To Tweet or Die: The ABC's of Safe Surgical Social Networking and XYZ's of Cyber Security
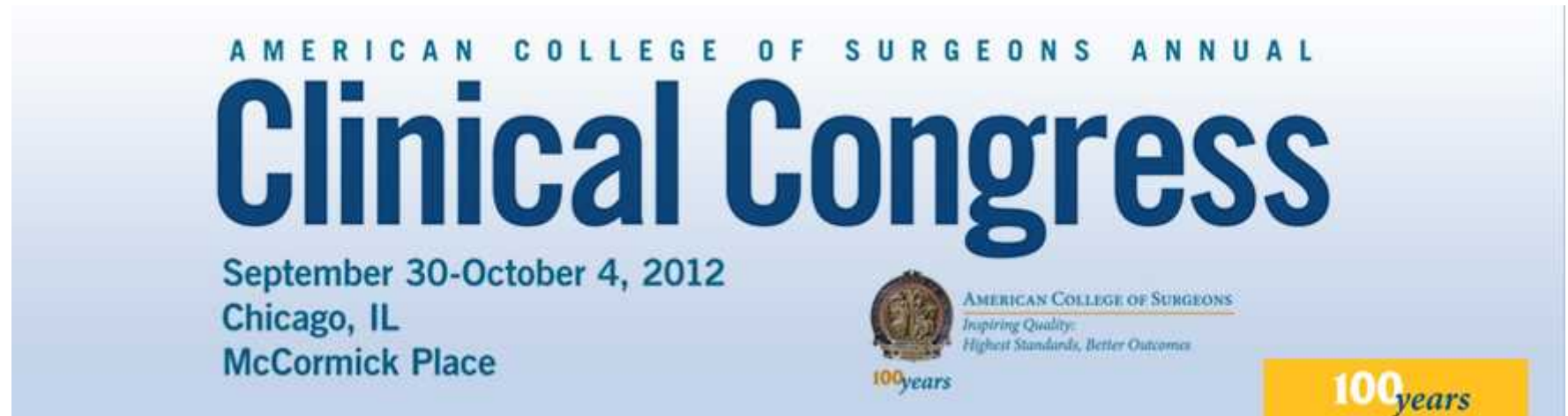
Presented at the 98th Annual ACS Clinical Congress

AMERICAN COLLEGE OF SURGEONS ANNUAL

Clinical Congress

September 30-October 4, 2012
Chicago, IL
McCormick Place

AMERICAN COLLEGE OF SURGEONS
Inspiring Quality:
Highest Standards, Better Outcomes

100 years

100 years

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2012 Clinical Congress Presenter Disclosure Slide

## Zachary Glick

Nothing To Disclose

Join the Conversation

- Creating a Twitter account if free an can be done quickly

- You can also register for Twitter from the American College of Surgeons App for Android and iOS

- Twitter registration instructions and links to the apps are posted online at http://z1g1.net/projects/acs2012
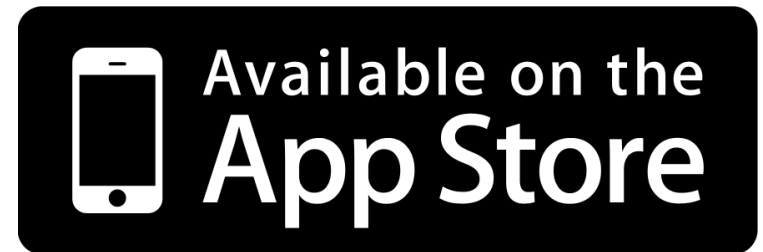
Twitter ABC's

- "Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Simply find the accounts you find most compelling and follow the conversations." [1]

- With over 140 million active users and 340 million updates per day Twitter can be used to gauge public opinion about a topic [2]

- Markets are conversations and for ACS members to be effective advocates for their profession they need to be where the conversation is

1. http://twitter.com/about
2. https://business.twitter.com/en/basics/what-is-twitter/
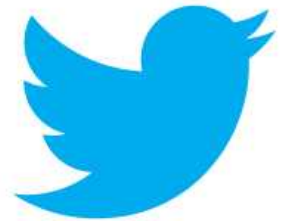
What can you get out of Twitter?

- Expose yourself to ideas and conversations across the globe

- Take the pulse of a specific group or the population in general

- Promote your personal brand

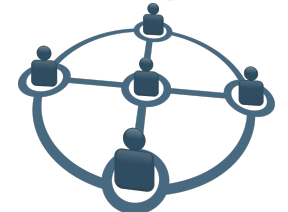- Communicate with colleagues world wide

1

2

3

4

Twitter Nomenclature **Username**

- A person or group's "handle" this is how you will be identified to others on Twitter

- The Username is preceded with an @

- The Real Name is in bold

Zack Glick @z1g1
Finalizing my slides for #PS114 then packing up and heading to #ACSCC12 see you in Chicago
Collapse ← Reply 🗑 Delete ★ Favorite

Twitter Nomenclature **Update**

....

- Aka "tweet": a posting that is made to a User's profile

- It can include links to stories, photos, videos, or messages to other Users. Limited to 140 characters

- It is tagged with a Username, and Date sent

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Twitter Nomenclature **Follower**

- Twitter users who has subscribed to another user's updates

- The number of Followers an account has is public by default

- Looking at another users list of followers is a great way to find other users on Twitter

- View another user's followers at
  http://witter.com/%username%/followers

Twitter Nomenclature **Reply**

- Aka "@ reply", placing an @ sign in front of a username in a tweet, or clicking the "Reply" button (below) will send a publicly viewable message to the specific user

- You do not need to be a persons follower to send them an

- The user will be notified that they have been replied to

Twitter Nomenclature **Direct Message**

- Aka "dm":This is a way to send a private message to a Twitter user, though you are still limited to 140 characters

- To send a direct Message both users must follow each other

- Visit another user's profile to send a message
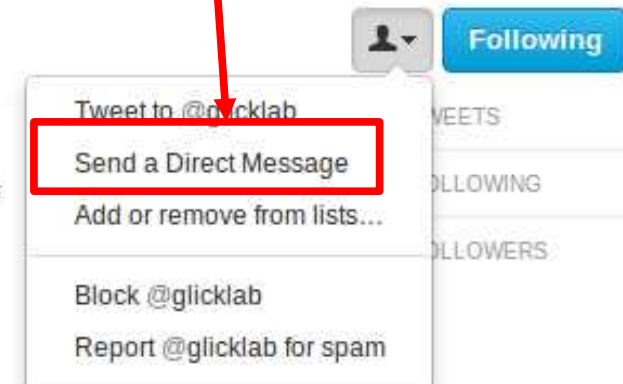
Twitter Nomenclature **Hashtag**

- Placing a # in front of a word helps you categorize the updates that you send. Example #ACS2012

- Do not use spaces, this will break the hashtag up
  #ACS2012 != #ACS 2012

- Twitter will change the hashtag into a link automatically and let you track the conversation

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Collapse   Reply   Delete   Favorite

Twitter Threat Model

- Reputation

- Phishing

- Cascading Failure

Twitter Threat Model **Reputation**

- Loosing control of your account can lead to a loss of reputation with real world consequences

- Looking for real life examples? Google for *Resigned after social networking comments*

- Mitigation Strategies: own your name, use search tools to monitor topics, and guard access to your accounts
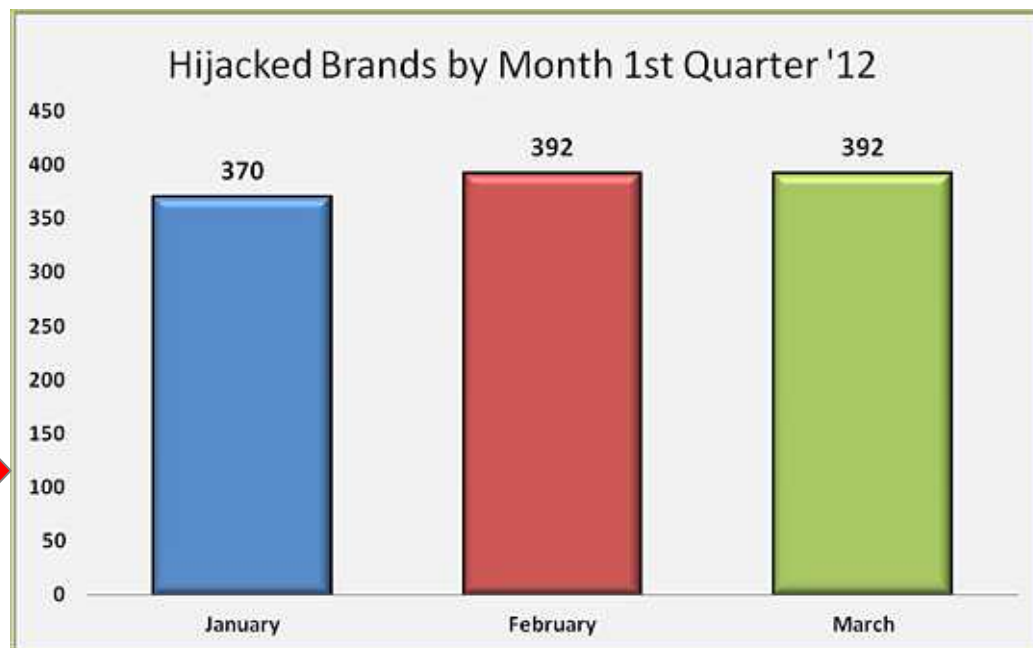
Twitter Threat Model **Phishing**

- Attempting to use subterfuge to gain account credentials

- Looking for real life examples?

- Mitigation Strategies: use critical reading skills, be a skeptic, and control access to your accounts

- Only enter your credentials on a page who's address begins with http**s**://twitter.com

Graph. http://www.antiphishing.org/

Twitter Threat Model **Cascading Failure**

- Twitter is becoming an Identity Platform.
  If it is compromised what else is exposed?

- Example types of sites which authorize
  with Twitter include: iOS apps,
  news sites, sports sites, etc.

- If Twitter is compromised someone can post to any site
  you have authorized AS YOU

- Looking for real life examples? Google *Mat Honan, or
  Stranded Traveler Appeal Scams*

Image.http://openclipart.org/detail/1107/falling-rocks-from-rhs-roadsign-by-ryanlerch
Mat Honan: http://www.wired.com/gadgetlab/2012/08/apple-amazon-mat-honan-hacking/all/
Stranded Traveler Spam: https://www.google.com/search?q=Stranded+Traveler+Appeal+Scams

XYZ's of Cyber Security

- Only log in to Twitter on httpS://twitter.com

- Ensure the "Always use HTTPS" box is checked on https://twitter.com/settings/account

- Use a unique strong password for every site and utilize a password manager to keep track of them

 LastPass   KeePass   One Password

- Do not share passwords, if another person needs access authorize a device/app for them and audit the apps which you have authorized with your account https://twitter.com/settings/applications

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- Slides and links to the apps are posted online at http://z1g1.net/projects/acs2012

- Continue the conversation online

  - @z1g1

  - Z1g1.net

  - mail@zackglick.com