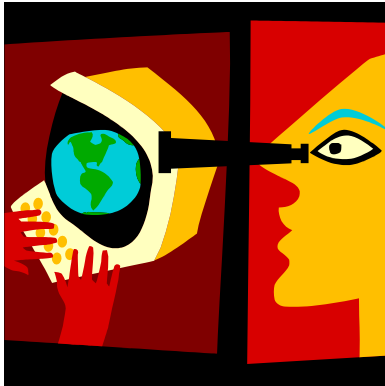


Social Media, Privacy, and Security



Panelists

Laura Knapp – AES, Inc

Ellis Holman – IBM Corporation

Brian Cummings – Tata Consulting
Services

Mike Buzzetti – IBM Corporation

Diana Donnellan – Sunrise e-Services



Background

Social media is here to stay and the explosion of smart mobile devices now allows employees to access Facebook, Twitter and other social media channels anytime and anywhere from a wide variety of devices.

Security organizations are struggling to balance the demands of the business, which increasingly include allowing employees to bring their own devices and access social media at will, with the best interests of the organization, including protecting sensitive data, reducing risk, and complying with regulations.

Properly managed, social media can provide tremendous marketing and PR value to organizations. Those organizations that encourage (and enforce) proper usage can reap great benefits. Improper use of social media, however, can be disastrous. Leakage of sensitive data and privacy breaches, coupled with the potential for misrepresentation of corporate positions and libelous messages are but the tip of the social media risk iceberg. Our panel will cover key social media trends, discuss recommendations for creating effective social media policies, and present emerging security technologies that can help security organizations to embrace the social media tsunami without getting drowned in litigation.

Does Your Company have a Social Media, Privacy, Security Policy?

Can Employees explain current policies and impact?

Is the company only concerned with protecting the company?

What are the employee rights?

How do personal relationships impact employment?



'Doesn't the concept of free speech apply to social media, if so, why should I care what I tweet or put on Facebook?

2013 BIG BROTHER contestants loose jobs

Fellow housemate Aaryn Gries was reportedly dropped from her modeling agency, Zephyr Talent, after making bigoted comments about her competitors.

Big Brother contestant **Spencer Clawson** is under fire for making comments about child pornography during the show's 24-hour live internet feed.

According to TMZ, housemate GinaMarie Zimmerman has been let go from her day job at East Coast USA Pageant, Inc., after using racial slurs against other contestants on the show's live feeds.

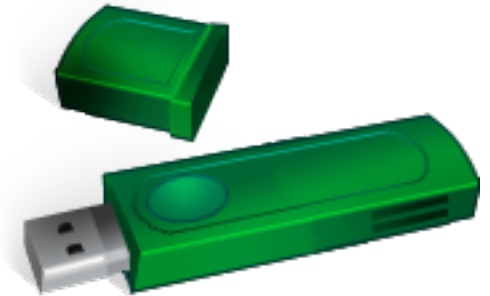
Storage and Social Media, Privacy, and Security

Can one every truly get rid of data in today's world?

Mixing company and personal data now that my personal and employee lives are blurring?

What are my rights to personal storage if I put even one piece of company data there?

What about MY intellectual property?



Helpful Hints and Tips on Twitter, Facebook, LinkedIn, and other accounts

As Channel 4 News reveals the extent of fake fans and how hackers target your Facebook account to boost fake likes, security expert [James Lyne](#) gives his tips for keeping your account secure.

[Protecting LinkedIn](#)

[New York Times on Protecting Twitter](#)

[Twitter on Protecting Twitter](#)

The text 'THANK YOU' is rendered in a bold, 3D, light blue font. The letters are blocky and have a slight shadow on the black rectangular background behind them, giving them a three-dimensional appearance. The 'T' and 'Y' are particularly tall and narrow, while the 'O' is a simple ring. The 'U' is also tall and narrow. The overall style is clean and modern.