classification scheme.

• Policy and supporting standards exist to support social media use.

• Contractors are required to adhere to the same or a subset of requirements as employees.
Audit/Assurance Objective:

• The HR function has implemented social-media-related policies.

• Employees, contractors and customers are trained and are aware of their responsibilities relating to social media.

• Staffing levels are adequate to support additional responsibilities resulting from social media projects.
People

Key Controls

• The HR function assumes responsibility for and executes social-media-related policies.

• The HR function has established and distributed defined consequences for violation of social media policies.

• The responsibility for social media acceptable practice training and awareness has been assigned to a specific job function.

• The training and awareness programs are defined, well communicated, documented and regularly scheduled.

• Management routinely evaluates staffing levels to assure adequate service levels and staffing resources.
Audit/Assurance Objective:

- Processes exist to manage new and existing social media programs to adhere to enterprise strategy, governance and management objectives and policies.

- The enterprise brand is protected from negative publicity or adverse reputational issues.

- Enterprise information is protected from unauthorized access or leakage through/by social media.
Processes

Key Controls

• Social media program management and evaluation are included in routine management oversight processes.

• Information shared/posted through social media is included in the data classification program.

• User agreements are reviewed by legal and communications professionals prior to implementing a program with a social media site.
Audit/Assurance Objective:

- IT infrastructure supports risks introduced by social media.
- Use of social media technology is actively monitored, and its effect on the IT architecture and technology are regularly evaluated.
Technology

Key Controls

• Antimalware and antivirus software is in use

• Content filtering and monitoring are installed and reviewed.

• Incident response for social media risks has been included in the information security response plan.

• Appropriate tools are used to evaluate the effectiveness of social media usage and related activities.
Questions