

Social Media Risk *Why it matters?*

April 2016

Agenda

*What is
social media?*

*Sample cases
of risk
realizations*

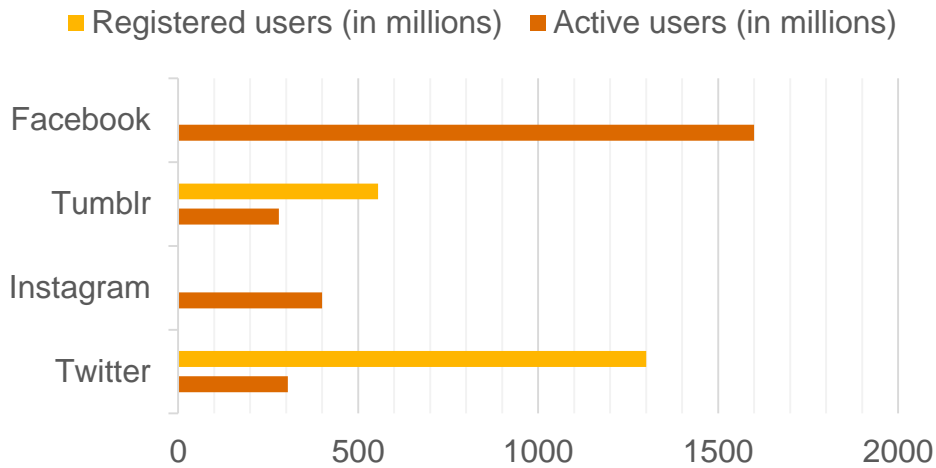
*Internal audit
approach*

*Questions &
discussion*

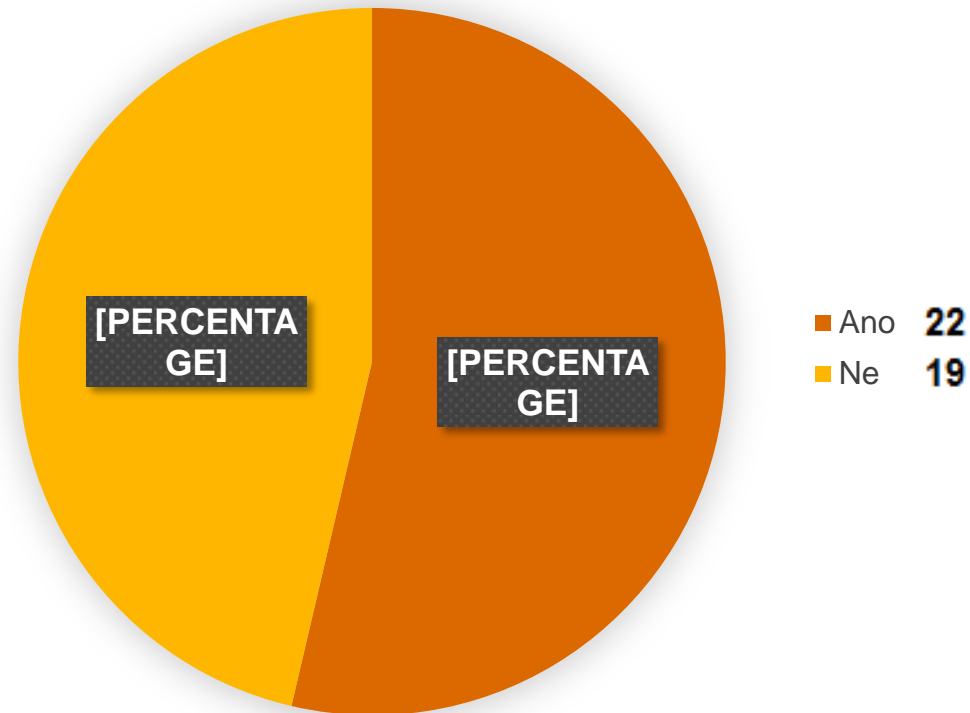


What is social media?

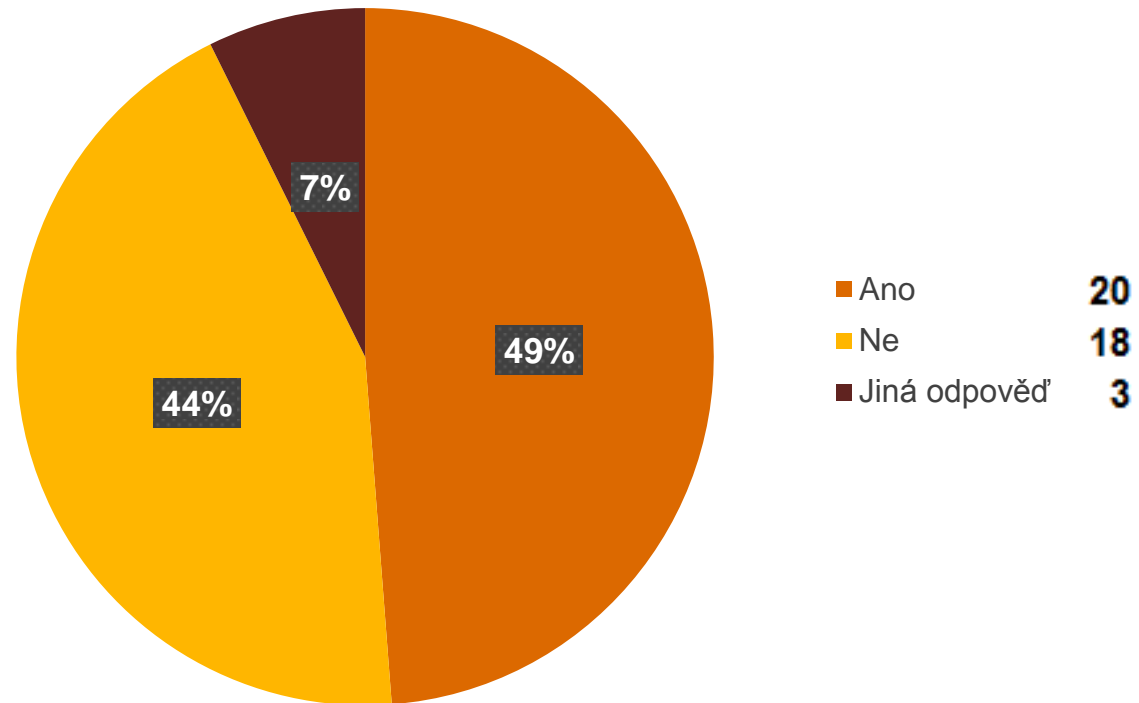
- Between 250–300 social media platforms currently active
- Approx. 2,3 billion users
- 80% of internet users use social media



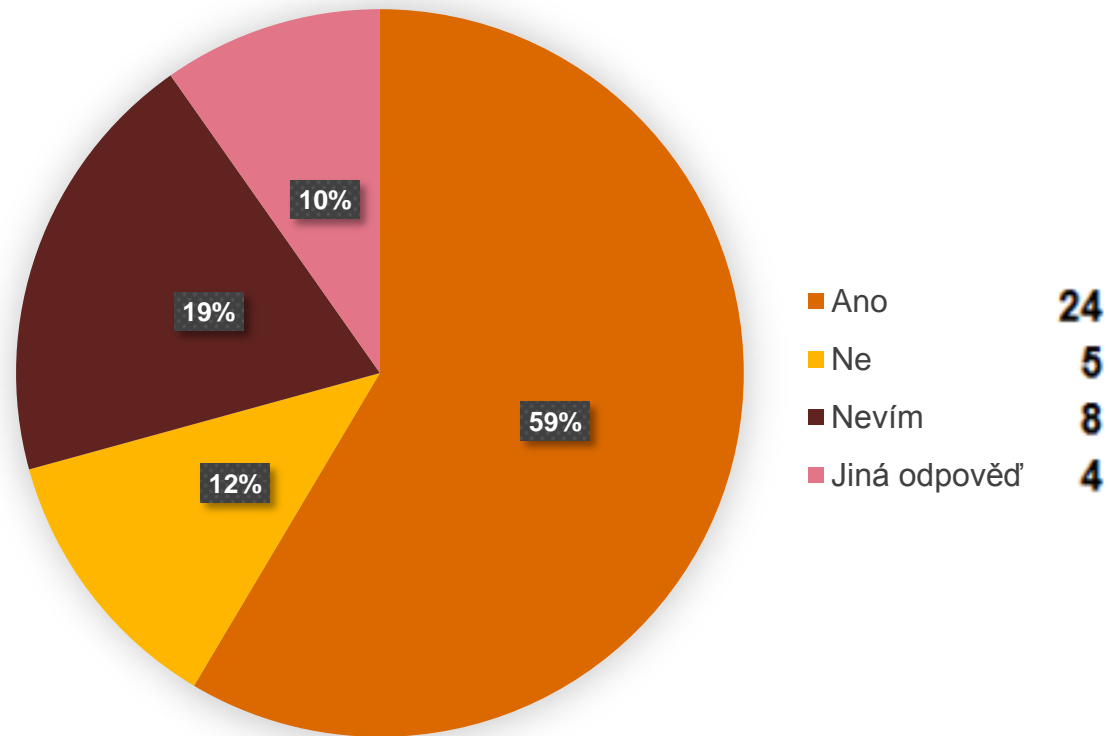
Víte, kolik oficiálních účtů na sociálních sítích má Vaše společnost?



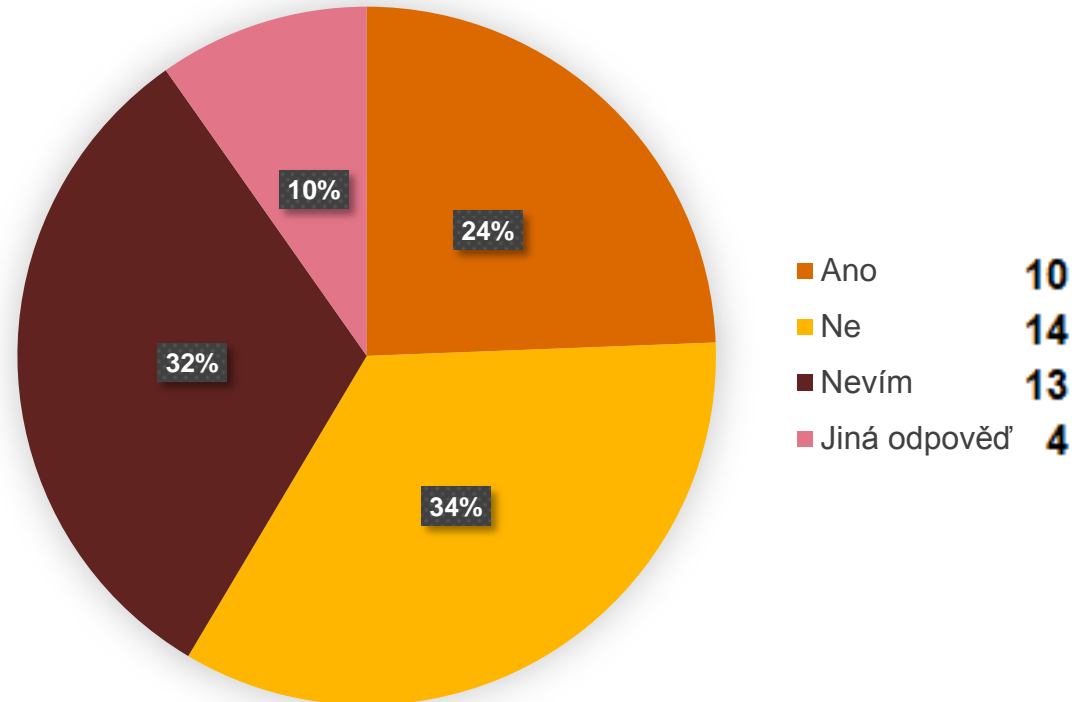
Máte přehled o tom, jak a komu je přidělován přístup ke správě těchto sítí?



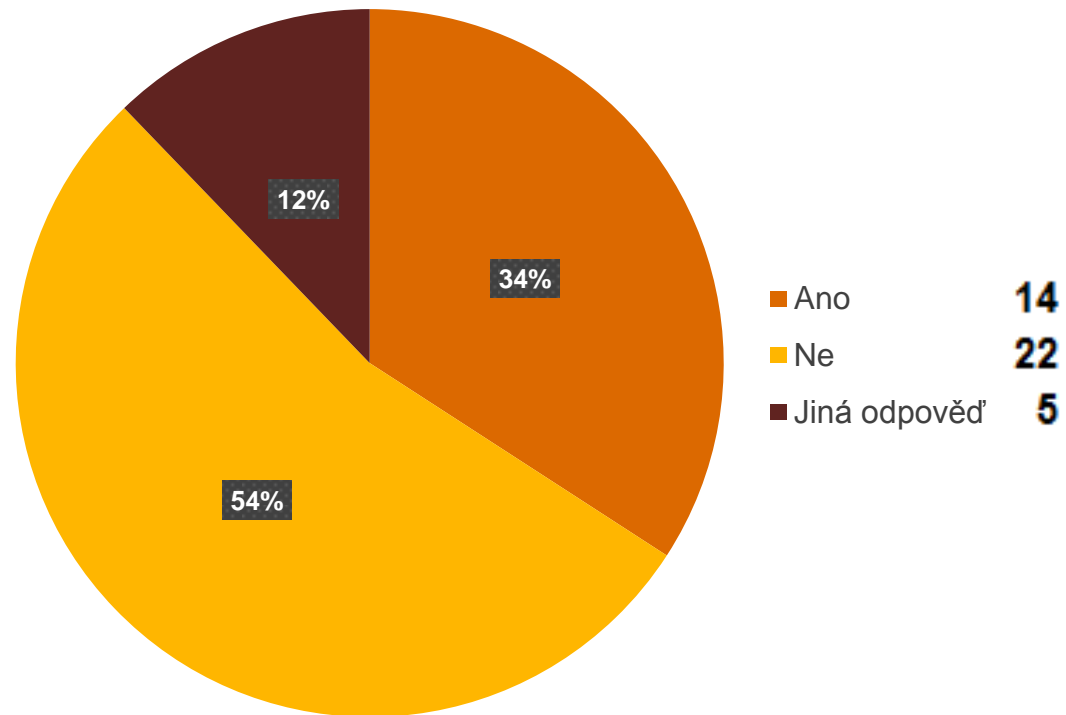
Má Vaše společnost definována pravidla a podmínky komunikace a správy sociálních sítí?



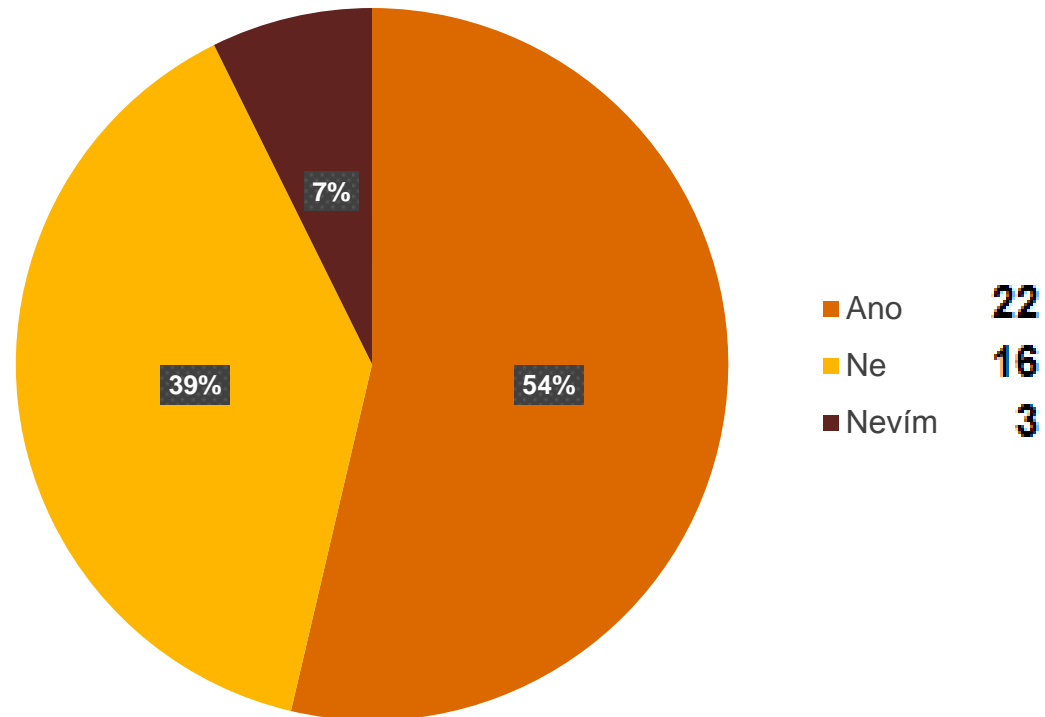
Využívá Vaše společnost při správě sociálních sítí outsourcing?



Víte jak a kým jsou uchovávána data z komunikace na těchto sítích?



Proběhl u vás v posledních 3 letech audit v oblasti procesů externí komunikace, správy sociálních sítí, či obecně řízení reputačního rizika?



Social media risk factors



British Petroleum

Activists create fake BP account to poke fun at BP

Please do NOT take or clean any oil you find on the beach. That is the property of British Petroleum and we WILL sue you.

4:11 PM May 23rd via Twitterrific



The ocean looks just a bit slimmer today. Dressing it in black really did the trick!

#bpcares

about 12 hours ago via web



Jelly beans, roller coasters, pizza and trampolines. Without oil, none of these would exist. Just something to think about. #prayforBP

about 20 hours ago via web



If we had a dollar for every complaint about this oil spill, it wouldn't compare to our current fortune. Oil is a lucrative industry!

8:43 PM May 23rd via web



The Associated Press

Twitter hack



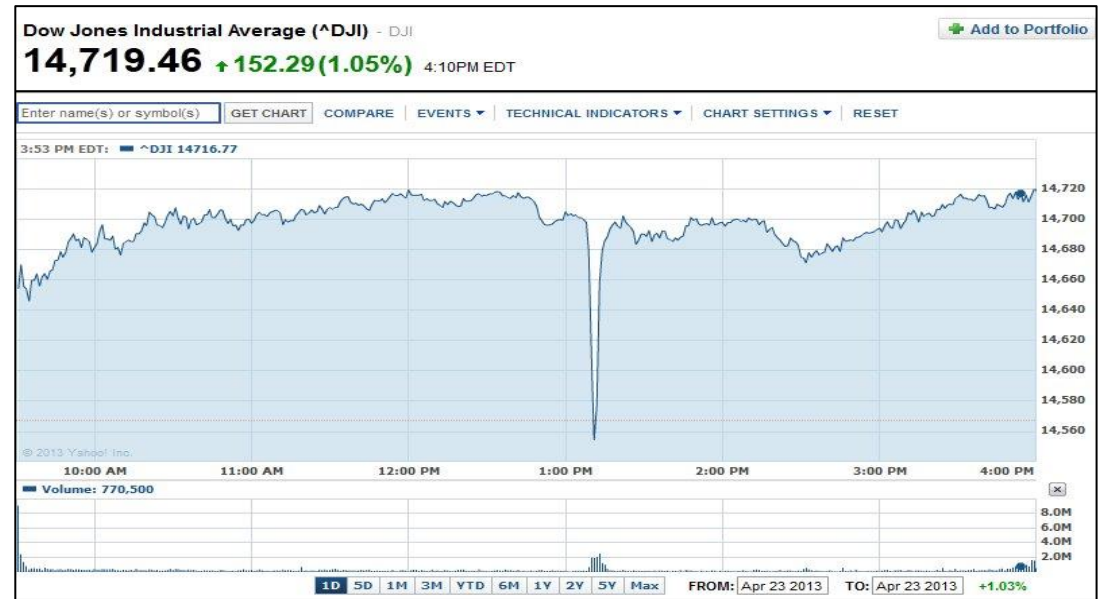
AP The Associated Press  

Breaking: Two Explosions in the White House and Barack Obama is injured

 Reply  Retweet  Favorite  More

3,063 RETWEETS **144** FAVORITES

12:07 PM - 23 Apr 13



Bohuslav Sobotka – Czech Prime Minister

Twitter hack

The image shows a vertical list of five tweets from the account Bohuslav Sobotka (@SlavekSobotka). Each tweet features a profile picture of the user and a globe icon indicating public visibility. The tweets contain inflammatory and threatening messages. The first tweet, posted 7 minutes ago, says 'Uprchlíci jsou invazní armáda! Těch pár žen mezi nimi to jsou jen matky budoucích teroristů. Všichni co jim pomáhají pod gilotinu!' and has 1 retweet and 2 likes. The second tweet, 9 minutes ago, says 'Kdo podporuje uprchlíky, podporuje terorismus!' and includes a link to 'white-media.info/kdo_podporuje_...'. The third tweet, 10 minutes ago, says 'Gang vlastizrádců u moci! Euroteror! Česko povstaň!' and has 1 retweet and 1 like. The fourth tweet, 11 minutes ago, says 'Pravdolásconenávist!' and includes a link to 'white-media.info/levicacka_lask...'. The fifth tweet, 12 minutes ago, includes a link to 'youtube.com/watch?v=uCsMNK...'. The interface shows standard Twitter interaction icons (reply, retweet, like) and a 'View media' link at the bottom right.

Bohuslav Sobotka @SlavekSobotka · 7m
Uprchlíci jsou invazní armáda! Těch pár žen mezi nimi to jsou jen matky budoucích teroristů. Všichni co jim pomáhají pod gilotinu!

Bohuslav Sobotka @SlavekSobotka · 9m
Kdo podporuje uprchlíky, podporuje terorismus! [white-media.info/kdo_podporuje_...](#)

Bohuslav Sobotka @SlavekSobotka · 10m
Gang vlastizrádců u moci! Euroteror! Česko povstaň!

Bohuslav Sobotka @SlavekSobotka · 11m
Pravdolásconenávist! [white-media.info/levicacka_lask...](#)

Bohuslav Sobotka @SlavekSobotka · 12m
[youtube.com/watch?v=uCsMNK...](#)

Veselá Kráva Comment moderation failure



"Malým duchům se nechtělo strašit a šli se raději houpat."
Jana, 8 let

To se mi líbí · Přidat komentář

Veselá kráva
Syr a Krup je jediné jídlo, ve kterém se vaše děti budou štourat rády. A napadne je u toho spousta příběhů. Napište nám do komentářů nějaký. Ty nejlepší odměníme.
https://www.facebook.com/veselakrava/app_425361717642008

To se mi líbí · Přidat komentář · Sdílet · 14 hod

To se líbí 304 uživatelům. · Nejvíce relevantní · Sdíleno: 28x

Album: Fotky na Timeline
Sdíleno s: Veřejný

Otevřít prohlížeč fotek
Stáhnout
Vložit příspěvek
Nahlásit fotku



Barbora Hunčovská Tele je v mléčném průmyslu pouhý odpad a skončí podřezané na jatkách. Na tom nic veselého není. Fotografie z českého chovu. (Správci stránky, jak dlouho to tu necháte, než to zmizí?)



To se mi líbí · Odpovědět · 10 · Před 56 minutami · Upraveno



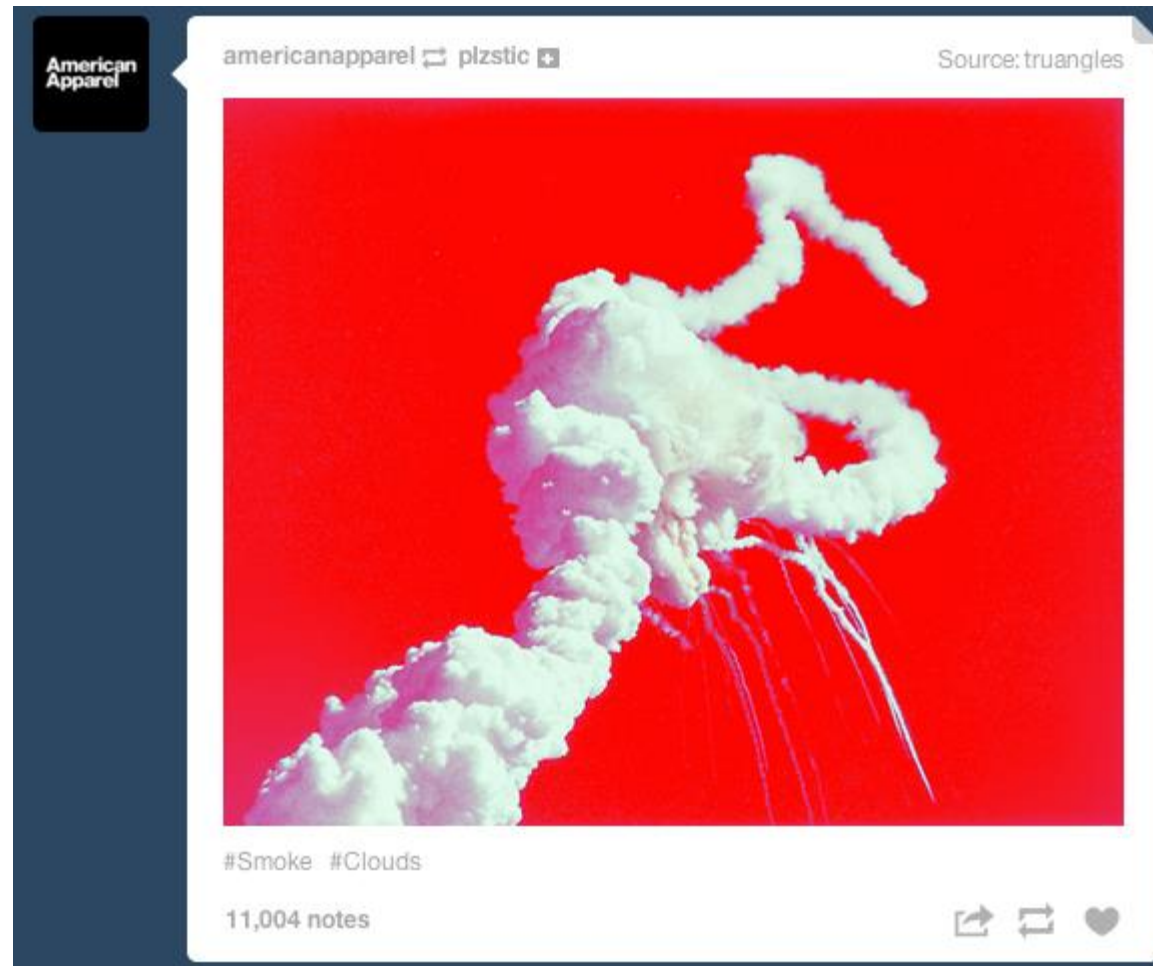
Marie Sebestova A zde je místo příběhu realne kratke video, ktere ukazuje pravdu a skutecnou cenu mleka, neceho, co lidske telo nejen nepotrebuje, ale dokonce mu neprospiva... <https://www.youtube.com/watch?v=k7y8hqgT5JK>



Das ist Emma.

To se mi líbí · Odpovědět · 22 · asi před hodinou

American Apparel 4th of July celebration



American Red Cross

Mix up with corporate / personal accounts



HMV

HMV X Factor Firing



The image shows a vertical sequence of four tweets from the account hmv @hmvtweets. Each tweet includes a profile picture of a person speaking into a microphone, the username, a timestamp, the text of the tweet, and the hashtag #hmvXFactorFiring. The tweets are separated by horizontal lines and each has an 'Expand' link below it.

- 1m**
Just overheard our Marketing Director (he's staying, folks) ask "How do I shut down Twitter?" #hmvXFactorFiring
Expand
- 14m**
Sorry we've been quiet for so long. Under contract, we've been unable to say a word, or -more importantly - tell the truth #hmvXFactorFiring
Expand
- 15m**
There are over 60 of us being fired at once! Mass execution, of loyal employees who love the brand. #hmvXFactorFiring
Expand
- 16m**
We're tweeting live from HR where we're all being fired! Exciting!! #hmvXFactorFiring
Expand

RBC

Example of monitoring of posts

 **Josh Rogers**
@JRog55 [Follow](#)

@RateSpy I received a quote from RBC for a five year fixed rate at 2.89% yesterday. That seems a little high to me. Should I push for lower?

3:01 PM - 29 Jan 2015

 **Josh Rogers**
@JRog55 [Follow](#)

@RateSpy I have numerous accounts and investments with RBC. Probably going to lose me as a client

5:12 PM - 29 Jan 2015

 **RateSpy.com**
@RateSpy [Follow](#)

.@JRog55 Your value to the bank, strength as a borrower & negotiating are key. For a strong client, 2.89% is no longer attractive

4:24 PM - 29 Jan 2015 · Canada, Canada

 **Ask RBC** 
@AskRBC [Follow](#)

@JRog55 We don't want to see you go, Josh. Please DM us your ph# & a time you'll be available to chat about options. Thx! ^S

5:54 PM - 29 Jan 2015

HSBC

Deal with the thickhead

3 hrs
@HSBC_UK Hey now I can't log into online banking is this because the card is suspended? How am I going to report this? Why did you suspend?

Jan 14
@HSBC_UK But I only sent my information strictly to HSBC, so you could help me out. So it must be someone within HSBC who's done it????

Jan 14
@HSBC_UK How do I report this? It's fraud isn't it?

Jan 14
@HSBC_UK Hi, there's 12 pending transactions on my acc - how can this happen? Only gave details to u so must be the person handling twitter?

Jan 13
@HSBC_UK hi my debit card isn't working no is [redacted] exp [redacted] CVC [redacted] cant withdraw cash can you help please? Pin no is [redacted]

@iamkettels / Twitter

Edd Gent follows
HSBC UK Help @HSBC_UK_Help · Jan 14
[redacted] Hi [redacted] can you confirm you have seen our tweets and that you've contacted us to cancel your card. ^SLH

HSBC UK @HSBC_UK · Jan 14
[redacted] The number for reporting unrecognised transactions is 03456 002 290.

HSBC UK Help @HSBC_UK_Help · Jan 14
[redacted] Hi [redacted] please delete the tweet with your card details on immediately and contact us straight away by telephone. ^SLH

[redacted] · Jan 14
@HSBC_UK Hi, there's 12 pending transactions on my acc - how can this happen? Only gave details to u so must be the person handling twitter?

Starting bank run through social media – Kenya

- Chase Bank Kenya Ltd. being placed under creditor protection by the East African country's regulators
- Central Bank of Kenya Governor said “malicious comments” on social networks including WhatsApp Inc. were part of the reason the lender was placed under receivership.



Starting bank run through social media – Venezuela

- Venezuelan authorities have arrested two people, accusing them of trying to destabilize the country's banking sector by posting "malicious" rumors of a bank run on Twitter
- Luis Enrique Acosta Oxford, posted on June 30, "People, so that you don't say I didn't warn you, pull your money out of Banesco today, there aren't many days left."



Starting bank run through social media – Latvia

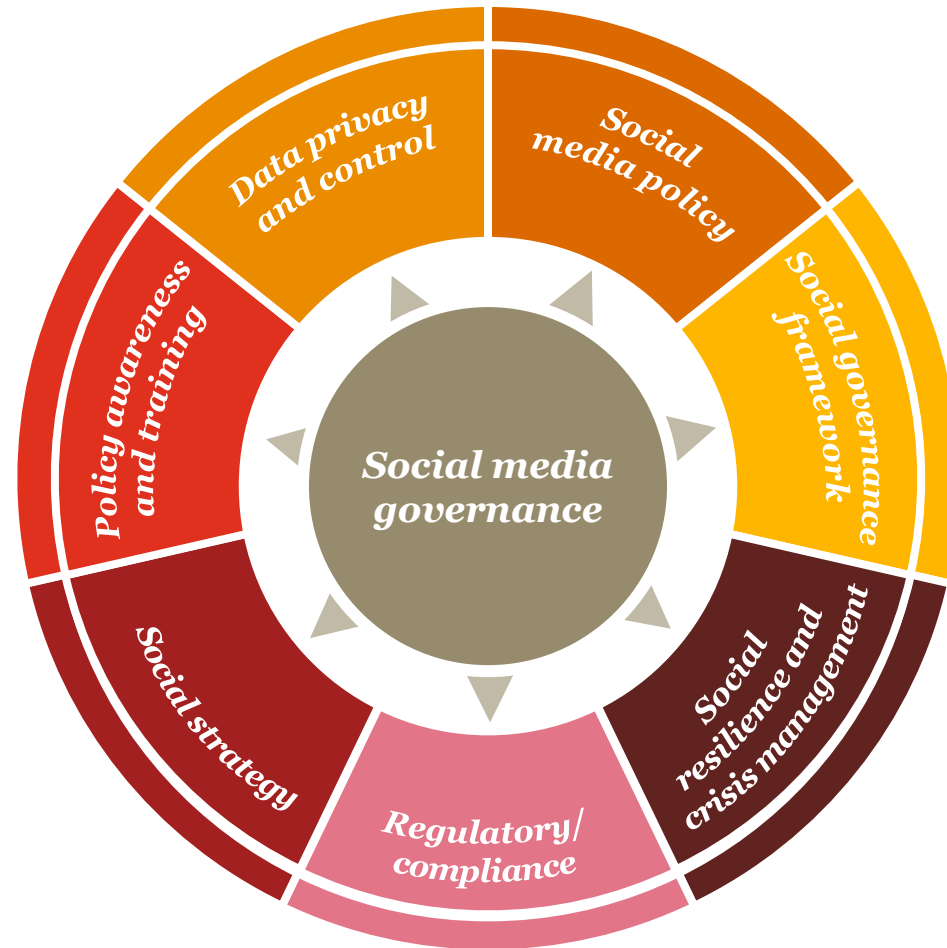
- More than 10,000 Latvians rushed to withdraw money from their accounts after someone tweeted a rumour that Swedish bank Swedbank was teetering on the brink of financial collapse.
- According to the Latvian Commercial Bank Association, up to 24 million Lats (Eur 34 million) had been withdrawn by Monday, which accounted for approximately 1.5 per cent of all deposits in the bank.



Internal audit approach – Assessment of maturity

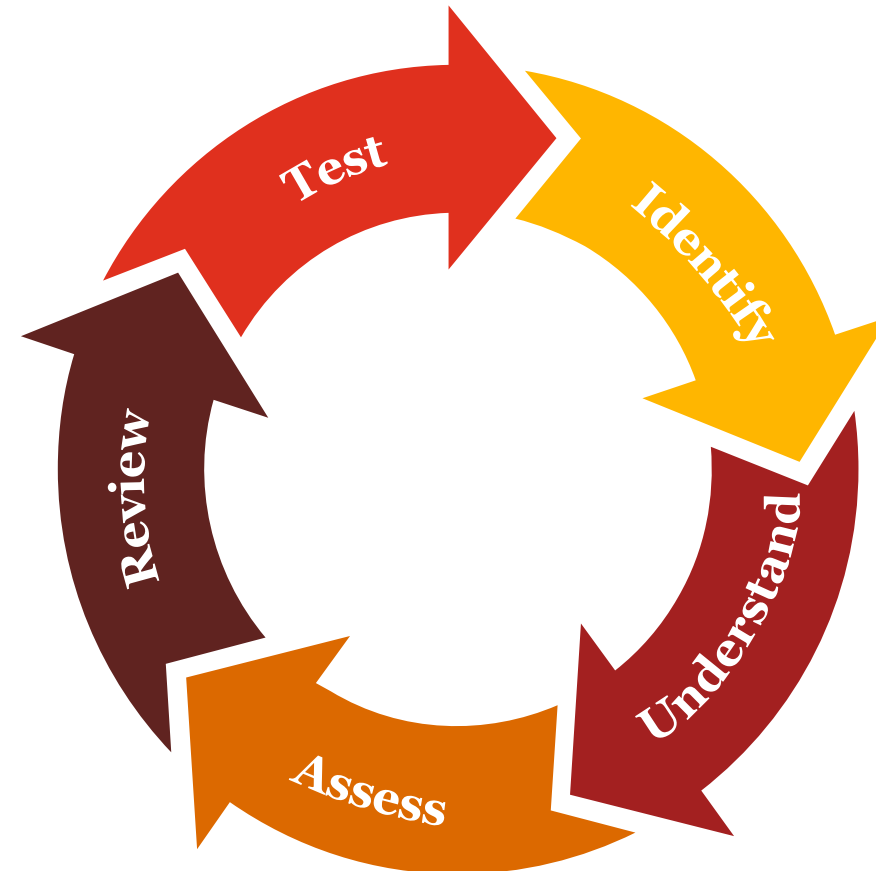
Level 1	Level 2	Level 3	Level 4	Level 5
<p>Initial</p> <p>The organisation has recognised the risks of social media, however, there are no standardised processes and any risks are managed on an ad-hoc basis.</p>	<p>Repeatable</p> <p>Social media has a clear owner, however, it is not being managed through standardised processes.</p> <p>There is no formal training nor procedures being followed.</p>	<p>Defined</p> <p>Social media has a clear owner.</p> <p>Simple processes are defined and documented but are not consistently followed or enforced.</p> <p>Formal training is available and attendance monitored.</p>	<p>Managed</p> <p>Accountability and ownership is clearly defined.</p> <p>Robust processes are defined, documented and monitored.</p> <p>Management tools are used in a limited or fragmented way.</p> <p>Processes are regularly reviewed and improved.</p> <p>Formal training is available and attendance monitored.</p>	<p>Optimised</p> <p>Social media and its impact is a board-level agenda which permeates through the organisation.</p> <p>Processes and policies are defined, documented, monitored and reviewed regularly.</p> <p>Systems are in place to manage social media and interactions are reviewed and tracked.</p> <p>A comprehensive incident management and escalation process is defined and is regularly tested.</p> <p>Reporting is aligned to business strategy.</p>

Social media governance



Internal audit approach

- **Identify social media platforms used and identify owners**
- **Understand and the social media governance approach and structure**
- **Review the content and security controls**
- **Test technical controls**



Thank you!

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