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FIVE STEPS TO DEFEND AGAINST SOCIAL MEDIA WEAPONIZATION

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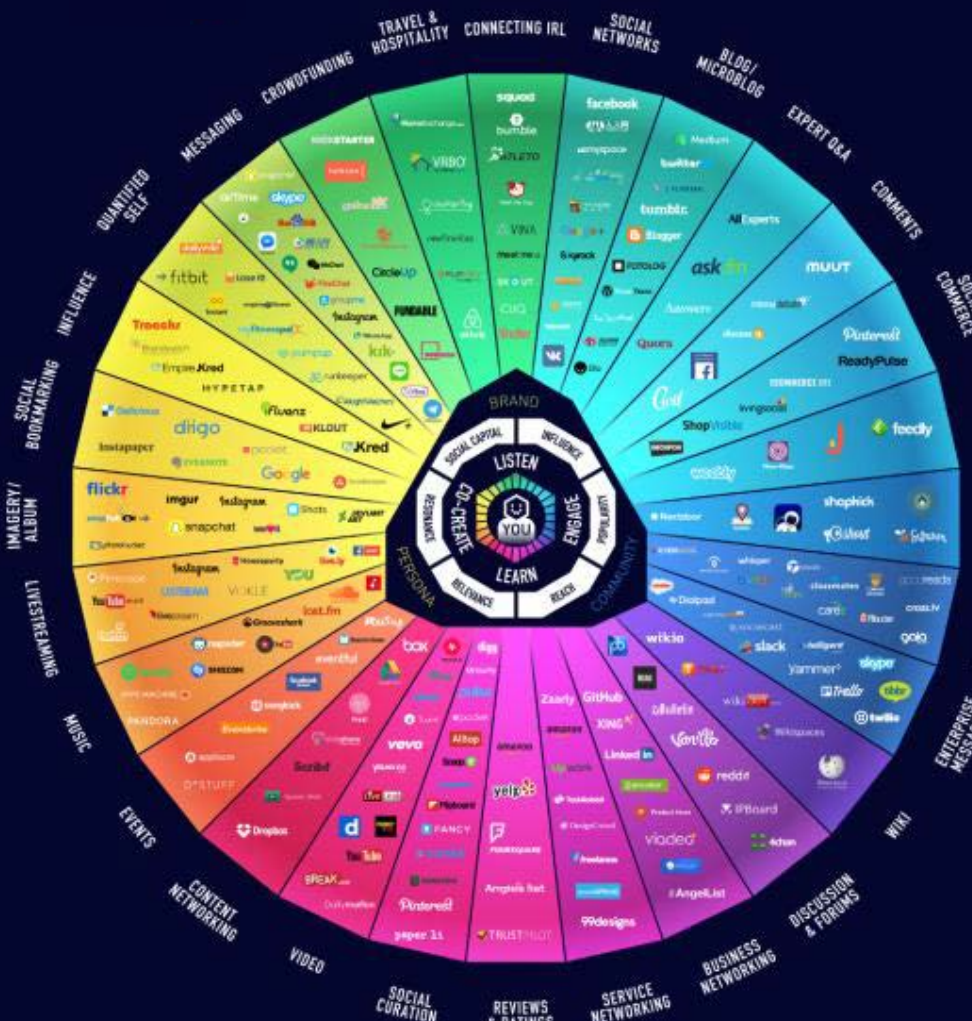
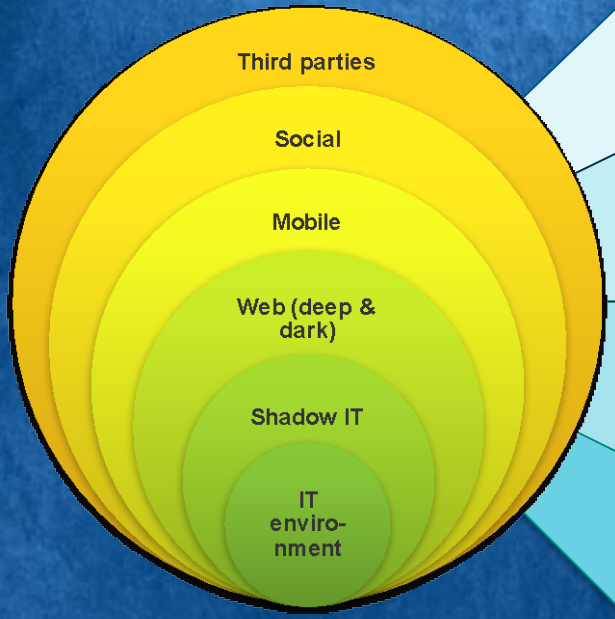
Social media weaponization

The ORGANIZATION sought, in part, to conduct what it called "information warfare against the United States of America" through fictitious U.S. personas on social media platforms and other Internet-based media.

By in or around May 2014, the ORGANIZATION's strategy included interfering with the 2016 U.S. presidential election, with the stated goal of "spread[ing] distrust towards the candidates and the political system in general."


SOCIAL NETWORKS
BLOG/ MICROBLOG
EXPERT Q&A
COMMENTS
SOCIAL COMMERCE
SOCIAL STREAMS
LOCATION
NICHEWORKING
ENTERPRISE MESSAGING
WIKI
DISCUSSION & FORUMS
BUSINESS NETWORKING
SERVICE NETWORKING
REVIEWS & RATINGS
SOCIAL CURATION
VIDEO
CONTENT NETWORKING
EVENTS
MUSIC
LIVESTREAMING
IMAGERY / MMORPG
SOCIAL BOOKMARKING
INFLUENCE
QUANTIFIED SELF
MESSAGING
CROWDFUNDING
TRAVEL & HOSPITALITY
CONNECTING IRL
BRAND
INFLUENCE
POPULARITY
COMMUNITY
RELEVANCE
RESEARCH
SOCIAL CAPITAL
PERSONA
LISTEN
ENGAGE
LEARN
REACH
CO-CREATE
YOU

Less and less control of your attack surface



Nefarious threats, mentions, and sales on unaffiliated channels

Fraudulent or malicious spoofing and impersonations

Unsanctioned, rogue activity and occurrences of affiliated footprint

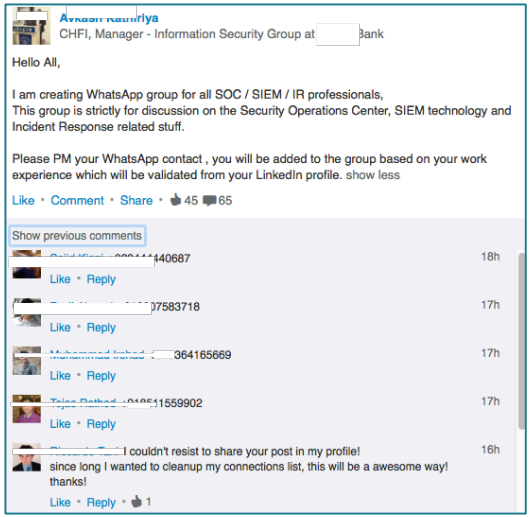
Known, corporate-controlled digital footprint

Degree of control

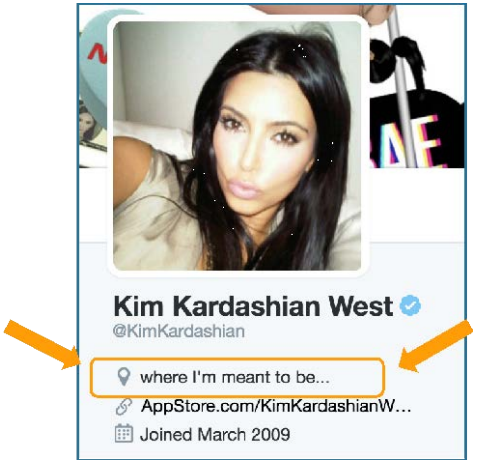
So many ways to make mistakes – and attackers only need one

Employees post PII

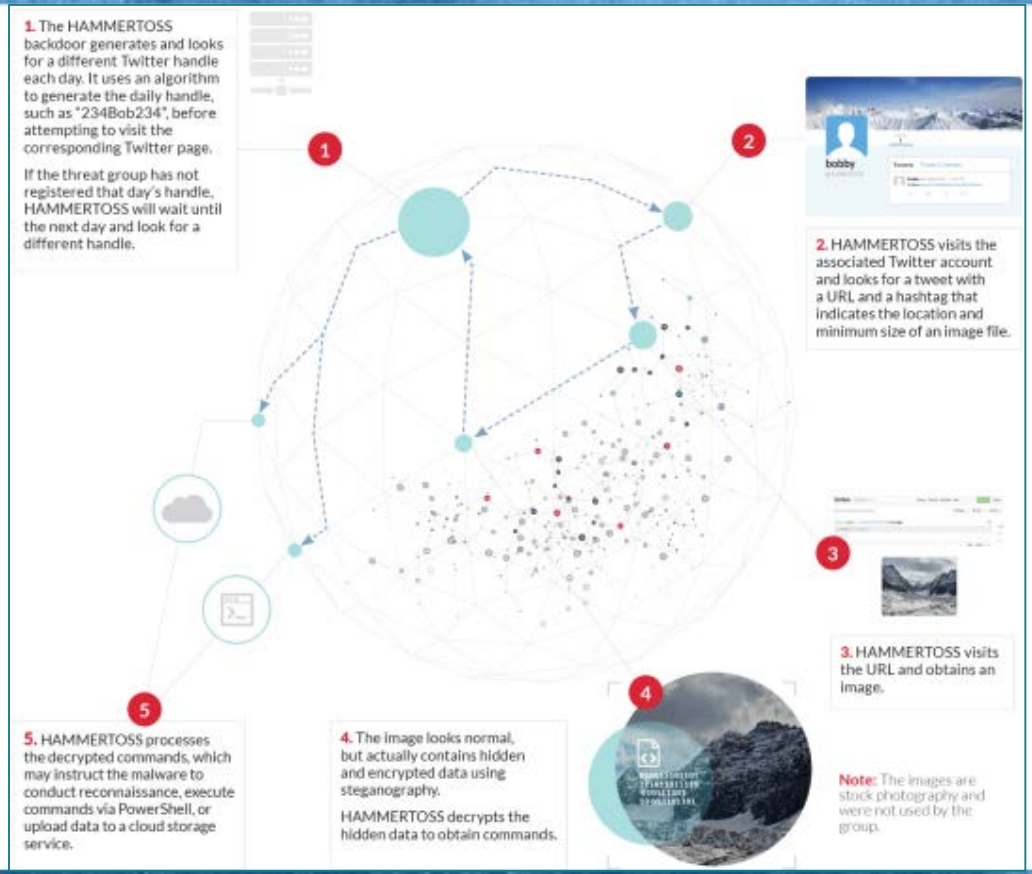
SOC analysts leak contact info



VIPs & execs risk physical safety



Tactics can be sophisticated



They’re effective too

britneyspears Follow

421,451 likes 4w

britneyspears Such a great shoot with @david_roemer

view all 6,742 comments

pacheco8380 Flakita hermosa

_____lerka24_____

gabbyhyman @ndeblasio

olya_1296 Bay)Красотка)

victoriamiller_official

andreehelena @azumpano she looks like old Brit!!!

asmith2155 #2hot make loved to her, uupss #Hot #X

meela_universe Still hot!

lilyabraun

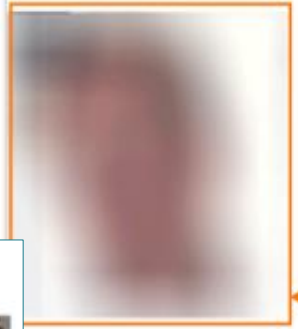
limonnn.c Saatlerce sikmek isterdim

thenotoriouscma Iconic @cheriemadelein

shylasvsyoga @carlos_misan_tropo

Log in to like or comment.


Fake accounts are easy to come by
INSTAGRAM
VKONTAKTE
ПЕЧАТЬ С ТЕЛЕФОНА
СДЕЛАТЬ СЕЛФИ
КУПИТЬ ЛАЙКИ
КУПИ Ray-Ban И ВЫИГРАЙ СУПЕРПРИЗ



Timothy Stokes

Recruitment Consultant at Teledyne Technologies Incorporated

Newbury Park, California | Electrical/Electronic Manufacturing

Current	Teledyne Technologies Incorporated
Previous	ExxonMobil
Education	University of California, San Diego

500+ connections

Hundreds of connections enhance the account's credibility.

Photos of real people, along with common names and plausible job experience and office locations, make the accounts appear legitimate.

Summary

I assist in selecting the best-qualified candidates during open hiring. I am involved with screening applications, interviewing candidates and checking references. Our contracts involve the recruitment and secondment of skilled engineers, technicians and managers to client facilities on a domestic or international basis to support major engineering, construction, installation and ongoing operations activities. Teledyne Technologies Inc. owns a globally focused operation, active in over 40 locations, driven by a professional and talented team of people, dedicated to achieving excellence.

Job summaries are well-written and often copied or mimicked from other real profiles.

Experience

Recruitment Consultant

Teledyne Technologies Incorporated

March 2012 – Present (3 years 5 months) | Thousand Oaks

- Remarkable experience in Recruitment Consultancy
- Project based recruitment, candidate screening & referral networking for both local and emerging
- Ability to identify and successfully qualify candidates
- Familiarity with payroll procedures and taxation issues relevant to contractors
- Good understanding of Consultants contracts and terms and conditions
- Amazing ability to manage independently

Fake accounts frequently pose as recruiters on LinkedIn to entice more users to connect.

Fake accounts and why you should care

FB'S MONTHLY AVERAGE USERS (MAUs) AND FAKE ACCOUNTS

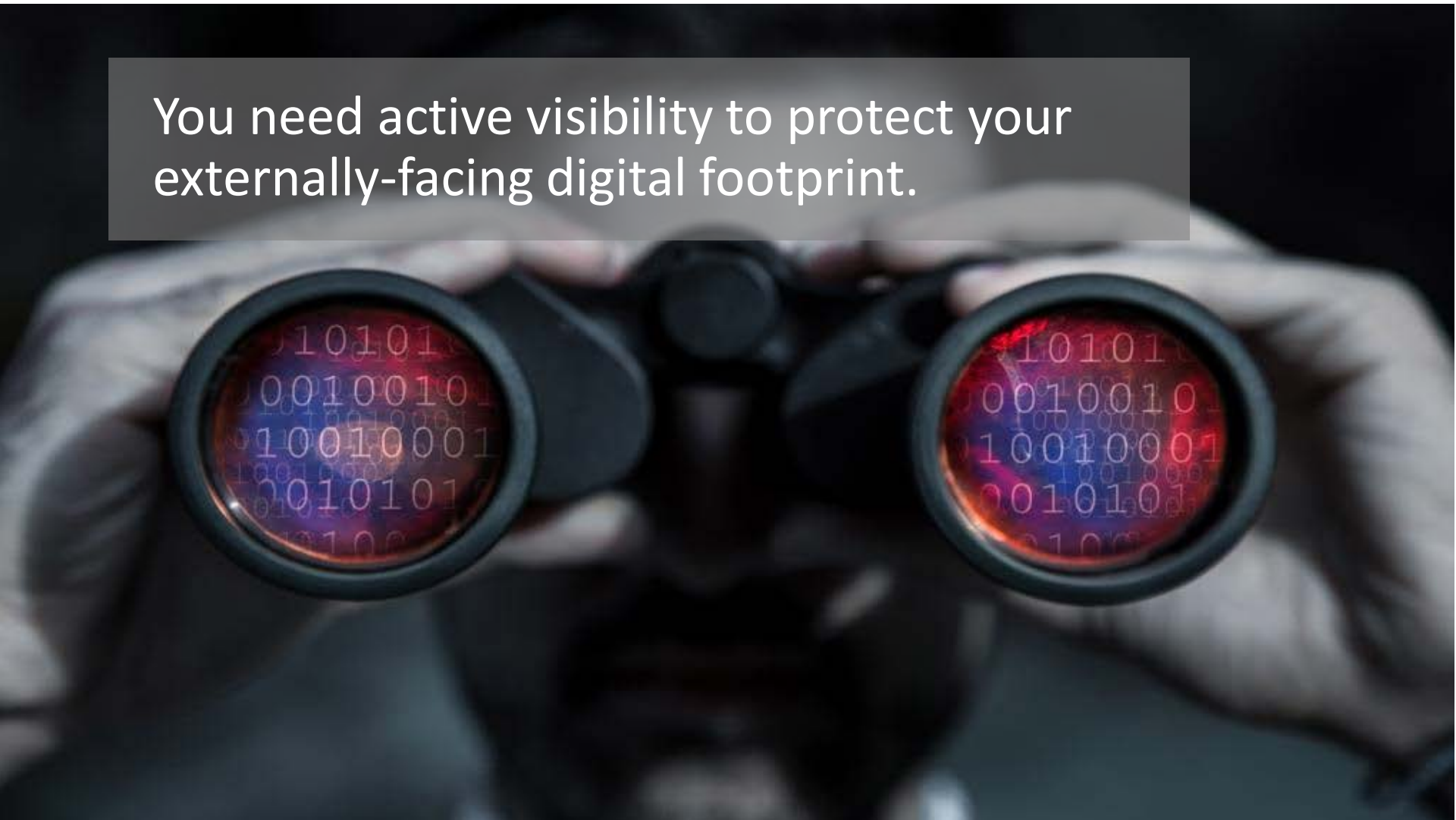
#RSAC

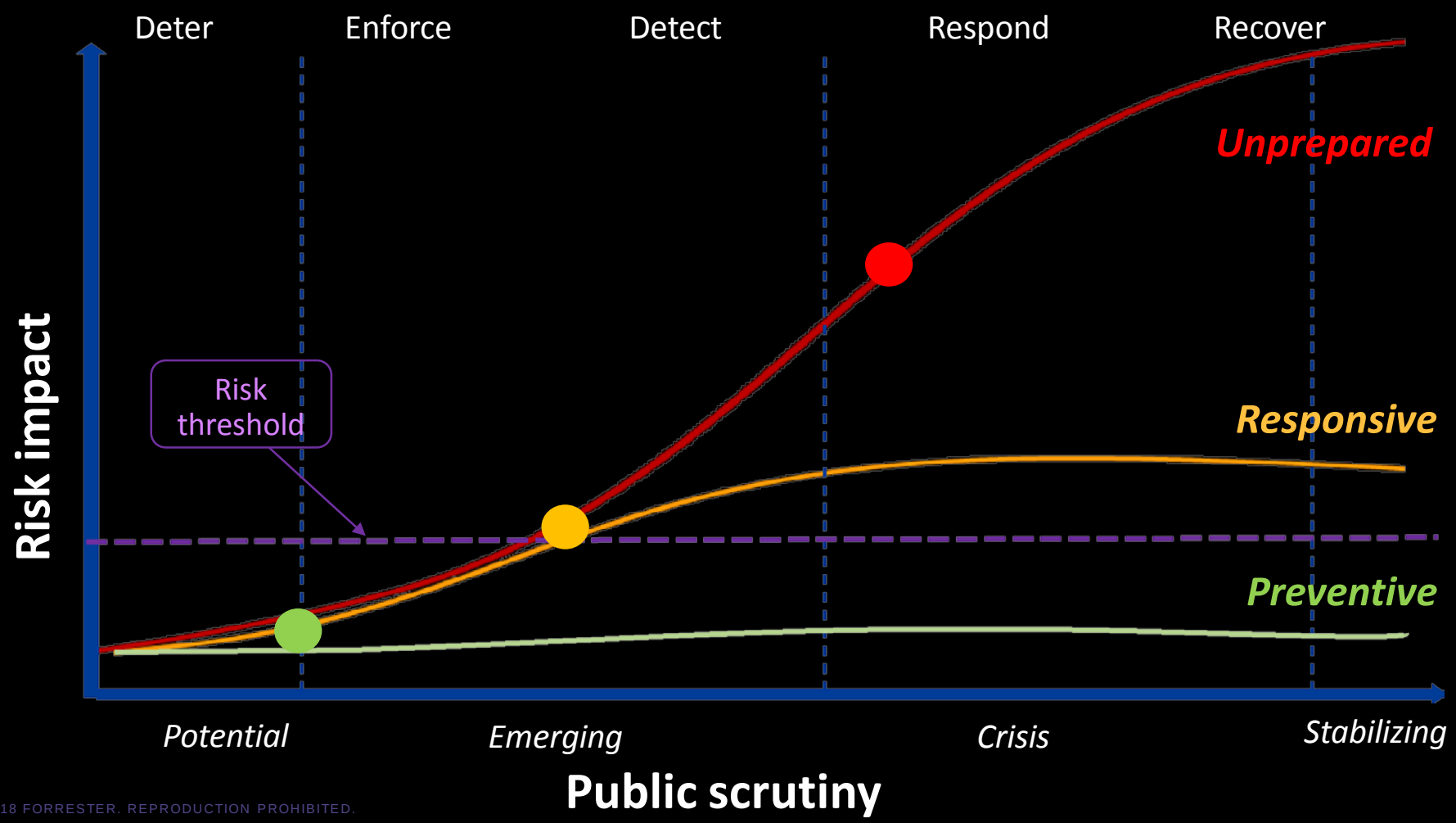
	2015	2016	2017
Avg monthly active users	1,517	1,754	2,036
Avg ann revenue, per user	$11.69	$15.98	$20.21
Avg monthly "false" accts	**106m (7%)**	**123m (7%)**	**285m (14%)**
Duplicate	76m (5%)	105m (6%)	204m (10%)
Undesirable	30m (2%)	18m (1%)	81m (4%)
Wasted marketing spend (in $US millions)	**$1,241**	**$1,962**	**$5,761**

A far bigger problem than ANY social network will admit

- Estimates on rolling basis (i.e., inclusive of security efforts).
- Does NOT discuss false accounts as they pertain to:
  - Instagram, WhatsApp, or Oculus.
- Calculations based on what social networks are ***aware of:***
  - Twitter states approx. 5% of its MAUs are spam accounts.
  - LinkedIn claimed it didn't have an accurate way to count fake accts!
  - Possible that far more go undetected.

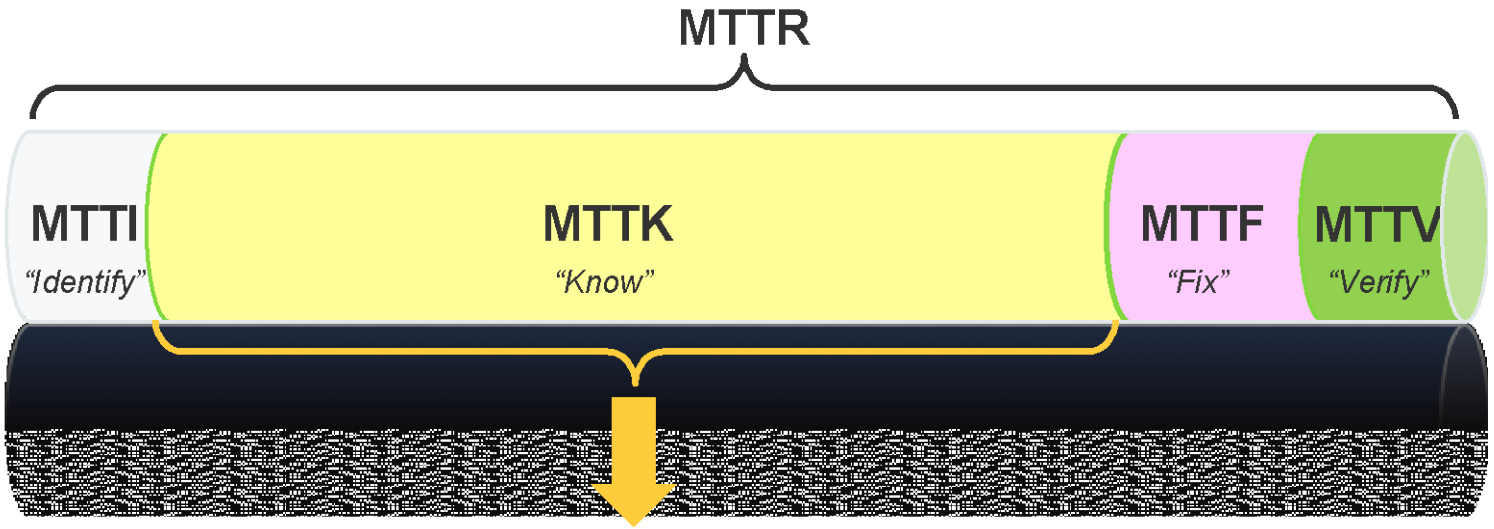

Existing mitigation methods are inefficient (at best).
GENUINE
ACE
HARD RUBBER


You need active visibility to protect your externally-facing digital footprint.



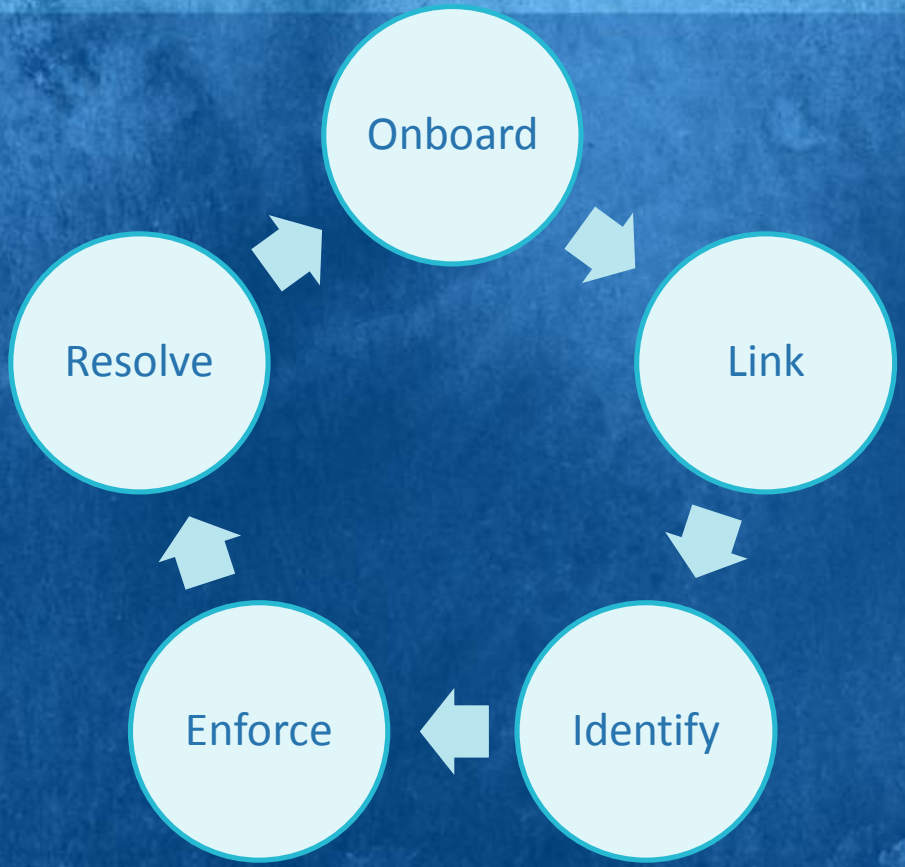
Turn digital risk insight into risk action.

“Mean time to remediation” is a crucial KPI



Best opportunity to realize efficiencies

Five core actions of digital risk protection



Simplify further to three key steps

Map

Onboard business attributes, actors and assets to chart digital footprint.

Link digital assets to business attributes, actors, and IP.

Monitor

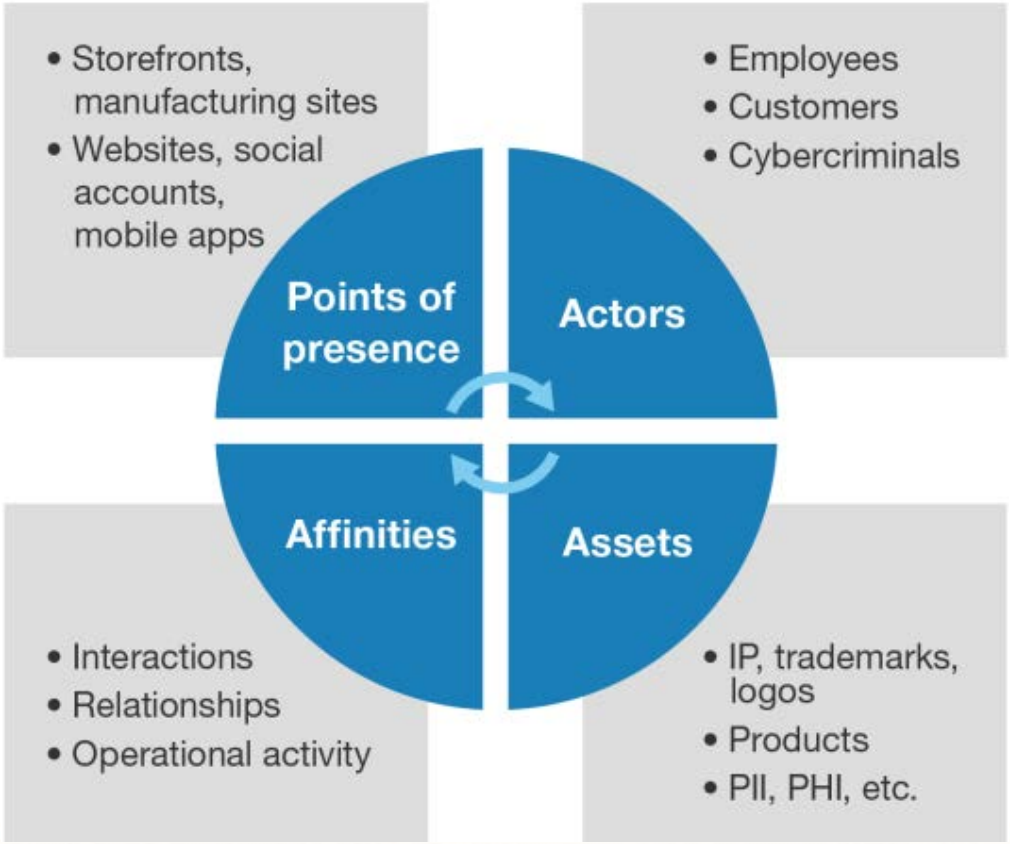
Identify and analyze risk events based on *business relevance* and *risk severity*, including indicators of attack, compromise, and abuse.

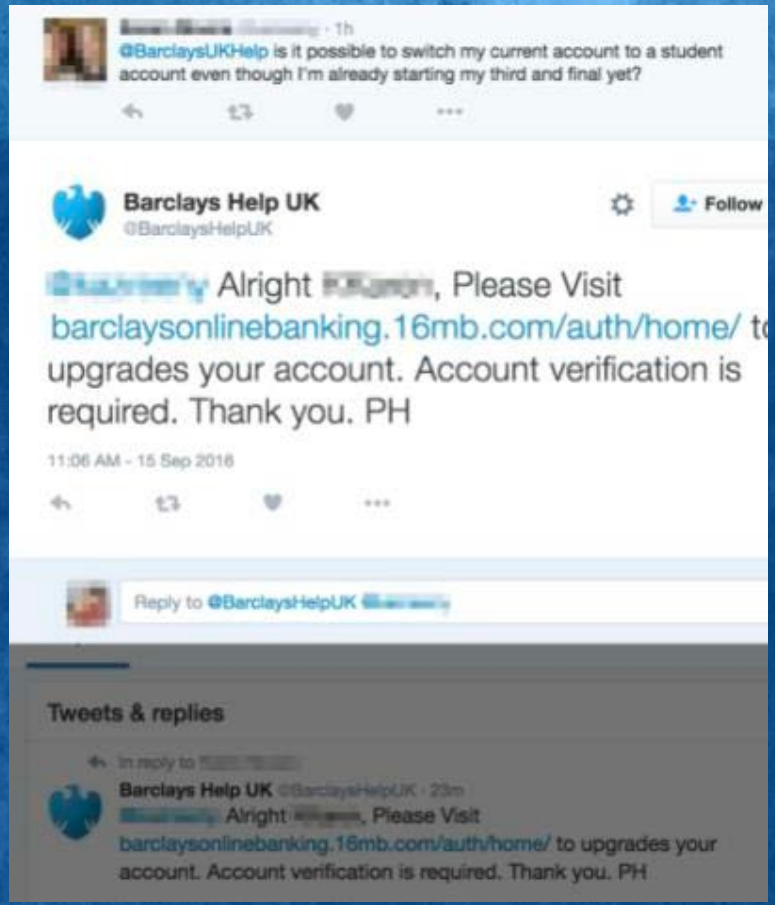
Mitigate

Enforce controls via technical integration w/ digital assets & infrastructure.

Resolve events via takedown requests, patching, IP blacklisting, cease and desists, law enforcement coordination, and other response options.

Map business context for better risk scoring





Actively monitor your digital assets at risk.

Prepare your digital extortion decision tree to mitigate impact.

Address capability gaps

Channel type	Map	Monitor	Mitigate
Social	☐	●	☐
Mobile	☐	☐	○
Web	☐	☐	☐
Dark web	☐	☐	○

Less mature ○ > More mature ●


Digital distortion is just beginning.

Final recommendations

1. Start small, tackle 1-3 use-cases at first.
2. Recalculate your digital risk exposure to strengthen your ROI.
3. Prioritize action – onboarding, takedowns, response, etc.

THANK YOU

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