

**Protect  
the pack**

**Protect  
your selfie**

Data Privacy Month 2018



**By: Nicholas Love**

Director of the NC State  
Social Media Strategy Hub

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the pack**

**Protect  
your selfie**



# **DATA PRIVACY MONTH EVENTS**

- Feb. 7** | Love Your Selfie:  
Use Social Media Securely
- Feb. 13** | iOS Security
- Feb. 27** | Android Security

**Registration & more information:  
[GO.NCSU.EDU/DPM2018](https://go.ncsu.edu/dpm2018)**

## CAREER HIGHLIGHTS

- DIRECTOR OF SOCIAL MEDIA STRATEGY HUB | NC STATE
- SR. DIRECTOR OF SOCIAL MEDIA | THE OHIO STATE UNIVERSITY
- SR. ASSOCIATE DIRECTOR OF SOCIAL MEDIA & SEARCH | UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS
- TALENT & VIDEO EDITOR | ESPN
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# A Quick Synopsis of the Hub

- The Social Media Strategy Hub is a center of Social Media Excellence that is occupied by like-minded specialist with deep vertical expertise who are charged with elevating awareness and engagement of the brand through the lens of social media.

NC  
State  
Social  
Media  
Strategy  
Hub

Enterprise

Alumni Association

College of Sciences/College of Textiles

College of Agriculture & Life Sciences/NC State Extension

College of Educations/College of Natural Resources

Poole College of Management/Jenkins MBA Program

Online and Distance Education

## What we do within The Social Media Strategy Hub

### Test & Learn, Tools, and Process

- Steward hub based social accounts
- Provide leadership on tools & process
- Explore emerging channels and new tactics

### Plan, Implement & Optimize Campaigns

- Plan: provide audience & channel insights and past performance to drive strategy & tactics
- Implement: set KPIs & oversee channel execution
- Optimize: methodically test, learn, and implement wins

### Consulting & Thought Leadership

- Serve as SMEs on Social Media
- Publish POVs and share best practices
- Lead campus/department wide social media forum
- Contribute thought leadership via Social Media Website & Blog

***Your brand image is not what we say, but the thoughts, feelings and behaviors that users experience when interacting with the brand. One way that brands can influence their image is by creating consistent experiences that drives value across every touchpoint.***



**An event that shook the  
Social Media Landscape**

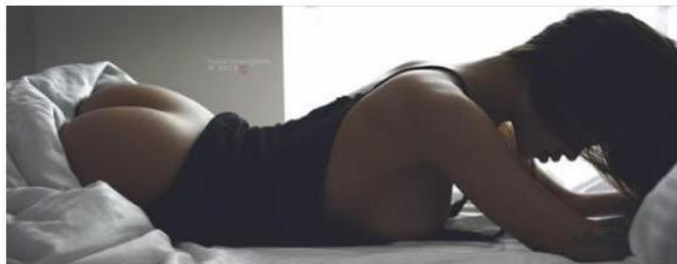




Michigan Football

1 hour ago · 🌐

10 Reasons why morning sex is best sex! -



**10 Reasons why morning sex is best sex!**

**10 Reasons why morning sex is best sex! -**

[crazievideos.me](http://crazievideos.me)

44 Likes 37 Comments



Like



Comment



Share

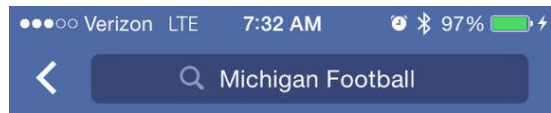


Michigan Football

3 hrs · 🌐

Kim Kardashian Wearing Her Little Sisters' Bikini





**Michigan Football**

2 hrs · 🌐

The 5 Things Women Won't Tell You About Sex



The 5 Things Women Won't Tell You About Sex

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Flight Staff Reveal 19 Shocking Secrets About What's Really Going On In The Air

cthispost.com

14 Likes 11 Comments



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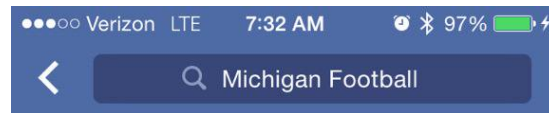
Messenger



Notifications



More



**Michigan Football**

2 hrs · 🌐

20 Fascinating Facts You Didn't Even Know You Didn't Know <http://likeroar.com/sduxk-20-fascinating-facts-you-didnt-even-know-you-didnt-know>



20 Fascinating Facts You Didn't Even Know You Didn't Know

likeroar.com

8 Likes 7 Comments



Like



Comment



Share



News Feed



Requests



Messenger



Notifications



More



# Michigan's Social Media Compromise

- Compromised accounts were posted on at 3:30 am
- By 5 am, Director of Social, Public Affairs and Security were notified
- By 6 am, national news outlets were discussing the hacking
- By 7:42 am, Michigan issued first public post acknowledging their accounts were hacked
- At 8:38 am, Facebook took control and unpublished the post on the three compromised pages
- Within 15 minutes, page administrators had been re-credentialed and the process of cleaning accounts began
- Facebook determined the first hack came as a result of a sophisticated phishing scheme found within Facebook Messenger

# **Leading an Internal Social Media Audit**

# Issues Identified in Internal Social Media Audit

- Social Media Management and Oversight
- Social Media Account Inventory
- Contracts Terms & Conditions
- Brand Monitoring
- Access Management
- Account Recovery
- Social Media Management Access



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# TOOL ADOPTION

- Scan Networks
- Secure Assets
- Verify Presences
- Reduce Noise
- Social Media Brand Monitoring





## Inventory Findings

- Identified more than 2600 social media accounts
- Categorized accounts into official, unofficial and unauthorized
- Worked with internal legal team to shutdown nearly 60 accounts
- Discovered accounts that were unofficially selling products
- Identified potential social media influencers



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# Social Media Listening

- Measuring share of voice
- Demographics breakdown
- Sentiment Analysis
- Identification of Influencers
- Competitive Intelligence
- Immediate Crisis Notification alerts

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# **Personal Social Media Privacy Tips**

# Setting up two-step authentication

- Each major platform offers two-step authentication
- Most commonly found under security settings
- Can be effectively managed by text messages verification

# Password Management

- Update password every 90 to 120 days
- If the platform doesn't require characters, use characters
- Ensure your password isn't predictable

# Additional Privacy Considerations

- Facebook will allow you to prevent other search engines from linking to your profile
- Is providing your location necessary?
- Log out of your accounts
- Friend your friends only



**NO RISK...GUARANTEED**

# **Enterprise Social Media Privacy Tips**



# Facebook Business Manager

- Business Manager is a free Facebook platform that helps advertisers integrate Facebook marketing efforts across their business and with external partners.
- Business Manager allows you to run and track your ads, manage assets such as your Pages and ad accounts, and add an agencies or marketing partners to help manage your business.



# Is Facebook Business Manager Right For Me?

- Your business has a marketing team
- You manage assets
- You use a vendor
- You need control over access and permissions



# THANK YOU

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- @NICHOLASJLOVE

**QUESTIONS?**

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