PEOPLE I PROPERTY I REPUTATION

ASSET
PROTECTION

FMI

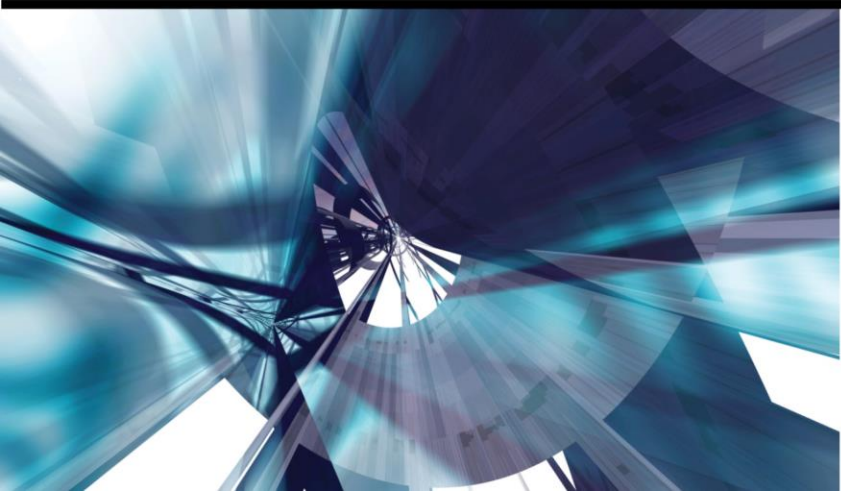**THE VOICE OF FOOD RETAIL**
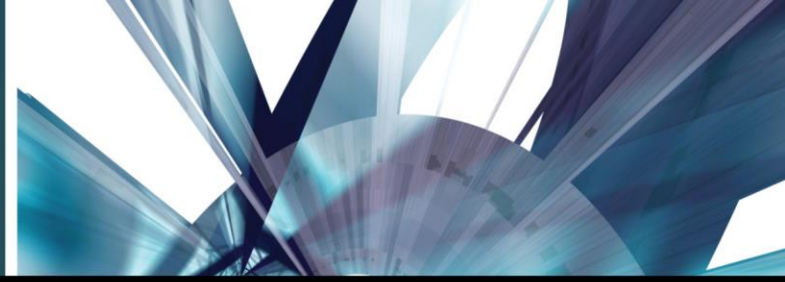
Social Media & Risk:
Threats and Opportunities in 2014

Rick Moyes
Director of Operations, Sibylline Ltd.

FMI

THE VOICE OF FOOD RETAIL

Be Aware and Beware…!

1. What is social media, and where is it heading?

2. Key security risks

   – Disruptive events

   – Information security

   – Threats to personnel

   – Reputational and brand issues

3. Risk awareness opportunities

1. Social Media

Social Media - *Components*

Social Media - *Usage*

These statistics will already be out of date!

Facebook: 1.31 Billion users (over half update via mobile devices), 48% log in on any given day, est. 81 million fake profiles

Twitter: 645 million users, est. 58 million tweets per day, 40% of users don't post but monitor tweets

YouTube: 100 million users take a social action each week, 12 million auto-share, 48 hours of video uploaded per minute
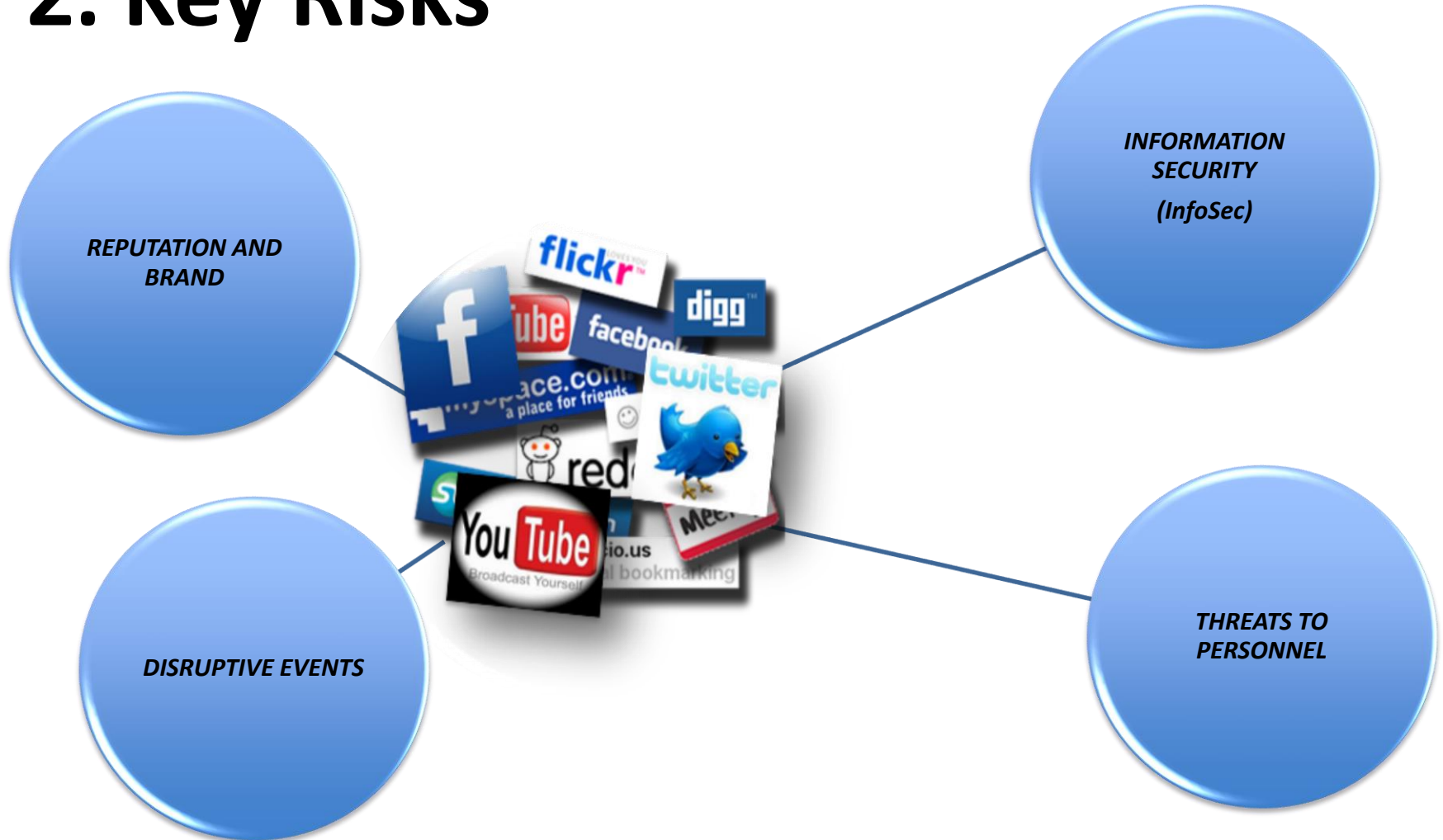
Social Media - *Characteristics*

- **Information-rich**
- **Updated bewilderingly quickly**
- **Connected networks**
- **Multiple user identities**
- **Rapid passage of information**
- **Rampant personal opinion/bias**
- **Partly or totally unregulated**
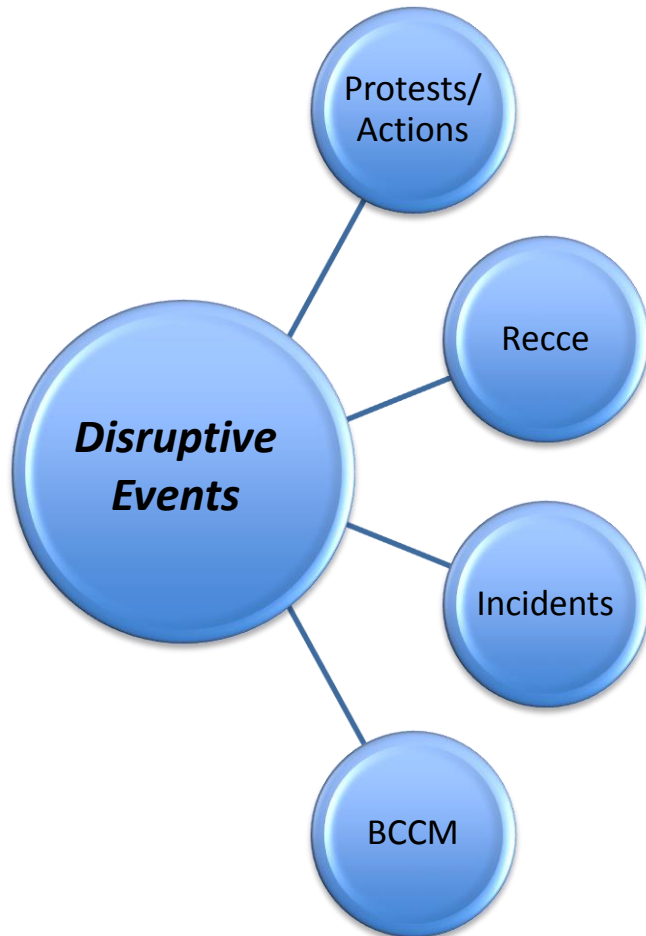- **Intimidating to the uninitiated!**

facebook

December 2010

Social Media – *The Future*

2. Key Risks

REPUTATION AND BRAND

INFORMATION SECURITY

(InfoSec)

DISRUPTIVE EVENTS

THREATS TO PERSONNEL

Key Risks – *Disruptive Events*

- Protests/Actions
- Recce
- **Disruptive Events**
- Incidents
- BCCM

- **Protest groups are making great use of social media to spread their cause, rally and organise**

- **Threat groups will also make use of social media to carry out recce**

- **During a business continuity incident, social media can be the best place to gain operational insight**

- **Social media of course plays a key role in strategic crisis management; great importance with regards to strategic messaging and communications**

Key Risks – *Disruptive Events*
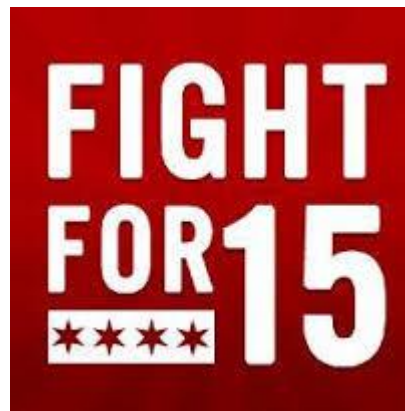
Key Risks – *Disruptive Events*

Key Risks – *Disruptive Events*

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New iPhone Release Leads to Violence in N.H., Calif.

BY ANGELA MOSCARITOLO   SEPTEMBER 23, 2013 01:06PM EST   2 COMMENTS

New iPhone launch days are a happy occasion for most Apple fans, but some found themselves in the middle of violent confrontations as demand for th...

10 SHARES

VIEW ALL PHOTOS IN GALL...

around 1,000 people waiting

MARCH 2014 SNEAKER RELEASES

Nike Kobe 9 Elite "Inspiration"
Color: Black/Metallic Silver-Anthracite
Style Code: 630847-004
Release Date: 03/01/14
Price: $225 More: Nike Kobe 9
Elite Purchase on eBay

Nike KD 6 "Liger"
Color: Electric Green/Night Factor-Atomic Orange

UPTOWN
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New Jordan Sneakers Released, Violence Ensues

Like 5   Tweet 4   Pin it   g+1 0

Posted by Dayne Starr on Dec 24, 2013

The $170 Nike A...
released last we...
injury, after a bra...
Stockton, Califo...

This scene com...
Bronx, NY Footh...
newly released...
people were pu...
Stockton.

A mother of a te...
sneakers in Houston last year, Dazie Williams, has launched Life O...
calling for Nike to reconsider its release methods. Williams told the C...
interview conducted shortly after her son's killing, "It hurt me greatly...
killed over shoes." She continues, "But it's nothing new. This has bee...

Source

THE BLAZE
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HOT TOPICS: Lois Lerner | Ukraine Crisis | Russia | 2nd Amend. | TheBlaze TV

US

Disturbing Video: Release of New Air Jordan Sneakers Inspires Violent Brawls Across Country

Dec. 23, 2013 2:37pm | Oliver Darcy

Key Risks - *InfoSec*

- **Attackers target people, software, and hardware**

- **Social engineering is growing in popularity; malware increasing**

- **Spear Phishing an increasing tactic**

- **Whaling…**

- **Advanced Persistent Threats getting more targeted**

- **Dynamic use of information**

- **Smartphones are a growing vulnerability**

- **Anonymity online aids leaks**

Key Risks - *InfoSec*

Key Risks – *Personnel Threats*

Information Security
- Inadvertent disclosure
- Deliberate leaks
- Technical exploits
- Social engineering

- **Dynamic collection of information can expose staff and family members**

- **Criminals use social media to gather intelligence**

- **Identity theft remains particularly easy; consumers share too much information**

- **Services like 192.com, Google Street View increase vulnerability**

- **Raises possibility of targeted kidnappings, extortion, threats to family members, scams…**

- **Did I mention fake profiles?**

Key Risks – *Personnel Threats*
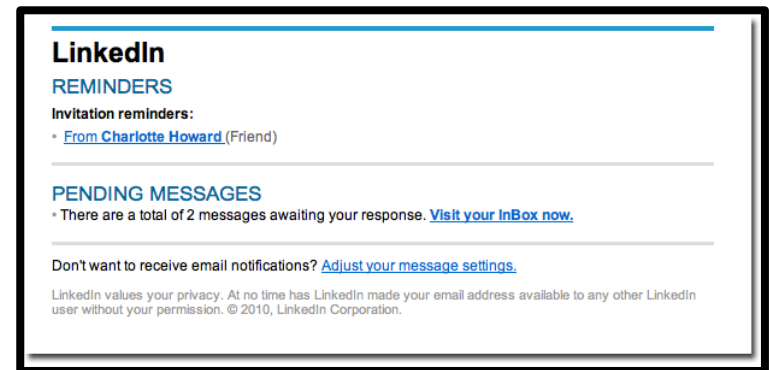
Key Risks – *Reputation / Brand*
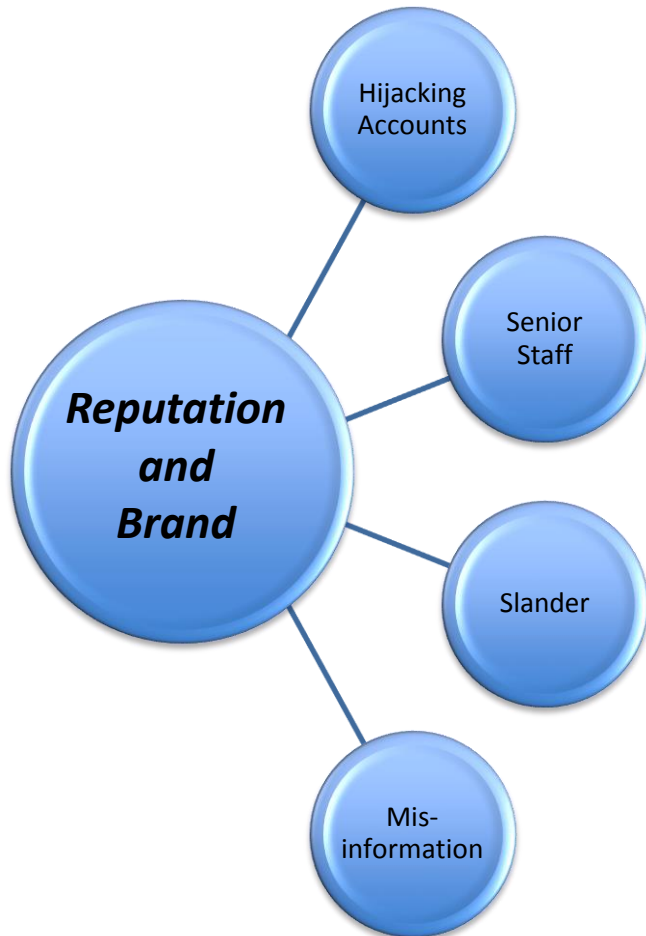
- **Corporate accounts are often accessed by several people**

- **10% of passwords are still too simple!**

- **Lost Facebook cannot be recovered…**

- **Fake profiles can be made up to slander a company – or senior executives**

- **Information on senior figures can also be drawn out from social media**

- **Social media can be used to spread rumours and deliberate misinformation**

- **Companies even offer opportunities to activists…on their own websites!**

Key Risks – *Reputation / Brand*

(1) A would-have-been Cisco employee, Connor Riley, tweeted the following message: "Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work." Cisco saved her the angst of having to decide by rescinding the offer.

(2) Marc Jacobs Intern branded company CEO a 'tyrant' via company's Twitter account.

(3) A "Google Engineer Accidentally Makes His 'Plus Sucks' Rant Public" via a Google+ post.

(4) Someone with access to the Red Cross twitter account posted, "Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer…when we drink we do it right #gettngslizzerd."

(5) Kenneth Cole tweeted, "Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at http://bit.ly/KCairo" in order to promote his collection and shortly thereafter, apologized for the insensitive tweet.

(6) Chrysler was not pleased when someone with access to the @ChryslerAutos account tweeted: "I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to f***ing drive".

(7) Domino's employees did unsanitary things to customers' food orders and then proceeded to post the videos on You-Tube.

NEVER AGAIN.
LET'S GO.

In the epic struggle between man and the north, icebergs, nature's pirates of the sea, have posed a constant threat. Climate change is making a difference. Some may say "unnatural," but we think an Arctic freed of the iceberg menace makes northern oil exploration, and therefore the future of humanity, just a little safer.

3. Risk Awareness Opportunities
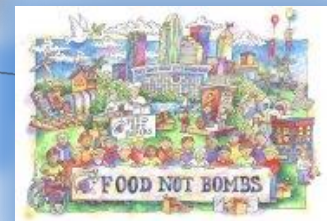
The Purpose of Intelligence

To reduce uncertainty (variables) in the decision making process by:

- Providing accurate, timely and relevant **understanding**

- Generating **early warning** of future threats to the business and changes in the corporate security-operating environment (trends)

- Identifying **vulnerabilities**

- Aiding development of **courses of action**

- Aiding in **contingency planning and preparedness**

Social Media: Opportunities

Use the <u>CONTENT</u> of social media to increase awareness of issues (e.g. news and websites being publicized on Twitter

Use the <u>TOOLS</u> of social media to increase ability to cope with large amounts of data (e.g. RSS feeds and Feed aggregators)

Use the <u>NETWORK</u> inherent in social media to increase understanding of threat actors and evaluate sources

Use social media to <u>COMMUNICATE</u> in a crisis

Opportunities: *Content*

Social media can be used to initiate and co-ordinate threats, however:

- Increasing numbers of people, especially digital natives, will broadcast their sentiment and intentions online, through open source platforms

- The key capability is to be able to capture, monitor and analyse relevant information

- This requires security personnel to be actively engaged with social media, to understand it's structures, language and conventions

Opportunity: *Tools*

An effective toolset is key to managing the flow of information from social media:

- In an already intense operational environment, social media monitoring presents one more challenge

- Social media offers a blizzard of information, and it is possible to be quickly overwhelmed without effective targeting and filtration

- At the same time social media monitoring has to be able to spot the critical needle in the haystack

Opportunity: *Network*

As much as the information from social media can assist, relationships on the network are also critical:

- Activist groups will often share and publicize information and intentions from other groups in their network

- The networks of high risk individuals can also be identified to monitor evolving threats

- Engaging with law enforcement, media and other emergency services over social media demonstrates a prepared posture

Opportunity: *Communication*

Social media is now a critical communication tool in a crisis

- Experience has shown that individuals will communicate via social media in a crisis, even when at risk to their safety

- However social media can provide critical information in the initial stages of a crisis, especially where emergency services and private security capabilities are coming up to speed

- Crisis situations initiate an immediate and critical demand for information: it is vital that security can engage in this space

Conclusion – Key Points

1. Social media use continues to grow, especially on mobile devices

2. Connectivity is increasing (and users are often the product)

3. Criminals and disruptive elements are moving more and more into this space

4. Key Risks range from disruptive events, to information security, to threats to personnel to reputational

5. An engagement with the social media information space is critical for a modern security function

6. While social media presents challenges for security, it also offers tools to address these challenges

7. Monitoring works – turn the threat into an opportunity!

8. Social media is now also a vital factor in crisis response

THANK YOU FOR YOUR ATTENTION!
Please contact us with any further questions:

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