

**The Impact of Social Media on Information Security and Assurance**

**Jason Heinz**  
Senior Manager, Ernst & Young LLP



Professional Strategies – S11

**Session Abstract**

This session is designed to educate attendees on how social media is changing how companies operate and examples of the key threats/risks that Information Security and Internal Auditors will need to consider in the years ahead. Topics include:

- Overview of social media landscape
- Importance and benefits of utilizing social media
- Example social media frameworks

Threats (data leakage, social engineering, brand/reputation, and technical vulnerabilities)

**Target Audience**

Anyone interested in understanding how social media is changing how companies interact externally and internally and what this change means to Information Security and Internal Audit functions.

Primarily, this session would benefit:

- Internal auditors
- Information security practitioners
- Business users

**COBIT Objectives**

This course will touch upon the following COBIT areas:

- PO 1-5, 9
- DS 1-5, 10-11
- AI 6
- ME 1-2

**Speaker Bio**

**Jason Heinz** is a Senior Manager in Ernst & Young's Advisory Services Customer practice. Jason has over fourteen years of professional services and industry experience ranging from being the Lead Product Manager on a portfolio of Information Security products, to driving multi-billion dollar market expansion efforts across new multi-platform services, to integrating broad sets of technology products and services for new client solutions, to enabling new social media experience techniques at Fortune 50 companies. Working in Customer Strategy across multiple industries has enabled Jason to gain a broad perspective on the changing role social media is playing in companies from an external and internal perspective.