Top Attacks in Social Media

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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:

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Twitter Worm Pushing Rogue Antivirus Scam

By: Brian Prince  
2011-01-20  
Article Rating:🌟🌟🌟🌟🌟 / 3  

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
2) Customers
3) Mobile
4) Competitors
5) Hacking
6) Location
7) Brandjacking
1) Employees

1. Inadvertently compromise the brand by saying negative things
2. Posting sensitive or confidential information
3. Allowing information to be leaked through social media
4. Untrained in security
5. Click inappropriate websites / phishing links
2) Customer Attacks

@McDonalds
McDonald's

"When u make something w/pride, people can taste it," - McD potato supplier McDStories http://t.co/HaPM5G9F

January 18, 2012 5:09 pm via web

I have eaten at least 25 Big Macs with in the past year. Got My first stent. #McDStories
3) Mobile

Android malware spreads via Facebook app

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

1. Competitors attack your brand image
2. Can even steal data
3. Easily hide behind fake profiles
4. Spread lies about your company
5) Hacking

LinkedIn investigating apparent hack after 6.46 million passwords reported stolen

By Dylan Stableford | The Cutline – 5 hrs ago
6) Location

1. Easy to track people using a wide range of applications
2. Check-in at locations can provide confidential information to competitors
3. Employees uneducated about using location-based services
4. A company can overstep privacy rights by invasive tracking of employees
7) Brandjacking

1. Can "assume" your brand identity or impersonate your company
2. Can use the reputation to profit somehow or try to destroy the brand equity
3. Can be used to steal a specific target's identity
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. Matrix™ framework
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