THE IMPACT OF SOCIAL MEDIA ON HUMAN RESOURCE INTERVENTION AND SOCIAL ENGINEERING

·Ulfat Andrabi, MBA.

ABSTRACT

In present epoch, Social Media has become an important means of communication which permits people to be with each other and keep themselves shoulder to shoulder with new developments that are occurring around the world. There were the days when individual meetings were performed for strategies and policies and when Human Resources were used to travel from one place to another, for publicizing new promotions, practices but with the appearance of social media, a single tweet/Face book update or a post on the Internet-based organization management system serves as a public notice for any type of organizational change. On the other side, Social engineering hits the weakest organizational security or defense link – the human. The entry of employees using social media throughout the operational environment has offered information security professionals with an extensive array of challenges facing people, process and technology. These tests also show massive impact on the integrity, availability confidentiality, and of information assets existing within the organization. This paper tries to explore the impact of social media on various HR functions like recruitment, selection, talent management, and performance management and provides an in detail insight into cataloging and mitigation of social engineering security issues faced by many enterprises in approving social media for business use.

Keywords: Social Media, Social Engineering, Organizations, HR, Security, Impact.

INTRODUCTION

Social media has been mostly referred to the numerous reasonable and normally accessible electronic tools that assists anyone to bring out and entrée information. The function of social media may diverge from organization to organization, industry to industry, but its existence can't be overlooked by enterprise in common and by Human Resource Professionals in particular. It is a entrenched as a customer and brand oriented set of tools. Progressively, social media is being presented as an original way out for inner efficacy. When policy and authority are incorporated with social media tools, they can definitely brunt the organization. Human resource management interventions intend to augment generally managerial presentation by improving the performance of persons and groups within the organization.

The convergence of equipment integrating with enthusiastically available and primitive data is instilling in every feasible way of our business and personal lives. The dissimilarity between individual and organizational social circles is flattering more and hazier with the preface of social media in various forms all over the

organization. Defending the privacy, veracity and accessibility of information assets is a noteworthy international business challenge for information security predictable by researchers. By using these technologies new information risks, particularly through social engineers and their use of these technologies are been established. Many studies have shown that there is a mounting connection between social engineering and social media sites such as Twitter, Facebook due to the assets of special and organisational information to be originate within these environments.

RESEARCH OBJECTIVES

1) To study the impact of Social Media on Human Resource Interventions

2) To study the relationship between Social Engineering and Social Media and

3) To provide a detailed insight into cataloging and mitigation of social engineering security issues faced by many enterprises in approving social media for business use.

RELATIONSHIP OF SOCIAL MEDIA AND HUMAN RESOURCES

Social Media has come forward as a authoritative business and Human Resource tool. These restraints deals with picking apposite Social Media sites and designs from the incalculable options accessible and control the same to generate importance for the organization. So that human resource managers know how social media influences their day by day activities, their employment and enrollment practices and much more while on the job. One of the main benefits of Social Media is that it makes recruiting easier and more successful for the organization.

On the other hand, Social Media helps company branding. Social Media is enticing the marketing teams and human resource departments. HR department can take to social media to reinforce the brand of the company. Social Media helps in supervising the employee's activities.

Furthermore, the social media has impacted human resources and those companies are now communicating with their employees using social media. Some companies talk to employees on Twitter to converse company events so the public can find out them. Policies, Strategies of any company on suitable use of these evolving media are Human Resource's accountability. There are many risks even when using this social media, so one should be very cautious regarding this.

SOCIAL ENGINEERING IN CONTEXT OF SOCIAL MEDIA USE

Social engineering is the ability of directing people into executing a definite assignment for the engineer relatively than the engineer gaining entry into or networks by means of the conventional scientific hacks. Social engineers take up the following methods when commencing and finishing these attacks.

Web based attacks are time and again originate to be the important transport vectors for cyber-attacks; social media and social gaming endows with the ideal vehicle or attack surface for bringing lures and payloads. The categorization of threat agents into groups of espionage spies, cyber terrorists hacktivists, cyber criminals, or

social engineers no longer holds discrete value due to the inclusion of 'skills' to complete the erudition of today's exploits.

ENTERPRISE SECURITY: SOCIAL ENGINEERING THROUGH SOCIAL MEDIA CHALLENGES

The arrival of Social Media into the commercial environment brings along multiple risks to the technology, data, people and the organization itself. Social Engineering chiefly targets the people surrounded by the organization both directly or indirectly, though these risks have foremost impact to the other environments as well.

The major recurrently pragmatic risks from project social networking fall into three major groups: reputational, legal and operational.

1. **Reputational Threats**

The difficult and the tricky challenge to mitigate from the use of social media is the risks to an organization's status, name or brand. Reputation can be dented if the company is seen to be technically useless –
On social networks like Facebook and Twitter, a common form of attack is to tempt users through social engineering to empower some third-party application which is then given consent to admittance the user's data and post information on his or her behalf, or to connect on a link that impalpably installs some malware.

2. **Legal & Compliance Threats**

The principal official and conformity risks contain: security, intellectual property (IP), privacy, and media content. Any break happening from social media commitment could vigor the organization to face responsibility. The legal risks related with social media procedure should be vigilantly evaluated by risk management strategies former to accept an enterprise social media outline.

3. **Operational Threats**

The application of social media sites for business use places big risk to the organization's established networks due to the employee naively downloading malware or spyware from spiteful links or appliances added to these sites. Credulous users are persuaded into snapping adapted hyperlinks or appealing applications by social engineers, any of these methods could transport users to counterfeit pages or accounts in use for malevolent downloads and consequent entry into secured networks.

CONCLUSION

It's obvious that social media tools are converting the way we work and will persist to do so in ways we can only envisage. It is vital for Human Resource Professionals to comprehend what these tools are used for and review the risks and prospects they may present to an organization. Social media is redefining how companies innovate by linking people and ideas in different ways that have formerly not been surveyed. Organizations at present have the capability to operate knowledge from exterior audiences throughout the globe that they could not at all reach before. Furthermore our study verifies social engineering to managerial employees as one of the

most exigent information security threats attacks throughout social media channels. It scrutinized how social engineering resists traditional security efforts due to the way of attack relying on human inaccuracy. In addition, the open and communal nature of social media, which is currently seeing amplified enterprise implementation, acts as a elementary source of information to be assembled for attack intensification. The study also provided a complete idea of major security issue taxonomy with strategies for risk mitigation and control. It is also apparent as timely and significant considering the current media attention to this dilemma.

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