ISACA South Africa Chapter | National Conference
29 – 30 August 2016 | Emperors Palace
Adding Business Value through Social Media Governance & Auditing Using COBIT®5
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The Business Benefits of Social Media
Fostering engagement and building intimacy and sticky relationships with stakeholders

Better management of reputation

Real-time public relations activities to counter negative posts that go viral

Cheaper advertising and marketing platforms compared to print or television

A source of independent, intelligence and strategic insights
Leading global social media platform
- 1.13 billion daily active users on average for June 2016
- 1.03 billion mobile daily active users on average for June 2016
- 1.71 billion monthly active users as of June 30, 2016
- 1.57 billion mobile monthly active users as of June 30, 2016
- Approximately 84.5% daily active users are outside the US and Canada
- Incorporated in 2004. 12 years of existence
Most followed bank in South Africa
807,207 as of 28 August 2016

2nd Most followed bank in South Africa
250,683 as of 28 August 2016

3rd Most followed bank in South Africa
237,647 as of 28 August 2016
Coca Cola is followed by 99 202 452 as of 28 August 2016

McDonalds is followed by 66 787 372 followers as of 28 August 2016
 Started in 2002
- Officially launched on 5 May 2003
- More than 433 million members in over 200 territories and countries
- Acquired by Microsoft Corp in June 2016
40% [128/324] of USA is on LinkedIn
Launched September 2011

9000 photos shared per second

8 Billion Video Views per day

54% users use it Daily

Most teens consider Snapchat to be the most important social network

Hit by whaling (CEO scam email) attack – 26-02-16
316 Million Monthly Active Users as of Q1 2016
Q1 2016 revenue lower than Q4 2015 but higher than 2015 Q1
Katy Perry has the most followers. More than president Barrack Obama. 92.2 Million versus 77 Million followers as of 28 August 2016
Chanel is the most followed brand on twitter. 12.3 Million followers as of 02 August 2016
Periscope - 110 years watched everyday
Periscope – About 15 Months in existence
More than 200 million Periscope broadcasts
Social Media Failures
No official twitter account
2 Separate twitter accounts
Although the mayor was active, spending most of his time at the scene, he was inactive on social media.
Mayor’s twitter account was last used in 2011
FNB CEO, Jacques Celliers tweeted in response: “Apologies for the @Rbjacobs wobble .. experts are investigating quickly.”
Standard Bank

THANK YOU FOR VOTING US NUMBER 1.

Like · Comment · Share

26 people like this.

Charlene de Beer i honestly agree, you guys don't deserve t!!!! This is frustrating!!!!
Like · Reply · 5 · 6 hours ago

Standard Bank - South Africa We apologies for the inconvenience caused and understand the frustration caused. We are currently working to have our services up and running ASAP.
Like · Reply · 5 · 3 hours ago

View 13 more comments
Standard Bank - South Africa
Bank/Financial Institution

117,335 likes

Kalvin T Kodzwa, Benson Madzaniire and 23 others like this.

Invite your friends to like this Page

About

Standard Bank South Africa will take you from where you are to where you want to be.

http://www.standardbank.co.za/

Apologies for the technical difficulties experienced this morning. Banking services have been restored and our banking apps will be up soon.

Like · Comment · Share

48 people like this.

Jerome Schofield Sorry but that's not true. Banking services are still not working
(same as the banking app 😞)

Like · Reply · 11 minutes ago

Standard Bank - South Africa Hi Jerome, We apologise for the inconvenience caused. Banking apps will be up soon. Thanks

Like · about a minute ago
20 April 2010 - The Gulf - 87 Day Oil Spill
Unofficial active Facebook page, now known as Boycott BP
- 685,026 followers on Facebook as of 28 August 2016
- 100 likes, shares and comments for every post on average
- First existing post was 07 May 2010. Exactly 16 days after the spill
Former CEO Tony Hayward is not on social media

Search shows a fake twitter account with 3 tweets, 61 followers and following 60. First tweet was on 01 June and last tweet was on 30 July 2010
Tony Hayward went haywire and “got his life back” attends yacht race on 19 June 2010 during the spill that cost 11 lives.
Unofficial BP CEO Twitter Page

- Official Facebook first post was on 23 March 2012
- A traversing of the page shows no post of the oil spill
- 206,879 followers as of 14 March 2016
THERE'S A WORLD OUT THERE TO EXPLORE
We'll take you there

AirAsia
Transport/Freight

#isacazaconf
Background

- On Sunday 28 December 2014 AirAsia QZ8501 departed from Surabaya, Indonesia to Singapore, Singapore.
- 42 minutes after take-off the air bus crashed into waters of Kalimantan, Java Sea.
- 162 people perished, 7 crew members and 155 passengers.
Social Media Reaction:

- Air Asia immediately greyed out all its social platforms in respect of those missing
- Using the hashtag #PrayForQZ8501, the airline confirmed on Twitter that the plane carrying 162 people lost contact with air traffic controllers at 7.24am (11.24pm GMT) and urged the world to pray for the missing
- The airline was proactive in social media constantly providing frank updates on Twitter and Facebook - Last Maintenance, Special Call Centre for Passengers Relatives, Numbers and Nationalities of Crew and Passengers on Board
- Nothing was left to the guessing of the public or journalist
- On the day of the tragedy there were 4 Facebook posts
- Tony Fernandes, the airline’s chief executive adopted the greyed-out logo for his own Twitter profile
Air Asia CEO Tony Fernandes
AirAsia CEO Social Media Dexterity

- Tony Fernandes has a verified Facebook and Twitter account
- 7 compassionate Tweets on the day of the tragedy
- Adopted AirAsia greyed out logo for his own pages
Tony Fernandes @tonyfernandes

We will be putting out another statement soon. Thank you for all your thoughts and prayers. We must stay strong.
6:52 AM - 28 Dec 2014

Tony Fernandes @tonyfernandes

On my way to Surabaya where most of the passengers are from as well as with my Indonesian management. Providing information as we get it.
9:58 AM - 28 Dec 2014

Tony Fernandes @tonyfernandes

My only thought are with the passengers and my crew. We put our hope in the SAR operation and ...
tmi.me/1eV9lf
10:40 AM - 28 Dec 2014

Tony Fernandes @tonyfernandes

I am touched by the massive show of support especially from my fellow airlines. This is my worse nightmare. But there is no stopping.
1:06 PM - 28 Dec 2014
Social Media Governance Take Aways

- Have social media crisis response plan
- Develop strategic relationships with audiences before a crisis hits
- Listen and then respond to the concerns of the public in general or your audience in particular
- Be proactive, honest and transparent when you communicate
- Show leadership - Be available and avail yourself to the news media
- Communicate with sympathy and understanding – Apologies
- Take ownership
- Provide guidance to members of the public on avoiding risk or harm in the wake of the crisis
- Respond quickly with real actions
- Tell people where to find information so they don’t have to find it for themselves
Social Media Governance Using COBIT®5
Assess current capabilities with social media

Map key performance indicators & risk factors to information available through social media

Define & Establish Crisis Response Procedures

Make Social Media a constant Board Agenda Item

Develop formal policies and guidelines for employees, executives, and directors

Consider the legal & regulatory requirements

Determine how social media fits with the strategy & business model

Formalise Structures

Implement a “listening” system to capture social media data & transform it into metrics

#isacazaconf
Identity Enterprise Social Media Stakeholders

- Stakeholders / Stockholders
- The Board
- The Audit & Risk Committee/s
- CEO
- Audit
- CIO
- CRO
- CSO
- COO
- Business process owners
- Chief Marketing Officer
- Head IT operations
- Chief Communications
- Clients
- Regulators
Identity Enterprise Social Media Stakeholders Drivers

- Technology - Mobility, Wearable devices, Twitter, Facebook, Snapchat, Periscope, Instagram, ...
- Rules and regulations – Social Media and Privacy laws
- Social Media Trends - use numbers, new features
Identity Enterprise Social Media Stakeholder Needs

- Compliance with terms and conditions
- Rules and regulations – Social Media and Privacy laws
- Return on Investment – (Benefits Reliasation)
- Publicity
- Marketing
- Service
- Recruiting
- Press releases
- Queries
- Information
- Creating intimacy relationships with stakeholders
Define and Establish Enterprise Social Media Goals

- Vision
- Policies
- Strategy
- Procedures
- Processes
- Structures
Together, these five principles enable the enterprise to build an effective governance and management framework that optimizes Social Media use for the benefit of stakeholders.
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>What are the social media business drivers?</td>
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<td>Where are we now on Social?</td>
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<td>Assess current social media capabilities</td>
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<td>Where do we want our social media to be?</td>
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<td>Define target social media capabilities, platforms to be used, processes, structures, roles and responsibilities based on key business drivers?</td>
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<td>What needs to be done to get to our defined social media target state?</td>
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<td>How do we get there?</td>
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<td>Did we get there?</td>
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<td>How do we keep the momentum going?</td>
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<td>Step</td>
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<td>Initiate programme</td>
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<td>Define problems and opportunities</td>
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<td>Define road map</td>
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<td>Plan programme</td>
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<td>Execute</td>
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<td>Realise benefits</td>
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<td>Review effectiveness</td>
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<td>Establish desire to change</td>
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<td>Form implementation team</td>
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<td>Communicate outcome</td>
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<td>Identify role players</td>
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<td>Operate and use</td>
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<td>Embedded new approaches</td>
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<td>Sustain</td>
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<td>Step</td>
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<td>Recognise need to act</td>
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<td>Assess current state</td>
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<tr>
<td>Define target state</td>
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<td>Build improvements</td>
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<td>Implement improvements</td>
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<tr>
<td>Operate &amp; Measure</td>
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<tr>
<td>Monitor &amp; Evaluate</td>
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</table>
Evaluate Social Media

Monitor Social Media

Give Social Media Direction

Enterprise Stakeholders

Stakeholders Needs

Enterprise Vision, Mission, Strategic & Performance Goals

Social Media Policy

Social Media, Strategy, Goals, Processes

Social Media Strategy
Auditing Social Media
Adding Business – Value and Improving Operations
Some Auditing Principles

- Aligns with the strategies, objectives, and risks of the organization
- Demonstrates quality and continuous improvement
- Communicates effectively
- Provides risk-based assurance
- Is insightful, proactive, and future-focused
- Promotes organizational improvement.
Understand the business:
❖ Strategy
❖ Objectives
❖ Structures
❖ Regulatory framework
❖ Business processes & products
❖ Identify key processes

Understand the Social Media landscape
❖ Terms and conditions
❖ Statistics
❖ Pros and cons
❖ Keep abreast with metrics & features
❖ New platforms/media

Plan the audit
❖ Formulate testing steps
❖ Report arising issues in specific business terms
❖ Communicate insights and foresights
❖ Track resolution

Perform Risk Assessment
❖ Identify risk that have large impact on key business objectives
❖ Tie the risk to specific business objectives
Obtaining a Holistic View - Understanding the Audit Entity to raise IT Audit Issues that affect crown jewels, achievement of key business strategies and objectives, add-value, improve operations and grab the attention of senior business executives and the audit committee.
Are Stakeholder Needs Addressed?

Stakeholders

Goals

Life Cycle

Good Practices

4 Enabler Dimensions

Are Enabler Goals Achieved?

Processes

People, Skills & Competencies

Principles, Processes Framework

Services, Infrastructure & Applications

Information

Organisational Structures

Culture Ethics & Behaviour

Is Life Cycle Managed?

Are Good Practices Applied?
20 Social Media Auditing Test Procedures
1. Is there a social media strategy in place, supported by appropriate policies, processes, guidelines and structures?
2. Is the social strategy aligned with the overall enterprise strategic and performance objectives?
3. Is there monitoring, evaluating and reporting on social media activities?
4. Are insights from monitoring, evaluation and reporting used to update the social media strategy? E.g., Predictive Analysis
5. Are all appropriate stakeholders involved in social media strategy development?
6. Does review of board meetings show that social media is a constant board agenda item?
7. Are social media responsibilities, accountabilities and objectives clearly defined, communicated and accepted?
8. What are the risks associated with social media? Are they mitigated? Do the benefits outweigh the costs?
9. Compliance with existing and new legal issues associated with the use of social media?
10. How are customer privacy issues being addressed?
11. Is awareness training communicated to employees and is it being performed? If so how frequently?
12. Are there adequate skills available to provide governance and management of social media?
13. Is there identity and logical access governance and management of Social Media?
14. Who are the administrators of the organisation’s page?
15. Who reviews the content before it is posted?
16. Who authorises the content?
17. Who posts the content?
18. Has a risk assessment been conducted to map the risks to the enterprise presented arising from the use and or none use of social media?
19. The time it takes to request to social media queries
20. Number of social media queries that are not responded to.
Social Media Audit Report
Identify social media risk that have large impact on key business objectives
Tie the social risk to specific business objectives
Communicate in specific business terms.
Avoid generic observations with no business value
Identify possible non compliance issues and impact on the business
Provide insights and foresights beyond listing findings
Communicate with diagrams where feasible
Social Media Red Lights
Selfie Led to the Arrest of a Marijuana ‘Farmer’
Do not drink or smoke and then post, share or tweet.

Richard Edmund’s selfie shared amongst friends led to the discovery of 2 bedrooms converted into mini-cannabis factories, complete with growing lights and fans and his ultimate arrest.
From World Cup 2014 Hero to Zero the Story of Axelle Despiegelaere
Belgian 17 Year World Cup Hero Axelle Despiegelaere
French cosmetics giant L’Oréal has cut its ties with a Belgian football fan it had scouted as a hair model in the stands in Brazil after pictures of her on a big game hunting trip sparked outrage online.
CNN Anchor for 34 Years Lost His Job through Twitter
@JimClancy/ClancyReports

@HumanRights2K Get a grip, junior. It's my Friday night. You and the Hasbara team need to pick on some cripple on the edge of the herd.
7:28 PM - 7 Jan 2015

@JimClancy/ClancyReports

@OsenKesseler Hasbara?
4:49 PM - 7 Jan 2015

@JimClancy/ClancyReports

The cartoons NEVER mocked the Prophet. They mocked how the ZIOARDS tried to distort his word. Pay attention.
4:27 PM - 7 Jan 2015

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#isacazaconf
Danger Keep Out
Do not become a self appointed social media speaker of your organisation
Once posted or tweeted you cannot erase it completely
Do not drink, smoke and tweet or post
Avoid naked or after sex selfies – you never know where they will re-surface
Be cautious of what you post and like on social media. It may cost you your current or prospective job
Questions
Thank You