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# Using Social Media for Fun and Profit.

Andy Thompson, CISSP, GPEN

# Session Overview

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What we'll cover:

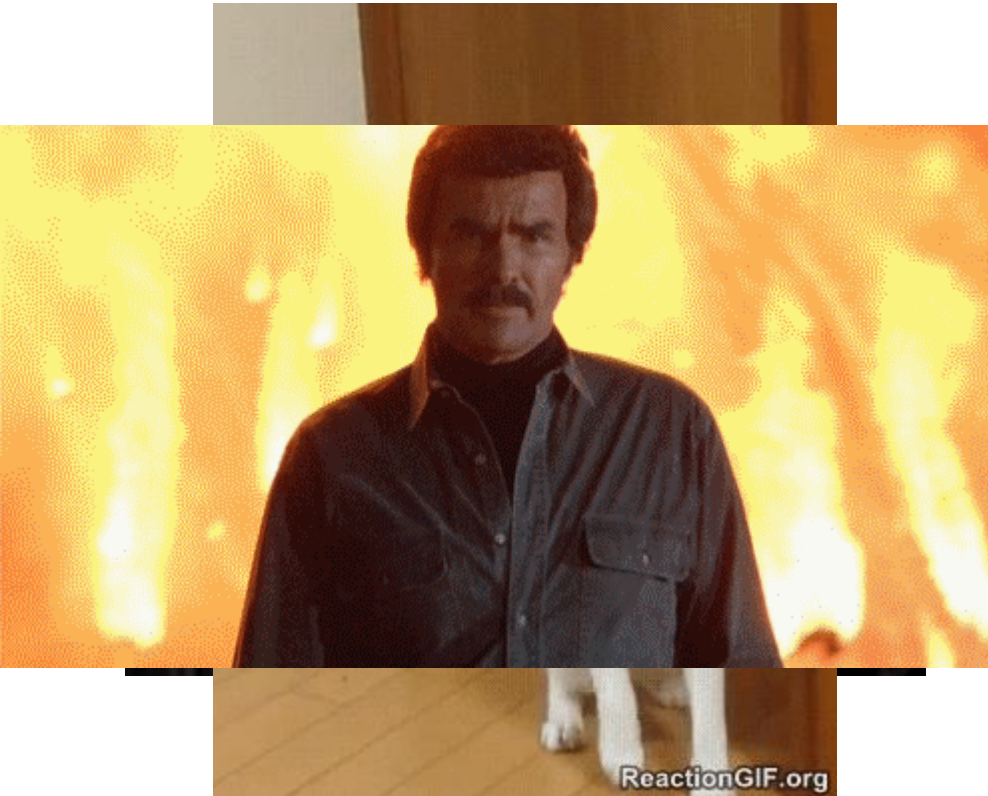
- General Best Practices
- LinkedIn
  - 5 Ways to use LinkedIn
- Twitter
  - How to get the most bang for your buck
  - Getting Intel
- Other Platforms
  - Podcasts
  - Champions Portal
  - SMS
  - Slack!



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# Why is this Important?

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



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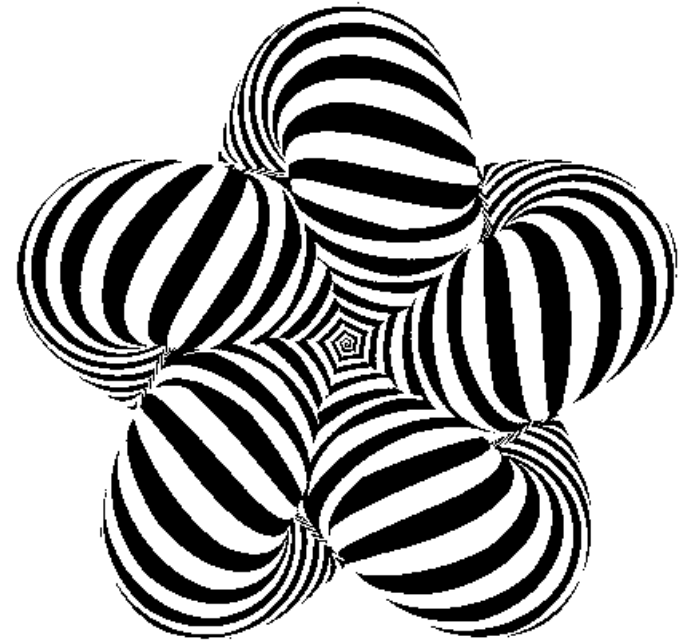
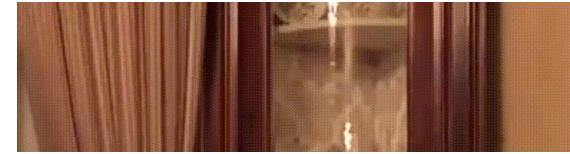


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# Best Practices

# 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 images & videos.
- Assume Udi and your Grandmother are following you every post.



# Do's and Don't's

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## 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

# 1. Comments

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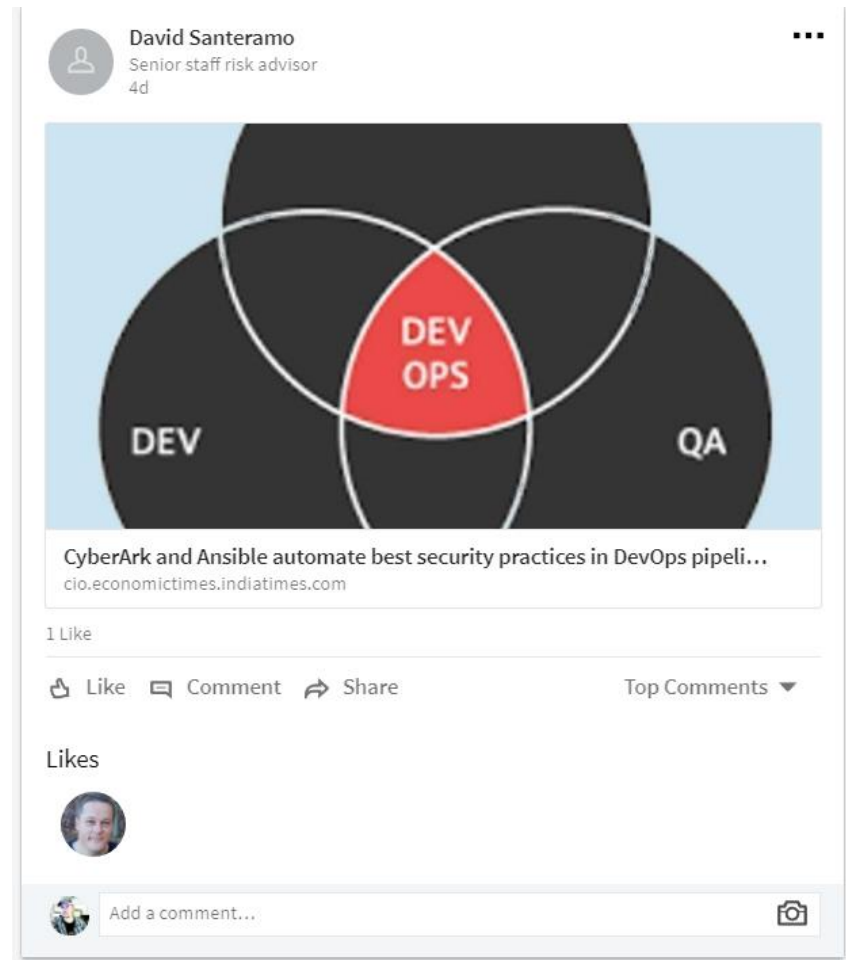
- LinkedIn is Slow...and that's GOOD!
  - Follow your clients.
  - Pick your “Dream 25”





## 2. Shared Posts

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



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### 3. Call to Action

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- 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



# 4. Endorsements

## Featured Skills & Endorsements

Public Speaking · 99+



Endorsed by Mark Watson and 2 others who are highly skilled at this



Endorsed by Jayson E. Street and 1 other mutual connection

Computer Security · 99+



Endorsed by David Kennedy and 117 others who are highly skilled at this



Endorsed by Jayson E. Street and 2 other mutual connections

Information Secu... · 99+



Endorsed by David Kennedy and 84 others who are highly skilled at this



Endorsed by Jayson E. Street and 1 other mutual connection

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 ~



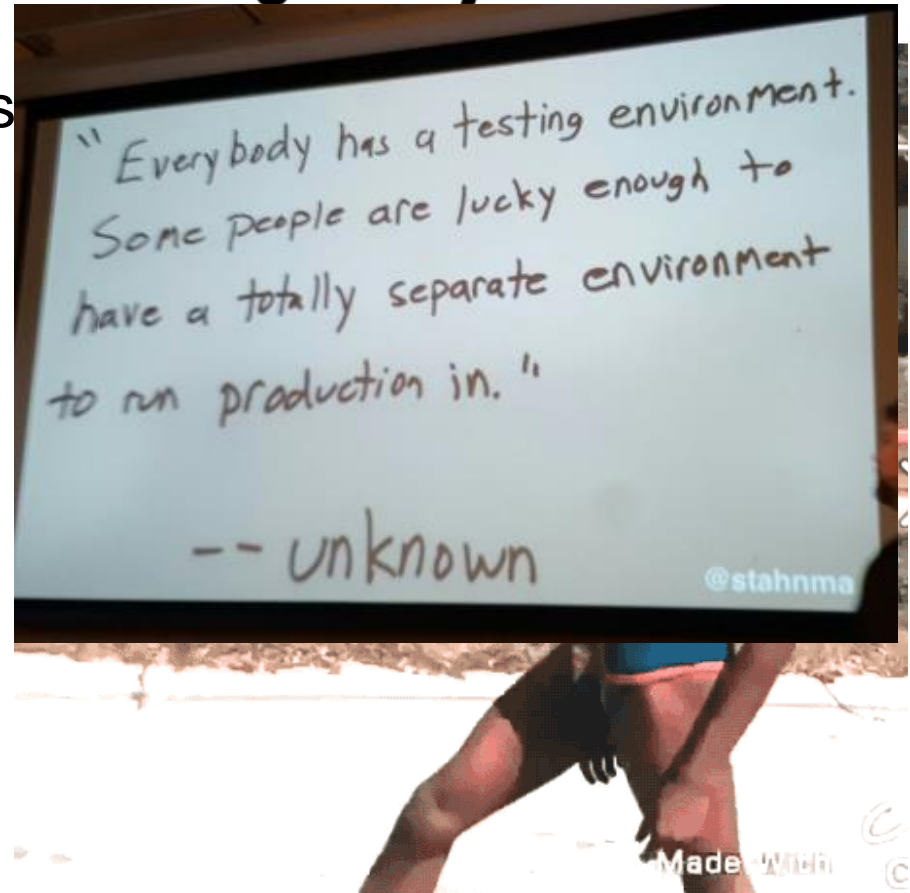
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# Twitter

# 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!

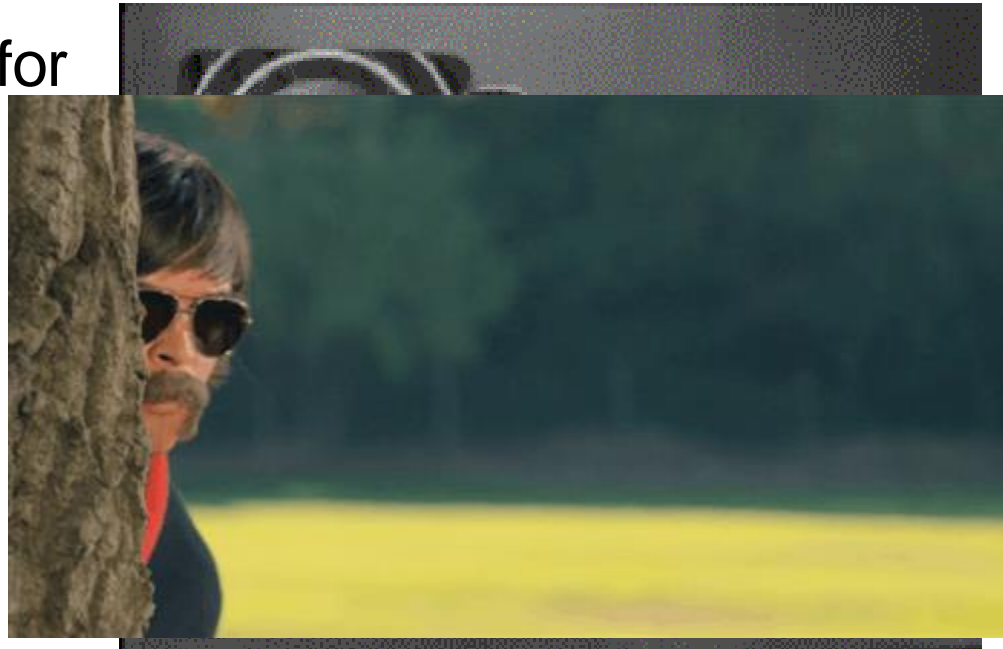
## Sliding into yo DM's like



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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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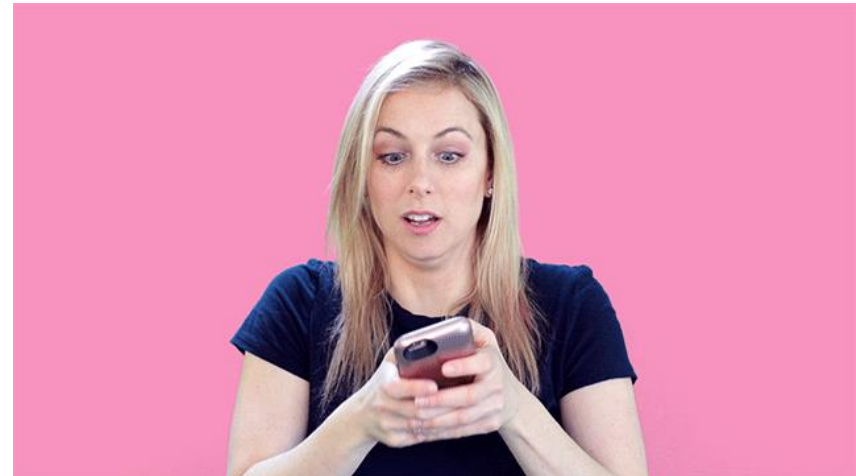
# Other Platforms



# SMS

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- 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.



# Podcasts

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## 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



Great for  
CPE  
Credits Too!



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# Reddit - /r/CyberArk

The screenshot displays the Reddit interface for the /r/CyberArk subreddit. The top navigation bar includes the Reddit logo, the subreddit name 'CYBERARK', and sorting options like 'hot', 'new', 'rising', 'controversial', 'top', 'gilded', and 'show images (0)'. The main content area lists several posts, each with a title, author, submission time, and interaction options (comment, share, save, hide, report, crosspost). The right sidebar provides additional context, including the number of readers (243), users currently online (12), and a list of useful links and member-developed tools.

**Subreddit Header:** CYBERARK | hot | new | rising | controversial | top | gilded | show images (0)

**Search:** Search bar with a magnifying glass icon.

**Submit a new link**  
**Submit a new text post**

**CyberArk**  
☒ Use subreddit style  
**unsubscribe** **+shortcut** **+dashboard**  
243 readers  
12 users here now  
☒ Show my flair on this subreddit. It looks like:  
jat0369 **CyberArk Employee** (edit)  
*CyberArk Employee? PM /u/infamousjoeg for flair.*  
Technical talk, news, and more about CyberArk Privileged Account Security and other related products.  
*This subreddit is not affiliated with CyberArk Software.*

**Useful Links**

- Main CyberArk Site
- CyberArk Support Portal
- CyberArk Secure File Exchange (SFE) Support Vault
- UNOFFICIAL CyberArk REST API v9.8 Live Documentation (Postman)
- CyberArk REST API on GitHub.io
- RegEx101 - for configuring AllowedSafes++
- CyberArk Official YouTube

**Member Developed Tools**

- PSMRDP via BAT v9.7+
- PUU 2 - Password Upload Utility v2

**Available Certifications**

**Posts:**

- Link to the CyberArk Site** (cyberark.com) submitted 2 years ago by yanni **CCDE, CCSE** - announcement  
comment share save hide report crosspost [l+c]
- PUU 2 - Password Upload Utility v2 - Contribute to the project!** (git.joeco.de) submitted 2 months ago by InfamousJoeG **CyberArk Employee** - announcement  
6 comments share save hide report crosspost [l+c]
- Cyberark Webcast Series - On the Front Lines** (cyberark.com) submitted 3 hours ago by jpdub3  
comment share save hide report crosspost [l+c]
- Mouse click recording** (self.CyberArk) submitted 7 hours ago by CarterSlade78  
comment source share save hide report crosspost
- The Session is being stopped because the protocol provider didn't run** (self.CyberArk) submitted 8 hours ago by lee\_1984 **CCDE**  
comment source share save hide report crosspost
- Cyber Ark Rest API** (self.CyberArk) submitted 9 hours ago by l0calh0st\_  
comment source share save hide report crosspost
- WINRC=64 issue while during Change or Reconcile Process** (self.CyberArk) submitted 10 hours ago by dcharlie13  
1 comment source share save hide report crosspost
- How to determine credentials pending in CPM queue?** (self.CyberArk) submitted 2 days ago by dish130  
10 comments source share save hide report crosspost
- Password Changes and accounts still logged in** (self.CyberArk) submitted 2 days ago by wildunknown  
5 comments source share save hide report crosspost
- LDAP Config Limitation** (self.CyberArk) submitted 6 days ago by Dinodude26  
4 comments source share save hide report crosspost
- Change password every X days** (self.CyberArk) submitted 8 days ago by cyber\_marc  
2 comments source share save hide report crosspost



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Company Confidential

# CyberArk Champions Portal

CyberArk Champions

champions.cyberark.com

Andy Thompson

Challenges Discussions Rewards

CHAMPIONS CYBERARK

Available Waiting Later Completed Filter by Category Suggest a Challenge Activity Progress

Feedback

Software Development in your Organization

With our recent acquisition of Conjur, we're interested to know about the role of DevOps at your...

20

Feedback

WANTED: Your opinions!

Andy, you must have some thoughts about your time in CyberArk Champions. While you're always...

10

Activities

Help Shape Our Product!

We're piloting a new Enhancement Request system and we'd like your participation and feedback

60

Nothing here right now. Check back later!

Education

Lifetime Points vs. Current Points

Imagine this. You have worked hard to earn thousands of points, and

Join Group

Hey, Andy. Would you be interested in being a...

We're looking for a few of our top users who are interested in being

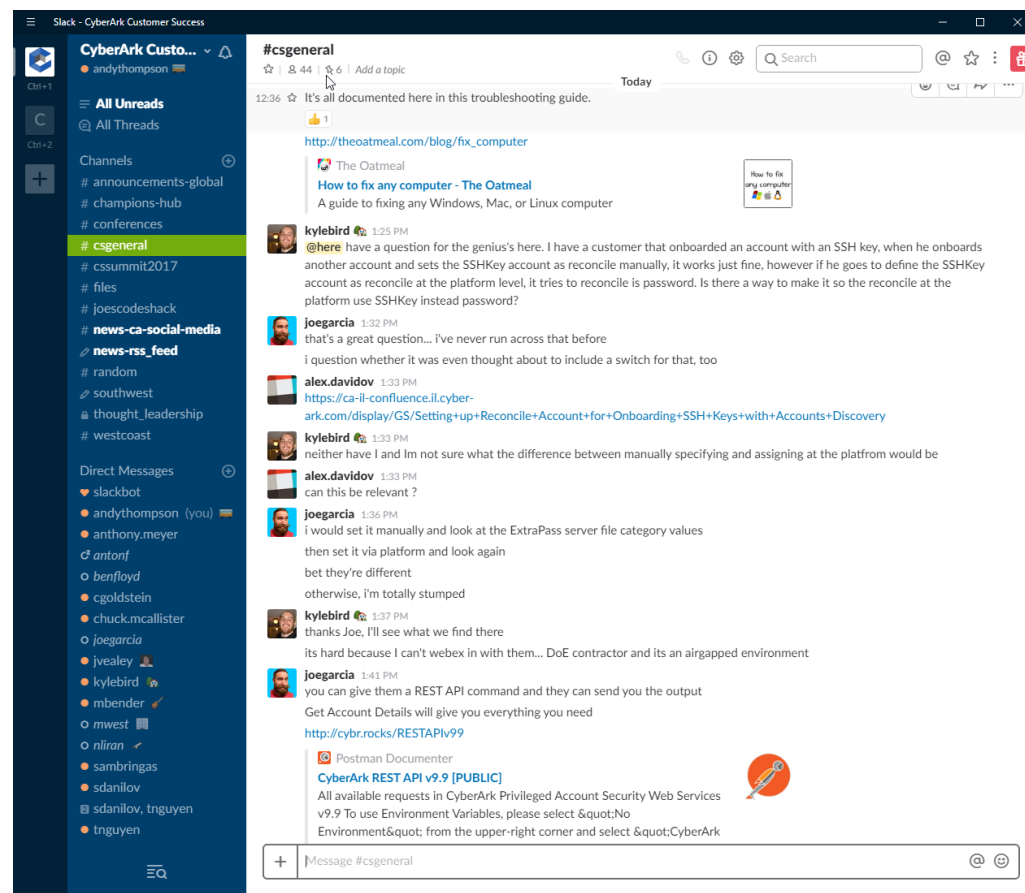
Twitter

You tweet, we tweet, we all tweet...

If you use Twitter, follow us to stay up-to-date about the latest news,

# 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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