do : Nothing

(and your staff and reputation could be at risk)

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10 February 2015

What does a hacked social media account look like?
How does it act!?

Embarrassing?

Image: http://oursocialtimes.com/burger-king-twitter-hack-social-media-security-for-teams/

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Sinister?

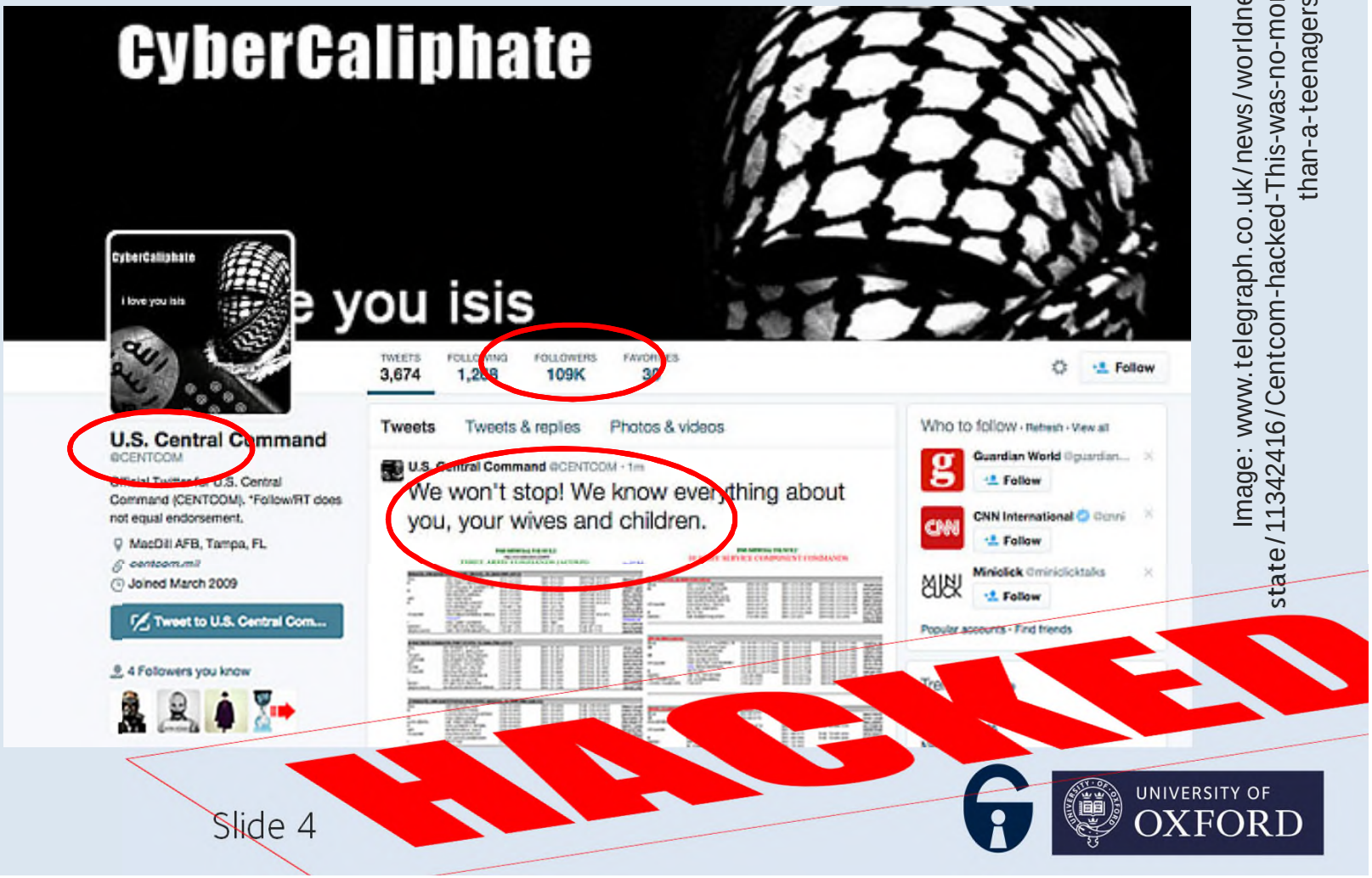

Image: www.telegraph.co.uk/news/worldnews/islamic-state/11342416/Centcom-hacked-This-was-no-more-harmless-than-a-teenagers-prank.html

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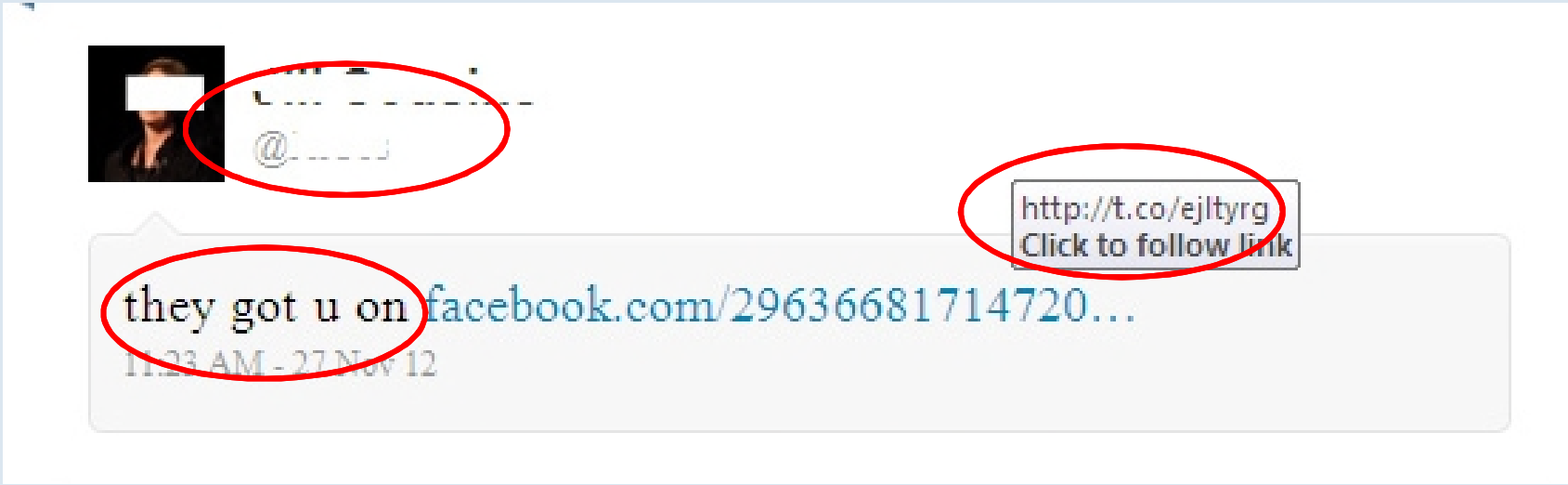
Dangerous direct messages



HACKED

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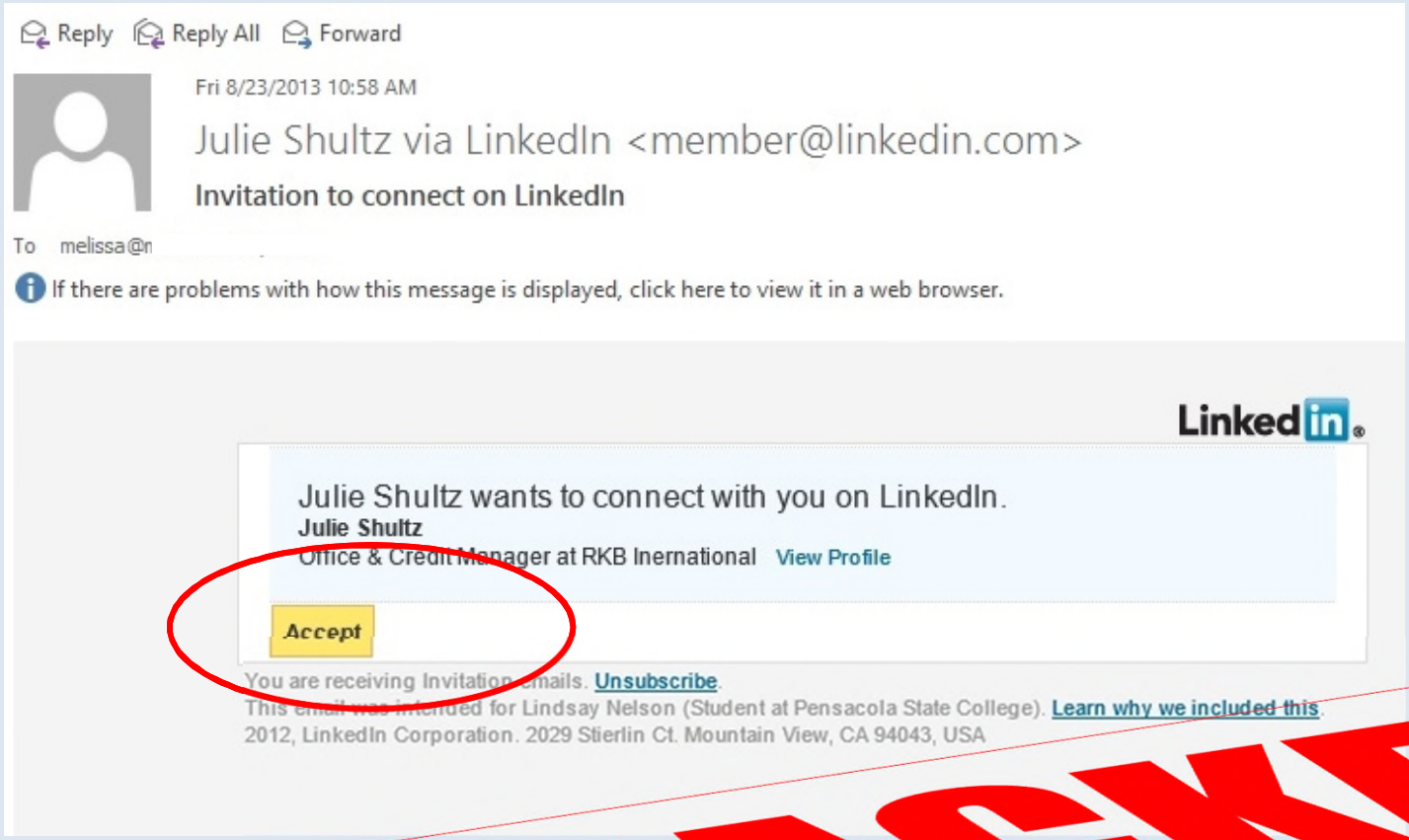
Dodgy invites to connect?



HACKED

Image: http://melissacooley.com/2013/08/fake-linkedin-invitations-update/

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Institutional reputation?

Image: http://abc7chicago.com/news/uchicago-feds-investigate-after-student-facebook-page-hacked-/404340/

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Safety of family and colleagues?

Image: Ricardo Wang CC-by-nc-sa/2.0: www.flickr.com/photos/deadair/9711135330

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do : ensure all staff:

- 1a. set up 2-factor authentication to keep attackers out of accounts
  - 1b. use a strong unique passphrase for every account
  - 1c. set up Trusted Contacts (in Facebook)
- 2. use secure Web connections
- 3. secure their privacy settings
- 4. follow your guidelines to protect other staff and readers
- 5. know what to do if hacked?

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do : use 2-factor authentication aka login approval / verification

- What!?

Images: HSBC UK Press Office CC-by-nc-nd/2.0 www.flickr.com/photos/hsbc_uk_press/6032455921/ nzbuu CC-by-nc-sa/2.0: www.flickr.com/photos/nzbuu/3314624297/

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do: use 2-factor authentication

- Follow the instructions to set:
- 1a. Login approvals, and think about passphrases
- 1b. 3+ Trusted Contacts (Facebook):
  - Your trusted friends will help you if you can't login. Ensure they...
    - ...won't lock you out of Facebook for a joke!
    - ...use Facebook frequently
    - ...can be reached without using Facebook
    - Contact them first to let them know!

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Personal reputation?

Hackers steal law student's Facebook profile and use hundreds of pictures in 'e-whoring' scam by claiming she is an escort

- Jazmine Jones, 23, had her email account targeted by fraudsters
- They hacked into Facebook profile and stole 300 photographs which they used to set up escort profiles
- Police have refused to take action saying it is up to the social network

By HUGO GYE

PUBLISHED: 09:43, 25 September 2013 | **UPDATED:** 17:16, 25 September 2013

Image: http://melissacooley.com/2013/08/fake-linkedin-invitations-update/

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do : check for secure connection

- 2. the “s” in https (and padlock) in the Web address shows that your connection to the website is encrypted and more resistant to snooping
- If it is not there - you may not be in the right site!

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do : set your privacy and your app settings and be more mysterious

- 3. follow the instructions to set your privacy and your app settings and…
  - Be selective about friends and connections, and about apps
  - Be careful what you post, where you post, and when

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do : protect staff and readers of your blog and Facebook

- 4. Social media policies and response guides, e.g.
  - set roles for the team, with more than 1 trusted person as admin (all admins should enable 2-factor authentication)
  - moderate comments and label tolerance level for negative responses
  - cope with trolls, online bullying and sexual harassment
- 5. Know what to do if hacked?

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do : ensure all staff:

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- 5. know what to do if hacked?

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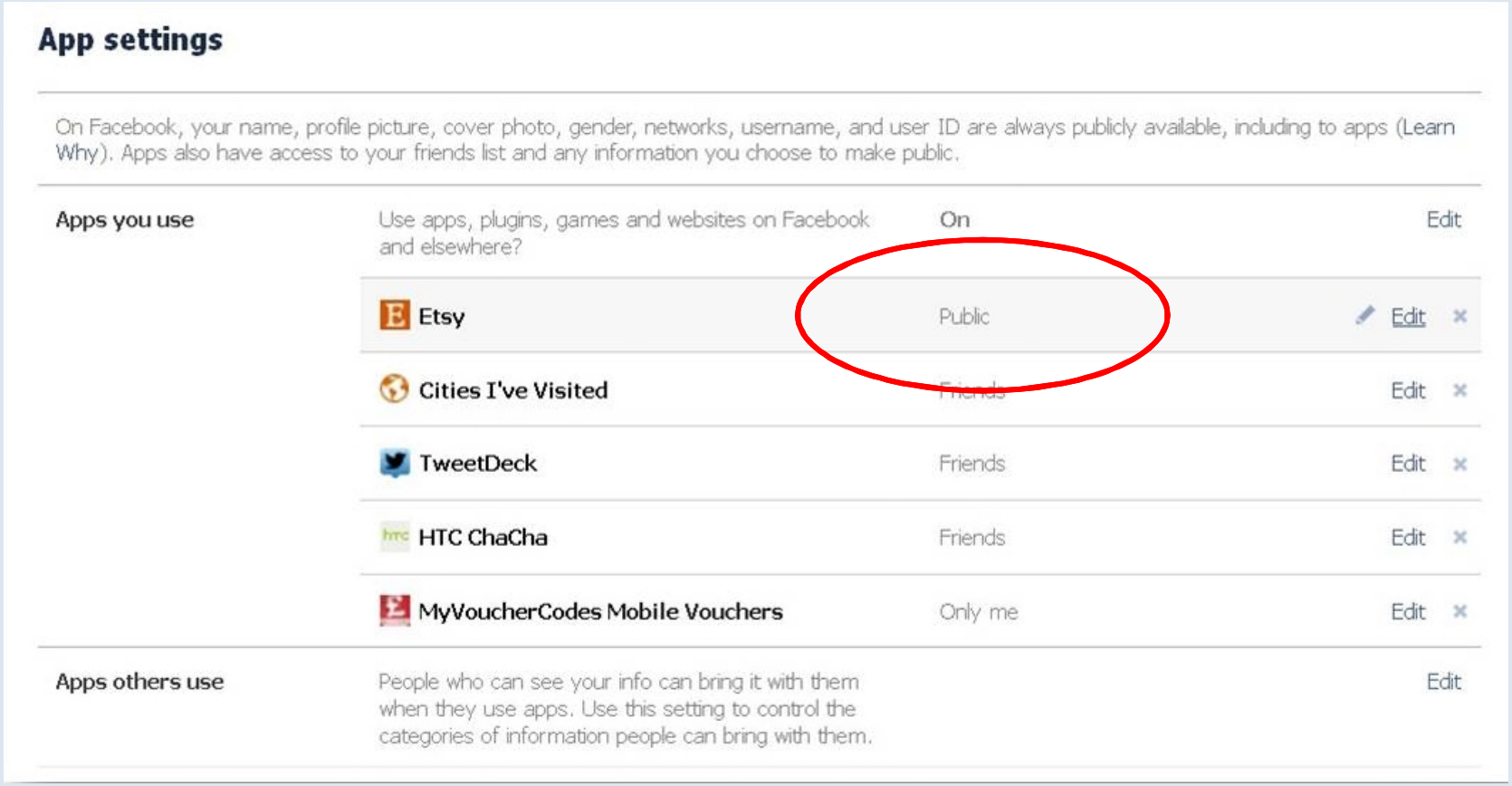
Are apps oversharing?



App settings

On Facebook, your name, profile picture, cover photo, gender, networks, username, and user ID are always publicly available, including to apps (Learn Why). Apps also have access to your friends list and any information you choose to make public.

Apps you use	Use apps, plugins, games and websites on Facebook and elsewhere?	On	Edit
	Etsy	Public	Edit ×
	Cities I've Visited	Friends	Edit ×
	TweetDeck	Friends	Edit ×
	HTC ChaCha	Friends	Edit ×
	MyVoucherCodes Mobile Vouchers	Only me	Edit ×
Apps others use	People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with them.		Edit

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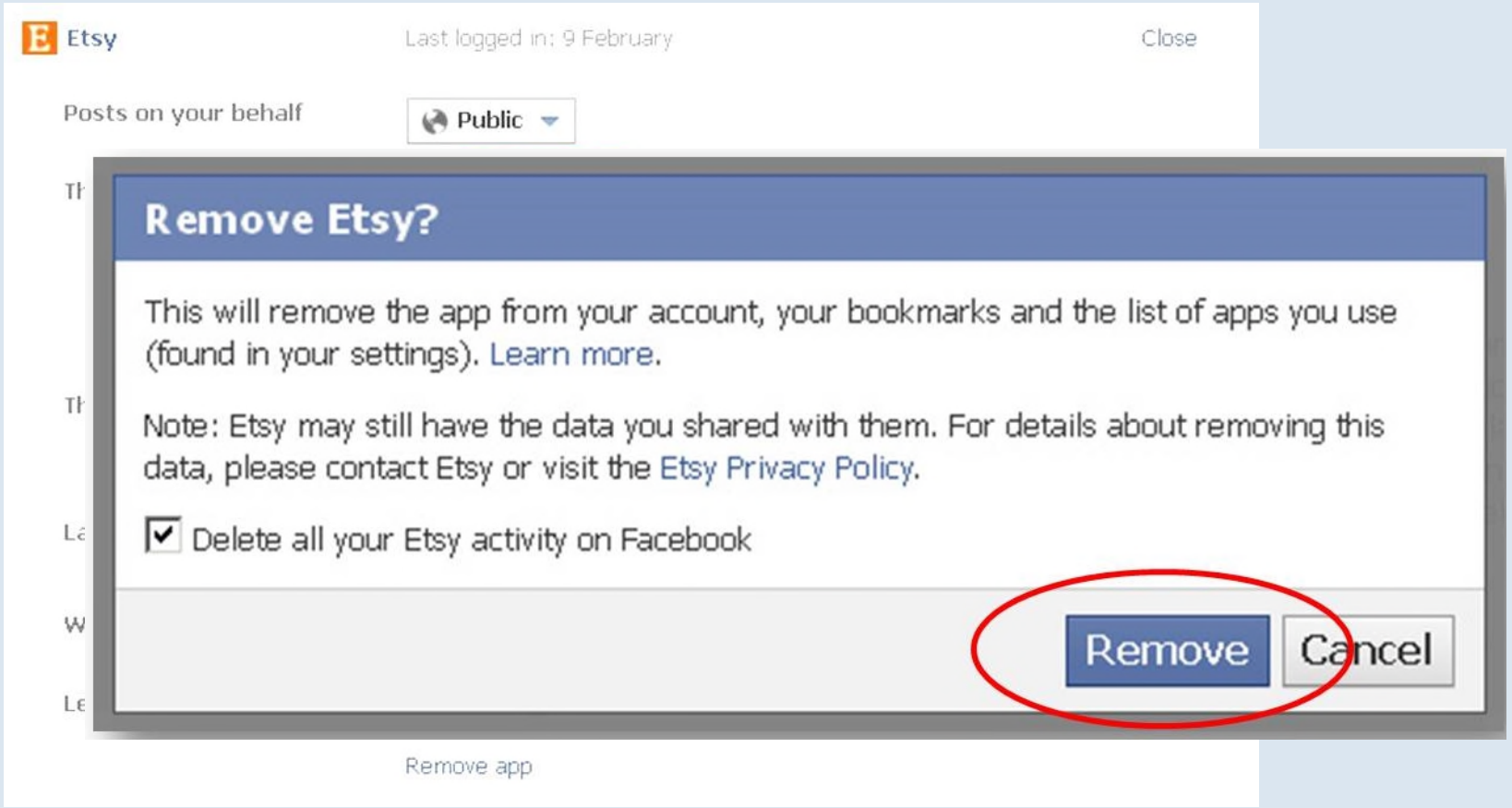
What info do you share with apps?



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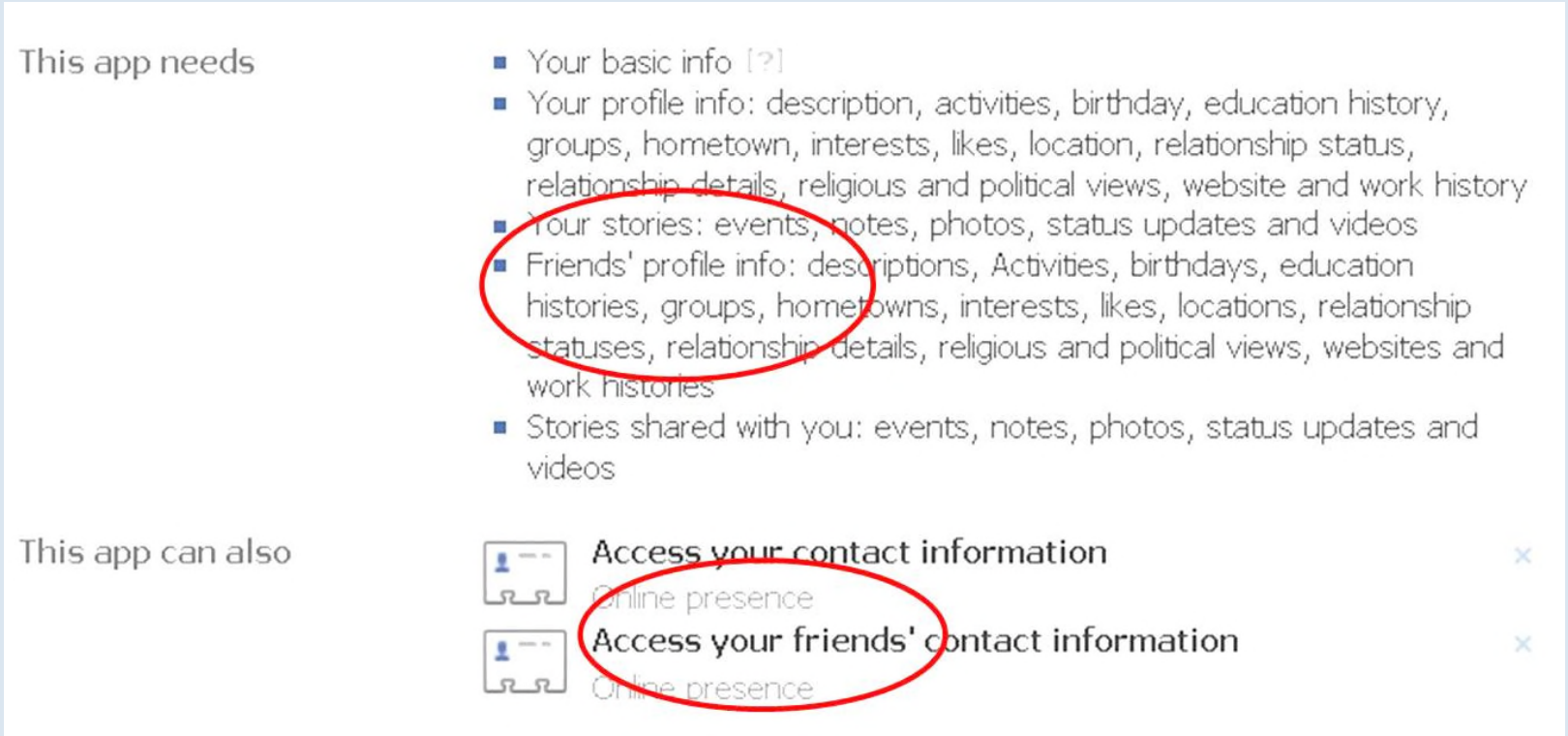
What info about YOU are friends sharing with their apps?



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do : think about apps!

www.youtube.com/watch?v=xYZtHIPktQg

Watch out for mobile devices

!

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QUESTIONS?