
From: "Aaron Barr" <aaron@hbgary.com>
To: "Ted Vera" <ted@hbgary.com>
Sent: Sunday, September 26, 2010 8:02 AM
Attach: New Media Training.pptx
Subject: Training PPT

ok here is what I have so far. Needs some more work on the effective us and risks page (easy stuff). The compelling sections I think are Intro and recon.

Aaron Barr
CEO
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Social Media: Security Reset

Aaron Barr
CEO
Aug 9, 2010





Outline

- Trainer
- Class participant introductions
 - Name
 - Responsibilities to New Media
 - What Interests in Social Media?



Class Structure

- This course is focused on familiarizing you with social media and the benefits and vulnerabilities to individuals and organizations.
- Each section of this course features the following:
 - Lecture
 - Hand Outs



Objectives

- After completing this course, students will be able to:
 - Define the various components of Social Media and their potential benefits to your organization.
 - Understand and be able to identify social media risks to you and your organization.
 - Make recommendations on proper use and effective methods for internal training and monitoring for information exposure.



Outline

- Introduction
- Effective Use
- Risks
- Social Media Recon
- Policy and Protection



Module 1

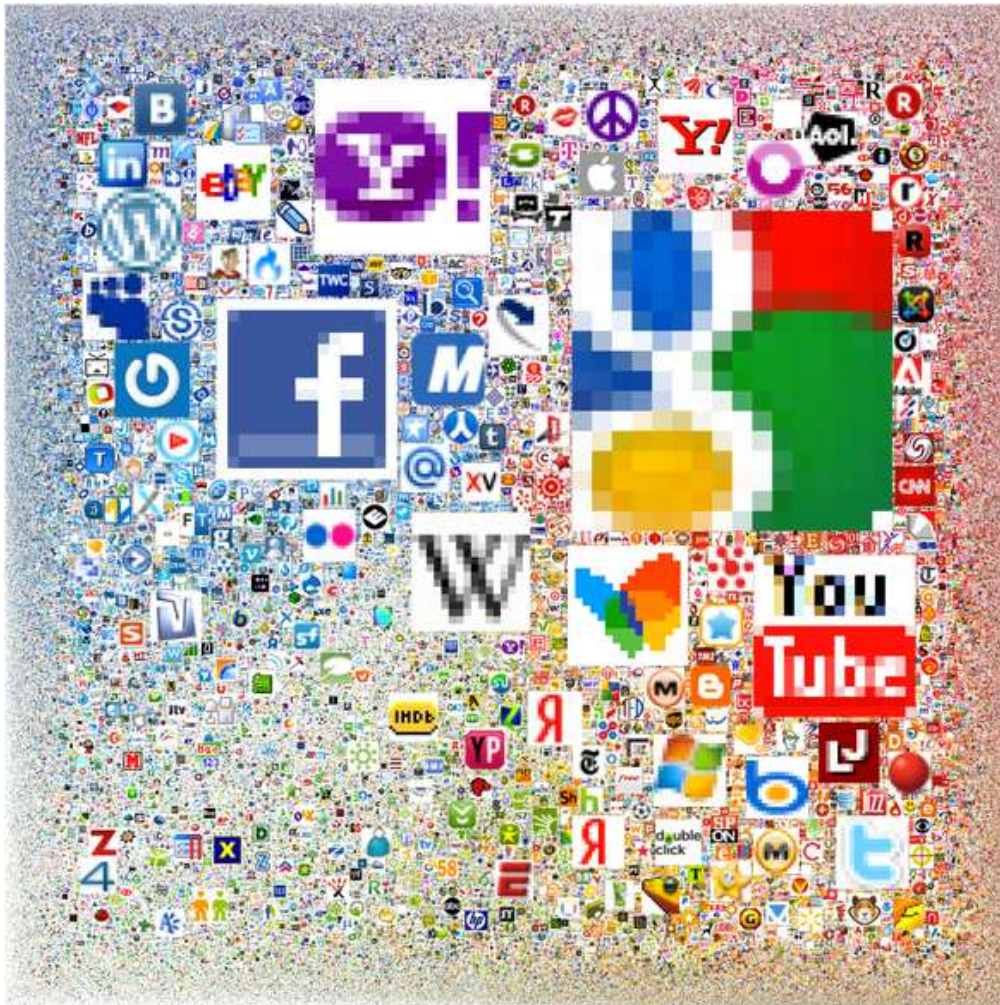
INTRODUCTION TO SOCIAL MEDIA



What is Social Media?

Media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to transform and broadcast media monologues into social media dialogues. They support the democratization of knowledge and information and transform people from content consumers to content producers.

Social Media Tagcloud



- Icon size represents the amount of traffic to the service

Top Web Destinations

1	google.com Enables users to search the Web, Usenet, and images. Features include PageRank, caching and tra... More ★★★★★ Search Analytics ► Audience ►
2	facebook.com A social utility that connects people, to keep up with friends, upload photos, share links and ... More ★★★★★ Search Analytics ► Audience ►
3	youtube.com YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your... More ★★★★★ Search Analytics ► Audience ►
4	yahoo.com Personalized content and search options. Chatrooms, free e-mail, clubs, and pager. ★★★★★ Search Analytics ► Audience ►
5	live.com Search engine from Microsoft. ★★★★★ Search Analytics ► Audience ►
6	wikipedia.org An online collaborative encyclopedia. ★★★★★ Search Analytics ► Audience ►
7	baidu.com Music search engine and free MP3 & video streaming for all kind of topic. ★★★★★ Search Analytics ► Audience ►
8	blogger.com Free, automated weblog publishing tool that sends updates to a site via FTP. ★★★★★ Search Analytics ► Audience ►
9	msn.com Dialup access and content provider. ★★★★★ Search Analytics ► Audience ►
10	qq.com 中国最大的门户网站, 提供即时通讯、新闻资讯、网络游戏以及在线拍卖业务, ... More ★★★★★ Search Analytics ► Audience ►

- The battle for web domination: Search vs. Social.
- Top 20 sites predominately are social media based or are significantly moving more social.

Social Media Landscape



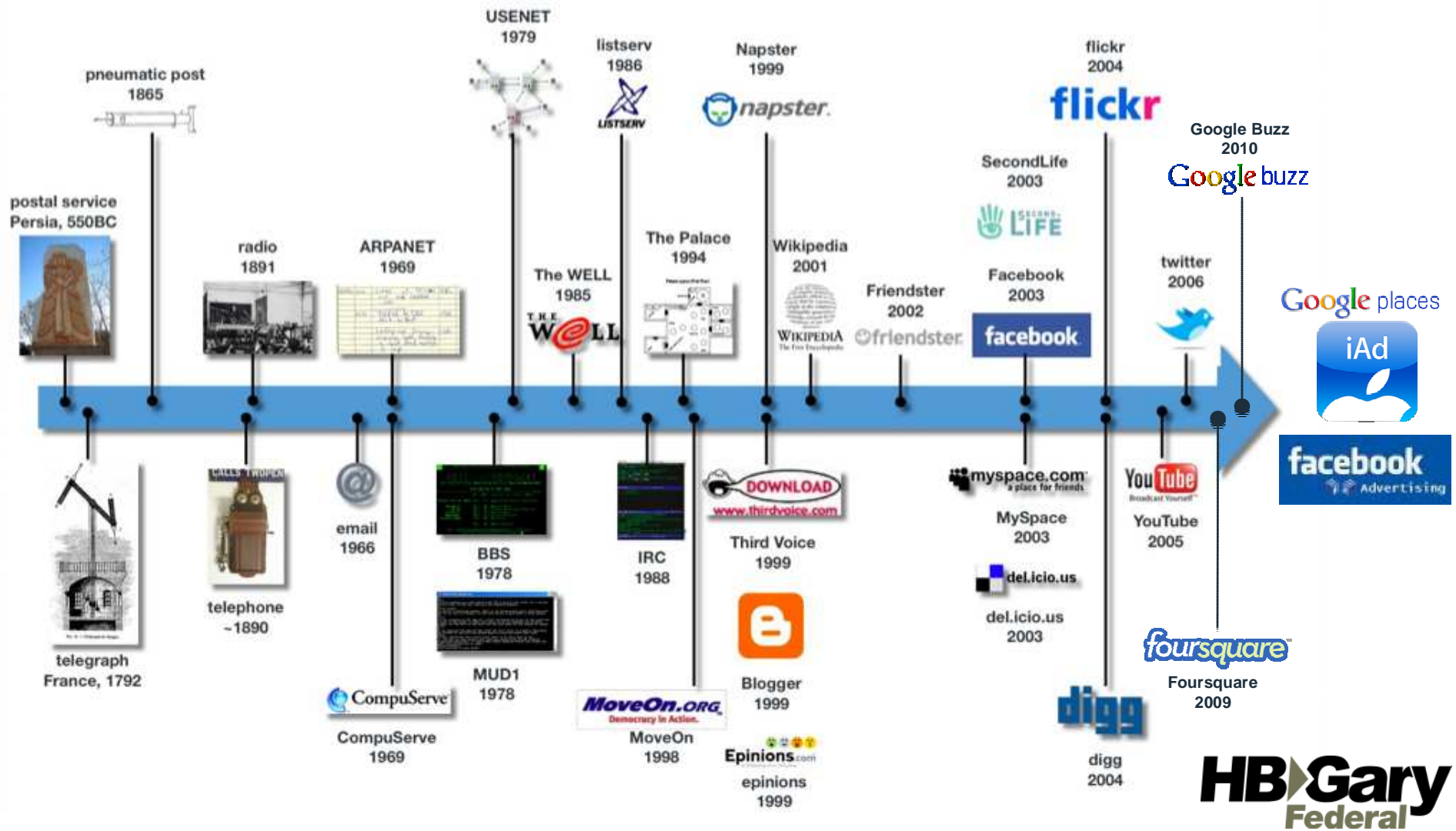
- Social Media techniques are encompassing more and more of our daily lives.

Future of Social Media

Eventually Everything is...



Evolution of Social Media





Why is Social so Popular?

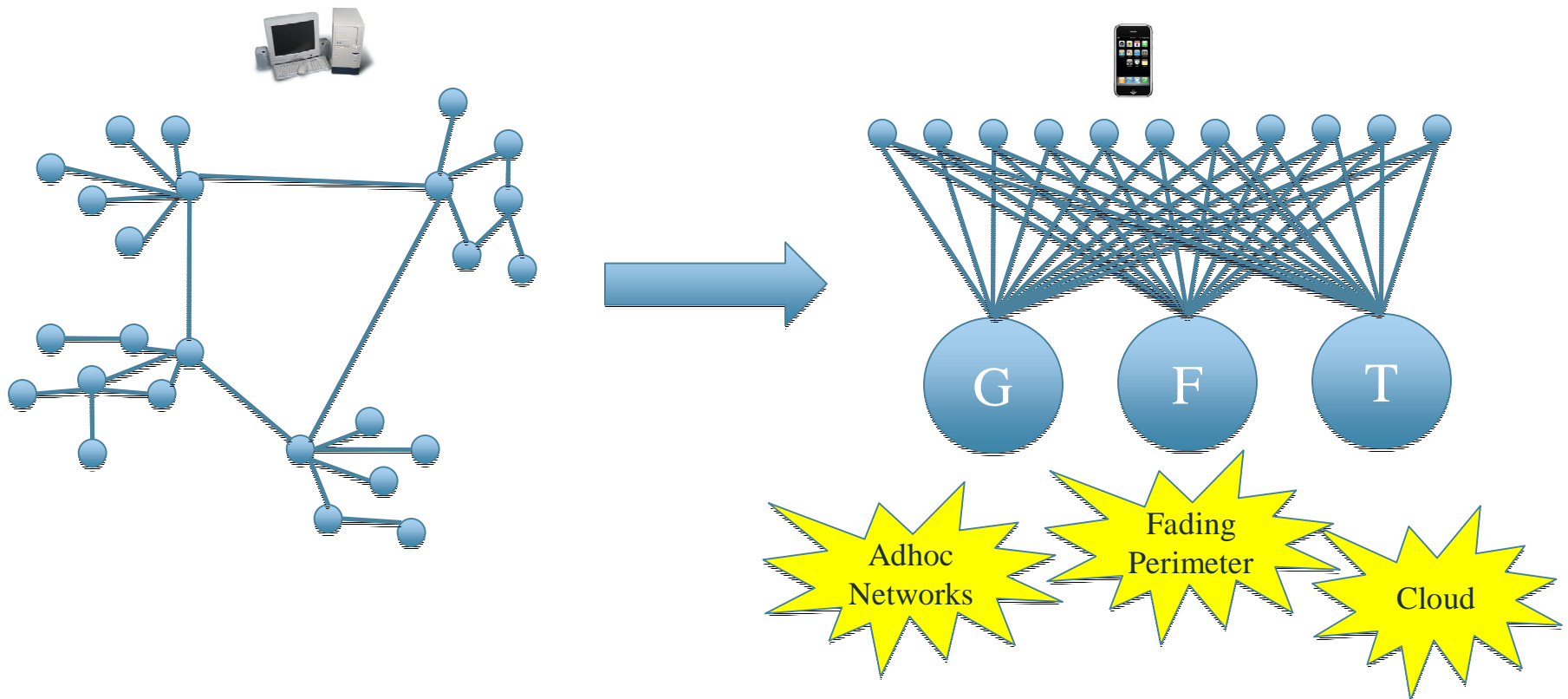
- Personalizes user experience. Provides tailored information and fosters engagement.
- Social Media filters web content based on PII to provide you with tailored and targeted information.
- This is information that regular searches are not well equipped to provide.



Social vs. Search

- Search can tell me a restaurants location and provide contact information or a menu. Social provides whether or not the restaurant is good and what is good based on recommendations.
- Search can provide where to buy jeans. Social can provide whether or not other people with my same dimensions like those pants or not and why?
- Its about relevance to me...

Framework of the Web



Content Aggregation

- 150 Networks control 50% of all Internet traffic.
- 30 Companies account for 30% of all Internet traffic.
Google alone accounts for 6%.

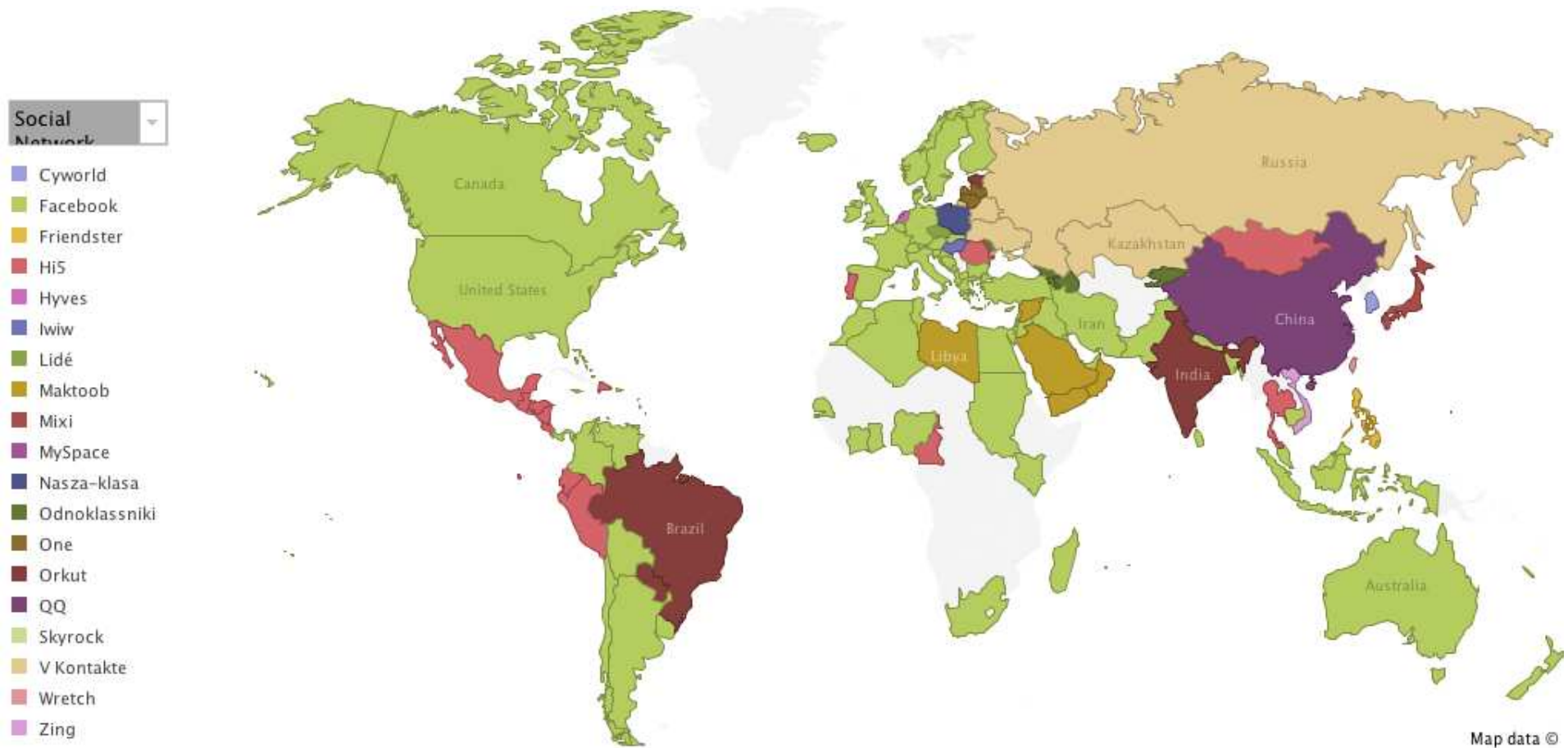




Social is King

- In 2009, Twitter grew 577% to 100M visits a day
- Facebook grew 187% to 490M visits a day.
- Mobile Social Networking grew 240% in 2009.

Top Social Networks

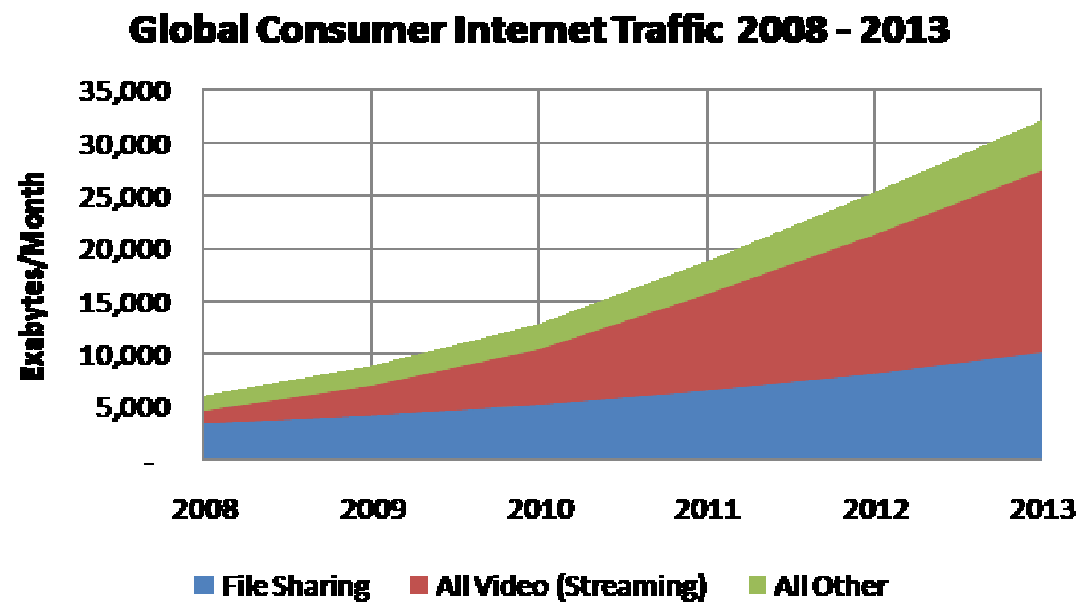




Video is King

- 30 Billion videos watched online in the US in April with the majority from Google sites.
- Currently 35% of internet traffic is video.
- Historically video consumption grows at 70% annually.
- Estimates as high as 60% of Internet traffic will be video by 2013.

Video Projections





Location is King

- Driving information and services based on location
- Hyper targeted advertising
- Check-in model: Foursquare, FB Places, Gowalla
- Location SNS: Google Latitude, Loopt, etc...

Location Based Services



- Hyper-targeting based on preferences and location will change the perception on the release of PII.
- If a service can tell you that what you want is on sale right around the corner your going to opt in.

When is Location Relevant



- When Walmart starts offering 20% off specially marked goods for checking in using Facebook Places.



Other Technologies

Convergence

- Object and Facial Recognition.
- Augmented Reality
- Drive toward user experience.

Face Recognition



- Migration to implicit rather than explicit release of PII. Your in the background of a photograph and can be automatically identified.

Object Recognition



- Advancements in this space can not only tell whose in the photograph but where they are.

Augmented Reality



- Location-based services, object recognition, and SNS consolidation
- Real-time, Geo-located web

Future Web

Social

Virtual

Local



Module 2

EFFECTIVE USE



Effective Use

- Completely dependent on Personal and Business goals but all areas of social media have a potential benefit that might not be quickly recognizable.
 - Collaboration and Partnerships
 - Business Opportunities
 - Recruiting and Training
 - Marketing and Advertising



Understanding Social Media

- Understanding the markets, etiquette, resources required for successful engagements is critical to effective and successful use of social media
- Likewise understanding what could be the potential risks is critical.
 - The wrong tweet could cause you to lose your job, customers, or expose information you wish you hadn't.

Social Media Categories





Social Networks

- Social Networking Services focus on enhancing the social relationships of individuals or organizations who share interests or activities.
 - Facebook – Family and Friend based social network
 - LinkedIn – Professional social network
 - Ning – Topical or micro social networks
 - Yammer – Business Social Network
 - Twitter – Microblogging
 - Tumblr – Social blogging



Microblogging

- Microblogging is a means of broadcasting small chunks of information.
 - Twitter
 - Tumblr
 - SNS like Facebook, LinkedIn (through status updates)

Sharing

- Content sharing is yet another way to broadcast and dialogue
 - Flickr – Picture sharing
 - YouTube – Video sharing
 - SlideShare – Presentation sharing
 - Last.fm – Music sharing
 - Ping – Music sharing

*A sharing site for just about any media type.



Publishing

- Wikipedia
- Blogs

Discussing

- Very interactive conversational, dialogue based.
 - Forums
 - Skype
 - IM

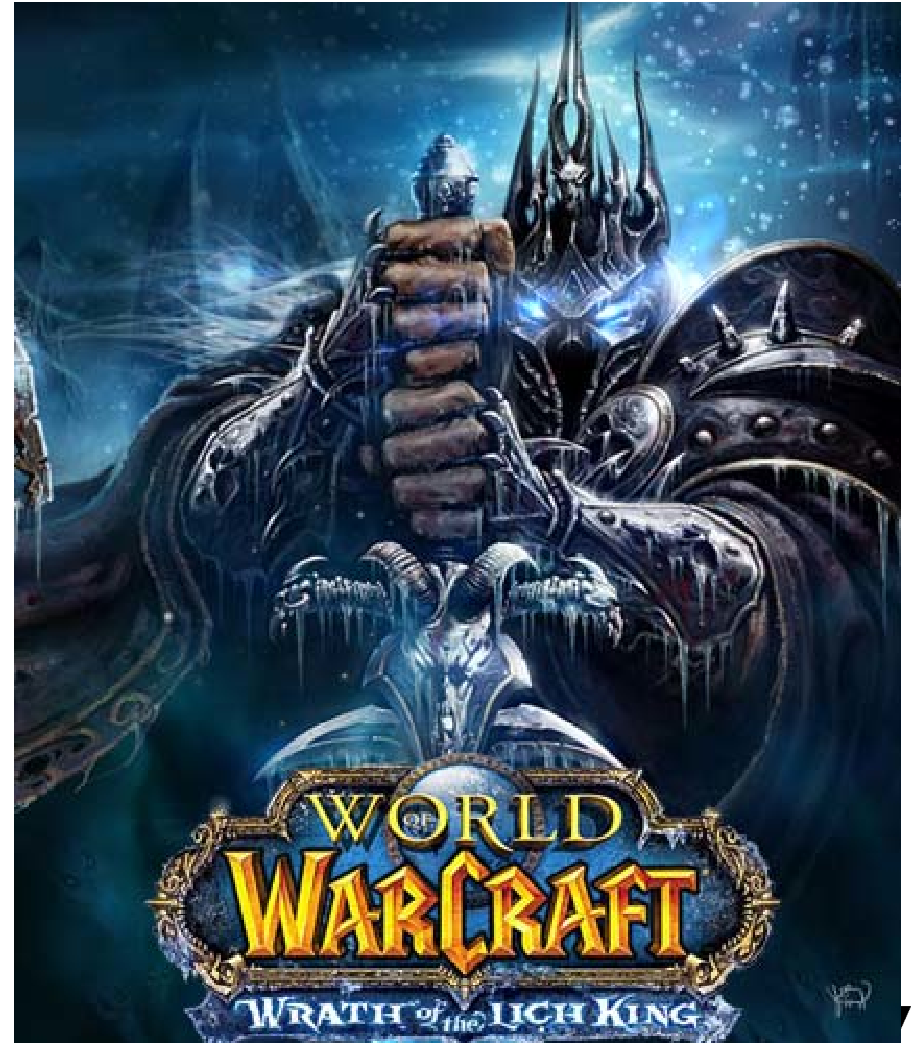
Massively Multiplayer Online Games (MMOs)



- Internet-based multiplayer immersive environment supporting hundreds to thousands of users.
 - Characteristics: Interactive, dynamic, online currency.
 - Usage: Teambuilding, Role-play, Emersion, Collaboration
 - Examples: World of Warcraft, Second Life, SIMs

MMOs

- WoW

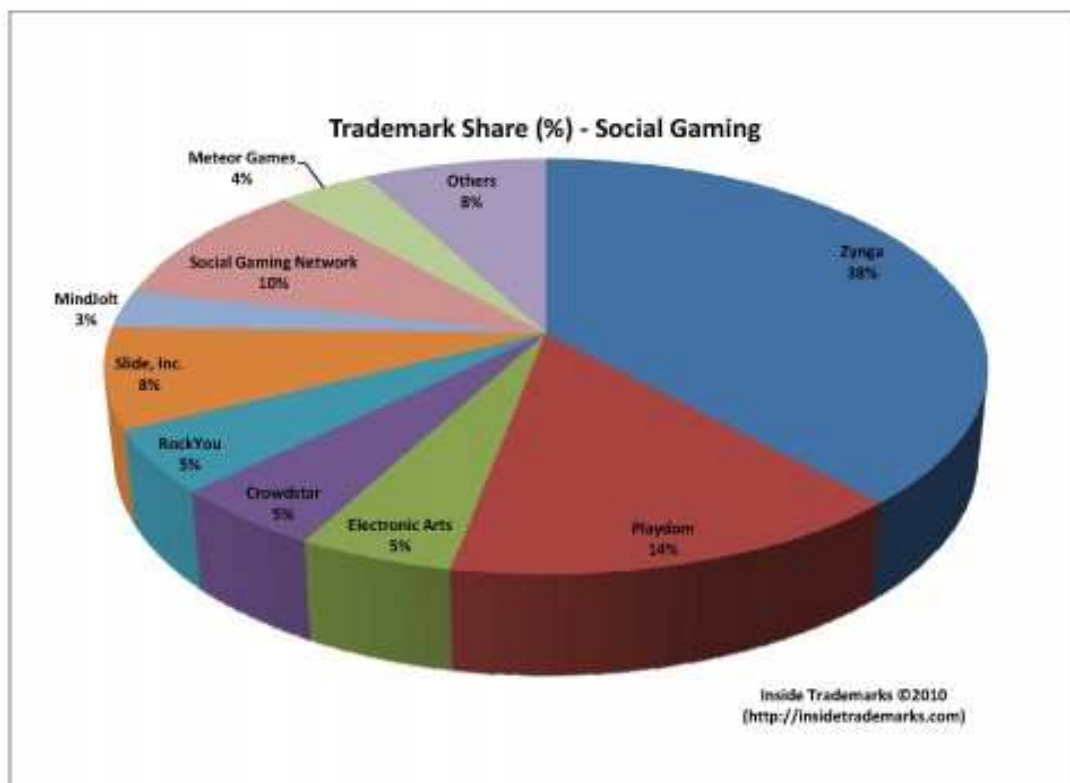


Federal

Social Games

- Variety of online games that incorporate your social network to create a different medium for interaction.
- Farmville
- Mafia Wars





Video Streaming

- Livecasts – Live broadcast video, often with associated chat. Podcasting is an outgrowth.
 - Justin.tv
 - Ustream.tv
 - Livecast.com
- Lifestreaming
 - Socializr
 - FriendFeed
- Lifecasting – 24/7 life capture.



What to use and When?

- Twitter – Inform a wide audience on information of interest, or current information relevant to your organization.
- Facebook – Personal friendships or organization updates through pages.
- LinkedIn – Professional relationships, recruiting,
- Youtube – video diaries, training, media marketing
- Foursquare– hyper marketing, intimate customer engagement.

Examples of Social Media

Twitter

Linkedin

Foursquare

Facebook

YouTube

- Marketing department uses Twitter to keep a broad audience



Module 3

RISKS

Targeting

Link Analysis



Exposure of Information

- Cross platform analysis
- Embedded data (gps, other)

Exploitation

Unintended Consequences

Getting Fired in 140 Characters or less



- OctavianasrCNN: (CNN ME Journalist) Sad to hear of the passing of Sayyed Mohammad Hussein Fadlallah.. One of Hezbollah's giants I respect a lot..
- MikeBacsik (Radio Host): Congrats to all the dirty Mexicans in San Antonio.
- StuartmacIennan (UK Politician) Got this fairtrade, organic banana is shit. Can I have a slave-grown, chemically enhanced, genetically modified one please?



Social Media Recon

- Social media provides a wealth of personal and organizational information that when analyzed in aggregate can be quite informative.
- Some easy analysis techniques.
 - Facebook – social link analysis can expose information about partnerships, personal history.
 - Twitter – what themes are re-occurring. Where you get your news and personal beliefs. Personal linkages.
 - LinkedIn – Professional background and experience.
 - Forums – Hobbies, challenges



Module 4

USE CASES



Social Media Recon 101

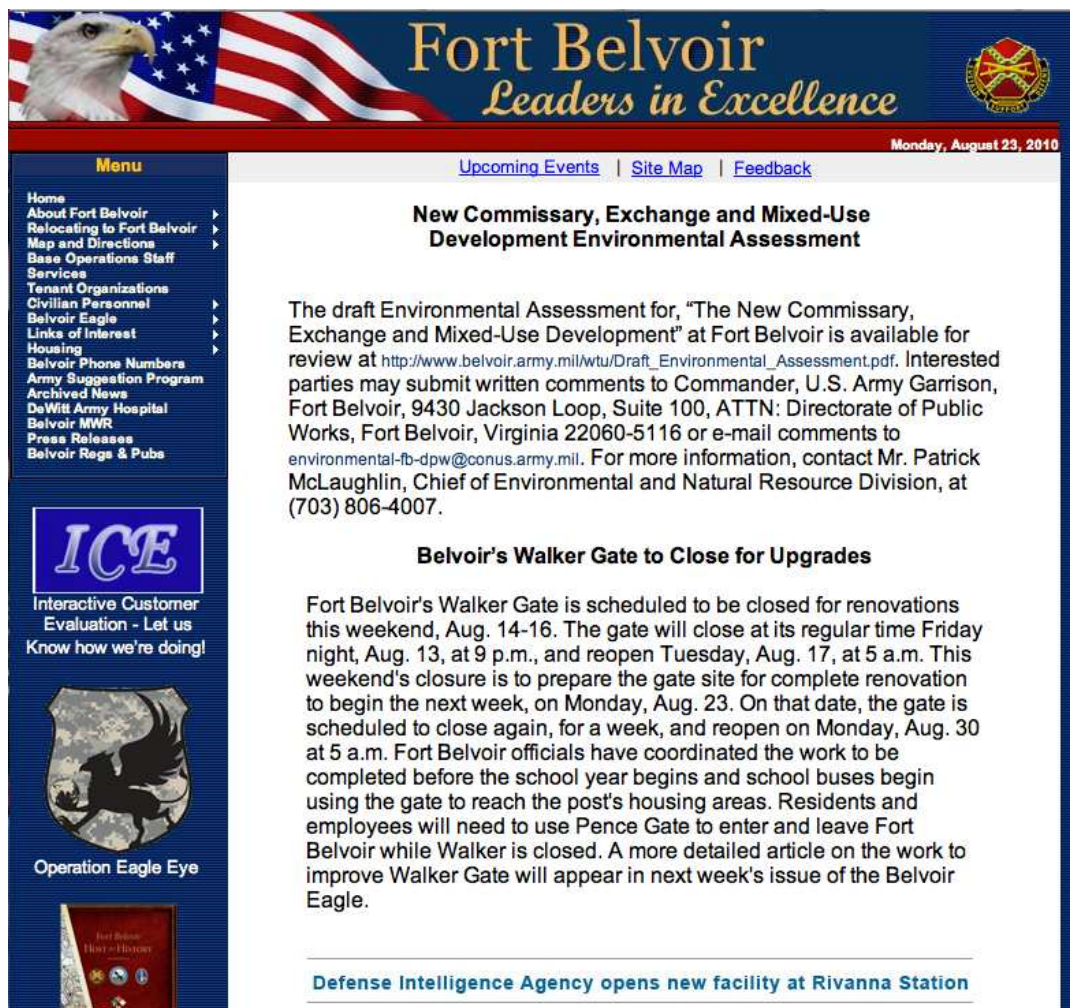
- Who is the target?
 - Defense, Commercial, Government
 - Characterize the organization and personnel
- What to create?
 - pages
 - personas
 - Hometown, Highschool, College, Jobs
 - Likes/disklikes, hobbies?
 - Movies, Music, Quotes, Books, Activities
- Build up and in towards your target.
- Create multiple paths



Background Research

- Tell me where current military mobile commands are.
 - http://www.navy.mil/navydata/navy_legacy_hr.asp?id=146
 - [http://www.strategypage.com/fyeo/howtomakewar/databases/w
herearethedivisions.asp](http://www.strategypage.com/fyeo/howtomakewar/databases/w
herearethedivisions.asp)
- Object recognition. What if I could recognize ARMY on t-shirts.

Organization website



- Landing pages provide information about the org. and current events.
- Use this information in social media space to legitimize profile and create conversation.

Build a Personnel DB

United States Army Intelligence and Security Command

United States Army Intelligence and Security Command

Home News FOIA Contracting Small Business Organization MSCs A- A A+

Command Group	Staff Directory
Commanding General	(703) 706-1603
Executive Officer	(703) 706-1212
Aide-de-Camp	(703) 706-2221
Deputy Commanding General (IMA)	(703) 706-1637
Deputy Commander	(703) 706-1637
Command Sergeant Major	(703) 706-1205
Command Chaplain	(703) 706-2043
Inspector General	(703) 706-1158
Staff Judge Advocate	(703) 706-2936
Senior Cryptologic Advisor	(301) 688-6403
Senior Science Advisor	(703) 706-1555
Principal Assistant Responsible for Contracting	(703) 706-2203
Intelligence Oversight office:	(703) 706-1203
Directorate of Contracting	(703) 428-4580
Army G2X	(703) 706-2097

U.S. Army Intelligence & Security Command
8825 Beulah St.
Ft Belvoir, VA
22060-5246

Command and Staff Phone Numbers

Site Map
Employment
Contacts
Web Policy
Quick Links
Operating Status
Weather
INSCOM Employee Wellness Program
INSCOM AKO Homepage

Last Reviewed/Cleared/Updated on 8/22/2010

USAINSCOM

- Contact sheets will give me people to call to get bits of information.
- Google searches:
 - @domain.com
 - (703) 706-
 - Site: domain.com

Facebook Pages



facebook

Search

Fort Belvoir Like

Wall Info Photos Discussions Boxes Notes >>

Filters

Rafiyqa T. Dunnivant Has anyone heard of whether the Bounce Splash on Pullen Field will be cancelled or not due to the weather????
6 hours ago · Flag

Jenny Patterson Basinger was wondering this myself!
4 hours ago · Flag

Rafiyqa T. Dunnivant Have you heard anything yet Jenny?
4 hours ago · Flag

Rafiyqa T. Dunnivant anything*
4 hours ago · Flag

Mairim Soto-Basel I drove passed the field this morning and the slides are up.
3 hours ago · Flag

Mairim Soto-Basel I just called and yes it is still going on.
3 hours ago · Flag

Rafiyqa T. Dunnivant Thanx Mairim
3 hours ago · Flag

Fort Belvoir Not to worry about your eggs if you bought 'em at the Commissary
<http://www.armytimes.com/mobile/index.php?storyUrl=http%3A%2F%2Fwww.armytimes.com%2Fnews%2F2010%2F08%2Fmilitary-eggs-commissaries-recall-082010w%2F>
20 hours ago via Facebook for iPhone

4 people like this.

View all 4 comments

Jonathan Nosrati @Ching-Yao Yu: "This strain of bacteria is found inside a chicken's ovaries, and gets inside an egg."
<http://www.google.com/hostednews/ap/article/ALeqM5h0gpXZfE7J7kkmSW5TIXjsUxPQD9HNNH3P82>
18 hours ago · Flag

Information

Location:
9820 Flagler Road Suite 201
Fort Belvoir, United States, 22060

Phone:
(703) 805-5001

Mon - Sun:
7:00 am - 7:00 pm

1,848 People Like This

Brenda Jewell Jessica Fasnacht Van Cambell

- Most organization have Facebook pages that provide current information.
- Place to perform recon, engage and form connections

LinkedIn Searches

Account Type: Business Welcome, Aaron Barr · [Add Connection](#)

LinkedIn [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [More...](#) [People](#)

[Find People](#) [Advanced People Search](#) [Reference Search](#) [Saved Searches](#)

Looking for **Army** candidates? Post your **Army** job on LinkedIn.

Search

Keywords:

First Name:

Last Name:

Title:

Company:

School:

Location:

Country:

Postal Code:

Within:

☐ Keep filter selections

Sort by: [Relevance](#) View: [Basic](#) 34 results

Richard S. [3rd](#)
Deputy Commander, INSCOM at US Army
Washington D.C. Metro Area | Military

Chief, Engineering and Installation Branch at INSCOM CIO/G6 at US Army
Washington D.C. Metro Area | Information Technology and Services

Lawrence Rickard [3rd](#)
TENCAP/GEOINT Staff Officer at HQ USAINSCOM
Washington D.C. Metro Area | Military

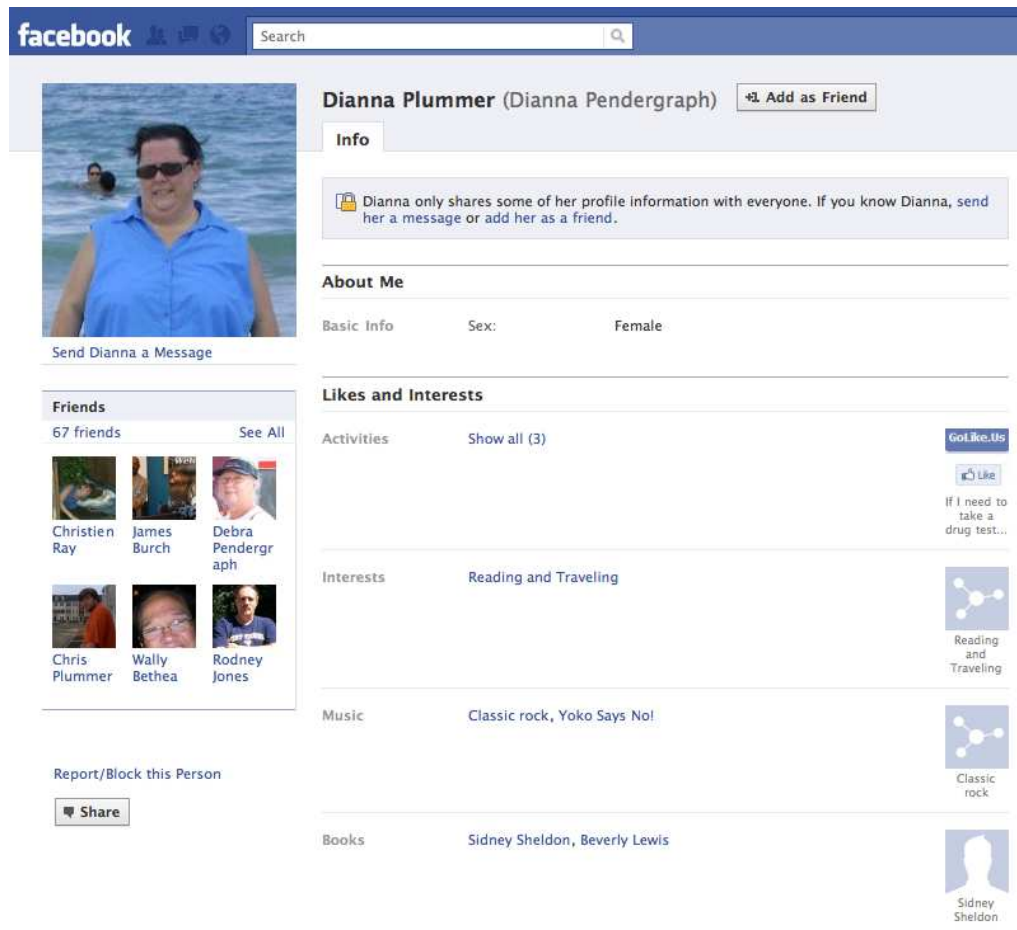
Robert (Bob) Adams [3rd](#)
Director of Contracting, U.S. Army INSCOM
Washington D.C. Metro Area | Government Administration

Dianna Plummer [3rd](#)
Chief, IM/IT IDC at Department of Army
Washington D.C. Metro Area | Information Technology and Services

Budget Analyst at US Army INSCOM
Washington D.C. Metro Area | Logistics and Supply Chain

- Search for people associated with organization.
- Specific personal information regarding work experience and skill sets.

Facebook Profiles



The screenshot shows a Facebook profile for Dianna Plummer (Dianna Pendergraph). The profile includes a cover photo of a woman in a blue shirt, a profile picture of the same woman, and a bio stating "Dianna only shares some of her profile information with everyone. If you know Dianna, send her a message or add her as a friend." The "About Me" section lists basic info: Sex: Female. The "Likes and Interests" section shows activities (GoLikeUs, Like, "If I need to take a drug test..."), interests (Reading and Traveling), music (Classic rock, Yoko Says No!), and books (Sidney Sheldon, Beverly Lewis). The "Friends" section shows 67 friends, with a "See All" link. A "Share" button is visible at the bottom left.

facebook Search

Dianna Plummer (Dianna Pendergraph) + Add as Friend

Info

Dianna only shares some of her profile information with everyone. If you know Dianna, send her a message or add her as a friend.

About Me

Basic Info Sex: Female

Likes and Interests

Activities Show all (3) GoLikeUs Like If I need to take a drug test...

Interests Reading and Traveling Reading and Traveling

Music Classic rock, Yoko Says No! Classic rock

Books Sidney Sheldon, Beverly Lewis Sidney Sheldon

Friends 67 friends See All

Christien Ray James Burch Debra Pendergraph

Chris Plummer Wally Bethea Rodney Jones

Report/Block this Person

Share

- Individual Profile social recon
- SN Link Analysis

Whats in a Picture?



- Interesting photo on Facebook.
 - Embedded GPS
 - Facial recognition

Background Search

AT&T 3G 1:47 PM 62%

BeenVerified.com - Steven Paul Jobs

www.beenverified.com/reports/ffb973c8eb353cbddd0e86845b45a... Google

Steven Paul Jobs

Location: Walnut Creek, CA | Age: 55

Monitor

Report Monitoring close

Click here to begin monitoring this report for changes.

You will receive an email when we find updates to this information.

Overview Property Criminal **Relatives** Street View Social Search Sex Offender

Possible Relatives and Associates

We found 4 people that could possibly be related to Steven Paul Jobs.

#	Name	Age	Previous Addresses
1.	Laurene Powell Jobs	46	2101 Waverley St, Palo Alto, CA 94301 95 Robles Dr, Woodside, CA 94062 440 Santa Rita Ave, Palo Alto, CA 94301 101 Ygnacio Valley Rd, Walnut Creek, CA 94596 240 High Crest Dr, West Milford, NJ 07480 3801 Spruce St, Philadelphia, PA 19104 789 Montrose Ave, Palo Alto, CA 94303 2335 Pacific Ave, San Francisco, CA 94115 870, Philadelphia, PA 19104
2.	Ellman Burke Jobs	Unavailable	2101 Waverley St, Palo Alto, CA 94301 440 Santa Rita Ave, Palo Alto, CA 94301 601 California St, San Francisco, CA 94108
3.	Johnson Jobs	Unavailable	2101 Waverley St, Palo Alto, CA 94301 440 Santa Rita Ave, Palo Alto, CA 94301 601 California St, San Francisco, CA 94108
4.	Steven P. Jobs	Unavailable	1 Infinite Loop, Cupertino, CA 95014

Recent Reports

- [Steven Jobs](#) about 22 hours ago
- [Heather Alexander](#) 14 days ago
- [Julie Alexander](#) 14 days ago
- [Deborah L. Alexander](#) 14 days ago
- [Keith Alexander](#) 14 days ago
- [Keith Alexander](#) 14 days ago
- [Aaron Barr](#) 14 days ago
- [Scott Brown](#) 14 days ago
- [Joshua Leibner](#) 15 days ago

- Fills in personal history and family relationships.
- Family members used for extended social media profiling.

Twitter Page



The screenshot shows the Twitter profile of a user named 'nickharbour'. The profile includes a header with the Twitter logo and navigation links (Home, Profile, Find People, Settings, Help, Sign out). The user's profile picture is a man wearing headphones. The bio states: 'Reverse Engineer. Malware Analyst for Mandiant. Doesn't afraid of anything.' The statistics show 114 following, 493 followers, and 34 listed. The tweets section displays three recent tweets. The first tweet is about buying Civ5 and Halo Reach. The second tweet is a retweet of a tweet about the higgs-boson. The third tweet is about a 'faith-healing' thing. The right sidebar shows the 'Following' list with a grid of profile pictures and a link to 'View all...'. There is also an RSS feed link for the user's tweets.

twitter Home Profile Find People Settings Help Sign out

nickharbour

✓ Following Also followed by @lennyzeltser, @Mandiant, and @carnal0wnage

I bought Civ5 and Halo Reach for this weekend. Do not expect me to hang out with you.
5:54 PM Sep 24th via TweetDeck

Nightvision242 A higgs-boson walks into a church. The priest says you arent allowed in here. The higgs-boson says without me how can you have mass?
7:06 PM Sep 23rd via Seismic Desktop
Retweeted by [nickharbour](#) and 18 others

#ff @strcpy @quine
11:41 AM Sep 24th via TweetDeck

this sort of "faith-healing" thing disturbs me
<http://bit.ly/9Qtd22> #facepalm
5:19 PM Sep 23rd via TweetDeck

epic day yesterday, toured @dogfishbeer, drank a super-hop infused ale from #DFHRRandall and we bought a truckload of dogfishhead beer
1:52 PM Sep 23rd via TweetDeck

Name nickharbour Location DC Metro Area Web <http://www.rnicro...> Bio Reverse Engineer. Malware Analyst for Mandiant. Doesn't afraid of anything.

114 following 493 followers 34 listed

Tweets 376

Favorites

Actions
[block nickharbour](#)
[report for spam](#)

You both follow

Following

View all...

RSS feed of nickharbour's tweets

- Personal Info
- What do they post
- Who do they follow
- Who follows them

Classmates



Email:

Password: [LOG IN](#)

☒ Remember Me [Lost Email or Password?](#)



Roosevelt High School has **13446** members listed.
Please complete your free registration to view your alumni from [Roosevelt High School](#).

Your Information (* required)

Step 4 of 4

* Class/Graduation Year (e.g. 1978)	<input type="text"/>
* Year of birth	<input type="text"/>
Title	<input type="radio"/> Mr. <input type="radio"/> Ms. <input type="radio"/> Mrs. <input type="radio"/> Miss
* First name	<input type="text"/>
Last name	<input type="text"/>
* Last name at graduation	<input type="text"/>
* Email address	<input type="text"/>
* Retype email address to confirm	<input type="text"/>
Current ZIP/Postal Code	<input type="text"/>

Classmates is firmly committed to privacy. Please read our [Privacy Policy](#) to learn more.

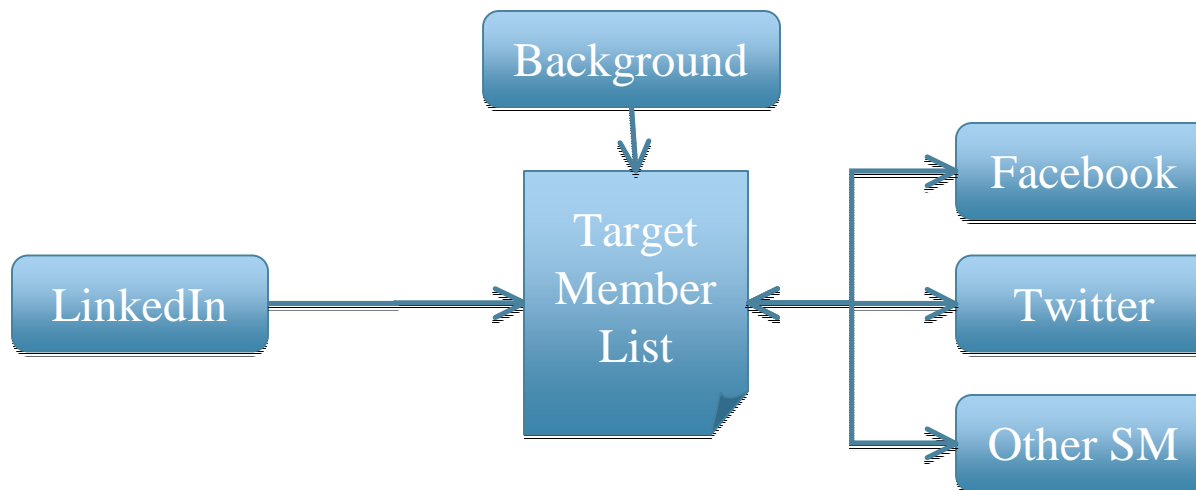
A password will be sent in a confirmation email to the email address you provide.

By clicking 'Submit', you agree to the Classmates [Terms of Service](#) and [Privacy Policy](#). A password will be sent in a confirmation email to the email address you provide.

Submit ➔

- Fills in personal history. May need to use someone from past in development of persona profiles.

Reconnaissance Flow Graph



Profile Building

- Fills in personal history. May need to use someone from past in development of persona profiles.



Not all Exposure is good

- Build Social Maps
- Deep Dive on an individual
- Direct Traffic – to a photograph, purchase, clicking something.
- Once you get to your targeted location, friend carefully and slowly. Those that do friend you use their contact list to friend others, but not too many, spread it out.



Not all Exposure is good

- Once you get to your targeted location, friend carefully and slowly. Those that do friend you use their contact list to friend others, but not too many, spread it out.
- Go to the pages and start interacting. Look for people that need to connect out. PRA, MWR, etc.

Facebook Pages

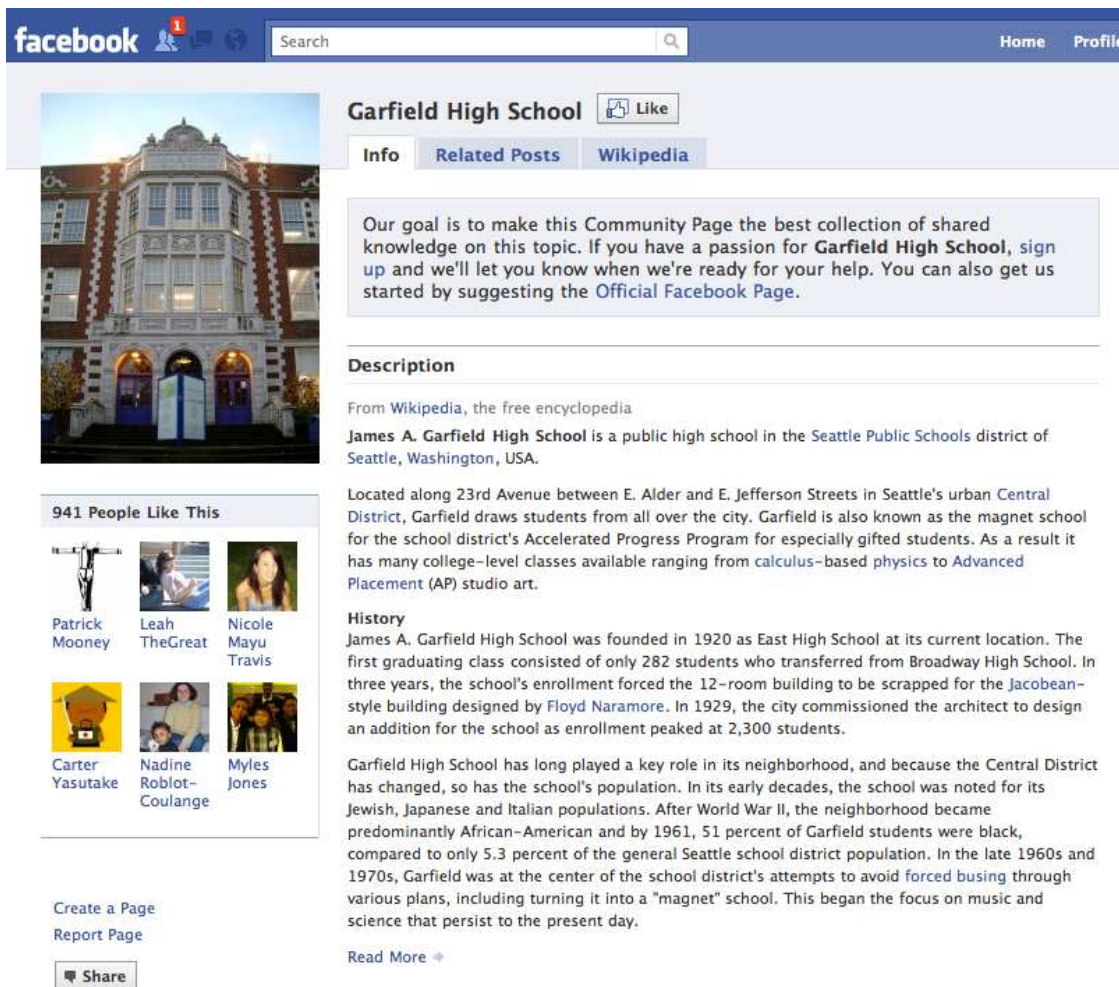
The screenshot shows a Facebook profile for a user named Sean [redacted]. The profile is set to public, and the user is currently logged in as Sean. The profile picture is a black square. The cover photo is a close-up of a human eye with a blue iris. The profile bio states: "Gettin' up. Starting a new day in a new place. about an hour ago clear". The "About Me" section includes the following information:

About Me	
Basic Info	
Sex:	Male
Birthday:	March 3, 1990
Current City:	[redacted]
Hometown:	Seattle, Washington
Political Views:	Not sure yet
Religious Views:	Christian
Bio	Recently became all I could be. Miss home but I am enjoying a new experience. I really enjoy being active, having fun with friends.
Favorite Quotations	I caught you a delicious bass. -Napoleon Dynamite
Work and Education	
Employers	UNITED STATES ARMY
High School	[redacted]
Likes and Interests	
Activities	Football, Hiking

The "Friends" section shows 13 friends, with a "See All" link. The "Information" section shows the user's birthday as March 3, 1990, and their current city as [redacted]. The "Write something about yourself" section is empty.

- 13 friends from high school and Army within 8 hours.
- Started to focus on Belvoir after 8 hours specifically INSCOM
- Careful. If you get too many unanswered requests they might block you for some period of time.

Facebook Pages



facebook Search Home Profile

Garfield High School

Like

Info Related Posts Wikipedia

Our goal is to make this Community Page the best collection of shared knowledge on this topic. If you have a passion for **Garfield High School**, sign up and we'll let you know when we're ready for your help. You can also get us started by suggesting the [Official Facebook Page](#).

Description

From Wikipedia, the free encyclopedia

James A. Garfield High School is a public high school in the Seattle Public Schools district of Seattle, Washington, USA.

Located along 23rd Avenue between E. Alder and E. Jefferson Streets in Seattle's urban Central District, Garfield draws students from all over the city. Garfield is also known as the magnet school for the school district's Accelerated Progress Program for especially gifted students. As a result it has many college-level classes available ranging from calculus-based physics to Advanced Placement (AP) studio art.

History

James A. Garfield High School was founded in 1920 as East High School at its current location. The first graduating class consisted of only 282 students who transferred from Broadway High School. In three years, the school's enrollment forced the 12-room building to be scrapped for the Jacobean-style building designed by Floyd Naramore. In 1929, the city commissioned the architect to design an addition for the school as enrollment peaked at 2,300 students.

Garfield High School has long played a key role in its neighborhood, and because the Central District has changed, so has the school's population. In its early decades, the school was noted for its Jewish, Japanese and Italian populations. After World War II, the neighborhood became predominantly African-American and by 1961, 51 percent of Garfield students were black, compared to only 5.3 percent of the general Seattle school district population. In the late 1960s and 1970s, Garfield was at the center of the school district's attempts to avoid forced busing through various plans, including turning it into a "magnet" school. This began the focus on music and science that persist to the present day.

Read More

Create a Page Report Page

Share

- One of the largest high schools in Seattle. Also has the biggest facebook page followers. Need to hide in the noise.
- Start with people with lots of friends.

Facebook Pages



The screenshot shows the Facebook interface for the U.S. Army page. The top navigation bar includes the Facebook logo, a search bar, and links to Home and Profile. The U.S. Army page header features the Army logo, the text "The U.S. Army", and a description: "For those of you who have served – past, present, and future – including family members and civilians – thank you. We are great because of you. Please take a moment to suggest this page to your family and friends so we can have more people supporting the U.S. Army. 13 hours ago". Below the header are tabs for Wall, Info, HOOAH!, Discussions, Other Pages, and RSS/Blog. The main content area displays a post from "The U.S. Army" with a star logo and the text "The U.S. Army For those of you who have served – past, present, and future – including family members and civilians – thank you. We are great because of you. Please take a moment to suggest this page to your family and friends so we can have more people supporting the U.S. Army. 13 hours ago". The post has 2,677 likes and 327 comments. Below the post is another post from "The U.S. Army" titled "Troops receive new MultiCam ACUs, gear" with a photo of a soldier in camouflage. This post has 1,416 likes and 883 comments. The left sidebar contains a "Welcome" message, a "Suggest to Friends" button, a "Subscribe via SMS" button, and a list of people who like the page, including Letha Waltemath Kibble, Paul Baggett, and Rachel Bonzo-Lam.

- Work your way up and in. Friend people from high school to start. If not feasible start with hobbies and activities.
- Also use large employers, colleges, etc.

Facebook Pages

facebook

Search

Fort Belvoir Like

Wall Info Photos Discussions Boxes Notes >>

Filters

Rafiyqa T. Dunnivant Has anyone heard of whether the Bounce Splash on Pullen Field will be cancelled or not due to the weather????
6 hours ago · Flag

Jenny Patterson Basinger was wondering this myself!
4 hours ago · Flag

Rafiyqa T. Dunnivant Have you heard anything yet Jenny?
4 hours ago · Flag

Rafiyqa T. Dunnivant anything*
4 hours ago · Flag

Mairim Soto-Basel I drove passed the field this morning and the slides are up.
3 hours ago · Flag

Mairim Soto-Basel I just called and yes it is still going on.
3 hours ago · Flag

Rafiyqa T. Dunnivant Thanx Mairim
3 hours ago · Flag

Fort Belvoir Not to worry about your eggs if you bought 'em at the Commissary
<http://www.armytimes.com/mobile/index.php?storyUrl=http%3A%2F%2Fwww.armytimes.com%2Fnews%2F2010%2F08%2Fmilitary-eggs-commissaries-recall-082010w%2F>
20 hours ago via Facebook for iPhone

4 people like this.

View all 4 comments

Jonathan Nosrati @Ching-Yao Yu: "This strain of bacteria is found inside a chicken's ovaries, and gets inside an egg."
<http://www.google.com/hostednews/ap/article/ALeqM5hOgpXZfEFJ7kkmSW5TIXjsuUxPQD9HNNH3P82>
18 hours ago · Flag

Information

Location:
9820 Flagler Road Suite 201
Fort Belvoir, United States, 22060

Phone:
(703) 805-5001

Mon - Sun:
7:00 am - 7:00 pm

1,848 People Like This

Brenda Iewell Jessica Fasnacht Van Cambell

- Once you have built a base you can go after the more direct target.
- The closer to your target the more methodical you need to be. Try and create an objective or conversation around a friend request.

Facebook Profiles

facebook

Search



[Send George a Message](#)

Information

Networks:
Montclair Alum '04
United States Army
George Mason Grad Student '11

Friends

316 friends

[See All](#)



Justin Lane



Andres Ortega



Percy Enrique Chang



Dana Mannine



Candace Frank



Joe SamJoe Correa

George Mesias

[+1 Add as Friend](#)

Info

George only shares some of his profile information with everyone. If you know George, send him a message or add him as a friend.

About Me

Basic Info

Sex:

Male

Likes and Interests

Music

Old school hip hop, Anything That Sounds Good



Old school hip hop

Books

His Dark Materials, Harry Potter series, Silence of the Lambs, Three Cups of Tea, Malcom Gladwell



His Dark Materials

Movies

WALL•E, In America, City of Men, Anchorman: The Legend of Ron Burgundy, Scott Pilgrim vs. the World, City of God, Stranger than Fiction, Pulp Fiction, Hayao Miyazaki, J. J. Abrams, Edgar Wright, Christopher Nolan, Alfonso Cuaron, Clint Eastwood, Jon Favreau and 1 more



WALL•E

Television

Phineas and Ferb, Futurama, The Shield, Chappelle's Show, South Park, Lost, Tosh.0



Phineas and Ferb

HB Gary
Federal

Facebook Profiles



[Send Jeff a Message](#)

Information

Relationship Status:

Married to
[Tracy Bass Pridgen](#)

Children:

[Christian Pridgen](#)
[Savannah Jackson](#)
[Lauren Jackson](#)

Hometown:

[Rocky Mount, NC](#)

Friends

278 friends

[See All](#)



[Kelly Little](#)



[Ian Livingston](#)



[Frankie Anderson](#)



[Ryan Cooper](#)



[Larry B. High](#)



[Scott Waters](#)

[Report/Block this Person](#)

[Share](#)

Jeff Pridgen

[+1 Add as Friend](#)

[Wall](#)

[Info](#)



Jeff only shares some of his profile information with everyone. If you know Jeff, [send him a message](#) or [add him as a friend](#).

About Me

Basic Info

Sex:

[Male](#)

Siblings:

[Steve Pridgen](#)
[Trish Pridgen Weeks](#)

Children:

[Christian Pridgen](#)
[Savannah Jackson](#)
[Lauren Jackson](#)

Relationship Status:

[Married to Tracy Bass Pridgen](#)

Hometown:

[Rocky Mount, North Carolina](#)

Work and Education

Employers

[United States Army](#) November 1995 – Present
SSG
Work in FDC in a Field Artillery Unit

[Pridgen Tire & Auto Center](#) May 1991 – Present
Exec VP

[Rocky Mount, North Carolina](#)

We are a family owned full service tire and auto repair business located at 3521 Sunset Ave. Rocky Mount, NC.

[United States Navy](#) May 1986 – May 1991
AW2

Aviation Anti-Submarine Warfare Operator and Search and Rescue Swimmer

High School

[Rocky Mount High '81](#)

[Frederick Military Academy '81](#)

#Hashtag Jacking

- 
- aaronbarr** It's not good enough Vint Cerf is the father of the #Internet he is inventing Interplanetary communications. #pnldc
7:02 PM Jul 13th via Twitter for iPhone
- milouness** Won't aliens just hack the interplanetary internet? #pnldc
7:01 PM Jul 13th via UberTwitter
- robpegoraro** Cerf cont'd: but TCP/IP needs extensions to handle hours of latency and authenticate all data – can't have a Mars rover hacked. #pnldc
7:01 PM Jul 13th via Twitter for Android
1 Retweet
- agahran** RT @digiphile: "TCP/IP works fine on Mars but not between planets. Speed of light is too slow."–Vint Cerf #pnldc
<http://twitpic.com/2525cu>
7:01 PM Jul 13th via TweetDeck
- agahran** RT @digiphile: Vint Cerf describing an interplanetary IP network with Mars Rovers. #pnldc
<http://twitpic.com/252527> (@SkyGuy, note!)
7:00 PM Jul 13th via TweetDeck
- digiphile** "TCP/IP works fine on Mars but not between planets. The speed of light is too slow."–Vint Cerf #pnldc
<http://twitpic.com/2525cu>
6:59 PM Jul 13th via Twitter for iPhone
4 Retweets
- digiphile** Geeking out. Vint Cerf describing an interplanetary IP network with Mars Rovers. #pnldc
<http://twitpic.com/252527>
6:58 PM Jul 13th via Twitter for iPhone

- Insert yourself into a localized communication stream to build a connection using shared experiences.
- Could be ½ around the world.

Pwn U Page



The screenshot shows a Facebook page for a group named 'Pwn'. The cover photo features the text 'I UBER PWN NOOBS' in a stylized, blocky font. The page has tabs for 'Wall', 'Info', 'Photos', and 'Discussions'. Below the tabs, there are buttons for 'Pwn + Others', 'Pwn', and 'Just Others'. A post from 'Pwn' is visible, dated September 7 at 7:48pm, with the text: 'Pwn Pronunciation: (pôn) Originally a misspelling of the word own, as in to totally have a skillful advantage over someone or something pwn is to more than just own; to pwn.' Below the post, there is a section for 'RECENT ACTIVITY' showing 'Pwn joined Facebook.' On the left side of the page, there is a description of 'PWN (verb)' and a section for '2 People Like This' which states 'No friends like this page.'

I UBER PWN NOOBS

Add to My Page's Favorites
Suggest to Friends

PWN (verb) 1. An act of dominating an opponent. 2. Great, ingenious; applied to methods and objects. Originally dates back to the days of WarCraft, when a map designer misspelled "Own" as "Pwn". What was originally suppose to be "player has been owned."

2 People Like This
No friends like this page.

Pwn Like

Wall Info Photos Discussions

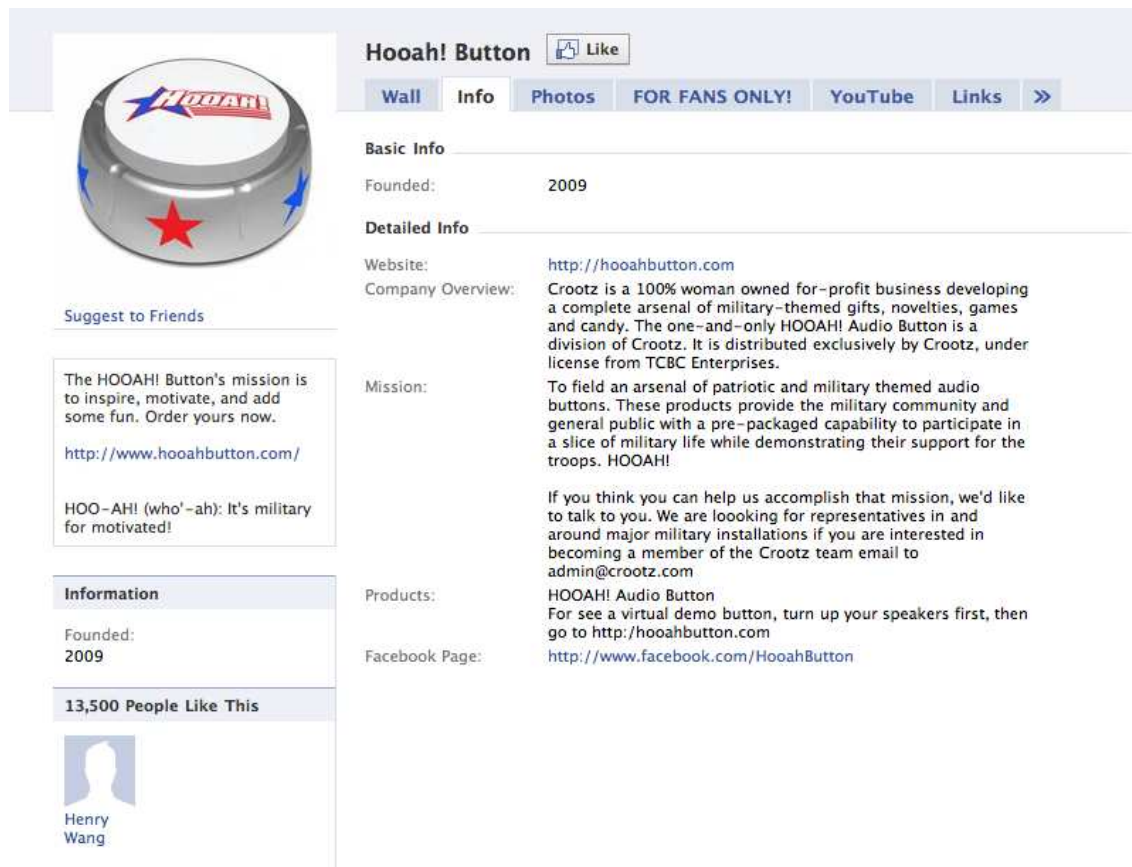
Pwn + Others Pwn Just Others

Pwn Pronunciation: (pôn) Originally a misspelling of the word own, as in to totally have a skillful advantage over someone or something pwn is to more than just own; to pwn.
September 7 at 7:48pm

RECENT ACTIVITY
Pwn joined Facebook.

- Create a page to further ground persona, create a landing spot, deliver content

Facebook Pages



The screenshot shows the Facebook profile for 'Hooah! Button'. The profile picture is a circular button with a red star and the word 'HOOAH!' in a stylized font. The page has tabs for Wall, Info, Photos, FOR FANS ONLY!, YouTube, and Links. The 'Info' tab is selected, showing basic and detailed information. The 'Basic Info' section lists the founding year as 2009. The 'Detailed Info' section includes the website (http://hooahbutton.com), a company overview (Crootz is a 100% woman owned for-profit business developing a complete arsenal of military-themed gifts, novelties, games and candy. The one-and-only HOOAH! Audio Button is a division of Crootz. It is distributed exclusively by Crootz, under license from TCBC Enterprises.), a mission statement (To field an arsenal of patriotic and military themed audio buttons. These products provide the military community and general public with a pre-packaged capability to participate in a slice of military life while demonstrating their support for the troops. HOOAH!), a product description (HOOAH! Audio Button. For see a virtual demo button, turn up your speakers first, then go to http://hooahbutton.com), and a Facebook page link (http://www.facebook.com/HooahButton). The page also has a 'Suggest to Friends' button and a section for 'Information' which includes the founding year (2009) and a note that 13,500 people like this. A profile picture of Henry Wang is visible at the bottom left.

Hooah! Button Like

Wall Info Photos FOR FANS ONLY! YouTube Links >>

Basic Info

Founded: 2009

Detailed Info

Website: <http://hooahbutton.com>

Company Overview: Crootz is a 100% woman owned for-profit business developing a complete arsenal of military-themed gifts, novelties, games and candy. The one-and-only HOOAH! Audio Button is a division of Crootz. It is distributed exclusively by Crootz, under license from TCBC Enterprises.

Mission: To field an arsenal of patriotic and military themed audio buttons. These products provide the military community and general public with a pre-packaged capability to participate in a slice of military life while demonstrating their support for the troops. HOOAH!

If you think you can help us accomplish that mission, we'd like to talk to you. We are looking for representatives in and around major military installations if you are interested in becoming a member of the Crootz team email to admin@crootz.com

Products: HOOAH! Audio Button
For see a virtual demo button, turn up your speakers first, then go to <http://hooahbutton.com>

Facebook Page: <http://www.facebook.com/HooahButton>

Suggest to Friends

The HOOAH! Button's mission is to inspire, motivate, and add some fun. Order yours now.
<http://www.hooahbutton.com/>

HOO-AH! (who'-ah): It's military for motivated!

Information

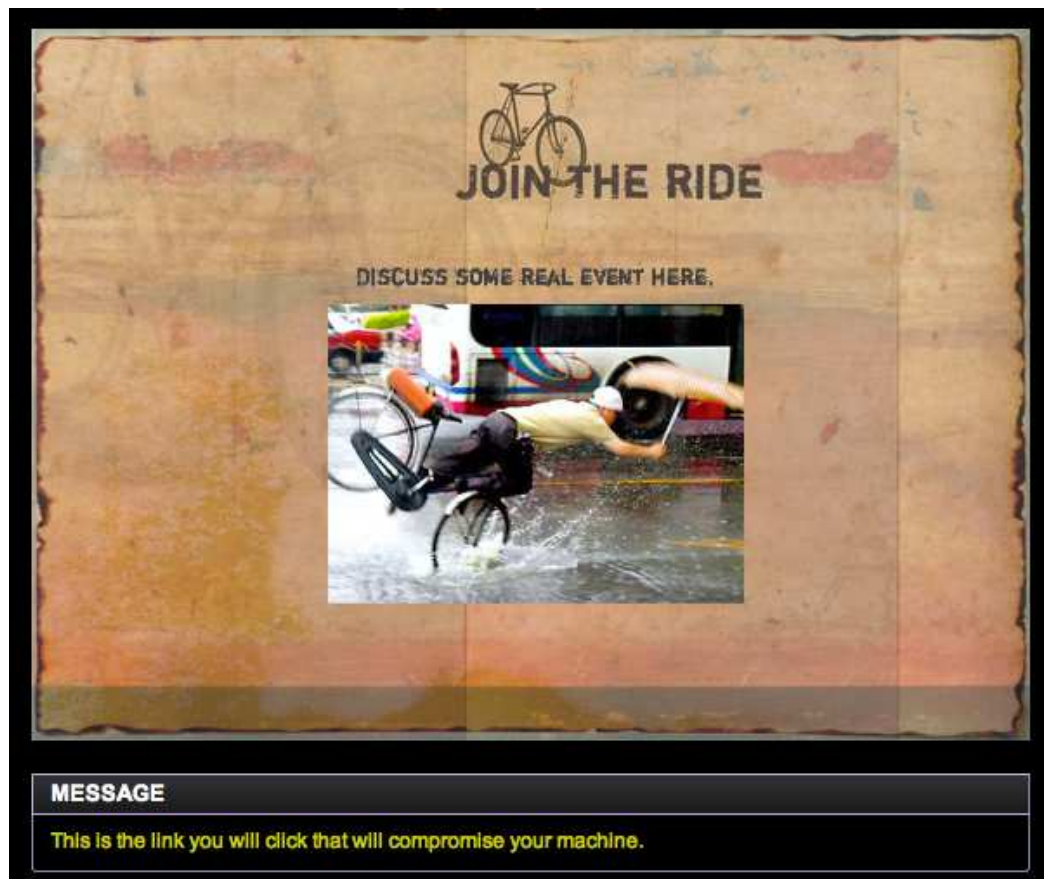
Founded: 2009

13,500 People Like This

Henry Wang

- Physical device.
- GPS
- Wifi
- Audio
- That was easy

Pwn U Invitation



- E-vite services allow you to create creative and completely customizable e-vites with dynamic content.

E-vite Posting Options

The screenshot displays the cocodot.com website interface. On the left, a light-colored sidebar contains a list of features: "explore cocodot...", "- cards & invitations", "- manage & track all of your events", and "- create your dream wedding with cocodot!". Below this list is a yellow button labeled "VIEW + MANAGE YOUR CARD". Further down are three Facebook integration options, each with a Facebook 'f' icon: "POST TO YOUR WALL", "POST TO A FRIEND'S WALL", and "SEND TO FRIENDS' INBOXES". A small disclaimer at the bottom of the sidebar reads: "Your Facebook recipients will not appear on your recipient list unless they leave a comment." On the right, a white paper-like area shows an order summary titled "YOUR ORDER: AL56-5354". It includes a table with the following items and prices:

Remember the Date - Event ...	INCLUDED: \$0.00
<hr/>	
SUBTOTAL	\$0.00
DISCOUNT	\$0.00
TAX	\$0.00
SHIPPING	\$0.00
<hr/>	
TOTAL	\$0.00

- Fully integrated with Facebook.

E-vite Posting Options

From: Spoofed Name Here <mailer@delivery.cocodot.com>
Subject: **Spoofed Name Here sent you a card**
Date: September 16, 2010 1:43:41 PM EDT
To: Aaron Barr

Aaron Barr, you have been sent a card...



- Fully integrated with Facebook.



Mobile Applications

- Jackeey Wallpaper app (7/28/10) – wallpaper app downloaded over 1M times, collects SIM card numbers, txt msgs, subscriber ID, voicemail passwords and send to www.imnet.us, linked to Shenzen China.
- Camera+ app (8/13/10) – camera app that unlocks a hidden tethering feature after visiting a specific website.



Module 5

POLICIES AND PROTECTION



- Lock down all your accounts.
- Understand what you want to get out of SM service use and stick to it.
- Reject people you don't know or are not affiliated with.
- Review contacts for risky use, suspicious behavior.



Top 10 Security Tips

- Facebook – Friends only
- Facebook – Hide your friends list
- Use social media appropriately



Top Tips for Organizations

- Training
- Monitor your brand
- Have mitigation plans
 - What ifs
- Social Media Exposure Monitoring