Emerging Technology and Security Update – Social and Mobile Considerations
Protiviti’s 2014 Internal Audit Capabilities and Needs Survey
Introduction

About the Survey

• Protiviti conducted the survey from September 2013 through October 2013.

• A total of 619 respondents took the survey.

• The survey included close to 326 topic areas divided into four major sections:
  – General Technical Knowledge
  – Audit Process Knowledge
  – Personal Skills and Capabilities
## General Technical Knowledge

### Top 5 Parameters based on the “Need to Improve” Percentage

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Need to Improve</th>
<th>&quot;Need to Improve&quot; Rank</th>
<th>Areas Evaluated by Respondents</th>
<th>Competency (5-pt. scale)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>51%</td>
<td>1</td>
<td>Mobile Applications</td>
<td>2.6</td>
</tr>
<tr>
<td>2</td>
<td>46%</td>
<td>2</td>
<td>NIST Cyber Security Framework</td>
<td>2.4</td>
</tr>
<tr>
<td>3</td>
<td>45%</td>
<td>3</td>
<td>Social Media Applications</td>
<td>2.8</td>
</tr>
<tr>
<td>4</td>
<td>44%</td>
<td>4</td>
<td>Cloud Computing</td>
<td>2.8</td>
</tr>
<tr>
<td>5</td>
<td>43%</td>
<td>5</td>
<td>GTAG 16: Data Analysis Technologies</td>
<td>2.9</td>
</tr>
</tbody>
</table>
## General Technical Knowledge – *Three-Year Comparison*

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile Applications</strong></td>
<td>Social media applications</td>
<td></td>
<td>Social media applications</td>
</tr>
<tr>
<td><strong>Social Media Applications</strong></td>
<td>GTAG 16 – Data Analysis Technologies</td>
<td>Recently enacted IIA Standard - Overall Opinions (Standard 2450)</td>
<td>GTAG 13 – Fraud Prevention and Detection in an Automated World</td>
</tr>
<tr>
<td></td>
<td>Cloud computing</td>
<td></td>
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<tr>
<td><strong>Cloud Computing</strong></td>
<td>The Guide to the Assessment of IT Risk (GAIT)</td>
<td>GTAG 13 – Fraud Prevention and Detection in an Automated World</td>
<td>Fraud risk management</td>
</tr>
<tr>
<td></td>
<td>GTAG 13 – Fraud Prevention and Detection in an Automated World</td>
<td>ISO 27000 (information security)</td>
<td></td>
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<td></td>
<td>ISO 27000 (information security)</td>
<td>COSO Internal Control Framework (DRAFT 2012 version)</td>
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<tr>
<td><strong>GTAG 16: Data Analysis Technologies</strong></td>
<td>Practice Guide – Assessing the Adequacy of Risk Management</td>
<td>GTAG 6 – Managing and Auditing IT Vulnerabilities</td>
<td>GTAG 16 – Data Analysis Technologies</td>
</tr>
<tr>
<td></td>
<td>GTAG 6 – Managing and Auditing IT Vulnerabilities</td>
<td>Fraud risk management</td>
<td></td>
</tr>
</tbody>
</table>
Key Findings

*Coping with uncertainty, responding to rapidly changing business processes and establishing more collaborative relationships with colleagues emerge as major themes in this year’s study.*

*Among the key findings:*

- Social media remains a top concern.
- Changes from regulatory and rulemaking bodies are garnering attention.
- The nature of fraud is changing – as are the ways internal auditors address it.
- There is continued interest in leveraging technology - enabled auditing.
- Internal auditors aim to think more strategically, collaborate more effectively.
Social Media Risk and the Audit Process

Key Findings

- Organizational social media use is rising and growing increasingly important from risk management standpoint, and subsequently organizations are putting strategies in place for this purpose. However, only a little more than half have already developed a Social Media strategy in order to evaluate and monitor Social Media Risk.

- The Priority Areas of Social Media Risk identified in the Survey are disclosure of company information, ethical media use and disclosure of employee information.

- Majority of respondents believe that cyber security risk related to the use of social media is not included in their audit plans.

"I am not sure everyone is trained to understand the risks of social media."

- Director of Auditing, Midsize Hospitality Company
Social Media Risk and the Audit Process

How does your organization currently leverage social media technology for the following?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>External Communication</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>Internal Communication</td>
<td>39%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Does your organization have the following in place?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Strategy</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>Social Media Policy</td>
<td>63%</td>
<td>37%</td>
</tr>
</tbody>
</table>

• 74% of companies leverage social media for external communication.
• 39% leverage social media for internal communication.
Social Media Risk and the Audit Process

If your organization has a social media policy, which of the following areas does it address?*

- Majority (89 percent) of the respondents report that their organizations addresses the critical policy of disclosure of company information.

* Multiple responses permitted
Social Media Risk and the Audit Process

Using the following Capability Maturity Model (adapted from the Carnegie Mellon Institute), how would you rate the current state of your organization’s social media process?

- Social media use may be on the rise, but formalized processes to manage it are in their infancy – 80 percent of respondents place the current state of their organization’s social media processes at one of the two lowest stages of a five-stage capability maturity model.
Social Media Risk and the Audit Process

Is evaluating and auditing social media risk part of your audit plan?

- Yes, it is included in our current audit plan: 25%
- No, but it will be included in next year’s audit plan: 31%
- No, and no plans to include it in the audit plan: 44%

The survey results suggest that social media risk will soon be a part of most audit plans: ~56 percent of respondents report that the evaluation and auditing of social media risk is either included in the current audit plan or will be included in next year’s audit plan.
Social Media Risk and the Audit Process

Where do you currently perceive the greatest value for addressing social media risk to your organization?

- The four greatest sources of value from social media risk management include: Monitoring of reputation risk; Earlier identification of issues, risks or control problems; Improvements to overall business strategy; and Stronger regulatory compliance.
Social Media Risk and the Audit Process

How effective is your organization at identifying/assessing/mitigating social media risk to an acceptable level?

- When asked to describe the effectiveness of their function’s and their organization’s management of social media risk, respondents appeared a bit uncertain.
- Such uncertainty can be mitigated by addressing the obstacles currently inhibiting internal audit’s involvement in the assessment of social media risk.
Social Media Risk and the Audit Process

What inhibits internal audit's involvement in assessing social media risk?*

- Perceived risk: 29%
- Inadequately trained staff: 27%
- No inhibitors: 26%
- Lack of management support: 23%
- Data availability: 16%
- Lack of IT support: 15%
- Inadequate technology: 14%
- Perceived cost: 13%
- HR policies: 8%
- Other (please describe below): 6%

* Multiple responses permitted

“Lack of time to monitor social media risk is an issue – our team is too lean to address this new risk.

- Chief Audit Executive, Large Manufacturing Company”
Top 3 Rated Results from the 2014 IA Capabilities and Needs Survey

1. **Mobile Applications**

2. **NIST Cyber Security Framework**

3. **Social Media Applications**
Mobile Applications
The Impact of Mobile

Announcement of Pope Benedict in 2005

Announcement of Pope Francis in 2013

Source: Cutofmac
"Be Mobile"

The use of mobile technology is growing—and fast.

More people have access to a mobile phone than running water.

In October 2012, smartphone users had exceeded 1 billion.

35% of people use a smartphone app before they get out of bed.

United Kingdom Twitter users outnumber newspaper readers by 1 million.

On average, people look at their phones once every 6 1/2 minutes.

There are over almost 1 billion smartphone users worldwide.

1 in 4 people worldwide use social networks.

Over 268 billion mobile apps are expected to be downloaded by 2017.

Source: Accenture
Types of Mobile Apps

Business Apps: Eg. Evernote, Google Drive, and ProtoPromp

Social Networking Apps: Skype, Yahoo! Messenger, Let’s Share, Instagram, Flickr, Twitter, Facebook, LinkedIn.

Utility Apps: Camera flash, Emoticons, Text-to-speech, Google Translate, TOTs


Gaming Apps: Temple Run, Subway Surfers, Angry Birds, Safe Invasion.

Retail Apps: Starbucks Card, Best Buy app (scans QR codes in the store to access reviews and compare product specs)

Travel Apps: Expedia, Google Flights, SkyScanner app

The Average Smartphone User Has Installed 26 Apps

Top 10 Countries with the highest average number of installed apps per smartphone user

Source: AppsWorld
Mobile App Usage by Software Segment and Region 2013

The largest and fastest growing mobile data traffic segment is video. It is expected to increase by around 55 percent annually up until the end of 2019, by which point it is forecasted to account for more than 50 percent of global mobile traffic.

In 2013, video accounts for ~35% of mobile data traffic

In 2019, video will account for >50% of mobile data traffic

Social networking accounts for ~10% in 2013 and 2019

Web browsing accounts for ~10% in 2013

Source: Ericsson
Mobile App Trends in 2013

Studies have revealed that Android app ad-serving — the process that connects apps to digital ad networks — was responsible for up to 75 percent of app-related battery drain in Android phones. However now app-makers are concentrating their resources to create mobile apps that won’t drain battery.

One of the most sought-after mobile app development trend in 2013, with NFC only a swift tap against a sensor yields an instant result, even faster than a barcode scan. Tracking signals and data gathering from mobile devices is opening up a whole new world of analytics and marketing opportunities for retailers who operate their businesses online or though brick-and-mortar establishments.

This feature in mobile apps helps businesses stay closely connected to their customers intimidating them with location-based information on offers, deals, events and even weather forecast.

Geographic and contextually optimized smart ad campaigns are strategically used to target users by their specific geographic location using this feature.

One of the key challenges of online mobile shopping is dealing with the ‘bounce’ factor.

Source: AppsWorld
The Rise of M-Payments

**Mobile Becoming Bigger Part of eCommerce**

- The rapid adoption of consumer mobile technology, coupled with the subsequent changes in consumer shopping behavior, are primary drivers of mCommerce growth.
- Many merchants enable their customers to shop through multiple channels — for example, buying via mobile and picking up in-store.
- While mCommerce is still nascent, careful monitoring of the mobile channel is helping merchants maximize revenue while providing a positive consumer shopping experience.

**Large Merchants and Consumer Electronics Industry Lead the Pack in Mobile**

Source: CyberSource
Mobile Application Users

- Google’s new Nexus S Android smartphone, which has an NFC chip built in, is just one example of a coming wave of Android smartphones that can be used to: find a consumer’s location, give him or her nearby store recommendations, report discounts or coupons available for every retailer or product, show product availability at each nearby store, and let the consumer purchase the item with just his or her cell phone.

- Apple’s reported Near Field Communication plans of building NFC chips into the next generation of iPhone smartphones could definitely make mobile payments much more popular.

- Tying NFC into the company’s cash cow, iTunes, could dramatically transform Apple into the biggest company in the world, in fact.

- Amazon has 500,000 customers transacting with it through mobile devices. They access Amazon on 87 different kinds of devices, most of which have the Amazon application.

- Mobile devices are also useful in sending customers alerts about order status, sales and promotions or to send coupons, especially coupons tied to a location.

- Amazon uses a voice recognition system that allows customers to search, browse and buy and check on order status.

- Walmart has added an in-store aisle location feature to its app, telling store shoppers the aisle where they can find each item on their shopping list.

- Wal-Mart also added a tool to its app that lets consumers select the store they visit most often and create a shopping list at home by scanning, typing, or speaking items to buy.

Source: TextBoard, InternetRetailer, InternetRetailer
The Case of Starbucks

Background:

- Starbucks launched its mobile payment app in 2009.
- Through the closed loop mobile app, smartphone users display a barcode on their device screen and the barista scans it at the point of sale.
- The payment is deducted from funds linked to the user's Starbucks Card account, which can be topped up through the app.
- Mobile and gift card payments now represent more than 30 percent of total U.S. payments for Starbucks.
- About 10 million customers now pay through the mobile app, with nearly 5 million mobile payments per week.

Security Breach:

- In mid-January, security researcher Daniel Wood discovered that the Starbucks Mobile Payment App stores passwords, user names and email addresses in plain/clear text.
- It stored credentials in such a way that anyone with access to the phone can see the credential information and a list of geolocation tracking points of the account by connecting the phone to a PC, regardless of whether or not it is PIN-protected.
- This was possible because the app used the convenient “save credentials” feature that allowed users to save their information. As a result, users wouldn’t have to re-enter their username and password with every use.

Status today:

- On January 17, 2014, the Seattle-based coffee chain reported that it has released a new app that adds more protection. And well, Daniel Wood has been hired as a security consultant at Starbucks.

Source: Mobile Payments Today, Mobile Payments Today, Appthority
Mobile App Risks – Examples

The two firms given below conducted studies on a number of apps to test their risk level and found the following results:

Study by Security arm of HP Fortify
HP Fortify (the enterprise security arm of HP) conducted tests on 2107 applications published by 601 companies on the Forbes Global 2000, which indicated that 90% of these mobile apps have at least one security vulnerability.

In particular:
• 86% apps lacked binary hardening protection
• 75% of the apps did not encrypt data before storing it on the device
• 18% transmitted data over the network without using SSL encryption.

Only iOS apps were tested, but HP believes that the same problems exist in any Android counterparts.

Study by Security Firm Praetorian
In December 2013, Security firm Praetorian tested 275 Apple iOS- and Android-based mobile banking apps from 50 major financial institutions, 50 large regional banks, and 50 large U.S. credit unions.

• Overall, they found that eight out of 10 apps were improperly configured and not built using best practices software development.
• Among the big-name banks whose mobile apps were tested include Bank of America, Citigroup, Wells Fargo, Goldman Sachs, Morgan Stanley, Capital One Financial, and Suntrust Banks.

Source: ZDNet, DarkReading
Social Media Applications
Types of Social Media

1. Collaboration
   - Google docs
   - Slideshare
   - Edmodo
   - SurveyMonkey

2. Networking
   - Facebook
   - LinkedIn

3. Bookmarking Sites
   - Pinterest
   - StumbleUpon
   - Twitter

4. Video Sharing
   - YouTube
   - Vimeo
   - Blip

5. Blogging
   - Blogger
   - WordPress
   - Tumblr

6. Micro Blogging
   - Jaiku
   - Twitter

7. Image Sharing
   - Pinterest
   - Flickr
   - Instagram
   - Picasa

8. Social News
   - Digg
   - Propeller
   - Fark

Source: Teachers&SocialMedia, OutthinkGroup
Top Social Media Sites

728 million people log onto Facebook daily, which represents a 25% increase from 2012.

36 million unique visitors log into Twitter every month as of 2013.

Two new users join LinkedIn every second as of 2013.

540 million+ users, 300 million of them active and 190 million using the stream.

60 hours of video are uploaded every minute and over 4 billion videos are viewed a day.

Source: Social Bakers
According to a survey conducted by IDC, not only does Facebook have millions of users who don't access it from a desktop or laptop, but mobile use generates 30% of Facebook's ad revenue as well. This is a 7% increase from the end of 2012 already.

Source: Huffington Post

189 Million Of Facebook's Users Are ‘Mobile Only'
25% Of Facebook Users Don't Bother With ‘Privacy Settings’

We've seen a lot of news about social media companies and privacy. But despite these high-profile cases of security-conscious users pushing back against social networks and web services, Velocity Digital reports that 25% of Facebook users don't even look at their privacy settings.

Source: Huffington Post
Statistics Reveal Business can Leverage Social Media

- 79% of social media log ins by online retailers are with Facebook, compared to 12% for Google+, and 4% for Twitter.
- 47% of Americans say Facebook is their #1 influencer of purchases.
- 70% of marketers used Facebook to gain new customers.

- Twitter users send 400M tweets each day.
- 34% of marketers use Twitter to successfully generate leads.
- 69% of online business-to-consumer marketers use Twitter, compared to 80% for business-to-business.

- LinkedIn is 277% more effective for lead-generation than Facebook or Twitter.
- Over 10 million endorsements are given daily on LinkedIn.
- 43% of US marketers have found a customer through LinkedIn.
- 60% of LinkedIn users have clicked on an ad on the site.

- YouTube reaches more U.S. adults between 18-34 years old than any cable network.
- 99% of US online specialty retailers use YouTube, up from 93% in 2012.

Source: TopDog, SocialMediaToday
Growth in Number of Facebook Users Over Time

“So many things are unlocked on mobile. You don’t bring your computer to a restaurant or a party.”

Dan Rose, Vice President, Facebook

Facebook Users, 2004-2013 (in Millions)

As of Oct 2013, Facebook passed 1.19 billion monthly active users, 874 million mobile users, and 728 million daily users.

CAGR: 103.03%

* October 2007
** August 2008

Source: Yahoo News, The Next Web
Predicting Users' Individual Attributes and Preferences

A study has demonstrated the degree to which relatively basic digital records of human behavior can be used to automatically and accurately estimate a wide range of personal attributes that people would typically assume to be private.

According to the study, Facebook “likes” could be used to accurately predict:

- Race (African Americans vs. Caucasians) in 95% of the cases
- Gender in 93% of the cases
- Sexual orientation for males (88%) and females (75%)
- Political party (Democrat vs. Republican) in 85% of the cases
- Religion (Christian vs. Muslim) in 82% of the cases
- Substance use 73% of the time
- Relationship status 65% of the time

This kind of information could pose a threat to an individual’s well-being, freedom, or even life, especially in repressive countries.

Source: CSOOnline
The Power of Push Notifications

Global-marketing company Responsys, surveyed 1,200 adults and found that almost six in 10 adults have downloaded apps from their favorite brands and of those who have downloaded apps, seven in 10 have enabled push notifications. Those percentages are higher when only the younger set is surveyed.

Give mobile engagement a push

Responsys surveyed 1,200 U.S. consumers about their perceptions of mobile marketing. Here’s what they had to say about mobile apps and push notifications.

57% of consumers have downloaded apps from their favorite brands.

71% of younger consumers (18-34) have done so.

Don’t keep mobile apps, push notifications or SMS in a silo

Push is applicable beyond smartphones and tablets.

The Internet of Things:

43% of consumers are more likely to purchase when mobile messages are part of an orchestrated marketing experience that unfolds over time and across channels.

Why do they download apps?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>Access to special or exclusive offers</td>
</tr>
<tr>
<td>44%</td>
<td>To keep track of order status</td>
</tr>
<tr>
<td>38%</td>
<td>To review and manage a loyalty account</td>
</tr>
<tr>
<td>36%</td>
<td>To access the brand on-the-go</td>
</tr>
<tr>
<td>34%</td>
<td>To receive timely notifications about flash sales, product availability, etc.</td>
</tr>
<tr>
<td>31%</td>
<td>To look-up a specific store’s inventory</td>
</tr>
<tr>
<td>29%</td>
<td>To stay up to date with products or services</td>
</tr>
<tr>
<td>28%</td>
<td>To receive location-based notifications</td>
</tr>
<tr>
<td>25%</td>
<td>Better user experience than main site</td>
</tr>
</tbody>
</table>

Push notifications work

Marketers witness 50 percent higher open rates on push notifications versus email, with click-through rates up to twice as high as well.

In-app push notifications are highly utilized

68% have enabled push notifications for their apps. 76% of younger consumers (18-34) have done the same.
Example – Unauthorized Use

On January 23, 2014, CNN's social media accounts and blogs were compromised. The affected accounts included CNN's main Facebook account, CNN Politics' Facebook account and the Twitter pages for CNN and CNN's Security Clearance. Blogs for Political Ticker, The Lead, Security Clearance, The Situation Room and Crossfire were also hacked.

Source: Huffington Post; moneymorning.com
Example – Immediate Unwanted Publicity

1. At 10:19 a.m. on 21, December, Justine Sacco, a PR director at InterActiveCorp (IAC), posted this tweet shortly before an 11-hour flight from London to Cape Town, South Africa.

2. She had only about 200 followers, but someone emailed it to Valleywag editor Sam Biddle. He published a brief item about three hours after it was sent.

3. He tweeted it at 1:30, to immediate notice of other reporters. Other members of the media took notice, and began interacting with Sacco’s Twitter account directly.

4. As the story began to circulate, many Twitter users were at first flummoxed. And it didn’t take long before confusion turned to anger.

5. Just before 5:30, a woman in Miami started the hashtag #HasJustineLandedYet. Soon it was trending worldwide.

6. When Sacco’s plane landed about 11:20 p.m. ET, she deleted the tweet and her Twitter, Facebook, and Instagram accounts without offering an apology.

7. The whole world waited for one person’s plane to land so she could get back online and respond to her critics. #HasJustineLandedYet.

8. Dec. 22, 8:51 a.m., Justine Sacco issued an apology, first to a South African newspaper and then to ABC News.

On Saturday, IAC announced that it had “parted ways” with Sacco, but asked that she herself not be condemned.

Since her tweet blew up, her name was tweeted more than 30,000 times, and the hashtag almost 100,000.

Source: Buzzfeed
Policy Risks

- Companies without adequate social media policies place themselves at risk of security breaches and reputational damage, among other issues.
- There are a growing number of cases where firms have vague or out-of-date social media policies that are unenforceable if inappropriate activity takes place.
- Companies should provide their employees real guidance regarding the use of social media sites and should have very clear policies targeted at issues specific to social networking.
- Companies should develop or update not only their social media policies, but they should also review all their HR and IT policies as many have become out-dated in the era of social networking.

An Example of Social Media Policy Breach

In May 2012, Huston-based fashion retailer Francesca’s Holdings Corp. fired their CFO for improperly communicating company information through social media. The CFO had multiple times mentioned about the company’s board meetings, earnings calls and sale of shares on various social media platforms.

Source: Protiviti: Medical Office
Risk Management for Social Networking

- Who has access to post authorized information about your company?
  - Should identify that user/account as the official representative for your company

- Social Networking Policy
  - States who can/cannot post information about your company and the objective of using Social Networking sites
  - What types of information can be shared publicly
  - Are there any approvals required to post information
  - Should the information be publicly available or only to friends/subscribers

- Identify what types of content are currently being shared that are not authorized and try to mitigate and issues with it
  - Try to get in front of the postings/issues.

- Determine if social networking is working depending on number of subscribers/users
  - No reason to continue a program that is not providing value to the organization.
Personal Considerations for Social and Mobile
Online Networking

Social media can help you:

Identify contacts

Leverage existing contacts or join groups to gain new ones

Easily remain in touch with your network
The world’s largest professional networking site
Proportion of HR managers who said it’s likely that traditional resumes will eventually be replaced by profiles on networking sites like LinkedIn and Facebook.
Profile Prowess

• Write a succinct summary
• Use keywords
• Be truthful
• Post a (professional-looking) photo
• Keep it fresh
LinkedIn

Add a personal touch

Invite **David** to connect on LinkedIn

**How do you know David?**

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know David

**Include a personal note: (optional)**

Hi, David. It was so great meeting you at the networking event yesterday. I'd like to add you to my network and stay in touch.
LinkedIn

Be careful with recommendations ...

Jane Smith
Marketing Manager at Olaf Connections

While working with Tyler, I could always depend on him to come up with a solution to even the most ill-defined problems. His boundless creativity and industry experience found answers to some very challenging, difficult issues.

April 25, 2013, Jane worked directly with Tyler at Tyler Small Designs

And endorsements ...

Most endorsed for...

- Accounting: 17 endorsements
- Financial Reporting: 17 endorsements
- Sarbanes-Oxley Act: 16 endorsements
LinkedIn

Join groups

- 1st International Conf...
- Allen Communication...
- GigaOM
- Higher Ed Analytics
- Accounting and Fin...
- Big 4 Alumni
- Big 4 Alum & EE's C...
- Big Four Accounting...
- Financial Executives...
- Jobs
- Link Finance
- Virtual Collaboration...
- eLearning / e-Learning...

See less
LinkedIn

Consistently add value – aim for 2-4 updates per week

Robert Half International Take this quiz to make sure your cover letter is not like one of these bad handshakes! http://cb.com/UroOgU (via CareerBuilder)

Quiz: Is your cover letter like a bad handshake?
careerbuilder.com  ·  Quiz: Is your cover letter like a bad handshake? - Get Career Advice from the experts at...

Like (17)  ·  Comment  ·  Share  ·  21 hours ago
Facebook

The most-used social media site
Facebook

Blurring the lines between personal and professional
Facebook Tips

DO show good judgment

Johnny Doe
a few seconds ago

Just saw today's beautiful weather forecast. Called in sick so I could hit the pool!

Like · Comment · Share
Facebook Tips

DON’T friend the boss

[Icons showing thumbs down, ignore, and an X]
Facebook Tips

DO adjust your privacy settings – and keep track of updates
Twitter

Twitter users write short posts, or tweets, of 140 characters or less.
Follow:

- Industry experts
- Professional associations
- Target employers
- Clients
Use it to distinguish yourself as a expert and expand your contacts

Gordon Braun
@ndgbraun

Financial Close Optimization: Identifying/Resolving Systems & Process Inefficiencies from Protiviti - bit.ly/1qPe9Qj

8:53 PM - 21 Sep 2014
Managing Your Network

• Determine whom to let into your network
• Remember, bigger isn’t always better
Managing Your Network

Set guidelines upfront to build a network that best meets your needs
Networking Know-How

76% of human resources managers said technical etiquette breaches adversely affect a person’s career prospects
Networking Know-How

Know your company’s rules

Give to receive

Proofread
Conclusion

- Keep it real — base your networking activity on your genuine interests

- Find your niche
Conclusion

Use social media selectively, not exclusively
Thank You

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