Social Networks Privacy and security

SOCIAL MEDIA BENEFITS AND RISKS

Agenda

- What is Social Media?
- Social Media's Professional Side
- Benefits of Social Media
- Regulatory Risks and Concerns
- Social Media Risks and Concerns
- Reputational and Financial Risks
- Information Security Risks
- Legal Risks
- Business Risks
- Social Media Risks Controls
- UWMC Social Media Policy

What is Social Media

- Facebook
  - 500 million users 2011
  - 1 in every 13 people on earth
  - 48% of 18 – 34 check Facebook daily
- Twitter
  - 200,000,000+ registered users
  - 460,000 new sign-ups daily
  - 155,000,000 Tweets per day
- YouTube
  - 100 million + users
  - 24 hours of video are uploaded every minute

Social Media's Professional Side

- Linkedin
  - 100 million + members, March 2011
  - 17,800,000 members in Groups
  - Groups – Education, finance, healthcare, etc.
- Plaxo
  - 50 million users
  - Electronic address book

Benefits of Social Media

- Marketing
  - Selling and promoting the university to students
  - Academics, research, sports
- Brand recognition
  - University accomplishments
  - Selling and promoting the university to alumni, businesses and potential donors
- Human resources
  - Job postings

Benefits of Social Media

* Communication tool
* Direct customer communication
* Speed of feedback/results
* Low cost
* Reach
* Credibility
* Customer service

Regulatory Risks and Concerns

- FERPA, Family Educational Rights and Privacy Act
- HIPAA, Health Insurance Portability and Accountability Act

  ◦ Require the non-disclosure of personal private student and patient data.
  ◦ Require notification if personal private data is disclosed

Social Media Risks and Concerns

- Reputational and financial risks

- Information security risks

- Legal risks

Reputational and financial risks

- Making the news for all the wrong reasons
  - Security breaches
  - Posting of personal private data
  - Posting of embarrassing information (data, reports, photos, videos)
  - Re-posting of data: e-mails, memos, reports, employee rants can be resent by recipients to a much larger and unintended audiences.
  - "Name squatting" or "Brand hijacking" when a third party uses your company name or logos without your permission in social media.

Reputational and financial risks

- Consequences
  - Cost of corrective actions and damage control
  - Loss of donations, grants
  - Lawsuits

Information security ris

- Introduction of viruses/malware to the corporate network
- Security breaches
- Loss of productivity / downtime

- Consequences
  - Reputational damage
  - Regulatory fines

Legal risks

- Disclosure of sensitive or protected information:
  - An employee could unwittingly click on links to spam or phishing schemes or download malicious code on to the university network

- Regulatory violations

- Discovery and preservation issues:
  - Ensure that data can be preserved, retrieved and produced if required
  - Just because an attorney is cc'd, does not make it privileged
  - If a privilege exists, it can be lost:
    - Once communications are shared with others, any privilege of confidentiality will be lost.

Business Risks

- Here are five primary business risks associated with the use of social media:
  - Introduction of viruses/malware to the corporate network;
  - Brand hijacking, such as a brand being impersonated on Twitter;
  - Unclear or undefined content rights to information posted on social media sites;
  - Unrealistic customer expectations of service through the ability to communicate with companies online 24/7; and
  - Noncompliance with record management regulations because of mismanagement of electronic communications.

Social Media Risk Control

- Policies and procedures address at least:
  - What is social media
  - Acceptable and authorized use of social media
  - Posting rules/requirements for data, videos
  - What is not allowed (rants, threatening, hateful or sexual content, bad mouthing employees, etc.)
  - Rules for friending between employees, supervisors, students and faculty
  - Regulatory requirements
  - Copyright rules
  - Intellectual property rules

Social Media Risk Controls

- Communications:
  - Communicate to all personnel (and students) the social media policies and procedures
  - Periodic communications regarding social media acceptable use
    - i.e. if an employee uses the university's name for a personal post are they required to include a disclaimer.
  - Communicate when and how to notify management of policy violations.

Social Media Risk Contr

* Training
  - Social media use training for users that will use social media as part of their job function or for research purposes
  - Provide a webinar on social media use, risks, and your policies and procedures
  - Social media use and regulatory requirements / restrictions (clearly defining that posting private patient or student is not allowed)

Social Media Risk Control

- Information Technology Controls
  - Antivirus/malware software
  - Firewalls
  - Logging and monitoring
  - Security controls implemented on your social media site
  - Scanning the social media sites for your data
    - You can set up Google for "Social Mention" alerts when your university or president name is used

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Questions