AUDITING SOCIAL MEDIA
About Me

Experience

Collin College

Map with existing and future locations marked.
About Me

Experience
14+

Certification
CIA
CISA
GSNA

Degree
Masters in Accounting & Information Management
Technological Marvel

STEAM BOAT

SOURCE: USPS
Rate of Transmission

A LETTER FROM NEW YORK TO CALIFORNIA WOULD TAKE
A LETTER FROM NEW YORK TO CALIFORNIA WOULD TAKE

RESIDENTS OF LOS ANGELES FOUND OUT ABOUT CALIFORNIA JOINING THE UNION WEEKS AFTER THE FACT
All the love as always. H
10:19 PM - Mar 25, 2015

774K loves 981K people are talking about this.
AGENDA

Social Media
- What Is It?
- Basic Terminology
- Why Worry?

Controls 101
- Authentication
- Users and Privileges
- Content Guidelines
- Profanity Filters

What's the next step?
- Personal Audit of Social Media
- Considerations For Your First Audit

GOALS
What is Social Media?

A collection of online platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives, and media itself, facilitating conversations and interactions between groups of people.

<table>
<thead>
<tr>
<th>Social Networking</th>
<th>Microblogging</th>
<th>Photo Sharing</th>
<th>Video Sharing</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://example.com/facebook.png" alt="Facebook" /></td>
<td><img src="https://example.com/twitter.png" alt="Twitter" /></td>
<td><img src="https://example.com/instagram.png" alt="Instagram" /></td>
<td><img src="https://example.com/youtube.png" alt="YouTube" /></td>
<td><img src="https://example.com/reddit.png" alt="Reddit" /></td>
</tr>
<tr>
<td><img src="https://example.com/linkedin.png" alt="LinkedIn" /></td>
<td><img src="https://example.com/tiktok.png" alt="TikTok" /></td>
<td><img src="https://example.com/pinterest.png" alt="Pinterest" /></td>
<td><img src="https://example.com/tiktok.png" alt="TikTok" /></td>
<td><img src="https://example.com/whatsapp.png" alt="WhatsApp" /></td>
</tr>
</tbody>
</table>
2019 Most Popular Social Apps- US

- Facebook
- Pinterest
- Instagram
- LinkedIn
- Twitter
- Snapchat
- YouTube
- WhatsApp

<table>
<thead>
<tr>
<th>Year</th>
<th>Facebook</th>
<th>Pinterest</th>
<th>Instagram</th>
<th>LinkedIn</th>
<th>Twitter</th>
<th>Snapchat</th>
<th>YouTube</th>
<th>WhatsApp</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>58%</td>
<td>22%</td>
<td>21%</td>
<td>23%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>62%</td>
<td>26%</td>
<td>24%</td>
<td>22%</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>68%</td>
<td>26%</td>
<td>28%</td>
<td>25%</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>68%</td>
<td>29%</td>
<td>35%</td>
<td>25%</td>
<td>24%</td>
<td>27%</td>
<td>73%</td>
<td>22%</td>
</tr>
<tr>
<td>2019</td>
<td>69%</td>
<td>28%</td>
<td>37%</td>
<td>27%</td>
<td>22%</td>
<td>24%</td>
<td>73%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Benefits Social Media Offers

Social Media can offer multiple benefits to an organization such as:

1. Increase brand awareness
2. Faster, Easier, Regular Communication
3. Target Audiences
Polling Question

- Do YOU utilize any of the following social media platforms?
- How often do you utilize your social media platforms?

https://rebrand.ly/socialpoll1
How often do you utilize your social media platforms?

- Facebook: 7 (Less often), 14 (Weekly), 3 (Daily)
- Instagram: 12 (Less often), 8 (Weekly), 4 (Daily)
- LinkedIn: 11 (Less often), 8 (Weekly), 5 (Daily)
- Pinterest: 19 (Less often), 0 (Weekly), 5 (Daily)
- Reddit: 19 (Less often), 4 (Weekly), 1 (Daily)
- Snapchat: 17 (Less often), 6 (Weekly), 1 (Daily)
- Twitter: 17 (Less often), 4 (Weekly), 2 (Daily)
- WhatsApp: 15 (Less often), 3 (Weekly), 5 (Daily)
- YouTube: 5 (Less often), 13 (Weekly), 6 (Daily)
Among the users of each social media site, the % who use that site with the following frequencies:

- **Facebook**
- **Snapchat**
- **Instagram**
- **Twitter**
- **YouTube**

Note: Numbers may not add to 100 due to rounding.

**Engagement:**

Users interacting with content by liking, commenting, sharing etc.

**Reach:**

- The total number of unique people who see your content
- Post reach - how many unique users who saw your post
- Page reach - how many users saw any content you posted
- Organic reach - how many users saw your content on their own accord
- Paid reach - how many users saw your promoted piece

**Impressions:**

- The total number of times your content is displayed
Terminology

**Impressions**

- Number of times your content is displayed

- Displayed once

**Reach**

- Number of unique individuals that saw content

- Displayed twice
Why Worry?
Tesla

Am considering taking Tesla private at $420. Funding secured.
9:48 AM - 7 Aug 2018

16,445 Retweets 88,947 Likes
Tesla shares slide 8% on continued fallout from SEC probe of Musk tweet
Published: Aug 17, 2018 11:05 a.m. ET

Elon Musk is now facing a Justice Department probe over his privatization tweet
That’s on top of the SEC probe that’s already underway.

By Emily Stewart | Sep 19, 2018, 10:30am EDT
End Result

- Musk and Tesla settled with the SEC without admitting wrongdoing.
- Tesla agreed to pay a $20 million fine;
- Musk had to agree to step down as Tesla chairman for a period of at least three years; the company had to appoint two independent directors to the board; and Tesla was also told to put in place a way to monitor Musk's statements to the public about the company, including via Twitter.
SEC and Elon reach agreement

Musk must seek pre-approval if his tweets include:

- any information about the company’s financial condition or guidance, potential or proposed mergers, acquisitions or joint ventures,
- production numbers or sales or delivery number (actual, forecasted, or projected),
- new or proposed business lines that are unrelated to then-existing business lines (presently includes vehicles, transportation, and sustainable energy products);
- projection, forecast, or estimate numbers regarding Tesla’s business that have not been previously published in official company guidance
"We are aware of a posting that appeared on a Duke student’s Facebook site that used deeply offensive and racist terminology. Though the language itself may not be in violation of any Duke policies on speech and expression, we nonetheless find its use to be deplorable."

Larry Moneta, vice president for student affairs, in a statement
Facebook Post
Two Domino’s Pizza employees filmed a prank in the restaurant’s kitchen.

Within days the videos were watched by 1 million individuals.

Domino’s did not have a Twitter account back in 2009, so delay in getting its message out.

Negative impact on how the brand was perceived.
# Risks

<table>
<thead>
<tr>
<th>Risks</th>
<th>Risk Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Users with roles exceeding job responsibilities or outdated users</td>
<td>Authentication / Access Management</td>
</tr>
<tr>
<td>• Account credentials are compromised</td>
<td></td>
</tr>
<tr>
<td>• No inventory of organizational social media pages</td>
<td>Governance</td>
</tr>
<tr>
<td>• Lack of a social media policy</td>
<td></td>
</tr>
<tr>
<td>• Infrequent and inconsistent content development and responses</td>
<td>Content</td>
</tr>
<tr>
<td>• Management does not have a process to formally review metrics related to social media effectiveness</td>
<td></td>
</tr>
<tr>
<td>• Applicable privacy requirements (FERPA) are violated.</td>
<td>Compliance</td>
</tr>
<tr>
<td>• Social posts include copyright material without permission</td>
<td></td>
</tr>
<tr>
<td>• Effectiveness of sponsored content is not monitored</td>
<td>Advertising</td>
</tr>
<tr>
<td>• Sponsored content spend is misdirected towards 'wrong' audience</td>
<td></td>
</tr>
</tbody>
</table>
Controls 101
43,000 BREACHES INVOLVED USE OF STOLEN CREDENTIALS

SOURCE: Verizon Data Breach Report 2018
Facebook's Social Media Accounts Hacked
Multi-factor

A method of confirming a user’s claimed identity by utilizing something they know (password) and a second factor (something they have or something they are).
Multi-factor Authentication

1. Manage Pages
2. Activity Log
3. Use two-factor authentication

Verify with a code from your phone as well as a password.
Other Authentication

Related Items

<table>
<thead>
<tr>
<th>Recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose friends to contact if you get locked out</td>
</tr>
<tr>
<td>Nominate 3 to 5 friends to help if you get locked out of your account. We recommend this to everyone.</td>
</tr>
<tr>
<td>Edit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Where You're Logged In</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows PC - Allen, TX, United States</td>
</tr>
<tr>
<td>Chrome - Active now</td>
</tr>
<tr>
<td>Android - Dallas, TX, United States</td>
</tr>
<tr>
<td>Chrome - about an hour ago</td>
</tr>
</tbody>
</table>
Multi-factor verification

Security

Login verification

Set up login verification

After you log in, Twitter will ask you for additional information to confirm your identity and protect your account from being compromised.
Other Authentication

Related Items

**Apps and devices**
- Widgets
- Your Twitter data
- Accessibility

**Recently used devices to access Twitter**
- Windows, Lucas, TX - Current device
- Windows, Denton, TX - Oct 9, 2018, 11:32 AM

(Log out all / Log out)
Multi-factor Verification
Multi-factor Verification

1. AI
2. Manage your Google Account
3. Home
   - Personal info
   - Data & personalization
   - Security
4. Security issues found
   - Protect your account now by resolving these issues
   - Secure account
5. Signing in to Google
   - Password
     - Last changed Nov 13, 2018
   - 2-Step Verification
     - On
Multi-factor

G-SUITE POLICY OPTION FOR MANDATING 2FA EXISTS
Polling Question

For Your Personal Accounts, What Services Do You Currently Have Multi-Factor Authentication Enabled On?

https://rebrand.ly/socialpoll2
For Your Personal Accounts, What Services Do You Currently Have Multi-Factor Authentication Enabled On?

- Bank Accounts: 22
- Email: 11
- Social Media Accounts: 7
- WhatsApp: 1
- Not Enabled: 4
Roles provide users the capability to carry out specific tasks within the apps.
User Setup

A user logs into fb with their own account

Brand Page Setup

User provided capability to carry out tasks on page
## Role Descriptions

<table>
<thead>
<tr>
<th>Role Description</th>
<th>Admin</th>
<th>Editor</th>
<th>Moderator</th>
<th>Advertiser</th>
<th>Analyst</th>
<th>Jobs Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage Page roles and settings</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit the Page and add apps</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create and delete posts as the Page</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send messages as the Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Respond to and delete comments and posts to the Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remove and ban people from the Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create ads, promotions or boosted posts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>View Insights</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>View Page Quality tab</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>See who published as the Page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Publish and manage jobs</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Listed of Access

Page Roles
Everyone who works on your Page can have a different role depending on what they need to work on. Learn more

Assign a New Page Role

Existing Page Roles

Assign a New Page Role
Can send messages and publish as the Page, respond to comments, create ads, see which admin created a post or comment, view and delete Instagram comments from the Page and edit Instagram accounts on the Page.
Page Setup

A user creates an organizational account

Same account used for posting content
# Tweet Deck

Allows multiple people to share a Twitter account without having to share the password.

<table>
<thead>
<tr>
<th>Owner</th>
<th>Admin</th>
<th>Contributor</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Can manage password, phone number, and login verification settings.</td>
<td>• Can invite others to access the account as admins or contributors.</td>
<td>• Can take action on behalf of the team account (Tweet, Retweet, Direct Message, like, etc.), schedule Tweets, create lists, and build collections.</td>
</tr>
<tr>
<td>• Can invite others to access the account as admins or contributors.</td>
<td>• Can take action on behalf of the team account (Tweet, Retweet, Direct Message, like, etc.), schedule Tweets, create lists, and build collections.</td>
<td></td>
</tr>
<tr>
<td>• Can take action on behalf of the team account (Tweet, Retweet, Direct Message, like, etc.), schedule Tweets, create lists, and build collections.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Listing of Access

- https://tweetdeck.twitter.com/
- Click on Accounts
- Click Manage Team
### Ad Role Descriptions

<table>
<thead>
<tr>
<th></th>
<th>Account Administrator</th>
<th>Ad Manager</th>
<th>Creative Manager</th>
<th>Campaign Analyst</th>
<th>Organic Analyst</th>
</tr>
</thead>
<tbody>
<tr>
<td>View analytics.twitter.com</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>View campaign data and pull reports</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create and edit paid campaigns</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add/remove users to an ad account</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modify payment method</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modify creatives</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create promoted-only Tweets*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SOURCE:** TWITTER
Ad Roles Access
Ad Roles Access
## LinkedIn

### ROLES

#### Designated Admin
- Access allows employees to make edits to your Page, add other admins, and post updates.

#### Sponsored Content Poster
- Access gives company and agency employees the ability to share Direct Sponsored Content to the homepage feed of LinkedIn members through a LinkedIn Ads account on behalf of the company.

#### Lead Gen Forms Manager
- Access allows assigned admins to download leads from Campaign Manager.

#### Pipeline Builder Admin
- Access gives users the ability to create and edit Pipeline Builder landing pages that are associated with your Page.

**SOURCE:** LinkedIn
<table>
<thead>
<tr>
<th>Role</th>
<th>Account Manager</th>
<th>Campaign Manager</th>
<th>Creative Manager</th>
<th>Billing Admin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can view campaign data and reports for the ads account</td>
<td>Can view campaign data and reports for the ads account</td>
<td>Can view campaign data and reports for the ads account</td>
<td>Can view account billing history</td>
<td>For each account you'll need to assign a billing admin.</td>
</tr>
<tr>
<td>Create new campaigns</td>
<td>Create new campaigns</td>
<td>Edit new and existing creatives (image, text, landing page)</td>
<td>Can view account billing history</td>
<td>Can change billing details on the account.</td>
</tr>
<tr>
<td>Edit existing campaigns</td>
<td>Edit existing campaigns</td>
<td></td>
<td></td>
<td>Can view account billing history</td>
</tr>
<tr>
<td>Manage user access for the account</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edit account details</td>
<td>Can view account billing history and print payment receipts</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Source:** LinkedIn
Personal vs. Brand Channel

A user creates a Google Account. Attempt to upload a video, you'll see a prompt to create a channel.

An organization creates a brand channel, gives individuals access to the channel.
Difference between Personal and Brand Channel

No capability to provide users access to carry out function without sharing account password.

Capability for individuals to be provided certain roles to carry out tasks.
Role Descriptions

- **Owners** can take the most actions, and they control who manages the account. An account must have one primary owner.
- **Managers** can use Google services that support Brand Accounts, like share photos on Google Photos or post videos on YouTube.
- **Communications managers** can do the same things as Managers, but they can't use YouTube.
Listing of Access

1. Manage your Google Account
   - Your channel
   - Paid memberships
   - YouTube Studio
   - Switch account
   - Sign out
   - Dark theme: Off
   - Language: English
   - Settings
   - Your data in YouTube

2. Account
   Choose how you appear and what you see on YouTube
   Signed in as allentomasajd@gmail.com

3. Your YouTube channel
   This is your public presence on YouTube. You need a channel to upload your own videos, comment on videos, or create playlists.
   - Channel status and features
   - Add or manage your channel(s)
   - View advanced settings

Channel managers
   Add or remove manager(s)
   You will be redirected to your brand account details page
   Managers can access the entire channel, including watch history
Listing of Access

Brand Account details

EDIT ACCOUNT INFO

Password
This account has a password

UPDATE PASSWORD

Users
Change roles, invite, and remove users

MANAGE PERMISSIONS

Act as I:

DELETE ACCOUNT
Content Guidelines

Content quality, timeliness & relevance

- High quality content that gains traction
- Critical to determine if there is a 'social media' calendar in place to preplan content around key events/dates
- Content must be relevant to the target demographic

Social Media goals in relation to Institutional goals

- Improve brand awareness: Monitor followers, increase reach, and monitor engagement metrics
- Generate new leads: Evaluate leads developed through social media and clicks on your lead-generating social media posts
- Drive traffic to your website: Check referral traffic
Content Metrics
Content Metrics

1. Page Views: 1,313
2. Page Likes: 92
Content Metrics

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type
- Page data
  Key Page metrics for engagement, like sources and audience details.
- Post data
  Key post metrics for reach, impressions and feedback.
- Video data
  Key video metrics including views, unique views, paid views and organic views.

Date Range
October 1, 2018 - December 31, 2018

File Format
Excel (.xls)

Layout
All Page Data

Facebook Page Terms

Cancel Export Data
Content Metrics

Select a data type, file format and date range. You can export up to 500 posts at a time.

**Data Type**
- Page data
  - Key Page metrics for engagement, like sources and audience details.
- Post data
  - Key post metrics for reach, impressions and feedback.
- Video data
  - Key video metrics including views, unique views, paid views and organic views.

**Date Range**
- October 1, 2018 - December 31, 2018

**File Format**
- Excel (.xls)

**Layout**
- All Page Data
## Content Metrics

### 28 day summary with change over previous period

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>37</td>
<td>↑27.6%</td>
</tr>
<tr>
<td>Tweet impressions</td>
<td>9,043</td>
<td>↑15.9%</td>
</tr>
<tr>
<td>Profile visits</td>
<td>127</td>
<td>↑19.8%</td>
</tr>
<tr>
<td>Mentions</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Followers</td>
<td>155</td>
<td>↑3</td>
</tr>
</tbody>
</table>

### Oct 2018 - 12 days so far...

**Top Tweet** earned 182 impressions

Moments from our Fall Fest last year. This

**Tweets with photos get noticed**

Reusable Tweets with greater visibility

Get your Tweets in front of more people

Retweeted Tweets and content
Content Metrics

Twitter Analytics dashboard showing tweet activity and metrics such as impressions and engagement rates for a specific date range.
Content Metrics

1. Visitor analytics
   - All analytics dates and times are displayed in UTC
   - Page views over time
   - Desktop vs Mobile

2. Visitor demographics
   - Time range: Mar 16, 2019 - Mar 30, 2019
   - Data for: Job function
   - Too job functions
Content Metrics

1. Manage your Google Account
   - Your channel
   - Paid memberships
   - YouTube Studio
   - Switch account
   - Sign out
   - Dark theme: Off
   - Language: English
   - Settings
   - Your data in YouTube

2. Customize Channel

3. YouTube Studio

4. Channel analytics
   - Current subscribers: 287
     +14 in last 28 days
   - Summary
     - Last 28 days
       - Views: 583 ↓ 25%
       - Watch time (hours): 61.7 ↑ 26%
   - Top videos
     - Last 48 hours: Views
     - 26
     - 7
     - 5

GO TO CHANNEL ANALYTICS
Content Metrics

Your channel has gotten 33,908 views so far

- Views: 33.9K
- Watch time (hours): 2.6K
- Subscribers: +288
- Your estimated revenue: $6.73
Profanity Filters

Profanity filters can help:

- Maintain a safe place for people to share ideas
- Ensure a brand page is kept clean and professional
- Encourage people to return to your page
Profanity Filter

1. Settings
2. Edit
3. Edit

- Page Visibility: Page published
- Page Verification: Page is verified
- Visitor Posts: Anyone can publish to the Page. Post moderation is turned on
- Audience Optimization for Posts: The ability to select News Feed targeting and restrict the audience for your posts is turned off
- Messages: People can contact my Page privately.
- Tagging Ability: Other people can tag photos posted on my Page.
- Others Tagging this Page: People and other Pages can tag my Page.
- Page Location for Effects: Other people can use your Page's location for photo and video frames and effects.
- Country Restrictions: Page is visible to everyone.
- Age Restrictions: Page is shown to everyone.
- Page Moderation: Posts containing these words are blocked.
- Profanity Filter: Set to strong
Polling Question

Could Social Media Use Lead to Anxiety?

https://rebrand.ly/socialpoll3
Next Steps
Audit Program

- Inventory of Social Media Accounts
- Individuals with Access and Privileges
- Approval of Social Media Page
- Consistency and Frequency of Posts
Policy

Existence
Is a policy governing social media in place?

Review
How often is the policy updated and reviewed?
Does the policy cover the following topics:
- Creation
- Access Management
- Content (tone, language, copyright)
- Confidentiality
- Uniform Branding
- Retention
Employee Training

Existence

Does your institution provide training?

Review

How often is training conducted?
Does the training include the following:

- Access management
- Content (tone, language, copyright)
- Confidentiality
- Uniform branding
- Lessons learned from other institutions
Monitoring

Tools
What tools are utilized?

Alerts/Reporting
What type of alerts are configured?
Who gets the notifications?
How is the institution monitoring its social media universe?
HootSuite

- Can be utilized to consolidate management of different social media platforms from one portal
- Implement workflow for content approval
Tools

Keyhole

- Keyhole can be used to identify whether:
- Your brand is suddenly gaining exponential traction
- Complaints from unhappy brand users and customers
- Posts about your brand that are gaining traction or starting to go viral
- Influential people talking about your brand

Can also be used for comparative analysis with competitor’s
WhatsApp spyware gave unwanted access to your phone's mic, photos, and more

You better go and make sure your app is updated.
WhatsApp spyware gave unwanted access to your phone's mic, photos, and more

You better go and make sure your app is updated.

- Facebook discovered the vulnerability that would allow commercial-grade spyware to be installed on your phone through a call using WhatsApp.
- While most spyware requires some action on the user's part, this new vulnerability did not. All that was required was to place a call to a phone with WhatsApp installed, you didn't even have to answer or interact with the call.
Facebook agrees to pay record $5 billion in privacy settlement with FTC

BY HARPER NEIDIG - 07/24/19 08:51 AM EDT

29 COMMENTS
Facebook agrees to pay record $5 billion in privacy settlement with FTC

FTC found that:
• Facebook deceived its users about their privacy protections while allowing third parties to harvest their data
• The company failed to establish a "reasonable privacy program that safeguarded the privacy, confidentiality, and integrity of user information" as required under a previous agreement with the agency.
Facebook agrees to pay record $5 billion in privacy settlement with FTC

Agency alleged that:
- Facebook illegally used phone numbers that users provided to protect their accounts’ security for advertising purposes without their consent.
- Facebook was also charged with deceiving its users about its facial recognition technology.
Google Is Fined $170 Million for Violating Children’s Privacy on YouTube
New startup

- Clearview AI, devised a groundbreaking facial recognition app.
- You take a picture of a person, upload it and get to see public photos of that person, along with links to where those photos appeared.
Court Rules That ‘Scraping’ Public Website Data Isn’t Hacking

The Ninth Circuit Court of Appeals shot down LinkedIn’s claim that a company that was using its public facing data was violating the Computer Fraud and Abuse Act.

By Karl Bode
Sep 11 2013, 7:00am    Share    Tweet    Snap
Your data

Have you ever wondered, what data is maintained by the social media platforms on you?
Generate a report

Facebook
- Hit the last icon on the blue toolbar, click on settings
- Look for Your Facebook Information section
- Select download your information
- Select all the options
- Before you hit submit, choose Low media quality and HTML format

LinkedIn
- Click on white arrow under your profile picture in the tool bar>Settings and Privacy
- Click on How LinkedIn uses your data
- Click Getting a copy of your data
- Select all the options
- Choose low quality media

Twitter
- Go to your Account settings by clicking on the more icon in the navigation bar, and selecting Settings and privacy from the menu.
- Under the Account section, click Your Twitter data.
- Under Download your Twitter data, then click Confirm. Click the Request data button.
Personal Audit of Social Media
Personal Audit of Social Media

Location Settings

You can change your Location Settings in the app on your device. If you don't have the cannot be received from the device.

Location History

Your Location History is off
Facebook builds a history of precise locations received through Location Services on your device. Only you can see this information and you can delete it by viewing your location history. Learn More.
Personal Audit of Social Media

### Ad settings

**Ads based on data from partners**
To show you better ads, we use data that advertisers and other partners provide us about your activity off Facebook Company Products.

- Not allowed

**Ads based on your activity on Facebook Company Products that you see elsewhere**
When we show you ads off Facebook Company Products, such as on websites, apps and devices that use our advertising services, we use data about your activity on Facebook Company Products to make them more relevant.

- Not allowed

**Ads that include your social actions**
We may include your social actions on ads, such as liking the Page that's running the ad. Who can see this info?

- No One
Personal Audit of Social Media
It's not what happens to you, but how you react to it that matters

— Epicurus
Questions
Contact

Email
asubhani@collin.edu

LinkedIn
https://www.linkedin.com/in/ali-subhani/