



THE SECURITY STANDARD™



Securing the Enterprise from a Dangerous Cyberworld

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Produced by
CSO

Safe Corporate Use of Social Networking: Enabling the Workforce While Minimizing Risks

James Beeson

CISO

GE Capital - Commercial



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Definitions

- Social Network
 - Structure of Individuals or Organizations
 - Connected by Interdependency
 - Dynamic, User Generated Content
 - Viral in Nature
- Digital Native/Net Gen'er/Gen Y/Millennial
 - Born after 1977
 - Information Technology Savvy
 - Instant Collaborators “Unstructured”
 - Education Heavy “Smart”
 - Virtual Networks/Friendships



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The Conundrum



Leaders believe social networking, instant messaging and using SMS/MMS constantly in the work environment will lead to overall lower productivity, so they block access or discourage use

Digital Natives believe Web 2.0 technologies are essential for collaboration and relationship management and that they improve productivity..... Impasse!

Lifestyle Hackers, Jim Routh & Gary McGraw



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Things That Make You Go Hmm

- 2.1 Billion People Internet Connected
- YouTube >3B Views/Day
- Over 200 Million Tweets Per Day
- Facebook – Worlds 3rd Largest Country
- Over 120 Million Users on LinkedIn
- Internet Background Check Common
- 8 Trillion Texts Generated in 2011
- PC's/Laptop's Dropping in Sales
- 1/5 Marriages from Internet Dating



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Challenges and Issues

- End Users Can Skip IT
- Productivity Overtakes Risk Perception
- Malware – Target is Growing
- Proliferates “Unstructured” Data
- Location Aware Devices
- Policy Compliance
- Forensics/Investigations Issues
- Access Control Weak
- Bridging the Gap



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Focus Areas

- Think Like a Digital Native
- Have a Policy
- Identify a Champion
- Teach “Data Protection” – Personalize It
- “Just Say Yes” Approach
- Regulatory Considerations
- Data Leakage Prevention



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Key Takeaways



- Embrace the Change
 - “Fighting it will increase the risk”
- Educate & Enable
- Mistake-Proof Processes
- Use technologies to Your Advantage
- Put Yourself in Their Shoes
- Consumer is Driving Business



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Thank You!

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