

# Social media security risks: The elephant in the room

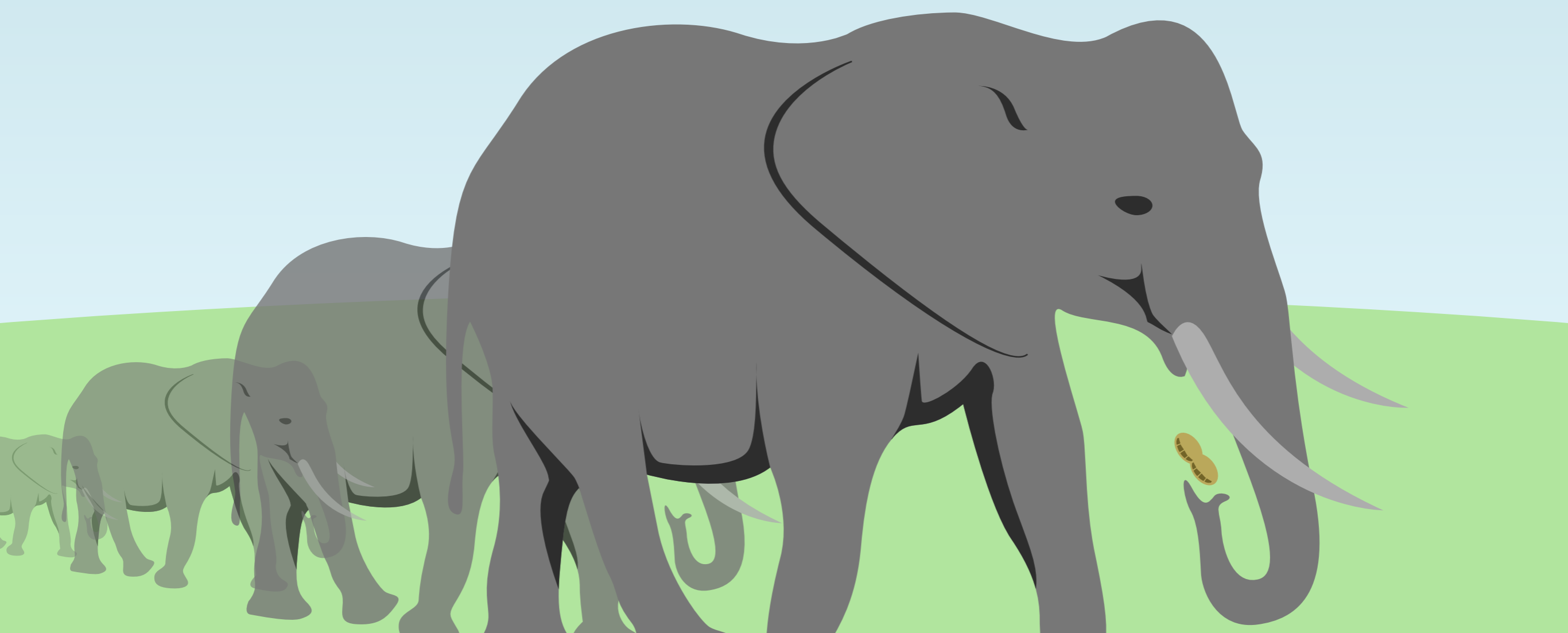
Social media is **big** and growing explosively



Facebook users  
**growing at 41%**↑  
year over year



Twitter users  
**growing at 85%**↑  
year over year



Yet most organizations haven't  
addressed the **security risks**

**63%** agree that employee use of social  
media puts their organizations' security at risk,

**but only**

**29%** say they have the necessary security  
controls in place



Not surprisingly, many of these  
organizations are coming  
**under attack.**

**52%**

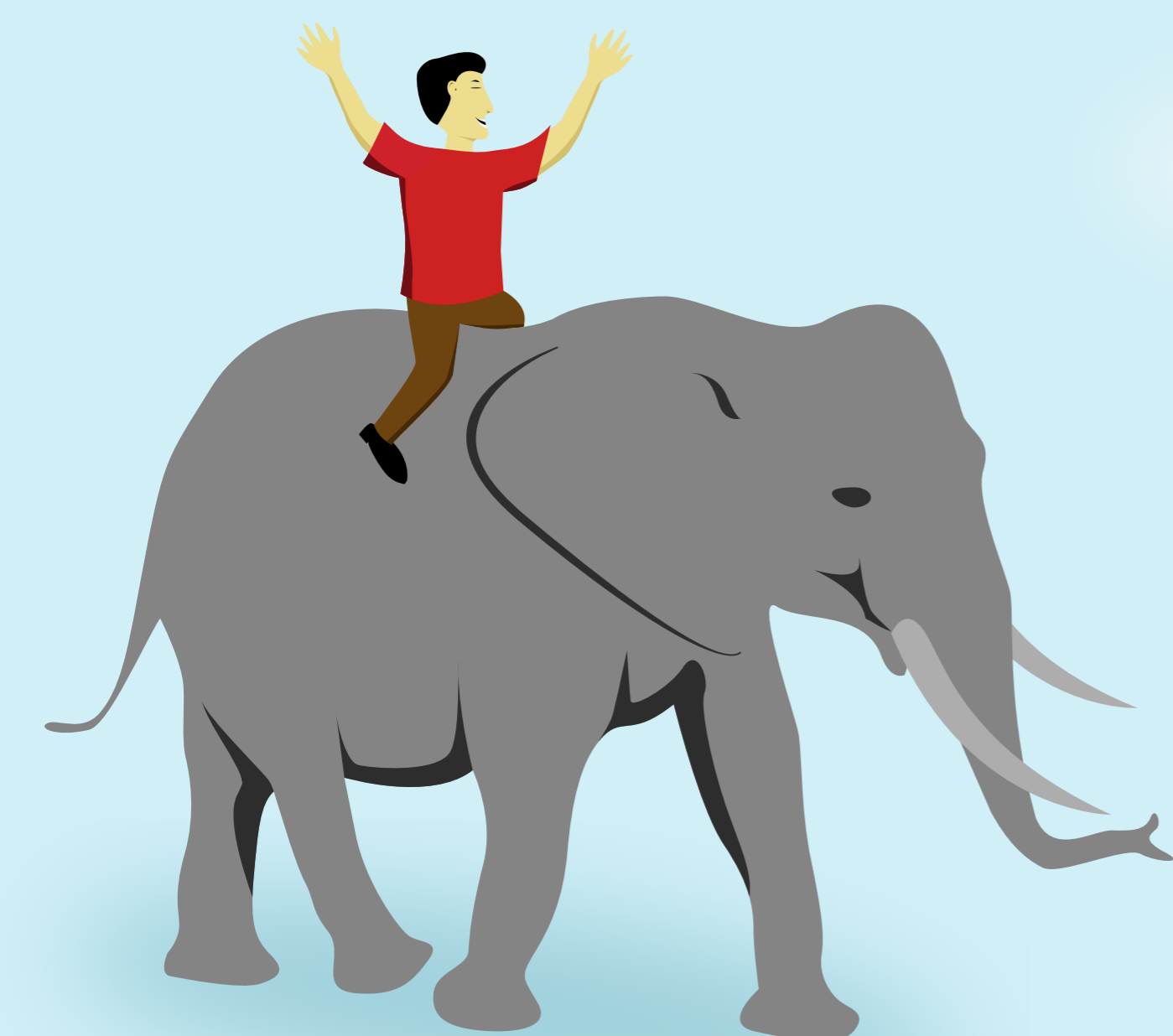
reported an  
**increase  
in malware  
attacks**  
due to employee  
use of social media



## What should IT professionals do?

- Set an Acceptable Use Policy (AUP), monitor use, and plan for resource needs
- Reduce security risk with **real-time threat detection**

[www.websense.com](http://www.websense.com)



#### Sources:

1. <http://www.businessinsider.com/mary-meeke-matt-murphy-2011-2#-1>
2. Ponemon Institute social media research
3. Ponemon Institute social media research
4. Websense, Inc.

Based on data from the "Global Survey on Social Media Risks" - September, 2011.