



Course Name	Social Media Security
Date	31-07-2019
Time	10:00 – 18:00
Fee	MOP3,000
Contact	Mr Keong: 6619 2160 / Mr Cheung: 6375 3228 Or info@topsoc.com.mo
Location	Alameda Dr. Carlos D'Assumpcao No.258, 12 Andar A, Edif. Kin Heng Long Plaza, Macau

- ✧ **20% Early Bird Discount is applied for enrolment is made on or before 12th July 2019**

Social Media Security

Course Objective

No one can totally escape from social media in nowadays society – WeChat, Facebook, Twitter, LinkedIn, Instagram... you named it. Social media is an excellent tool for enterprise in gathering and socializing with customers and its employees; it can be used in advertising, branding, or even collecting useful demographic information of clients. Social media sounds invincible, and yet, all good technologies are also double-edged swords: as convenient as it sounds, there is also risks and security concerns arising from the use of social media.



The aim of this one-day training is to equip participants with technological knowledge in social media, as well as to highlight the benefits and risks concerning the use of social media within the enterprise setting. Cases studies and lab session will also provide participants with practical knowledge on both deploying and exploiting social media tools.

Audience

Security Consultants/ Security Officers and Information Security Analysts/ IT Auditors/
Compliance Officers/IT Managers/ General Management/ Operation Management

Prerequisite

General awareness of information systems security

Detail course outline

Social Media 101

- What is social media
- Distinction of social media with other traditional media channel
- Social media as a strategic tool
- Keyword discovery and Google analytics
- Basic principle of Search Engine Optimization
- Social media adaptation – WeChat, Facebook, LinkedIn, Twitter, Google, Instagram, Weibo, Baidu Tieba (The time to be spent on the social media engine will be prioritized according to popularity)

Trends in social media

- Location Based Service
- Visual content in social media
- Enterprise collaborative system
- Gamification

Incidents and Issue on Social Media

- Famous bleaches of privacy and confidentiality using social media
- Social media impersonation
- Bot traffics



- Content farm and fake news

Social Media Security

- Social media security settings
- Social media monitoring
- Authentication and authorizations
- 3rd party applications and security
- Widgets, badges, plugins to web sites
- Passwords leakage
- Phishing and spamming
- Social Engineering

Lab Session

- Basic set up of social media tools
- Security settings for social media tools
- Google Analytics and Facebook Insights
- Social Media monitoring tools
- Click jacking
- Human Flesh Search
- Cross-site scripting & Cross-site request forgery

Instructor

Peter Cheung is the consultant of Hatter Company Limited.

Peter has over 15 years of experience in information technology and information security. Peter is a trainer on cloud security for a local entertainment company and trainer of Cloud security and threat course in HP. Peter also conducts security awareness training to various Hong Kong Government Department, insurance company and listed companies in Hong Kong.

Peter is a holder of CISSP from ISC2, CISA from ISACA and CCSK from Cloud Security Alliance (CSA). He is awarded an Information Security Leadership Achievements (ISLA) from ISC2 in 2013.



課程名稱	社交媒體安全
課程日期	31-07-2019
課程時間	10:00 – 18:00
課程費用	MOP3,000
課程聯絡人	姜先生: 6619 2160 / 張先生: 6375 3228 info@topsoc.com.mo
課程地點	澳門宋玉生廣場 258 號 建興龍廣場 12 樓 A 座

✧ 7 月 12 日前報名，可享 20%早鳥優惠。

社交媒體安全

課程目標

在當今社會，沒有人可以完全擺脫社交媒體 - 微信，Facebook，Twitter，LinkedIn，Instagram... 社交媒體是企業與客戶及其員工進行聚會和社交的絕佳工具。它可以用於廣告，品牌推廣，甚至可以收集客戶統計資料。社交媒體聽起來立於不敗之地。然而，所有優秀的技術也都是雙刃劍：儘管聽起來很方便，但社交媒體的使用也存在風險和安全問題。

這為期一天的培訓的目的是讓參與者掌握社交媒體的技術知識，並強調在企業環境中使用社交媒體的好處和風險。案例研究和實習將為參與者提供有關部署和利用社交媒體工具的實用知識。

課程對象

安全顧問/安全官和信息安全分析師/ IT 審計員/合規官/ IT 經理/綜合管理/運營管理

條件

對信息系統安全有普通認識

詳細課程大綱

社交媒體 101

- 什麼是社交媒體
- 將社交媒體與傳統媒體區別
- 社交媒體作為戰略工具
- 關鍵字應用和 Google 分析
- 優化搜索引擎的基本原則
- 社交媒體改編 - 微信，Facebook，LinkedIn，Twitter，谷歌，Instagram，微博，百度貼吧（根據各社交媒體引擎的受歡迎程度優先安排其講及的內容時間）

社交媒體的趨勢

- 定位服務
- 社交媒體中的視覺內容
- 企業協作系統
- 遊戲化

社交媒體的事故和問題

- 有名的社交媒體的隱私和保密事故
- 社交媒體
- 殭屍網絡
- 內容區域和假新聞

社交媒體安全

- 社交媒體安全設置
- 社交媒體監控
- 身份驗證和授權

- 第三方應用程序和安全性
- 小工具，徽章，網站插件
- 密碼洩漏
- 網絡釣魚和垃圾郵件
- 社會工程學

實習

- 社交媒體工具的基本設置
- 社交媒體工具的安全設置
- Google Analytics 和 Facebook Insights
- 社交媒體監控工具
- 點擊綁架
- 人肉搜索
- 跨站點腳本和跨站點請求偽造

培訓導師

Peter Cheung 是 Hatter Company Limited 的顧問。

Peter 在信息技術和信息安全方面擁有超過 15 年的經驗。Peter 是一名本地娛樂公司的雲安全培訓師，也是惠普雲安全和威脅課程的培訓導師。Peter 也為香港各政府部門，保險公司和眾上市公司提供安全意識培訓。

Peter 是 ISC2 的 CISSP，ISACA 的 CISA 和雲安全聯盟 CSA 的 CCSK 的持有者。他於 2013 年獲得 ISC2 的信息安全領導成就獎（ISLA）。



Enrolment Form

Course Name: Social Media Security

Course Code: SM101

Course Fee: MOP3,000

Date: 31/07/2019

Student Name	Position	Tel. No.	Email	Fee (MOP \$)
			Total:	

PAYMENT METHODS

Payment Methods: ☐ Cheque ☐ Cash / Bank in

✧ Enjoy the 20% Early Bird Discount to enroll before 12th July 2019

COMPANY INFORMATION

Contact Person: _____

Company: _____

Position: _____

Address: _____

Telephone: _____ Mobile: _____

Fax: _____ Email: _____

Date

Signature & Company Chop

Remark

- For enquiry, please contact Mr Keong on 6619 2160 / 6375 3228 Or info@topsoc.com.mo
- Send your signed enrollment form to info@topsoc.com.mo or by Fax at 28782994 for seat reservation.
- Confirmation email will be sent to attendee 1 week before course commencement.
- Full payment must be made before course commencement and cheque should be made payable to **"TOPSOC INFORMATION SECURITY LIMITED"**
- Full refund will be made for cancellation request received by TopSOC 7 working days before course commencement. No refund will be made after that day and for **"No Show"** cases.
- TopSOC reserves the right to cancel or reschedule the course.