The medium and the message

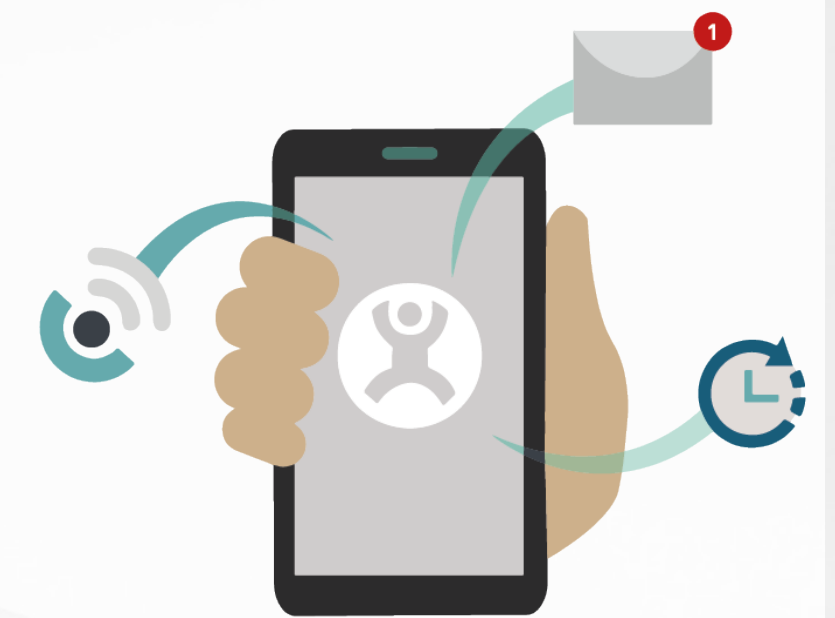Jim Preen
Crisis Management Director: YUDU Sentinel

https://www.yudu.com/sentinel

The medium and the message

- Nobody is as angry as they are on Twitter

- No one is as happy as they appear on Facebook

- Nobody is as successful as they say on Linked In
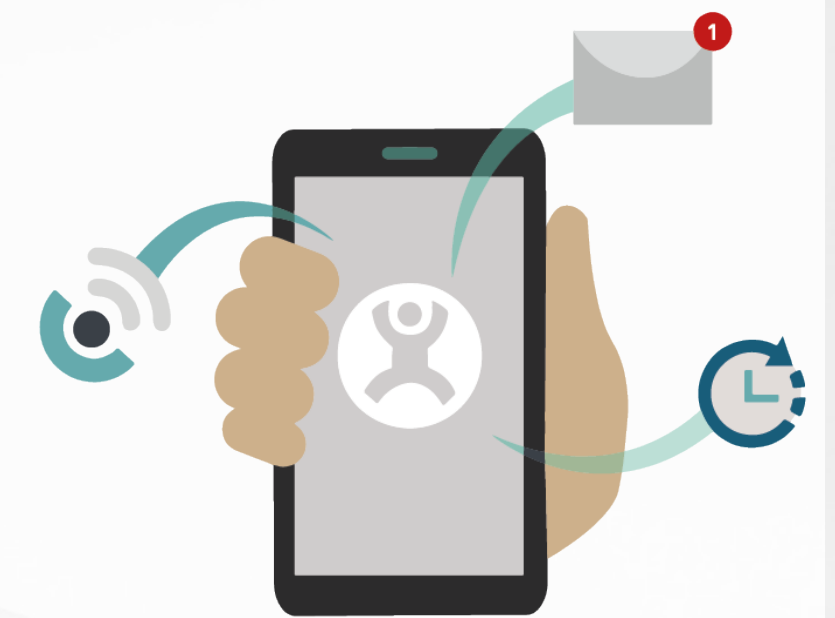
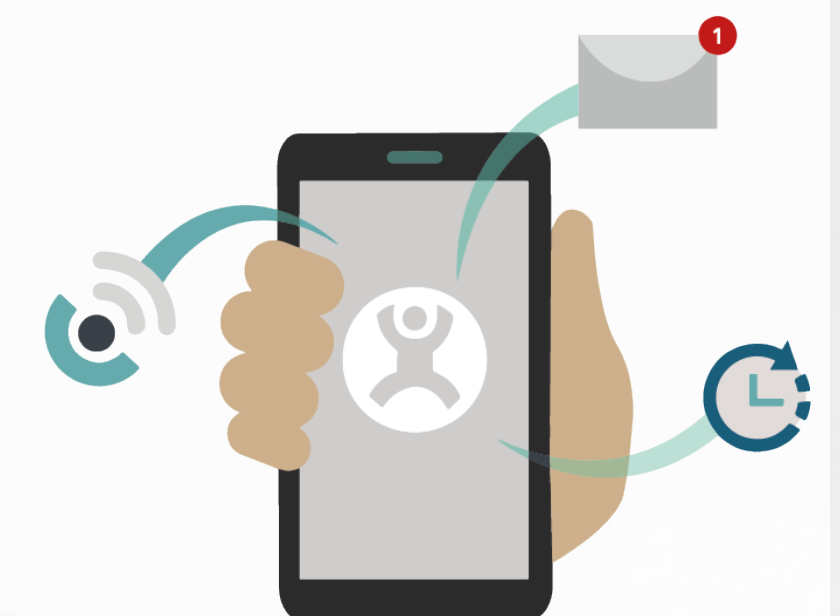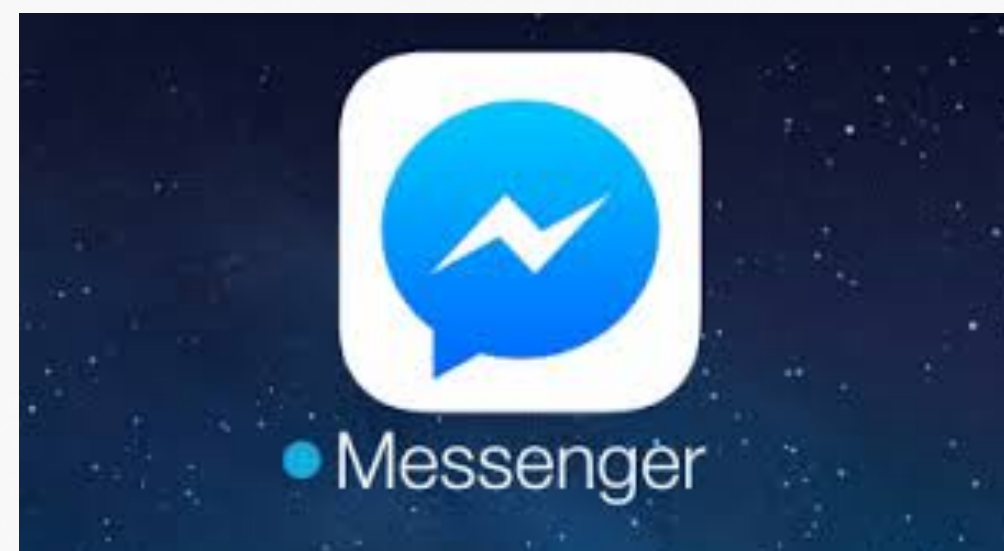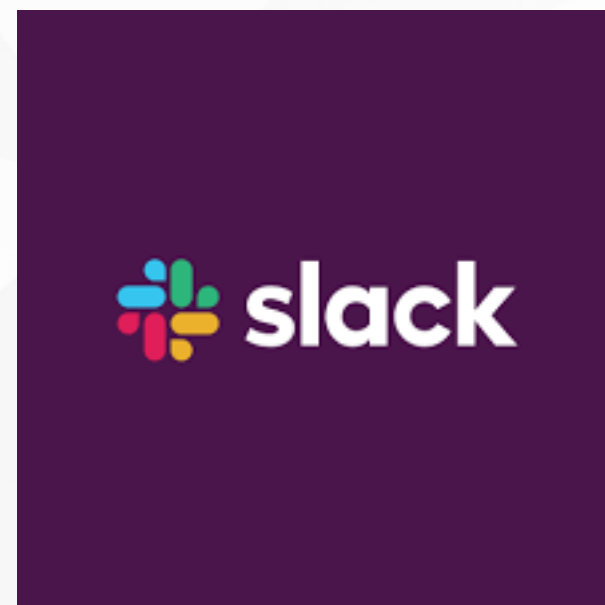# The medium and the message

The medium and the message

twitter

The medium and the message

In the past, you communicated **to** your audiences now you communicate **with** your audiences – it's a two-way street
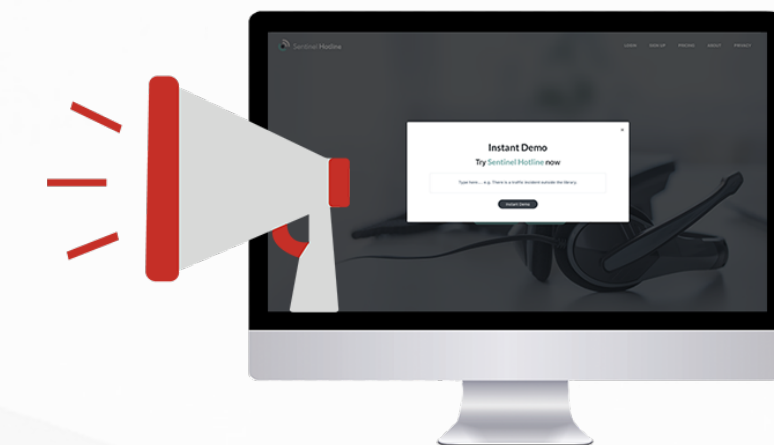
The medium and the message

The medium and the message

Pickering Nuclear Generating Station

The medium and the message
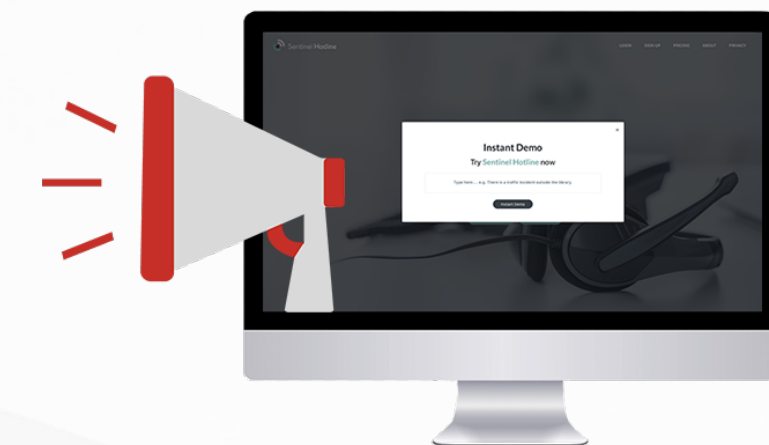
The medium and the message

- Alerts must be zoned, it must be clear what message is going to what group
- The system must require the administrator to reconfirm their intention to send an alert
- Crisis plans must set out who has admin access and who has permission to activate alerts
- Messages sent during exercises must be ring-fenced
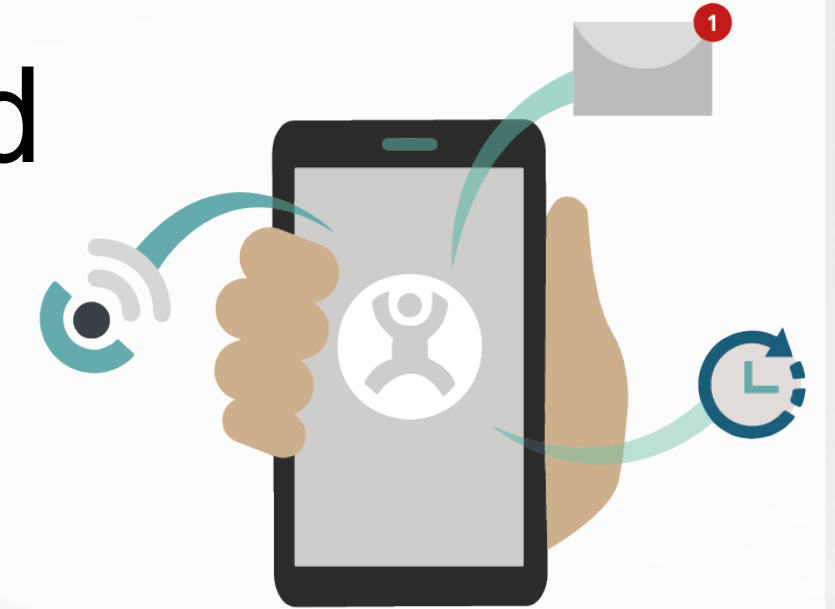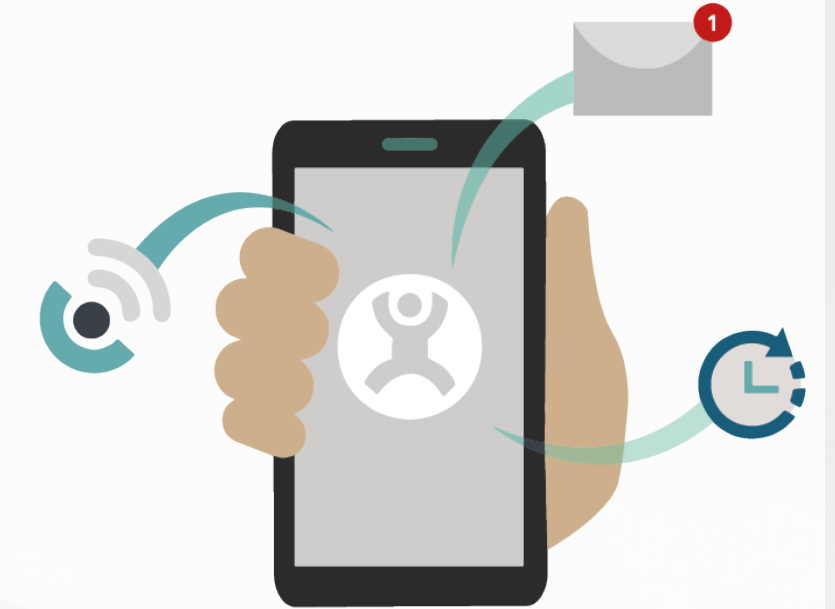
The medium and the message

The medium and the message

Chat Channels: The Upside

- Collaborative
- Mobile
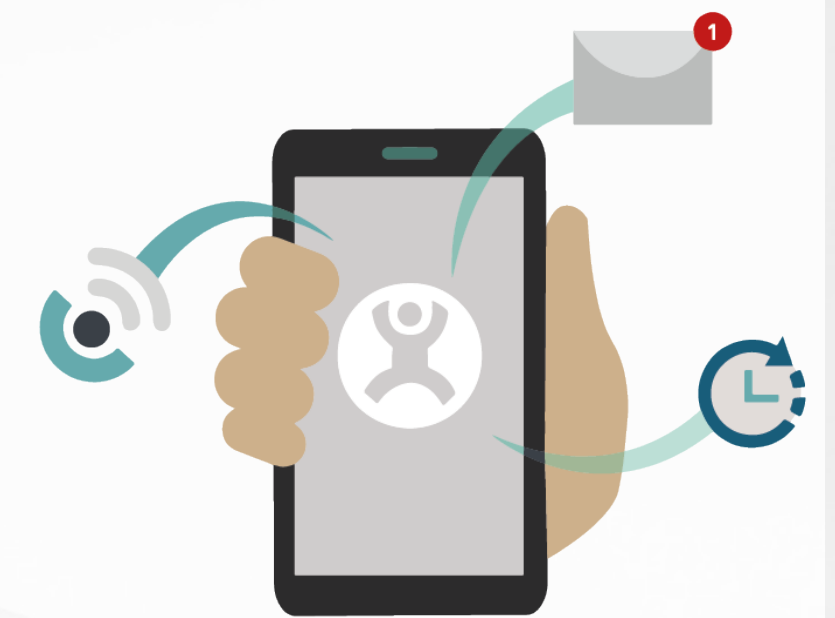- Immediate
- Familiar
- Share documents, images and video.

The medium and the message

'The more consumer-like and informal the experience, the more likely employees are to accidentally let slip confidential or inappropriate information.'

Amanda Finch (CEO UK Chartered Institute of Information Security)

The Perils of WhatsApp

1. No Corporate Oversight

2. No Control of Chat Group set up

3. No Management Control of Joiners and Leavers

4. No usable audit trail

5. Users can delete messages sent

Other Concerns

- WhatsApp is banned or can be banned at any time in certain countries

- Hacking WhatsApp

  - End to end encryption is just that. When you view in plain text the message is vulnerable

  - Malware on a phone will pass to the hacker all that you see.

  - Screenshots

Sentinel

The medium and the message

Jim Preen
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