Using Social Media for Fun and Profit.

Andy Thompson, CISSP, GPEN

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Session Overview

What we'll cover:

- General Best Practices
- LinkedIn
  - 5 Ways to use LinkedIn
- Twitter
  - How to get the most bang for your buck
  - Getting Intel
- Other Platforms
  - Podcasts
  - Champions Portal
  - SMS
  - Slack!

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Why is this Important?

- Defines you as a thought leader.
- Drive traffic to website, content, webinars, etc.
- Email sucks.
- Phone sucks even more.

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Best Practices

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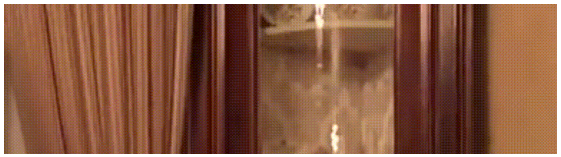
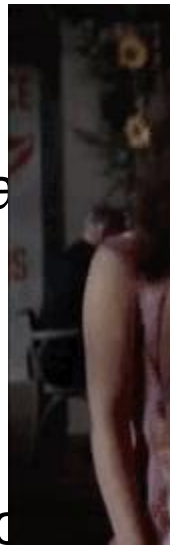
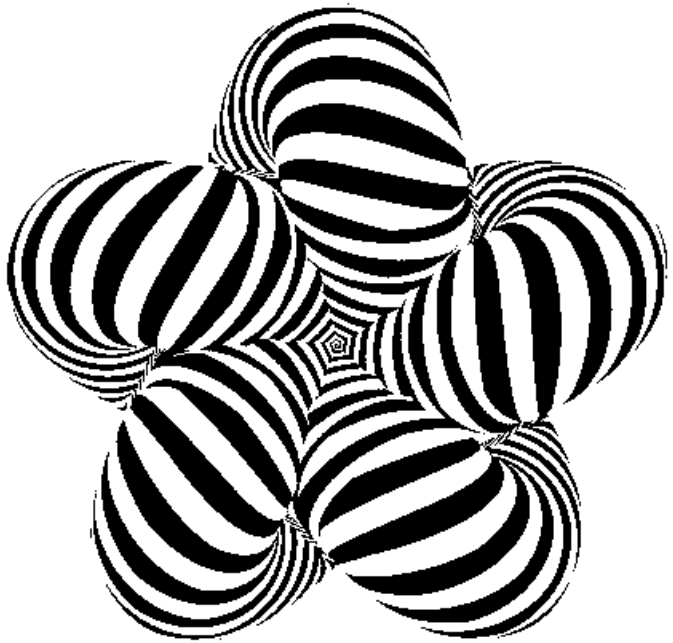
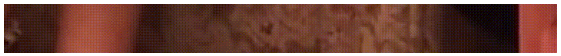
Social Media Best Practices

- It's not all about content generation. It's about interacting in the community.
- Make your posts visually appealing with the use of ima & videos.
- Assume Udi and your Grandmother are following yo every post.









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Do's and Don't's

DO's

- Fully develop your online presence.
- Entertain and Inform more than you sell.
- Prioritize your Networks
  - LinkedIn → Twitter → Facebook
- Interact with your Audience
- Use #HashTags
- Share without expectations.
- Promote your work.
- Have Fun!

DON'T's

- Don't confuse your clients with multiple profiles on the same network.
- Avoid poor grammar and spelling.
  - Proof-read!
- Don't overshare.
- Don't provide redundant content on multiple platforms.
  - Match the right content to the right network.
- #Don't #Abuse #Hashtags
- Don't fixate on the metrics.
- Don't get political.

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5 Ways to use LinkedIn

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1. Comments

- LinkedIn is Slow…and that's GOOD!
  - Follow your clients.
  - Pick your "Dream 25"

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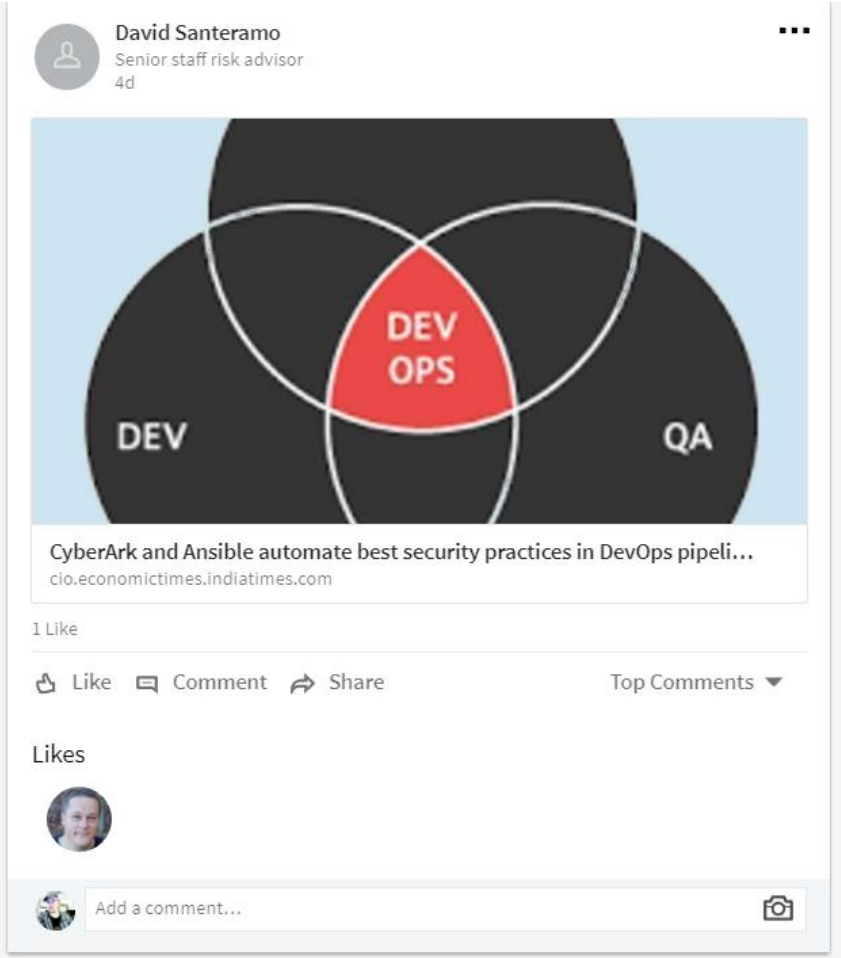
2. Shared Posts

- CyberArk Messaging
- Blog
  - LinkedIn Blog
  - Your Personal Blog
- Your Clients' Posts



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3. Call to Action

- Don’t be afraid to drop calls to action on your posts.
- 80/10/10 Method
  - 80% Content
  - 10% Brand Awareness
  - 10% Call to Action

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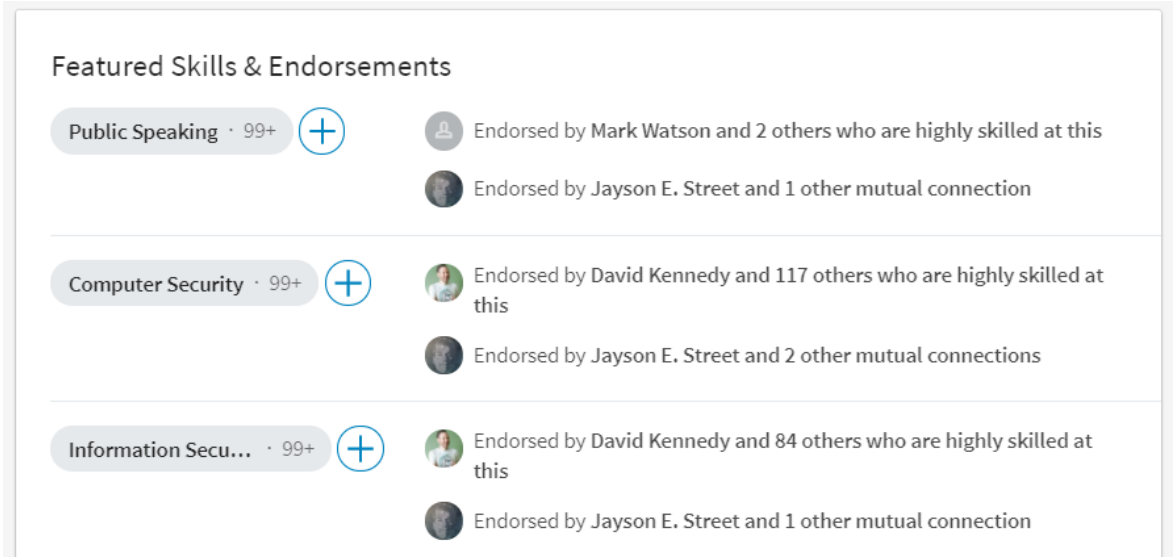
4. Endorsements



Kevin is also good at...

- Network Security · 99+
- Social Engineering · 99+
- Security Awareness · 99+
- Web Application ... · 99+
- CISSP · 99+
- Intrusion Detection · 99+
- Risk Assessment · 99+
- Information Secu... · 99+
- CEH · 99+
- Data Security · 99+
- Operating Systems · 99+
- Disaster Recovery · 99+
- Geek Culture · 99+
- Vulnerability Sca... · 99+
- DLP · 99+
- Telecommunicati... · 99+

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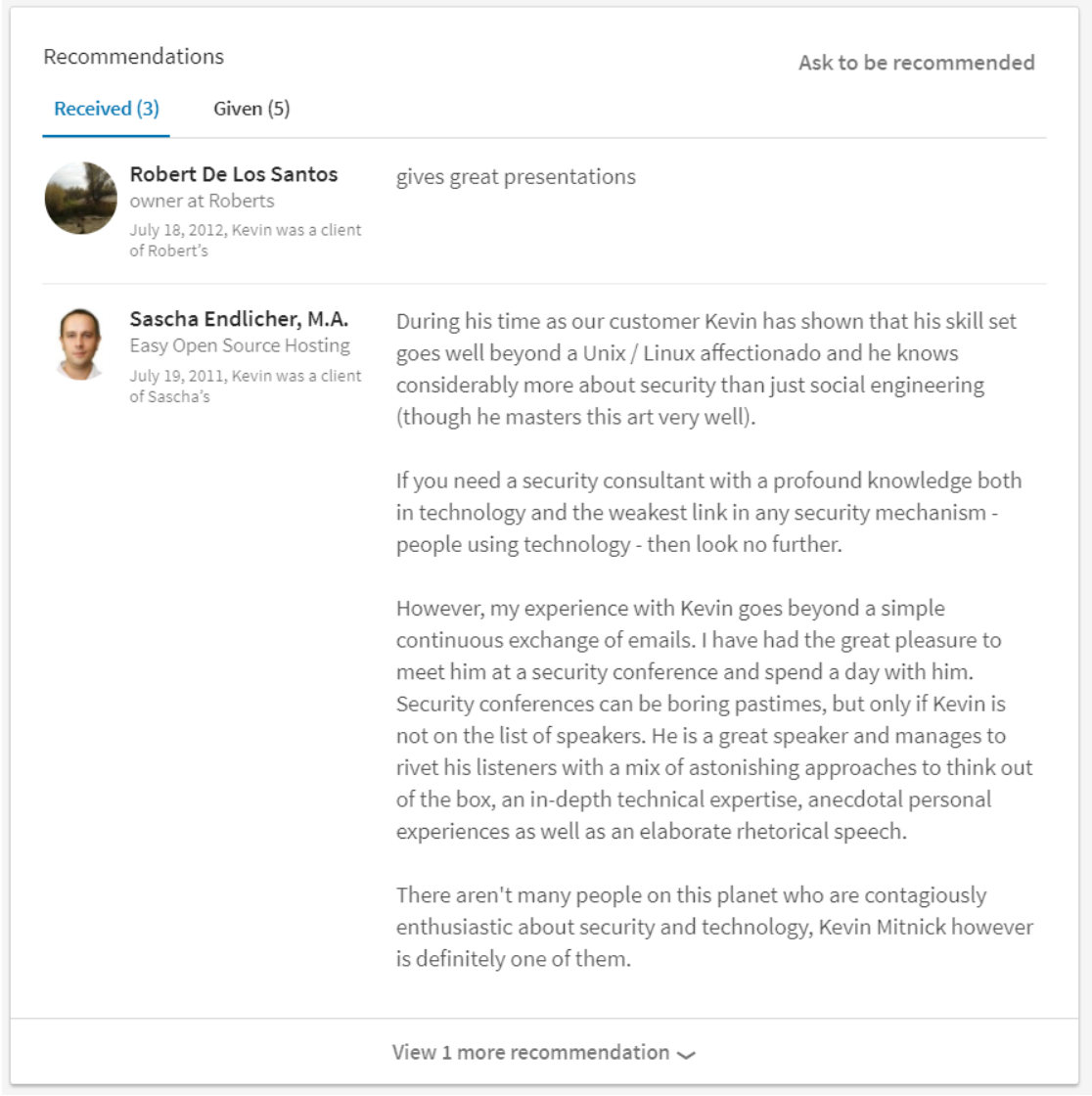
5. Recommendations



Recommendations

Ask to be recommended

Received (3) Given (5)

Robert De Los Santos
owner at Roberts
July 18, 2012, Kevin was a client of Robert's

gives great presentations

Sascha Endlicher, M.A.
Easy Open Source Hosting
July 19, 2011, Kevin was a client of Sascha's

During his time as our customer Kevin has shown that his skill set goes well beyond a Unix / Linux affectionado and he knows considerably more about security than just social engineering (though he masters this art very well).

If you need a security consultant with a profound knowledge both in technology and the weakest link in any security mechanism - people using technology - then look no further.

However, my experience with Kevin goes beyond a simple continuous exchange of emails. I have had the great pleasure to meet him at a security conference and spend a day with him. Security conferences can be boring pastimes, but only if Kevin is not on the list of speakers. He is a great speaker and manages to rivet his listeners with a mix of astonishing approaches to think out of the box, an in-depth technical expertise, anecdotal personal experiences as well as an elaborate rhetorical speech.

There aren't many people on this planet who are contagiously enthusiastic about security and technology, Kevin Mitnick however is definitely one of them.

View 1 more recommendation

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Twitter

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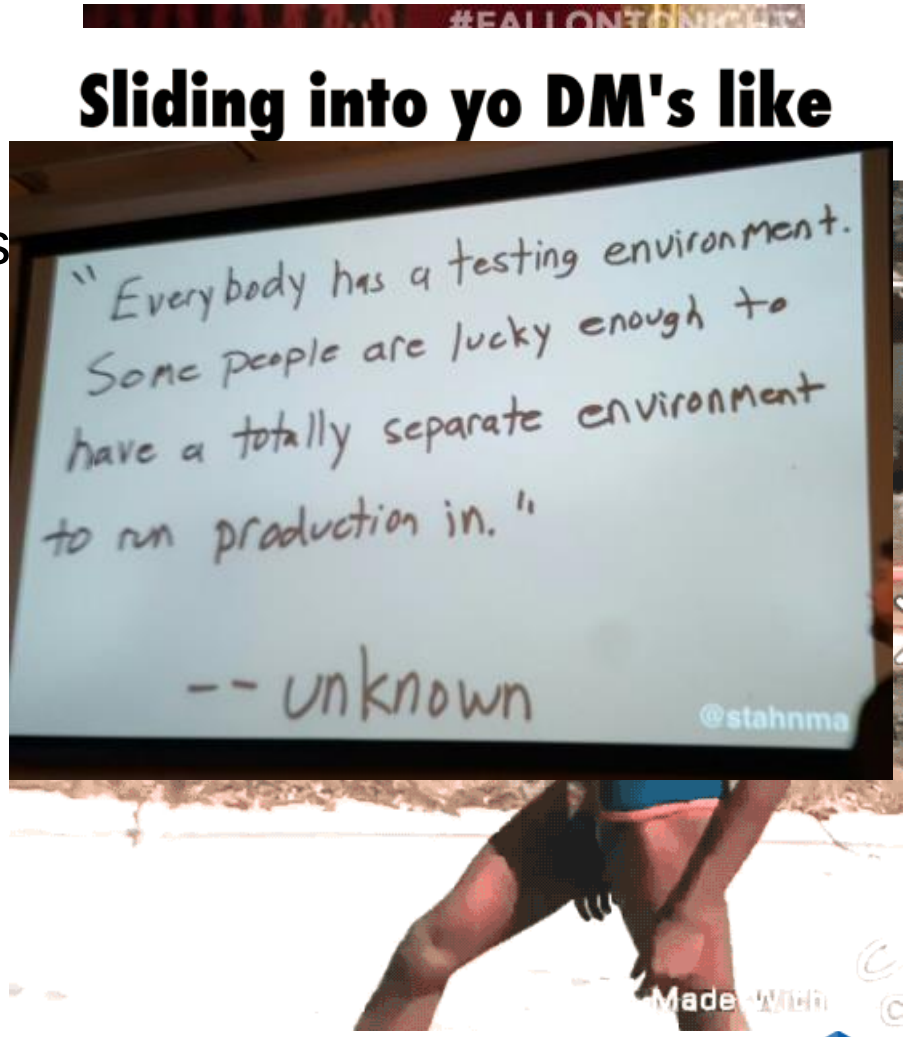
Twitter. Chngng the wrld. 140 chrctrs at a time.

- Keep it short
- Use visuals
- Incorporate relevant hashtags
- Ask questions and run polls
- Curate and connect with Retweets and replies.
- It goes down in the DM!



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Intelligence Gathering

- Twitter is the best source for InfoSec news.
  - Partner Products
  - Important Influencers
  - Media Outlets
  - Clients

- Twitter can be used to gather intel on your clients!
  - Keywords
  - Geo-location
  - Sales_OSINT tool on Github!

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Other Platforms

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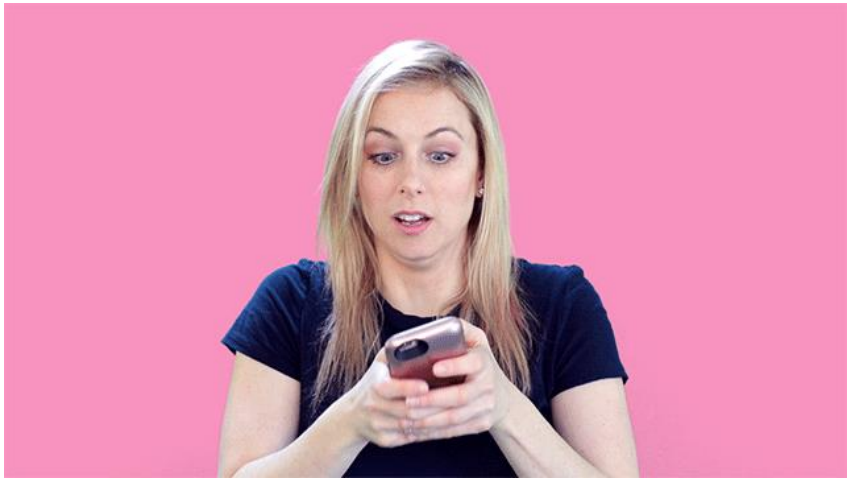
SMS

- Text messages have a 98% open rate.
  - Email has only a 20% open rate.
- On average, Americans exchange twice as many texts as they do calls.
- It takes the average person 90 minutes to respond to email, but only 90 seconds to respond to a text message.
- Be careful. Texting prematurely can damage the relationship.



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Podcasts

Great InfoSec Podcasts Include:

- Paul's Security Weekly / Enterprise Security Weekly
- Defensive Security Podcast
- Hack Naked News
- The CyberWire

Other Mentionable Podcasts:

- Advanced Selling Podcast
- The SpeakerLab – with Grant Baldwin
- The Hardcore Closer – with Ryan Stewman

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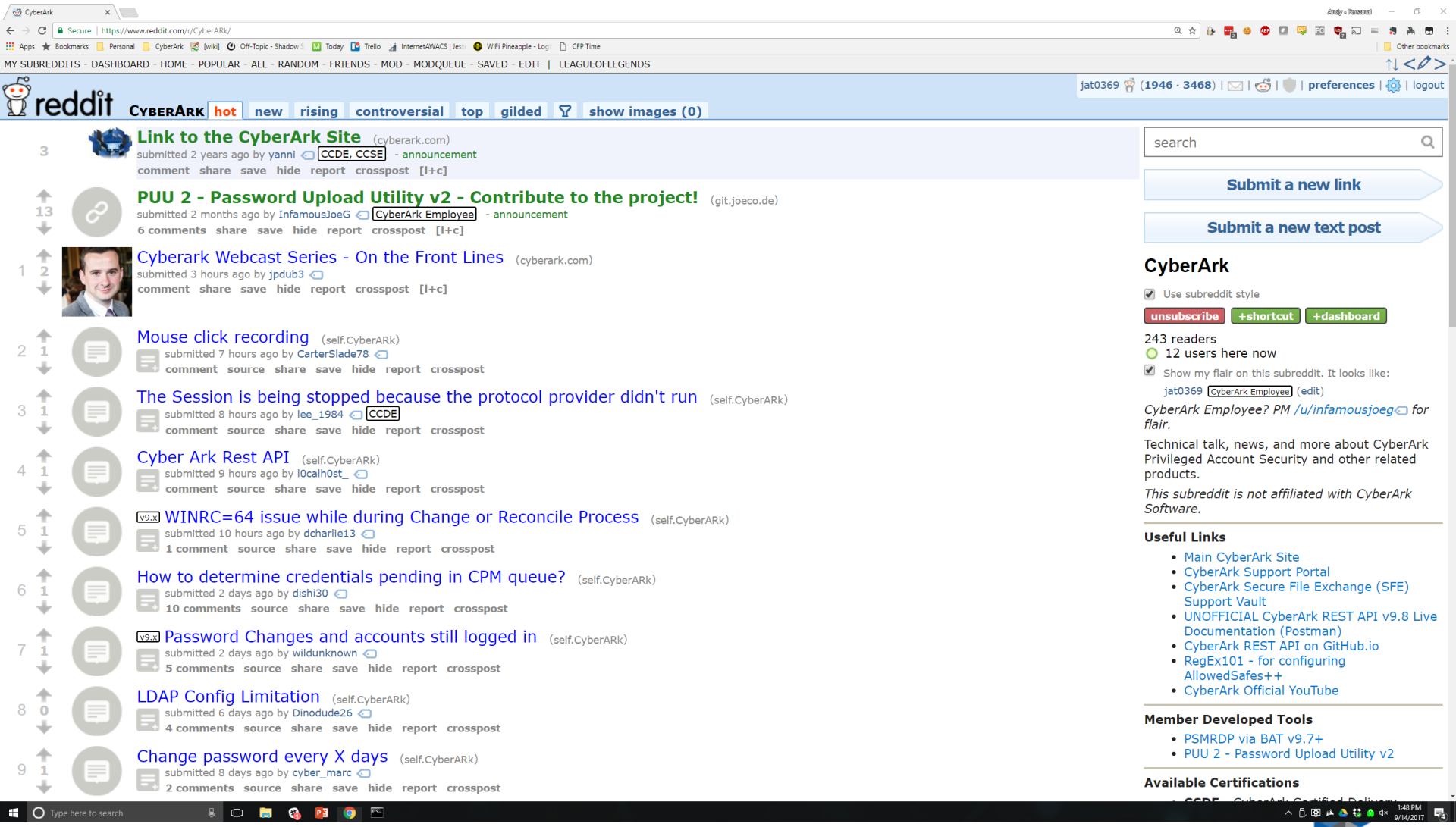
Reddit - /r/CyberArk



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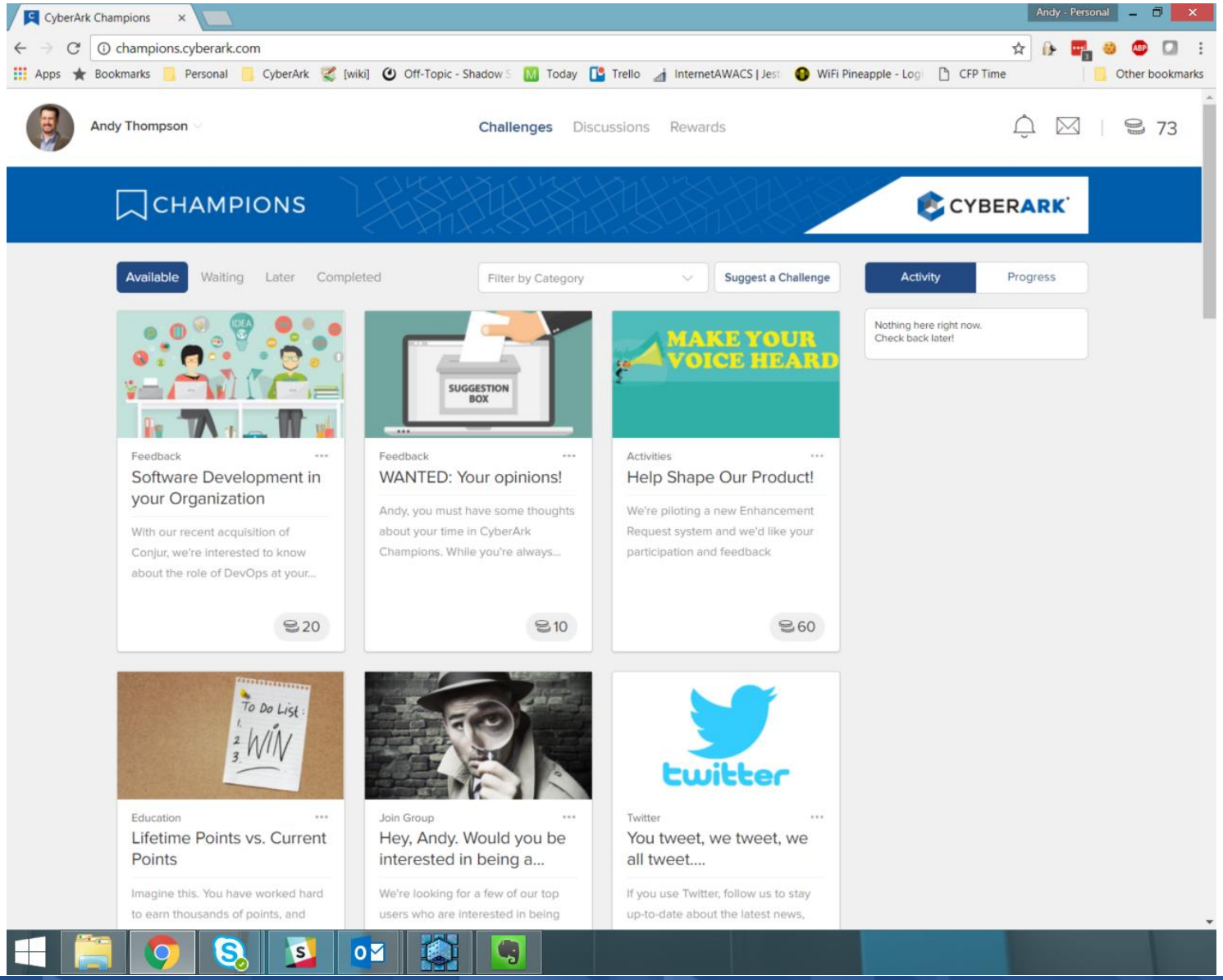
CyberArk Champions Portal



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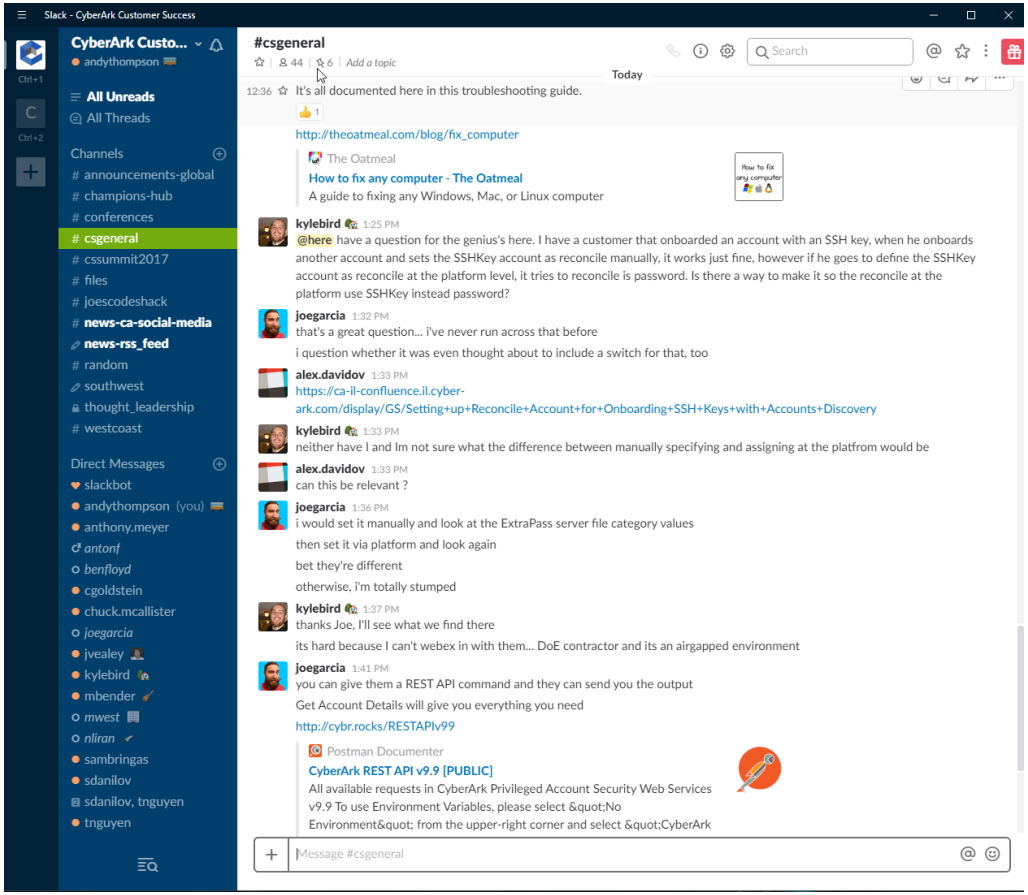
Slack – So much more than #CSGeneral

- A Private Messenger that works!
- RSS Feeds
  - CyberArk Marketing
  - Curated InfoSec Feed
- Channels galore!
  - Topic based
  - Regional
- Integrations
  - Wunderlist
  - Github
  - Trello
  - And more!



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