

RSA® Conference 2022

San Francisco & Digital | June 6 – 9

TRANSFORM

SESSION ID: HUM-W09

The 2 Sides of Social Media: Organizational Risk and Cyber Intelligence

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CISO/CPO

Maricopa County



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ACT - I

Where Do We Begin...



WHAT IS MARICOPA COUNTY?



- 4th largest county in the united states by population
- Over 4.4 million citizens, accounting for more than half of Arizona's residents
- Employs over 13,000 public servants
- Primary threats
 - Nation State / Hacktivists / Opportunist



HOW WAS THE INFOSEC TEAM CREATED?

- From 2 people with their fingers in the dam
- ...To four divisions fortifying the wall
 - Governance
 - Cyber Assurance
 - Security Operations
 - Security Architecture & Engineering



THE RELATIONSHIP BETWEEN THE BUSINESS AND INFORMATION SECURITY

- Provide enterprise risk mitigation for over 50 departments
- Steward demands of both elected and appointed officials
- Coordinate efforts with multiple internal technology teams



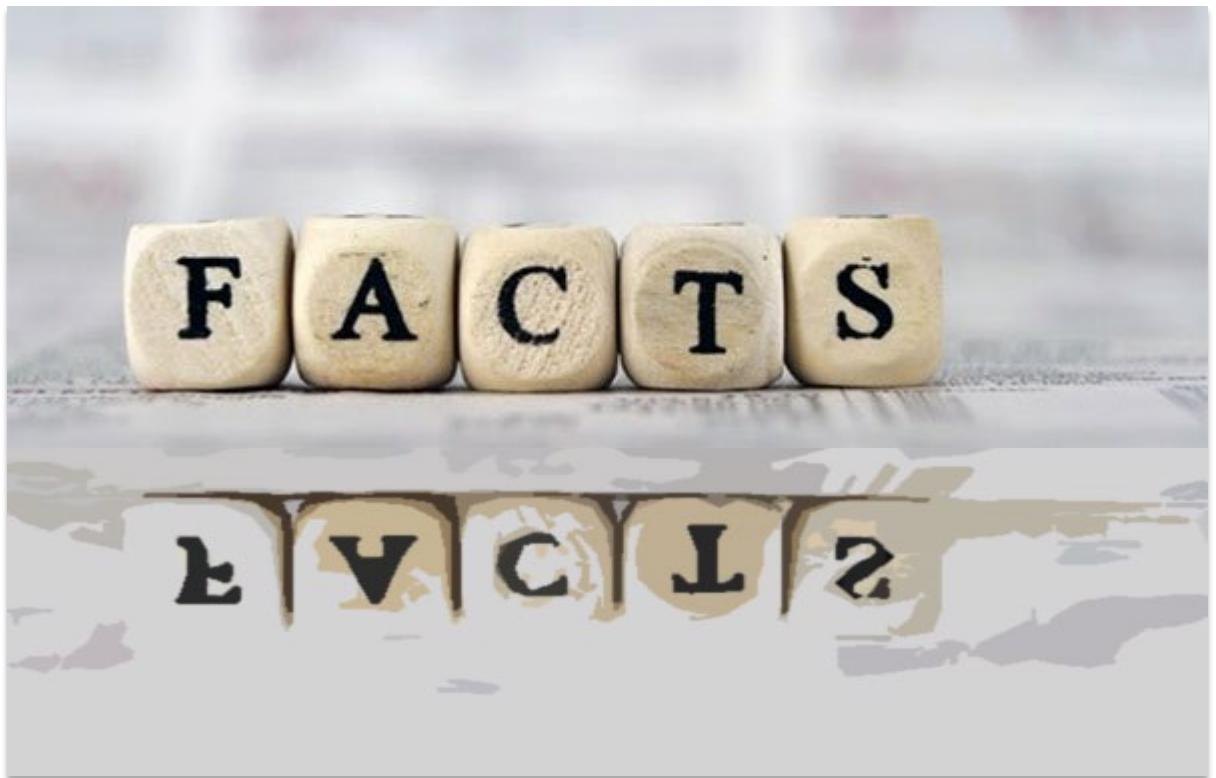
WHAT IS SOCIAL MEDIA TO MARICOPA COUNTY?

- Communication tool
- Citizen outreach through several popular platforms
- Dedicated communications teams
 - County level and departmental



WHAT IS TRUTH? ...ALTERNATIVE FACTS

- News has evolved
- The misinformation & disinformation battle
- Truth / facts / opinions
 - All blur together
- Anyone's post can go viral

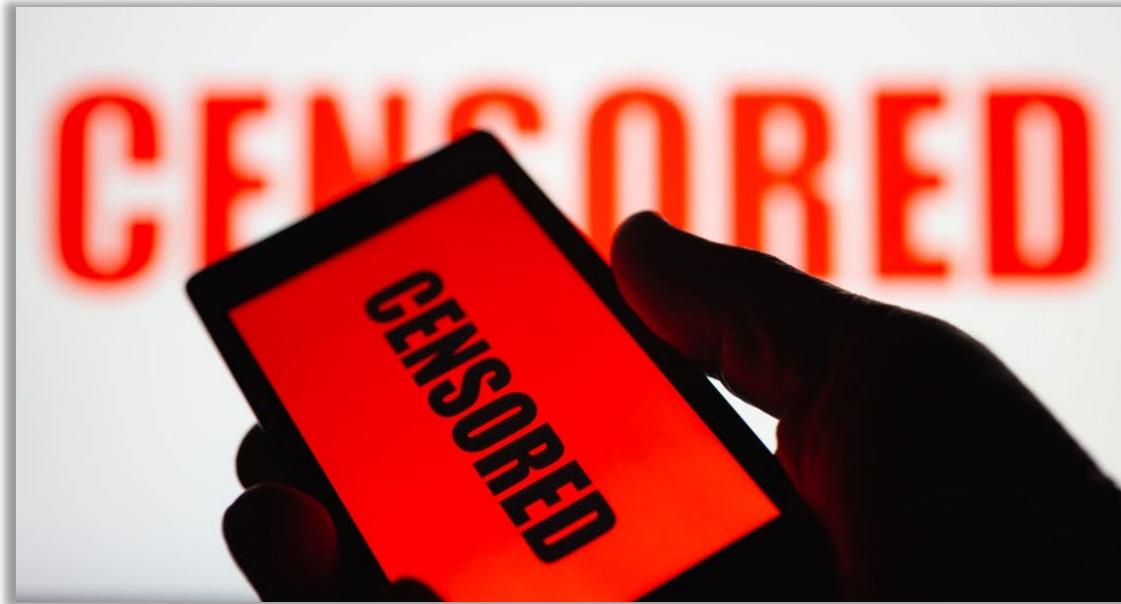


STATE SPONSORED TROLLS

- Have an agenda
- Elicit response
- Coordinate messaging
- Prove effective



CAN'T STOP THE SIGNAL



- Censorship is ineffective
 - Government supports the 1st amendment
- The message will find a way
 - 4chan -> 8kun
 - Gettr -> Parlor



WHY ARE WE **still** TALKING ABOUT THE 2020 ELECTION?

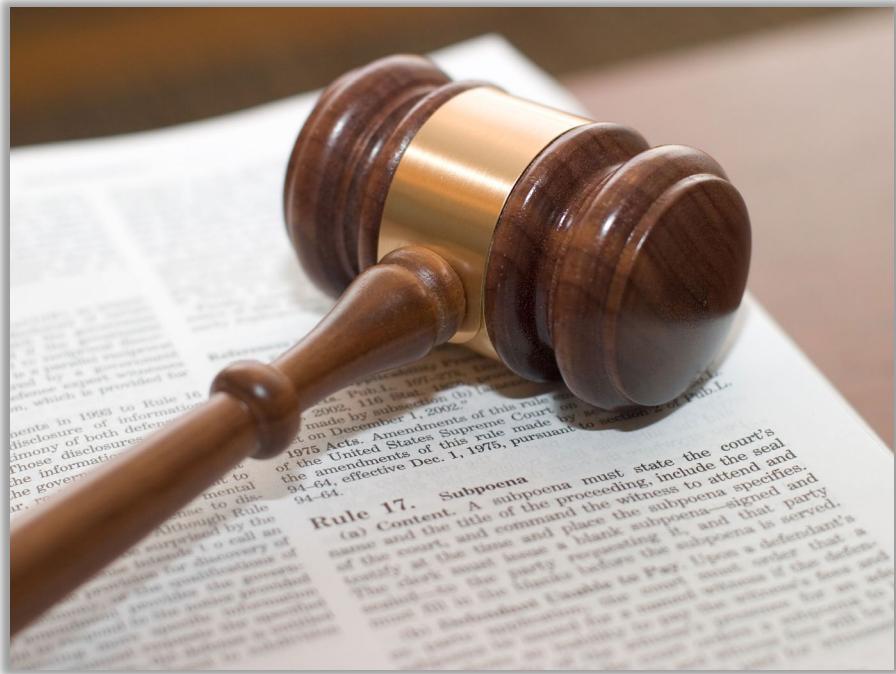


- 2020 election was unlike anything seen before
- No longer just cyber criminals and nation state
- Mis/disinformation prevalent
- The conspiracies never end



LAWYERS, LAWYERS... EVERYWHERE!

- Subpoena requests
 - Data
 - Hardware
 - IP Address Schemas
 - Routing Information
 - Router Config
- Your princess is in another castle



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Act - II

The Tomorrow War, Today



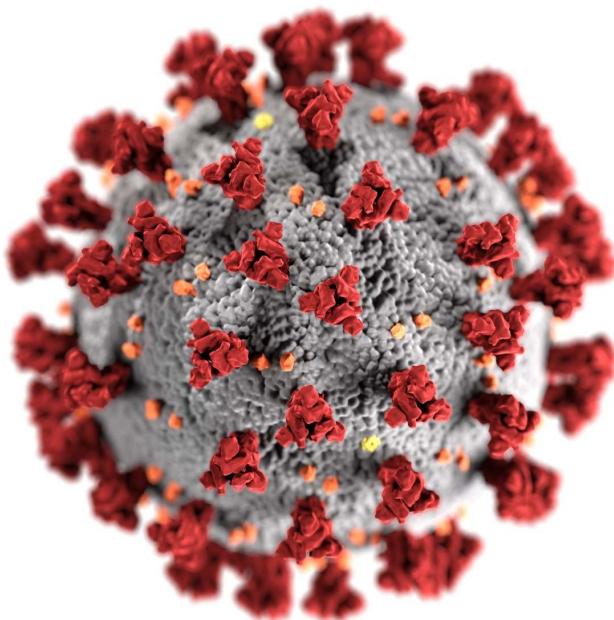
LEGACY THINKING... TRADITIONAL DEFENSE IN DEPTH



- Layered defense
- Harden the perimeter
- Trust the network
- Focused on information and systems
- No accounting for attackers targeting reputation and brand



HOW HAS THE PANDEMIC AFFECTED INFORMATION SECURITY?



- Shifted many employees to remote work
- Attackers pivoted to target remote workers
- Social engineering tactics focused on leveraging the pandemic



WHAT IS THE IMPACT OF WORLD-WIDE REMOTE WORK?



- Shifting paradigm
- Hybrid/remote work creates a network and system security disparity
- Increased risk from less protected personal devices



PERSONAL USE AND PROFESSIONAL USE... WHAT'S THE DIFFERENCE?



- Lack of distinction between business and personal media accounts
- Consequences of a post can resurface at any time
- The internet remembers forever



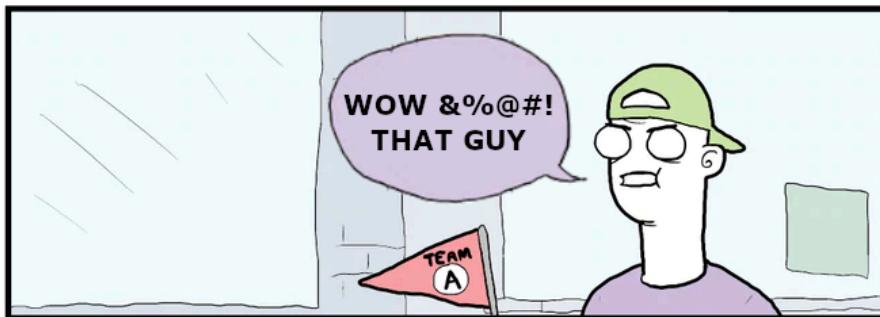
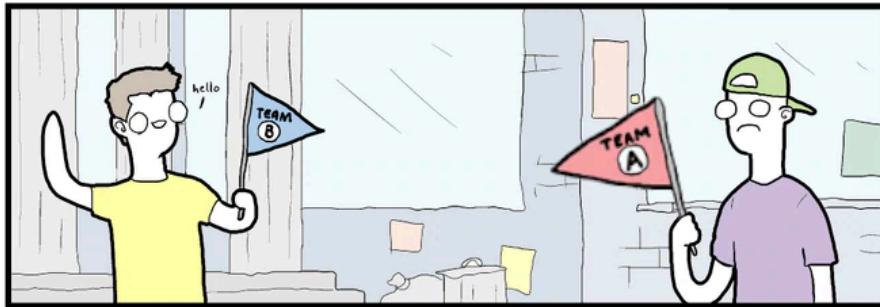
NEW, MOST TRUSTED SOURCE OF INFORMATION FOR THE MAJORITY OF PEOPLE



- 71% of Americans get their news content via social media*
- The truth is not a necessary litmus
- Citizens determine their truth and consume only what reinforces that



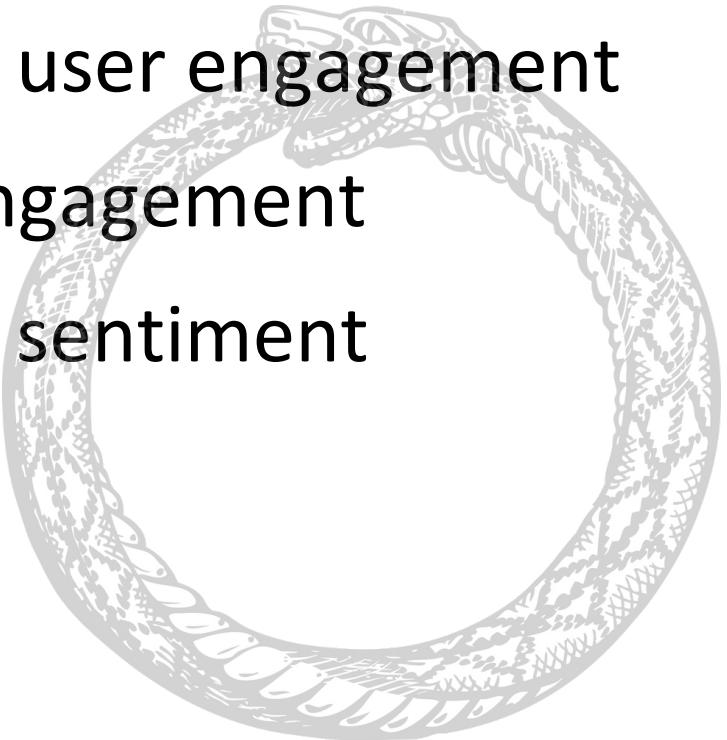
ADVERSARIAL NATURE OF SOCIAL MEDIA



EXTRA FABULOUS COMICS

ZAF

- Social media is a business
- Profit is driven by user engagement
- Conflict breeds engagement
- Leads to negative sentiment



HOW HAVE NATION STATE CONFLICTS CHANGED?



- Nation-states have employed social media to great effect
- Easier to hack minds than computers

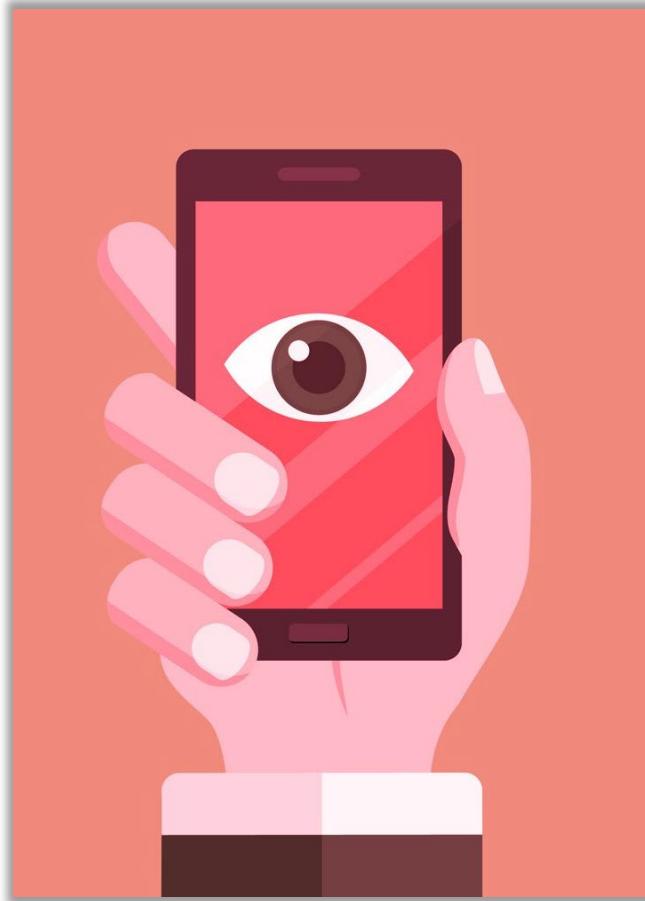


CHAOS IS THE POINT

- Sow discontent
- Divide the population
- Create opposing factions with heavily fortified positions



EXAMPLE – NATION STATE



- Facebook disrupts spy effort aimed at Uyghurs
 - The social-media giant took down legions of fake profiles
 - Threat actors targeted Uyghur sympathizers
 - Infected victims with espionage malware



EXAMPLE - THE WAR FRONT



- Russia / Ukraine weaponize social media
- Deep fake of Ukraine president
- Rally the world to your cause
- Used to track troop movements



WHAT IS AN ELECTION AUDIT



- Processes and systems
- Routine
- Boring
- Predictable experience

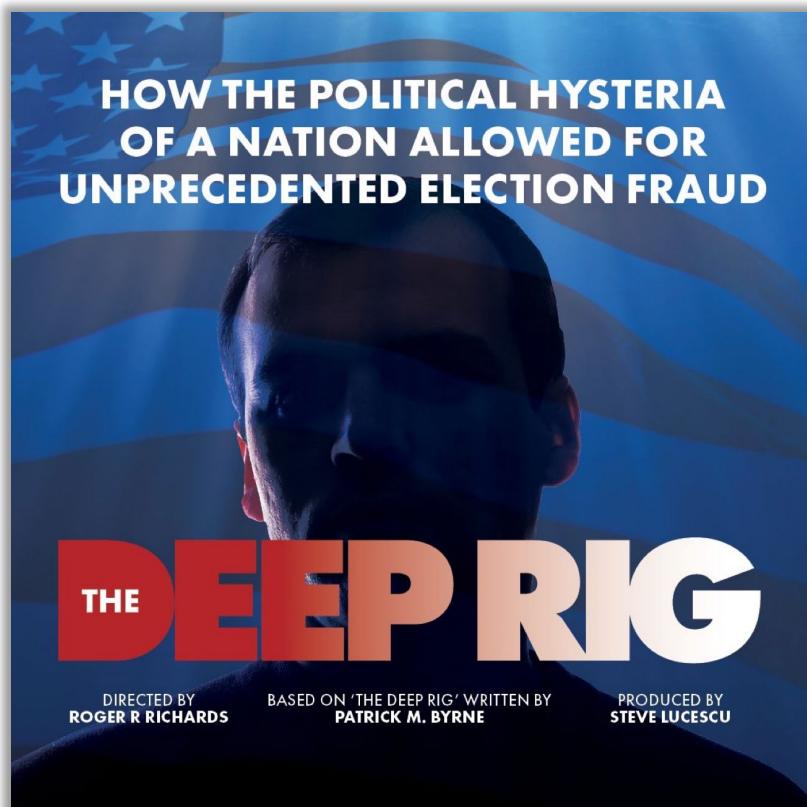


HOW WAS THE ARIZONA AUDIT DIFFERENT?

- Hand count of every ballot
- “Forensic” examination of ballots
- Black lights looking for water marks
- “Kinematics” to identify if a ballot was mailed in
- Results are not reproducible



AUDITORS DO NOT PARTICIPATE IN MOVIES ABOUT STOLEN ELECTIONS



AUDITORS DO NOT GIVE EXCLUSIVE ACCESS TO A SINGLE MEDIA COMPANY



 Christina Bobb
@christina_bobb ...

I've launched Voices & Votes! Join us in the fight for the AZ Election Audit. This audit is crucial to know the truth about 2020. \$5, \$10, \$20 will help the AZ senate finally complete the audit. DONATE TODAY! And thank you for fighting with us!
voicesandvotes.org/donate/

8:55 AM · Apr 9, 2021 · Twitter Web App

172 Retweets 26 Quote Tweets 570 Likes



I THOUGHT THIS WAS ABOUT SOCIAL MEDIA?

- Audit rallied support through social media
- Campaigned for financial donations
- Routinely posted unofficial findings
- Served as a rallying cry for conspiracy theorists



HOW DO YOU FACE AN OPPONENT YOU CAN'T SEE AND CAN'T NAME



DEFENDING TRUTH, LIVE ON AIR

- Tweeting in real time
- Responding to allegations
- Attempting to neutralize before it can spread

Maricopa County  @maricopacounty

A thread about election audits ahead of the Senate hearing today:



7:27 AM · Sep 24, 2021 · Twitter Web App

818 Retweets 128 Quote Tweets 2,382 Likes

Maricopa County  @maricopacounty · Sep 24
Regardless of what ends up in the final report, what Cyber Ninjas & co. conducted was not a good audit. It did not build trust.

33 195 1.2K

Maricopa County  @maricopacounty · Sep 24
While claiming transparency, Senate contractors shut out critical voices and withheld vital information from the public. This secrecy continues.

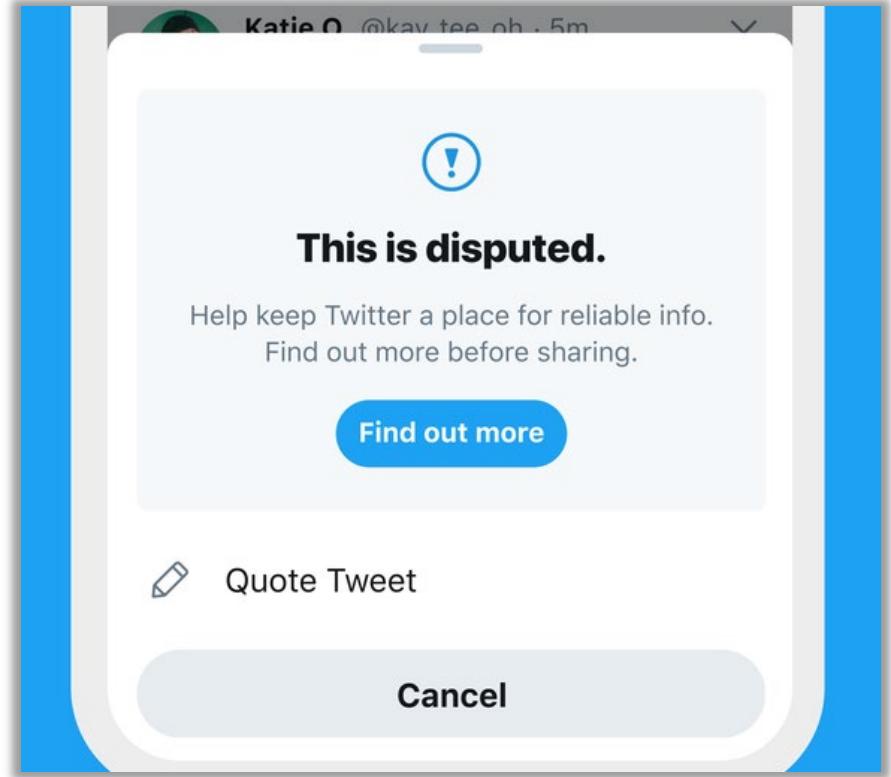


azmirrow.com
Cyber Ninjas, flouting court order, refuse to turn over public records t...
Cyber Ninjas won't hand over all of the documents that Senate President Karen Fann requested from the review it conducted of the ...

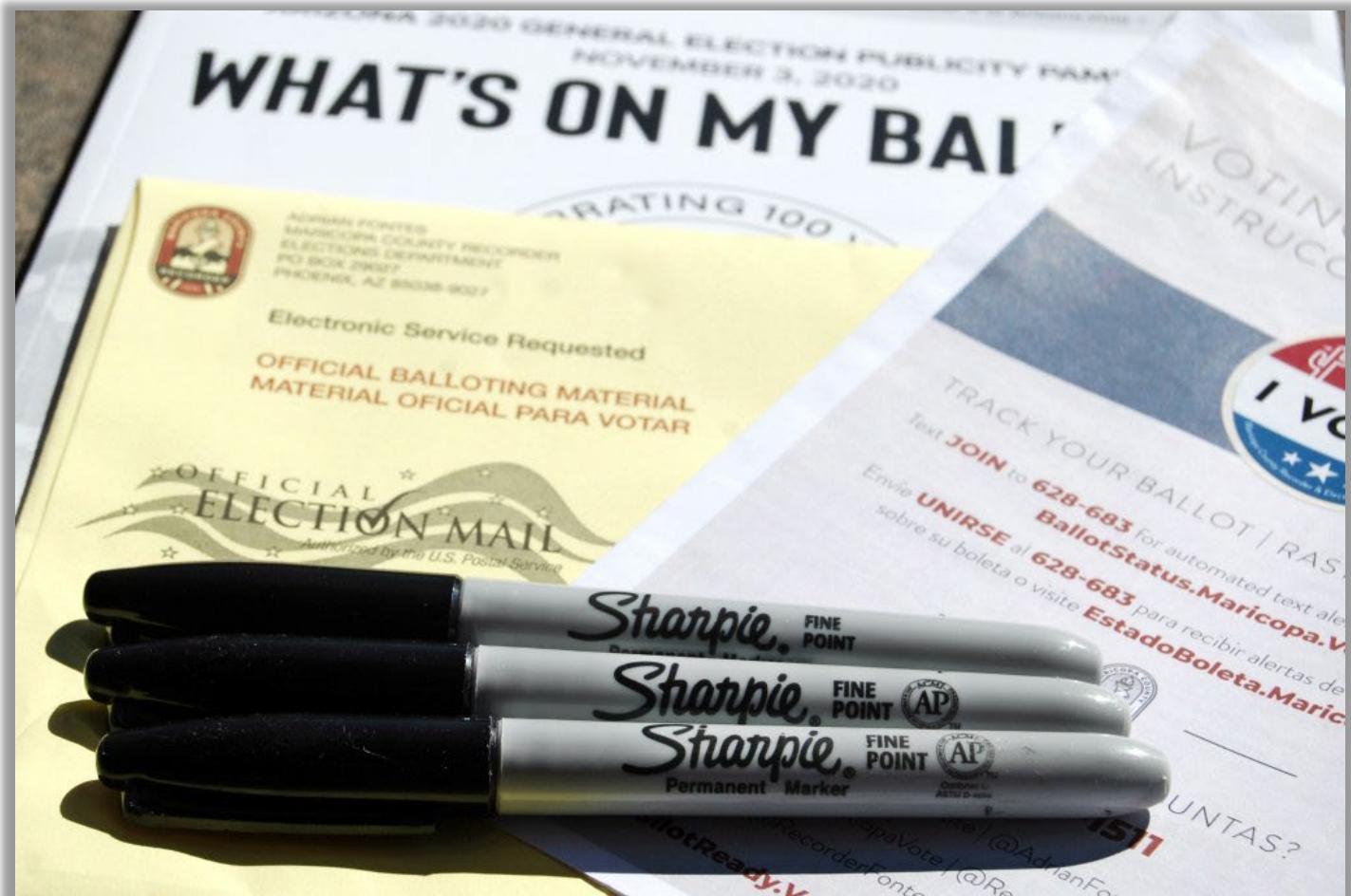
13 177 1K



SOCIAL MEDIA GIANTS' HALF MEASURES



MARICOPA COUNTY "SHARPIEGATE"



FALSE FLAG OPERATIONS

Jen Fifield  @JenAFifield

There's a new Qanon claim that Taliban's resurgence in Afghanistan is a plot to distract from the expected release of the Cyber Ninjas Arizona election review results.



QAnon followers think Afghanistan's collapse to the Taliban is a "false flag... Ron Watkins, a senior figure in the QAnon movement, said: "Acknowledge the distractions but don't focus on them." [newsweek.com](#)

12:43 PM · Aug 19, 2021

August 16

CodeMonkeyZ [Ron Watkins]

The ongoing failure in Afghanistan is just the beginning of a planned distraction campaign so they can ignore the Maricopa County Audit results.

All eyes on Maricopa County!

200.8K  07:33

TRAPEZOID OF DISCOVERY
@get_innocuous

Of course “false flag” is trending now.

Trending in United States

False Flag

5,063 Tweets

11:05 AM · Aug 19, 2021 · Twitter for iPhone



DEATH THREATS FOR EVERYONE!

'It's absolutely getting worse': Secretaries of state targeted by Trump election lies live in fear for their safety and are desperate for protection

By Isaac Dovere and Jeremy Herb, CNN

Updated 7:24 PM ET, Tue October 26, 2021



Online death threats target Maricopa County Board of Supervisors



Photo by: ABC15



DOXING THE WIFE

 **Audit War Room**
@AuditWarRoom

 **ACTION ALERT:**
Sen. @PaulDBoyer is stopping the enforcement of the subpoenas on Maricopa BOS! He is SABOTAGING the audit!
Contact him TODAY AND EVERYDAY until he changes his mind.

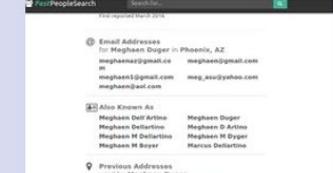
CALL: 602-426-4173
EMAIL: fboyer@azleg.gov

 **Karen Fann** @FannKfann
Replying to @christianllamar
Senator Boyer agreed to proceed with audit but when Maricopa BOS refused to cooperate , Boyer would not vote with us for the resolution of contempt which leaves us one vote short

7:43 AM · Jul 22, 2021 

 1.3K  134  Share this Tweet

▶ Anonymous 07/22/21 (Thu) 16:41:59 ID: c758e2 (3) No.14176144 >>14176147 >>14176157 >>14176164 >>14176188 >>14176198 >>14176217
File (hide): 88e6732bf690e2c...png (61.97 KB,
894x502, 447.251, Screenshot from 2021.07.22...png) (h) (u)


▶ Anonymous 07/22/21 (Thu) 16:41:59 ID: c758e2 (3) No.14176144 >>14176147 >>14176157 >>14176164 >>14176188 >>14176198 >>14176217
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847x813, 847.613, Screenshot from 2021.07.22...png) (h) (u)


▶ Anonymous 07/22/21 (Thu) 16:41:59 ID: c758e2 (3) No.14176144 >>14176147 >>14176157 >>14176164 >>14176188 >>14176198 >>14176217
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1014x626, 507.313, Screenshot from 2021.07.22...png) (h) (u)


▶ Anonymous 07/22/21 (Thu) 16:41:59 ID: c758e2 (3) No.14176144 >>14176147 >>14176157 >>14176164 >>14176188 >>14176198 >>14176217
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930x500, 930.509, Screenshot from 2021.07.22...png) (h) (u)


Follow the wives.
Paul Boyer spouse [Meghan Dwyer aka Meghan Dell'Arte](#) owner [Public Policy Partners, LLC](#) works for **MARICOPA COUNTY**
<https://t.co/0jyqzvnnmmtm> (2)
Meghan Dell'Arte
Owner

Meghan Dell'Arte is the owner of Public Policy Partners, LLC which is recognized as one of the top lobbying firms in Arizona. She has over 20 years of experience in the political process, as well as government coordination, crisis management and campaign consulting. She was most recently recognized in the inaugural class of "Arizona's Achievers" of 2019. Prior to her opening her own lobbying firm, which she merged with Public Policy Partners, LLC in 2015, she was the Vice President of Government Affairs for the Arizona Association of Realtors, where she managed the Government Affairs department, their state legislative affairs, and independent expenditure campaigns. Previously she was Arizona Corporation Commissioner Bob Stump's Policy Advisor, while serving in the Policy Affairs, who gained a vast amount of knowledge in regulatory issues affecting energy, water and telecommunications. She is employed with diverse experience including but not limited to, regulatory policy, tax policy, healthcare, energy policy, education, technology, pharmaceuticals, telecommunications, telecommunications, insurance industry, and economic development. She has worked on national, state, county and local candidate campaigns as well as statewide initiatives providing political and media support.

Email: mghean@ppp-az.com
Phone: [480-294-4777](tel:480-294-4777)



PHOTOSHOP FOR THE WIN!

JennSense 
@JennSense

Replying to @TrumplsARatFkr @MaricopaVote and 2 others

Can anyone make out the Router Passwords from the paper on the wall?

4:00 PM · Nov 2, 2021 · Twitter Web App



KINETIC THREATS -- ARMED CITIZENS FOLLOWING DELIVERY VEHICLES AND LIVESTREAMING IT



JovanHuttonPulitzer™ #JovanHuttonPulitzer @... · Jul 15, 2021

#BREAKING the ballot printers are being removed from the MTEC on Jefferson and 3rd. They are potentially being destroyed Get your cameras on and find out what's going on ASAP.



JovanHuttonPulitzer™ #JovanHuttonPulitzer

@JovanHPulitzer

Why were they loading shredding trucks w boxes too?
Inquiring minds want to know!



Jellenne 🇺🇸☀️ @jellen805 · Jul 15, 2021

Replying to @cannonballmike

That's what it looked like, some machines and some boxes of supplies.



Mike

@cannonballmike

Here it is leaving the building. Interesting that the Ford Focus in the video followed it all the way to the courthouse.



SACRIFICING CHICKENS TO THE AUDIT GODS

- Social media posts falsely claim ballots from Maricopa County in Arizona were shredded and burned in a chicken farm fire. We rate that pants on fire!

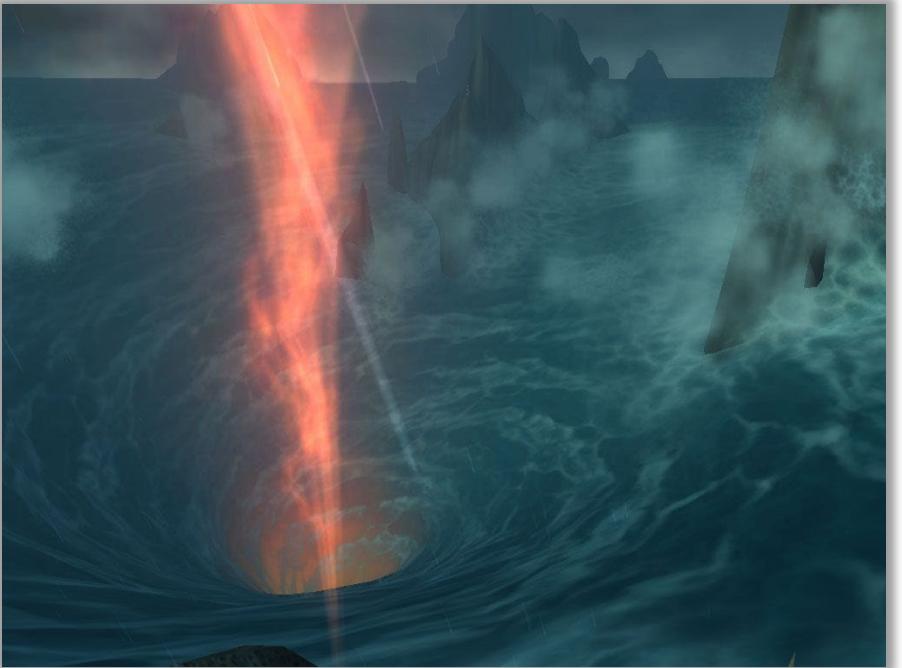
#Arizona

what's going to happen with the audit now in Maricopa County. A friend called me when they found out ballots were shredded at the farm. I told them not to worry, tell them I could still do the forensic audit on the shredded paper. The smoking gun is that the paper will prove that some were printed in China. An hour later it was on fire. The fire burned two huge barns. It killed 162,000 egg laying hens. Hickman is the Chairman of the Maricopa County Board of Supervisors. He owns Hickman Egg Farms. This was no coincidence.



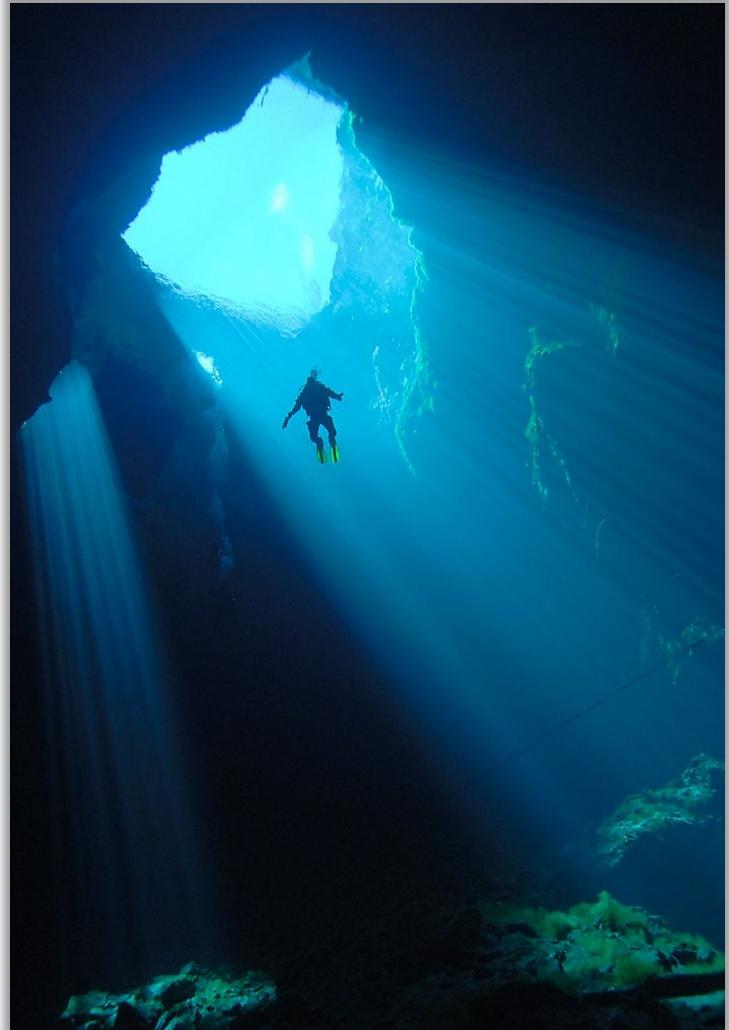
SOCIAL MEDIA IS THE ABYSS

- It never ends
- Can't be certain what will happen to what you send in
- No control over what you get from it
- Always looking back at you



BUT AN ABYSS WE NEED TO DIVE INTO . . .

- Not only a measure of sentiment
- ...But of brand and reputation
- It is also rich in intelligence
 - Cyber threats
 - Kinetic threats
 - Adversarial intent
 - Threat actor identification



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Act - III

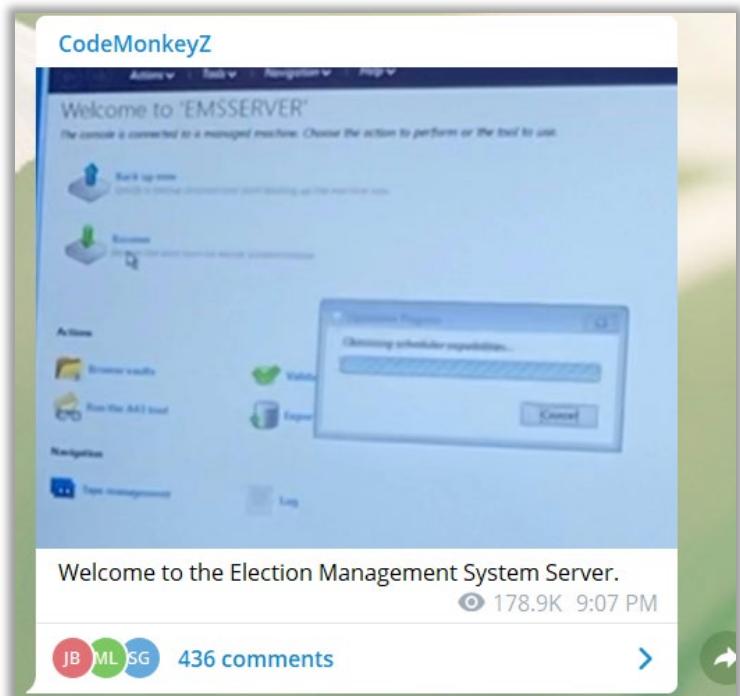
Mari-coping With The Situation



THE NEW INSIDER THREAT



- Unauthorized user was given access to:
 - Election management system
 - Adjudication clients
 - Imagecast central workstations
 - Access to supervisor password



REACH & AMPLIFICATION

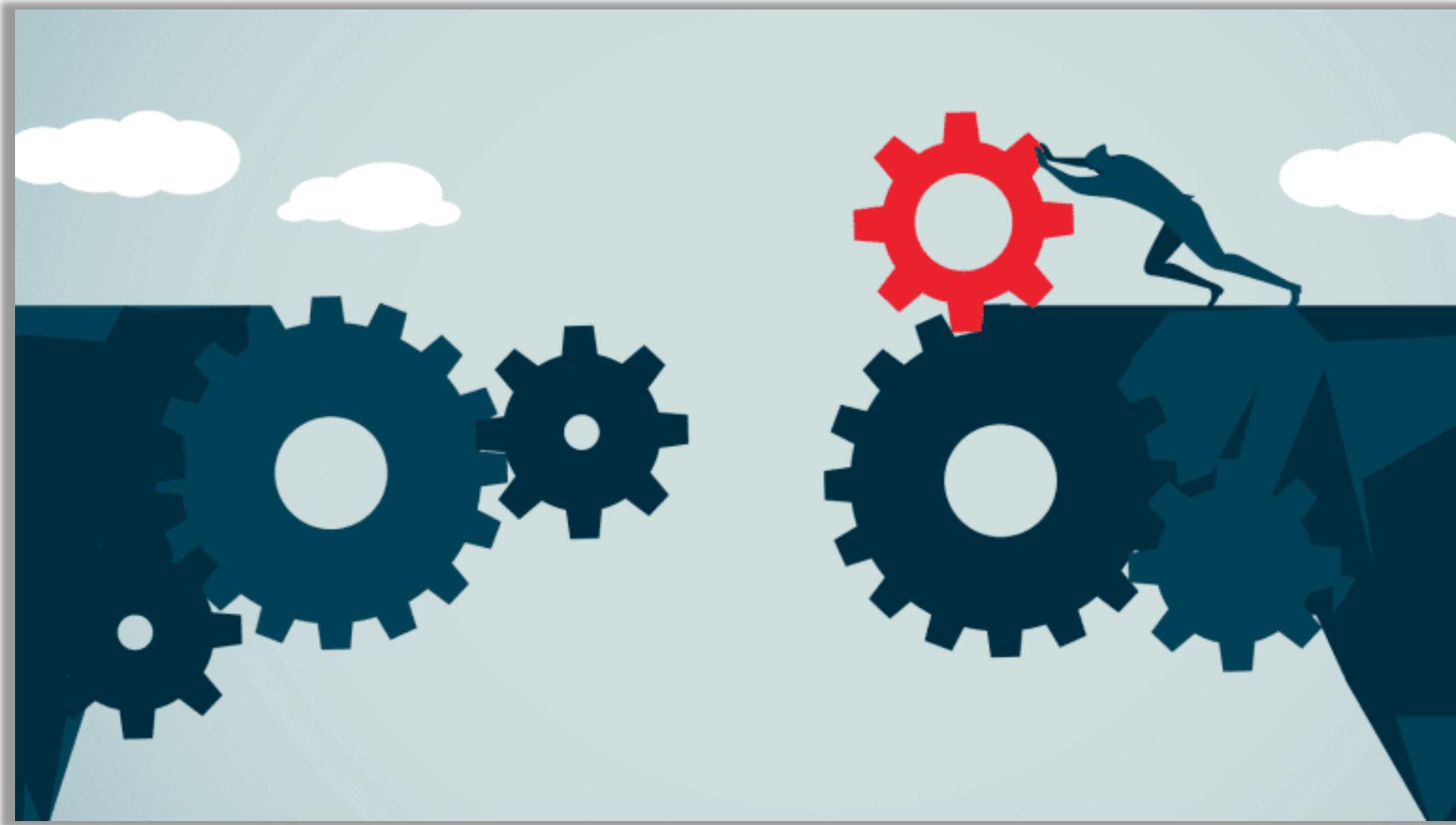


IMPACT

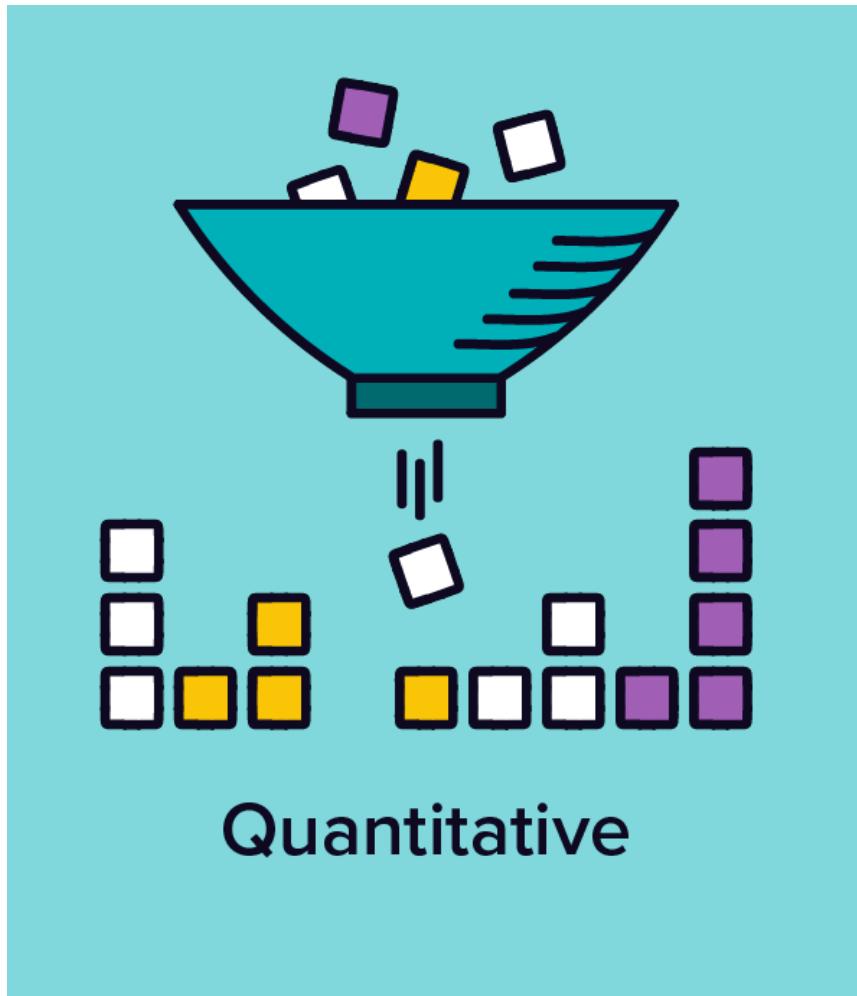
- Extinction level events happen



SKILLS AND GAPS

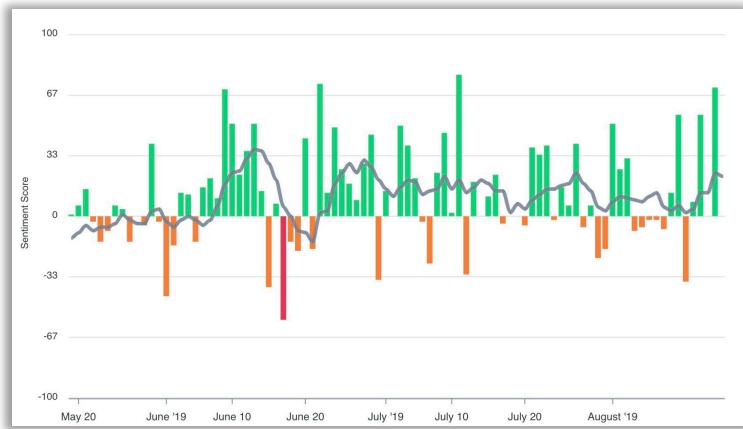


QUANTITATIVE & (VS.?) QUALITATIVE



SOCIAL MEDIA SENTIMENT

- Utilize artificial intelligence to sort the information
- Help identify disruptions as they are growing
- Requires human analysis



Reconstructed Response Strategy

- Staff training, threat hunting, dedicated resources
- Tools for social media crawling
- Data analysis across large pools of information
- Policies regarding social media use



POLYGAMY AND YOU

- Organizations need to be communicating internally
- Different departments need different pieces of the information



THE COST, AND COUNSELING

- The toll employees take for reading and dealing with social media



PERCEPTION IS REALITY

- How much does reputation matter to your organization?

- Sentiment for your brand
- Customer faith in you
- Public perception

...Then social media matters



FADE TO BLACK



- Social media is full of threats
 - Cyber, reputational, and kinetic
- Your analysts need training
- You need to be ready



What Do to In the Next 6 Months?

- Determine capabilities around organizational social media monitoring
- Engage with enterprise risk and educate them and execs on what social media matters
- Update IR protocols and plans to incorporate SM monitoring
- Show the fruits of your labor in tangible ways
- Continue to assess and refine this function at an enterprise level



SAFE PLACE TO CRY?

