

SOCIAL MEDIA – THE GOOD, THE BAD, AND THE REALLY UGLY

The Rise of Social Media and Web 2.0

It took the humble telephone eighty-nine years to reach the 150 million users that Facebook achieved in just five. From sales and marketing to research and development, everyone is using social media in the workplace, not just to stay in touch with friends, but to be more productive and effective in their employment.

Dell has created a \$6.5 million business on Twitter; United Airlines uses it to offer special discounts, “twares”, that sell out in minutes; and Red Bull has a Facebook app that takes fans on a real-life scavenger hunt.

Social media within the workplace now accounts for a significant portion of new business opportunities for many organizations. However, its rapid uptake by end users, often in breach of written policies, has also left many enterprises inadequately prepared from both data leakage and compliance perspectives.

The risks of using Social Media

The risks that enabling social media pose are very similar to those of other electronic communications, such as email: data leakage, malware, potentially libelous comments, non-compliance with government and industry regulations, and expensive litigation or eDiscovery costs.

- **Data leakage** through social media is now a significant threat and a lapse in judgement can have serious consequences. Controlling how it is used in the workplace is not just about stopping an inappropriate comment. It’s about preventing users from sharing business-critical information in a public forum.
- **Malware** writers have found social networking sites enticing targets as well. This is because users place too much trust in their network, even though they may not know a specific person in real life. Consequently, users are more likely to click on a link within Twitter, Facebook or LinkedIn than in an email, where most people today are a little more circumspect.
- **Compliance:** Given the increase in the number of social media-specific regulations, many organizations are now required to log and archive their social media activities and content postings in order to remain compliant with applicable industry and governmental guidelines.
- **Productivity:** Social media offers huge productivity benefits, but that doesn’t mean that employees should be given free rein. Consideration should be given to whether an employee needs access to specific applications or be able to transfer certain file types.

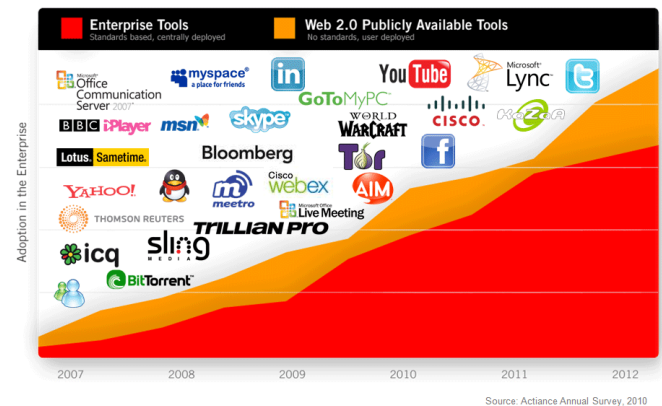
What happens when it all goes wrong

News that Zicam, a nasal spray form of cold remedy produced by Matrixx Initiatives, had potentially been found to damage some peoples’ sense of smell was first revealed in Twitter discussions on June 15, 2009. Matrixx’ stock price that day went from \$19.24 to \$5.78. It hasn’t been higher than \$6.55 since then.

Nestle’s Facebook site received thousands of complaints after consumers took offense to the tone of an administrator’s posts, highlighting the need for a second pair of eyes to monitor content of a sensitive nature.

AT A GLANCE

With more than 500 million users on Facebook, 75 million on LinkedIn and 160 million on Twitter, no organization can afford to ignore social media. However, without the right security, management and compliance controls in place any benefit of its use can be lost in a moment.



And how to fix it...

Issue	Requirements
Data Leak Prevention/ Content Protection	Protect organization from employees disclosing sensitive information
Malware Protection	Protect network against hidden Phishing/Trojan attacks through applications
Identity Management	Ensure that SarahActiance on Twitter, Sarah Louise Carter on LinkedIn & sl_carter on Skype connect back to her corporate identity
Activity Control	Post content, status updates, allowed for marketing. Read only access for all other staff.
Moderator Control	John’s posts appear on Twitter or Facebook only upon approval by Compliance Officer
Granular Application Control	John can access Facebook, but not use Facebook chat, or download and install any applications in the gaming category.
Log and Archive Activity & Content	Log all content posted, message sent through Web 2.0 and social networks
Use Archive of Choice	Export stored data with corporate identity credentials to email archive, WORM, for single discovery location

Socialite from Actiance allows you to control, regulate and moderate social networking activities. From granular content, features, and activity controls to the moderation of subject matter posted and the archiving of posts and activities, you can confidently enable the use of Facebook, LinkedIn and Twitter without compromising security or compliance requirements.

A-DS-006-SOCIALMEDIA-0111