The Risks and Rewards of Social Media and Mobile Devices

October 29 - 30, 2012

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The Risk and Rewards of Social Media and Mobile Devices

- Social Media Overview
- Social Media Rewards and Risks
- Mitigating Social Media Risks

- Mobile Device Overview
- Mobile Device Rewards and Risks
- Mitigating Mobile Device Risks
Social Media

Overview
What is Social Media?

Various forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.
Social Media Overview

Social Media Universe
Much more expansive than many imagine

Source: http://www.theconversationprism.com/
Social Media Overview

The Numbers

- Facebook – 1 billion accounts
- Twitter – 465 million accounts
- MySpace – 262 million accounts
- LinkedIn – 145 million accounts
- Foursquare – 20 million users
- WordPress – 56 million sites
- YouTube – 4 billion video views daily
- Over 2.8 billion social media profiles, representing around half of all internet users worldwide
More Numbers (www.thesocialskinny.com)

- 36% of social media users post brand-related content
- 2 out of 3 social media users believe Twitter influences purchases
- 50% of people follow brands in social media
- 75% of companies now use Twitter as a marketing channel
- 41 percent of the class of 2011 used social media in their job search
- One in three small businesses are now using social media
- 38% of CEOs label social media a high priority, and 57% of businesses plan to hike their social media spend in 2012

Source: http://thesocialskinny.com/100-more-social-media-statistics-for-2012/
Social Media Overview

Generational Differences

Source: http://socialmediatoday.com/823021/social-media-and-generation-divide
Generational Differences

Personal Info
60% bothered by the amount of their personal information on the Internet

Source:
Generational Differences

Source: http://socialmediatoday.com/823021/social-media-and-generation-divide

Want to remain anonymous
10% of Gen Y
14% of Gen X
22% of Boomers
Social Media Overview

Generational Differences

Source: http://socialmediatoday.com/823021/social-media-and-generation-divide
Social Media

Rewards and Risks
Social Media **Rewards**

**For Businesses**
- Establish a brand and raise awareness
- Bring attention to products and services
- Increase customer loyalty and trust
- Listen to customer opinions
- Conduct market research
- Conduct competitor research
- Strengthen customer service
- Manage reputation

For Individuals

- Build your personal reputation
- Display your resume
- Find a job
- Showcase your talents and establish yourself as an expert
- Enhance your business contacts and enhance personal relationships
- Share information with like-minded people
- Entertain yourself and others

Social Media Examples

HORNE LLP is on Facebook. To connect with HORNE LLP, sign up for Facebook today.

Source: http://www.facebook.com/HORNE LLP?filter=3
Social Media Examples

Source: https://twitter.com/HORNE_LLP
Social Media Examples

Horne LLP

Overview | Careers | Employee Insights

Since our founding in 1952, HORNE has become a leader in the CPA and business advisory industry. The driving force of our accounting and business advisory firm is—and always will be—our close personal attention to our clients’ needs.

Emphasizing innovation and forward-looking ideas, HORNE is...more

Company Updates

Home LLP has a new Assurance Associate

Charlie McGoogan is now Assurance Associate

1 day ago

Horne LLP is hiring. Health Care Assurance Supervisor in Memphis, TN or Baton Rouge, LA

4 days ago

Horne LLP is hiring. Helpdesk Supervisor in Jackson, Mississippi Area

4 days ago

Source: http://www.linkedin.com/company/horne-llp
Social Media Examples

September 26, 2012

National Comic Book Day!

Holy Contour Bottles! September 25th is National Comic Book Day! While we don’t have a huge collection of Coca-Cola comic books, I did find this great 15 page comic book we produced in 1951 which tells the story of Coca-Cola and the bottling industry from ingredients to delivery. I suspect vintage X-Men, Batman, or Superman comics just might be a bit more entertaining and collectible than Refreshment Through the Ages which is typically valued at less than $10.00. "TR

Source: http://www.coca-colaconversations.com/
Social Media *Examples*

Source: http://blogs.basspro.com/
Social Media Examples

Personal

Source: http://www.yelp.com/yelpmobile
Social Media Examples

Personal

Source: http://pinterest.com/all/?category=gardening
Social Media *Examples*

**Personal**

Kraig Ward

_Conscious Entrepreneur - Mindful Marketer_

I help healers, coaches, and people in direct sales, who struggle with getting clients, to grow their businesses to 6-figures & beyond, without hugging family & friends, or trying to turn total strangers into buying their stuff.

Having amassed that bridge myself – teaching my Mindful Marketing Systems to others – is more than a profession, it's my absolute passion.

Oh, and trained my soul mate, practice yoga daily, have a son named Ryker, love driving my 1995 ZC to Rainforest and Skiels, dig Bhi Tala get off on climbing mountains, write over deep water without roses, and I have this strange fetish for on ice rocks.

Contact me and follow! I hang out there a lot.

Source: [http://about.me/kraigward](http://about.me/kraigward)
Social Media Examples

Source: http://www.opresume.com/DevanALowe/about
Social Media Examples

Source: http://soundcloud.com/rjchevalier
Social Media Examples

Source: http://mommyadventures.net/
Social Media *Use in Healthcare*

**Hospital**
- 1200 have a social media presence
- 3800 do not yet use social media
- Popular social media avenues
  - Facebook
  - Twitter
  - YouTube
  - Foursquare
  - Customized patient portals
- Reasons for not using
  - Potential HIPAA violations and public relations issues
  - Lack of staff to understand and manage social media

Social Media Use in Healthcare

Patients

- 33% of consumers use social media for seeking or sharing medical information
- 40% of individuals said social media affected their choice of a provider or organization
- 45% said it would affect their decision to get a second opinion
- 34% said it would influence their decision about taking a certain medication
- 32% said it would affect their choice of a health insurance plan

Social Media Healthcare Examples

Facebook

LSU Health Sciences Center

The Louisiana State University Health Sciences Center in New Orleans is located in New Orleans, Louisiana. It is the home of six schools (including one of two LSU medical schools), twelve Centers of Excellence, and two patient care clinics.
Social Media Healthcare Examples

Twitter

Ochsner Health
@OchsnerHealth
The Official account for Ochsner Health System. Healthcare With Peace of Mind.
Southeast Louisiana http://www.ochsner.org/

Tweet to Ochsner Health
@OchsnerHealth

Tweets

Following
Followers
Favorites
Lists
Recent images

Ochsner Health @OchsnerHealth
We’re hosting a Hello Health focused on Hypertension, 10/25, Ralph’s on the Park. Call 866-OCHSNR to register! bit.ly/hqzUwO
Expand

Ochsner Health @OchsnerHealth
Had a great time! RT @hornetscr: #BeeFit with our awesome sponsors @OchsnerHealth & @BCESLA1 #Hornets #NBACares
Instagram.am/p/R13ZSPAa3c/
View photo

Ochsner Health @OchsnerHealth
Many urinary system disorders require care by a doc. Here’s a list of the most common & additional overviews. bit.ly/VkELt #OHSTip
Expand

Ochsner Health @OchsnerHealth
Social Media *Healthcare Examples*

Twitter

More babies that were born on Louisiana's bicentennial yesterday at Ochsner Medical Center. Happy Birthday to all!

click to view image
Social Media **Healthcare Examples**

Foursquare

[Image of Foursquare screen showing LSU - Student Health Center location]
Social Media Healthcare Examples

Patient Access

Social Media Risks

For Businesses

- Consume network bandwidth
- Exposure to malicious software
- Loss of employee productivity
- Lack of control over posted content
  - Misinformation
  - Reputational damage
- Customer service expectations not met
- Relationship damage
- Brand hijacking
- Regulatory violations (e.g., HIPAA, SEC)
Social Media **Risks**

**For Individuals**
- Exposing personal information leads to identity theft and threats to physical safety
- Personal behavior negatively impacts personal and professional image
- Misinformation leads to bad decisions ("internet = expert" syndrome)
- Anonymity creates vulnerability
- Disconnecting from reality
- Relationship damage
- Copyright violations
Social Media Risk Examples

Privacy Concerns

EU Officials Call on Google to Improve Privacy

October 17, 2012 by Juliana Gouwensfeld for National Journal

National Journal

Source: http://mashable.com/2012/10/17/google-privacy-europe/

Facebook Hounded by Privacy Issues

BY NISAL ALPE LASTA
OCT 19TH 2012
IN FACEBOOK

Popular social network Facebook appears to be hounded by a privacy problem almost everyday. Negative comments about its publication of private messages on Facebook timelines, and the urging of users to report their pseudonym using friends abound. Also, calls for a more secure platform are being made.

Verizon Spying Controversy Confuses Executive, Implies Personal Privacy Is Gone

October 29 2012 4:23 PM ET

In Verizon's new privacy policy, the phone and Internet giant added a clause that allows the wireless company to share more of a customer's data with advertisers.

Source: http://socialbarrel.com/facebook-hounded-by-privacy-issues/45165/
Bad News Communicated at Light Speed

Disastrous flights sink American Airlines’ reputation

By Agence France-Presse
Tuesday, October 2, 2012 7:15 EDT

Topics: American + american airlines + New York

Two widely publicized “flights from hell” have sapped American Airlines’ already bad reputation as it struggles with bankruptcy and battles its pilots union in contract talks.

On Monday, a flight on the Boston-Miami route had to make an emergency landing in New York after a block of seats wrenched loose inside the plane.

Source: http://www.rawstory.com/rs/2012/10/02/disastrous-flights-sink-american-airlines-reputation/
Social Media Risk Examples

Disappointment Communicated To the World

Social Media Risk Examples

Disappointment Communicated To the World

They say that you can be seen by appointment only, but if you come in they'll send you to the triage nurse and maybe squeeze you in that day.

Katy G. January 26, 2011
They say that you can be seen by appointment only, but if you come in they'll send you to the triage nurse and maybe squeeze you in that day.

Log in to leave tips at this venue!
Social Media Risk Examples

Facebook Post Impacts Career

Social Media Risk Examples

**Tweets Impact Image**

Lolo taunts paralyzed LeGrand on Twitter

Lolo Jones is known for being outspoken on her Twitter account, and has made news there before for showing off a bit of bravado personally.

On Tuesday, however, the Olympic hurled went too far with some taunting comments that she made in response to a playful challenge by former Rutgers football player Eric LeGrand.

LeGrand, who is confined to a wheelchair after breaking his neck playing at Rutgers, challenged Jones to a race in tweet. Jones, taking LeGrand’s challenge at face value, responded aggressively.

Social Media Risks

Negative Consequences

How to Mitigate Social Media Risks
Steps to Success

- Understand social media
- Understand rewards and risks
- Catalog current and proposed uses
- Perform a risk assessment
- Create a social media steering committee
- Develop a social media strategy and policy
- Communicate strategy and policy to employees
- Implement internal controls
- Monitor Internet activity
- Develop plan to respond to negative situations
### Mitigating Social Media Risks

**Key Policy Elements**

- **Business use:**
  - The scope of topics and type of information permitted
  - The process to gain approval for use
  - Permitted activities, including use in hiring
  - Disallowed activities
  - Legal and regulatory requirements and review
  - Notices to consumers regarding terms of use and liability
  - Persons responsible for management and inquiry response
  - Escalation process for negative events
Mitigating Social Media Risks

Key Policy Elements

- Personal use in the workplace:
  - Is it allowed
  - Nondisclosure of business-related content
  - Discussion of workplace-related topics
  - Inappropriate sites, content or conversations

- Personal use outside the workplace:
  - Nondisclosure of business-related content
  - Standard disclaimers if identifying the employer
  - The dangers of posting too much personal information
  - Posting of info and photos that link to company
Mitigating Social Media Risks

Reputation Management

Why reputation matters

Misleading, inaccurate or negative links in your search results adversely affect the impression you make when people ‘Google’ you and can materially impact you or your business.

Your search results are your reputation.
People don’t ask for character references anymore, they ask Google. And what Google shows people — accurate or not — is your reputation.

Read more +

Your search results aren’t always yours.
Google shows everything it can to people searching for you, even if the material is actually about someone else with the same name.

Read more +

Bad search results can be a real problem.
Unfavorable search results influence how recruiters, insurance companies, loan officers, potential clients and business partners, and even romantic interests view you.

Read more +

Source: http://www.reputation.com/


**Mitigating Social Media Risks**

There's no such thing as too much privacy

ExecutivePrivacy Plus is the best service for keeping sensitive personal data off the web.

Start reducing your exposure to unwanted attention on the Internet in just three minutes. One short call to one of our dedicated privacy concierges begins the process of discreetly finding, and removing your sensitive, personal data — repeatedly, if necessary — from unauthorized sources all over the Web.

**FREE MONITORING**

- High-level executives are high-profile targets.
  - The more successful you are, the more threat there is of identity theft, blackmail and corporate espionage. With hundreds of data companies exposing sensitive data, you and your family may be taking unnecessary risks.

- Stop making dangerous data easy to find.
  - After a short 3-minute set-up call, one of our dedicated privacy concierges will begin the process of discreetly finding, and removing your sensitive, personal data — repeatedly, if necessary — from unauthorized sources all over the Web.

**EXECUTIVE PRIVACY**

ExecutivePrivacy Plus offers:
- White-glove service — we do all the work for you
- Regular oversight by your dedicated privacy expert
- Confirmed removal of all your key information
- 24/7 monitoring for new appearances
- Proactive outreach for serious problems
- Personalized monthly reporting and alerts
- Includes all MyPrivacy features, too

**YOUR REPUTATION**

**YOUR PRIVACY**

Mitigating Social Media Risks

ISACA Guides

Social Media: Business Benefits and Security, Governance and Assurance Perspectives

Source: http://www.isaca.org
Mitigating Social Media Risks

Mitigating Social Media Risks

USAF Guides

Source: http://info.publicintelligence.net/USAF-SocialMedia.pdf

Mitigating Social Media Risks

Mobile Devices

Overview
What is a Mobile Device?

A mobile (computing) device is exactly what the name implies – a computing device that is portable.

Examples include:
- Laptop computers
- Netbook computers
- Tablet computers
- Personal Digital Assistants
- Smartphones
Mobile Device Overview

Mobile Device Communication

Mobile devices use a variety of communications technologies, including:

- WiFi
- Bluetooth
- Cellular
- Ethernet
## Mobile Device Overview

### The Numbers

#### WORLDWIDE SMARTPHONE AND PC SHIPMENTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Q4 2011 Shipments (millions)</th>
<th>Growth Q4 ‘11/Q4’10</th>
<th>Full Year 2011 Shipments (millions)</th>
<th>Growth 2011/2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart phones</td>
<td>158.5</td>
<td>56.6%</td>
<td>487.7</td>
<td>62.7%</td>
</tr>
<tr>
<td>PCs</td>
<td>120.2</td>
<td>16.3%</td>
<td>414.6</td>
<td>14.8%</td>
</tr>
<tr>
<td>Tablets/Pads</td>
<td>26.5</td>
<td>186.2%</td>
<td>63.2</td>
<td>274.1%</td>
</tr>
<tr>
<td>Netbooks</td>
<td>6.7</td>
<td>-32.4%</td>
<td>29.4</td>
<td>-25.3%</td>
</tr>
<tr>
<td>Notebooks</td>
<td>57.9</td>
<td>7.3%</td>
<td>209.6</td>
<td>7.5%</td>
</tr>
<tr>
<td>Desktops</td>
<td>29.1</td>
<td>-3.6%</td>
<td>112.4</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

Source: Canalys Estimates © Canalys 2012

Mobile Device **Rewards**

**For Businesses**

- Anytime, anywhere access to information
- Anytime, anywhere ability to communicate
- Improve customer service
- Make and accept payments
- Take and send photos
- Manage logistics
- Scan and track inventory
- Give presentations
Mobile Device *Rewards*

**For Individuals**
- Anytime, anywhere access to information
- Anytime, anywhere ability to communicate
- Conduct online banking
- Monitor financial transactions
- Facilitate and enhance shopping
- Take and send photos
- Entertain yourself and others
Mobile App Examples
Mobile App Examples

Trustmark Bank offers a full line of electronic banking services, all designed to make banking faster, easier and more convenient for you. Whenever you need to transfer funds, pay bills or simply check your balance, you can handle it all electronically—whether you’re in your office, relaxing outdoors or miles from home.

Click on the links below to learn more about any of our eServices.

**Personal Services**
- TrustTouchWeb Online Banking
- Bill Pay
- Mobile Banking
- e-Statements
- Open a Personal Account Online

**Business Services**
- TrustNetWeb Online Business Banking
- Bill Pay
- e-Statements
- TMKey® Security

Source: https://www.trustmark.com/eservices/index.html
Mobile App Examples

Text SHOE to 75309 to get Coupons on Your Cell Phone

Source: [http://www.shoestation.com/](http://www.shoestation.com/)
Mobile Device Trends

- Social networking
- Mobile search
- Mobile commerce
- Mobile payment
- Context-aware service
- Object recognition (OR)
- Location-based services (LBS)
- Mobile video
- Mobile instant messaging (MIM)

Physicians

- 67% of physicians use smartphones
- Popular clinical apps
  - Look up drug references (58 percent)
  - Accessing clinical decision-support (50 percent)
  - Taking notes and memos (43 percent)
  - Digging into textbook references (38 percent)
  - Consulting with medical peers (28 percent)
  - Performing scheduling tasks (17 percent)
  - E-prescribing (8 percent)
  - Monitoring patients (6 percent)
  - Accessing electronic medical records (6 percent)
  - Ordering lab tests or accessing results (4 percent)

Mobile App Healthcare Examples

Source: http://go.kaiserpermanente.org/family
Mobile App Healthcare Examples

Medical Apps

DIAGNOSIS

SURGERY ILLUSTRATOR

ASTHMA MONITOR

Mobile App Healthcare Examples

Medical Apps

PATIENT EDUCATION
Source: http://www.emmisolutions.com

DRUG REFERENCE
Source: http://epocrates.com

NEWS, REFERENCE, EDUCATION
Largest Security Vulnerability

Former White House cybersecurity adviser Richard Clarke said that the growing trend of businesses allowing employees to use their personal mobile devices at work “is the newest and largest vulnerability in corporate America now.”

Mobile Device Risks

McAfee Threats Report: Second Quarter 2012

Mobile Device **Risks**

Apple Device Security

- No viruses in the wild, iOS apps are sandboxed, hardware encryption
- iPhone features to watch: Sync, iCloud, Find My Friends, Passbook, Integration to Facebook

Mobile Device Risks

Apple Device Security

Source: [http://www.intego.com/virusbarrier-ios](http://www.intego.com/virusbarrier-ios)
Android Device Security

“According to several reports, cyber-crooks are targeting the Android operating system since it's essentially open and the sheer number of people using the platform makes it a worthwhile option. But there are still many people that don't believe Android security is a major threat to them. Those people need to wake up.”

Don Reisinger, eWeek

Android Device Security

Mobile Device **Risks**

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**FBI issues Android warning**

By Philip Elmer-DeWitt  October 15, 2012: 11:55 AM ET


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Two malware attacks illustrate the dangers of a wide-open development environment

FORTUNE -- Developers often complain about the hoops Apple (AAPL) makes them jump through to get their wares into the iOS App Store. But the company has its reasons -- besides its 30% cut of the revenue -- and one of them was illustrated by the warning issued Friday by the FBI's Internet Crime Complaint Center (IC3).

"The IC3 has been made aware of various malware attacking Android operating systems for mobile devices," it begins. "Some of the latest known versions of this type of malware are Loozfon and FinFisher."  

Illustration via Marco Ramilli
Secure Your Device

- Create a PIN or passcode for your device
- Validate the apps you load and sites you access
- Keep your firmware and apps updated
- Turn off WiFi, Bluetooth, and NFC when not in use
- Beware apps that enable Geo-Location services
- Encrypt sensitive data
- Do not jailbreak or root your device
- Back up your data (especially phone books and photos)
- Have a plan if your device is stolen
- Business/non-profit/govt. entities – install MDM software

Source: [http://blink.ucsd.edu/technology/phones/mobile/security.html](http://blink.ucsd.edu/technology/phones/mobile/security.html)  
Source: [http://www.ic3.gov/media/2012/121012.aspx](http://www.ic3.gov/media/2012/121012.aspx)
Mitigating Mobile Device Risks

Source: http://www.air-watch.com/
Mitigating Mobile Device Risks

Source: http://www.mobileactivedefense.com/
Mitigating Mobile Device Risks

Source: http://www.mobileiron.com/
Mitigating Mobile Device Risks

Source: http://www.mobileiron.com/
GARTNER – Critical Capabilities for Mobile Device Management

- **Device Diversity**
  - Support one or more OS platforms, such as Android, iOS, RIM, Windows.
  - Support for tablets
  - Support for ruggedized devices
  - Support for simpler phones

Source: [http://forms.zenprise.com/LP=203?elqCampaignId=-3](http://forms.zenprise.com/LP=203?elqCampaignId=-3)
GARTNER – Critical Capabilities for Mobile Device Management

- **Policy Enforcement**
  - Enforce policies on eligible devices:
    - Detect OS platforms and versions, installed applications, and manipulated data
    - Detect jail-broken iOS devices and rooted Android devices
    - Filter (restrict) access from noncompliant devices to corporate servers (e.g., email)
  - Enforce application policies:
    - Restrict downloadable applications through whitelists and blacklists.
    - Monitor access to app stores and application downloads, and put prohibited applications on quarantine
    - Monitor access to Web services, social networks and app stores
Policy Enforcement (continued)

- Enforce mobile communications expense policies:
  - Monitor roaming usage.
  - Detect policy violations (e.g., international roaming)

- Enforce separation of personal versus corporate content:
  - Manage corporate apps on personal devices, and personal apps on corporate devices
  - Tag content as personal or corporate through flags
  - Detect violations of separation
  - If a container is in use, prohibit exporting data outside the container (e.g., when opening an email attachment), and regulate interaction between different enterprise containers

- Restrict or prohibit access to servers in case of a violation
GARTNER – Critical Capabilities for Mobile Device Management

- **Security and Compliance**
  - Password enforcement (strong alphanumeric password)
  - Device lock (after a given number of minutes of inactivity)
  - Remote wipe, selective remote wipe (e.g., only corporate content); total remote wipe (hard wipe, data not recoverable after deletion)
  - Local data encryption (phone memory, external memory cards)
  - Certificate-based authentication (include device ID, OS version, phone number); certificate distribution
  - Monitoring device and data manipulation on device
  - Rogue app protection (e.g., application quarantine)
  - Firewall, Antivirus, Mobile VPN
  - Message archiving (SMS, IM, email, etc.) and retrieval; record historical event for audit trail and reporting
GARTNER – Critical Capabilities for Mobile Device Management

- **Containerization** (separate corporate from private content)
  - Local data encryption
  - On-the-fly decryption
  - Selective remote wipe
  - No data export to other containers (data leakage prevention)
  - Controlled communication among containers
  - Application containerization (beyond email)
Mobile Device Management

GARTNER – Critical Capabilities for Mobile Device Management

- Inventory Management
  - Asset management and inventory
  - Device configuration and imaging
  - Device activation and deactivation
  - Provisioning
  - Lockdown hardware features
- Monitoring:
  - Performance, battery life, memory
- Lost-phone recovery
  - Locate and map; restore and migrate
GARTNER – Critical Capabilities for Mobile Device Management

- **Software Distribution**
  - Application discovery (e.g., through private app stores)
  - Software updates, for applications or OSs
  - Patches/fixes
  - Backup/restore
  - Background synchronization
  - File distribution
QUESTIONS AND CONCLUSION
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October 29 - 30, 2012

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