

Awareness 2.0

Spreading the Security Awareness
Message Using Social Media



Information**Shield**

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Presentation Overview

- Awareness 1.0
 - Losing the Cyber War
 - Rapid Diffusion of Cyber Crime
- Awareness 2.0
 - Awareness Concepts
 - Awareness Tools
 - Example at MySecurityIQ.org
- Get Involved!

Awareness 2.0 Proposition

- What if the security solution (awareness) could spread as fast as the problem?
- What if we could use the very tools that criminals use against us to fight back?

Awareness 1.0: Losing the cyber “war”

- Incidents and losses are growing...
 - Criminals are more motivated, organized, financed and networked
 - More networked and mobile users create more risks
- Widespread agreement that this is fundamentally a “human problem”
 - 85% of incidents involve human error,
 - Yet less than 1% is spent on awareness!

Examples of Rapid “Diffusion”

- Spread of botnets
- Virus/Worm Infections
- Adoption of YouTube, Facebook
- Use of Social Networking “Widgets”

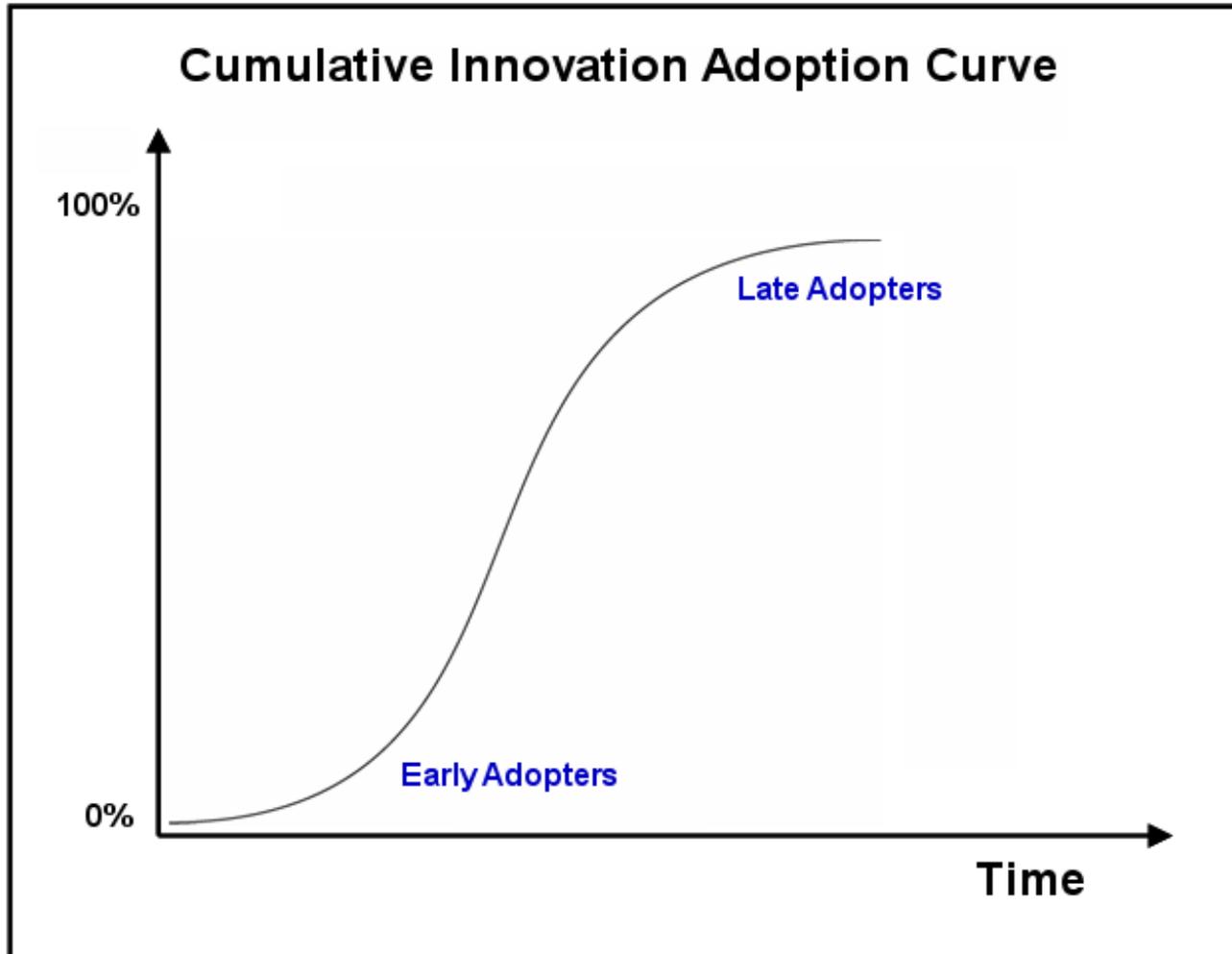
Awareness 2.0 Proposition #2

- *We will continue to lose until the message of security awareness spreads just as fast and efficiently as an attack.*

Diffusion Research – Part 1

- The study of how an *innovation* is *communicated through channels over a period of time* through members of a *social system*.
- Examples:
 - New Corn Seeds in Iowa Farmers
 - Radios in Ships
 - Birth Control in Africa
 - Cell Phones in US

A Classic Diffusion Curve



Diffusion Research – Part 2

- Conclusion #1
 - The rapid adoption of any idea/innovation relies at some point on the network of peers

- Conclusion #2
 - The population needs some type of motivation to adopt the innovation
 - Social status, money, self-preservation

Security Awareness 1.0

- Classroom and online training
- Security Awareness “Day”
- Awareness Reminders
 - Cups, posters, pens, electronic
- Unidirectional Messages

Security Awareness 2.0

- Compact, Engaging messages
- Delivered on familiar platforms
- From trusted peers, rather than “management”
- Leverages new technology
- Has a feedback, forwarding and rating system.
- Available “real time” when users need it.
- Has a motivational advantage
 - Prestige, Job Security, Money, etc.

Security Awareness “2.0”

- Use the network to work for us, rather than against us!
- Use modern communication tools to spread awareness messages
 - Blogs, RSS, SMS, Widgets, Video
- Re-purpose the messages the fit into these communication channels
- Use incentive systems to spread the message

Example: MySecurityIQ

- Goal: *Every internet user should have basic knowledge of security principles*
- Free Security IQ “Quiz” & Certificate
 - www.mysecurityiq.org
 - Based on *Information Protection Made Easy*
- Web 2.0 Tools
 - MySecurityIQ Awareness Blog
 - Security Awareness Widget
 - Security Awareness Quiz Widget
 - Social Networking Features

Awareness 2.0: RSS

- Real Simple Syndication (RSS)
- News Syndication Model
- Structured Message
- Dozens of free tools
 - Create RSS feeds
 - Readers/Aggregators
- Security Awareness Widget



[Get this widget!](#)

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Awareness 2.0: Blogs

- Inexpensive/Free Web Publishing

 - WordPress, Blogger



- Easy imbedding of multi-media

- Easy to Use

- Built-in feedback, RSS

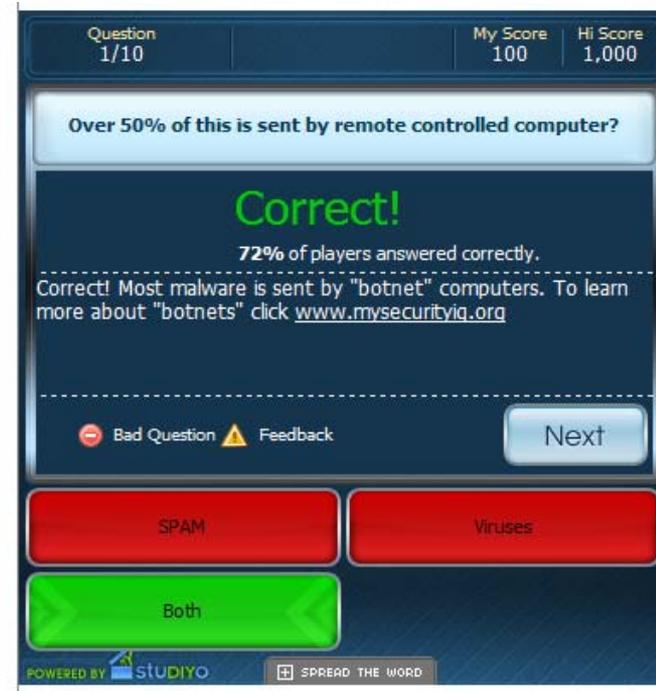
- Example

 - MySecurityIQ Blog



Awareness 2.0: Widgets

- Small, portable applications
 - Easily post on blogs, web pages, social network sites
 - Based on common standards
 - Free creation/publishing
 - Enables network effect
- MySecurityIQ Quiz Widget
 - MyStudiyo



Awareness 2.0: Video

- Visual Learning Experience



- Easily post on blogs, web pages, social network sites
 - Dozens of free tools for creating/publishing
 - “On Demand” training
-
- Example: Password Video
 - YouTube.com

Awareness 2.0: Social Networking

- Peer-to-Peer Social Networking
 - Integrates other web2.0 tools
 - Enables “network” effect
- Examples
 - Communities
 - Facebook, LinkedIn, MySpace.
 - Rating:
 - Digg, de.licio.us, yelp
 - “Micro-blogging” - Twitter



Get Involved! www.MySecurityIQ.org

Free Security Awareness Quiz at MySecurityIQ - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print Word Pad My Computer

del.icio.us TAG Links

mysecurityiq

Home Security University Get Certified Real Stories About Us

Protect Yourself Against Computer Crime

Did you know...

- In 2005, the personal data of over 55 million people were exposed in over 125 separate data breaches
- You can personally make information security mistakes that may cost your company millions of dollars
- Proceeds from computer crime have passed those of illegal drug sales
- You CAN do something about it!

1 Register

2 Take a Quiz

3 Get Certified

Our networks are only as secure as the weakest link!

- » Educate Yourself on Data Security
- » Read Real-World Stories of Cybercrime
- » Protect Your Personal Information
- » Get Certified

Based on the data protection principles within *Information Protection Made Easy - A Guide for Employees and Contractors*

At MySecurityIQ you can find the information you need to [learn](#) about the common risks to information, [read real-world stories](#) about information breaches, and [test your knowledge](#) of information protection principles.

MySecurityIQ is sponsored in part by [Information Shield](#), a leading provider of information security publications, including *Information Protection Made Easy - A guide for employees and contractors*.

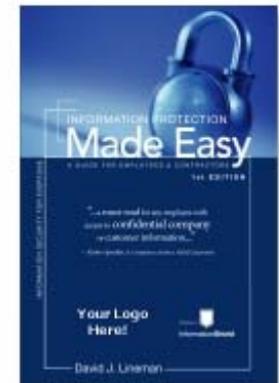
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Awareness 2.0 Summary

- Goal: To *protect* our critical infrastructure by ensuring that *every* user understands *basic* security principles
- Method: Rethink our approach to enable the “network effect” within our user population.
 - New Tools, Delivery Platforms
 - New Message Structure
 - Peer-to-Peer Feedback
 - Motivational Systems
- Get Involved at MySecurityIQ

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 - www.informationshield.com
- MySecurityIQ/Blog/Tools
 - www.mysecurityiq.org
- Book
 - Information Protection Made Easy



Research and References

- Diffusion Research
 - Diffusion of Innovations (Everett M. Rogers)
 - Made to Stick – Chip and Dan Heath
 - The Tipping Point – Malcolm Gladwell
- Web 2.0 Examples
 - www.MySecurityIQ.org
 - WidgetBlox
 - MyStudiyo