

Europol's social media platform and examples of how criminals exploit social media

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New communication tools / Social Media

CONCLUSION

Eurojust/Frontex/OLAF and Europol will **never** be 'big' on Social Media

Why?

- Too difficult/dangerous to interact directly with citizens
- Too little information of direct relevance to citizens for their everyday lives
- Too few resources to maintain the services

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- Social Media presence is part of modern day communication
- Websites will remain the key information source
- 'Social Media Strategy' (incl. content plan, security and IT policy and social media guidelines for staff and Community Managers) in Autumn 2012
- Using Facebook/LinkedIn, YouTube and Twitter from January 2013
- Careful approach with minimal resources
 - 1.5 FTE (Community manager, content creation, AV support and editing/proof-reading)

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What can we achieve from the use of Social Media?

- Show that we are not living in the past
- Expand the reach of our Press Releases
- Ability to target some of our communications
- Ensure the organisation's visibility and increase awareness
- Incorporate videos, speeches, interviews
- Drive new visitors to our corporate website

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More than 60% of journalists use social media to find new ideas for news articles.

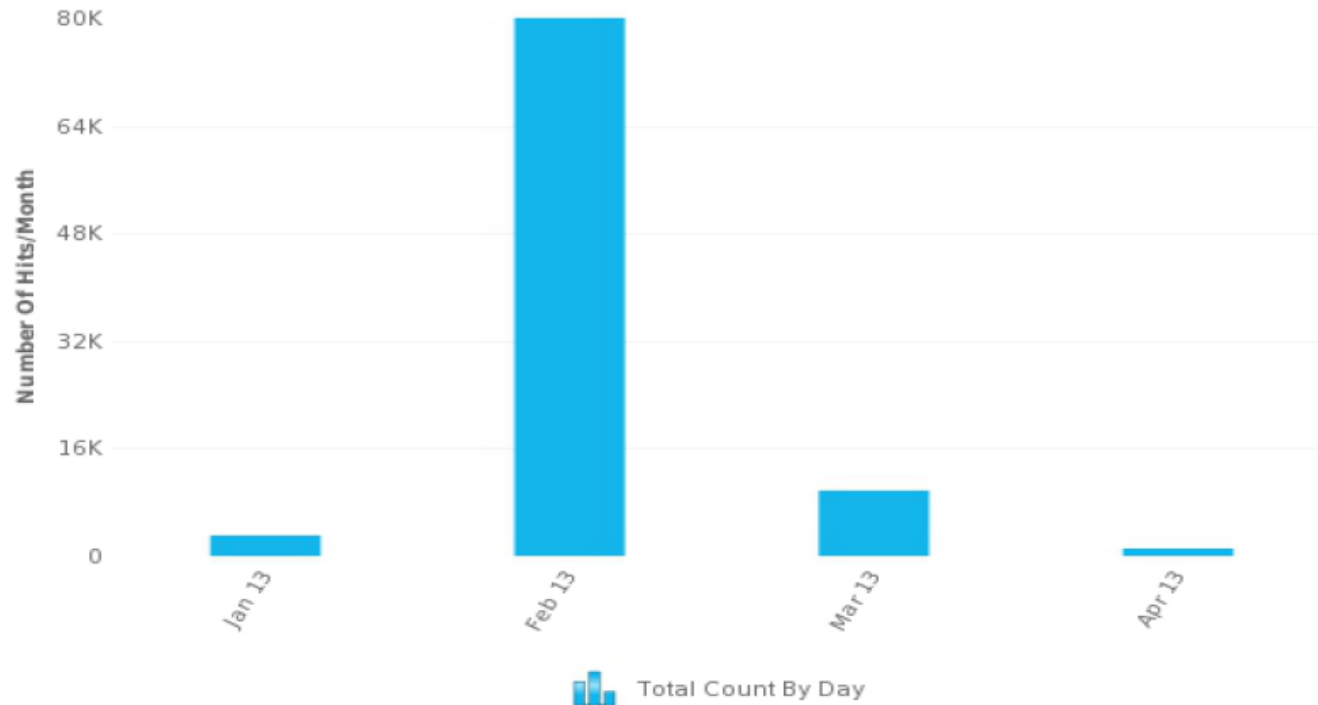
9/10 journalists use social media at the office

5/10 journalists use social media on-the-go

Source: Burson-Marseller.

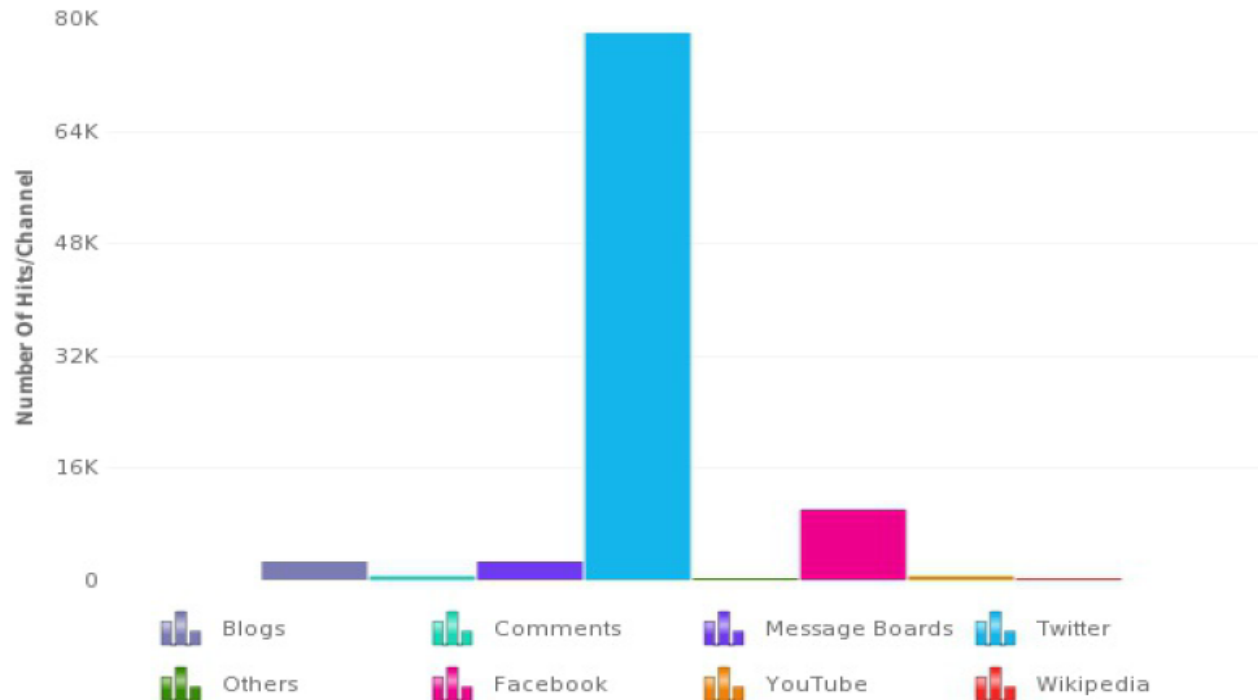
Total figures for Social Media Jan-April 2013

Conversation Volume



Month	Number Of Hits
Jan 13	2920
Feb 13	79931
Mar 13	9632
Apr 13	1098

Overall number split by channel



Channel

Blogs

Comments

Message Boards

Twitter

Others

Facebook

YouTube

Wikipedia

Number Of Hits

2459

425

2531

77684

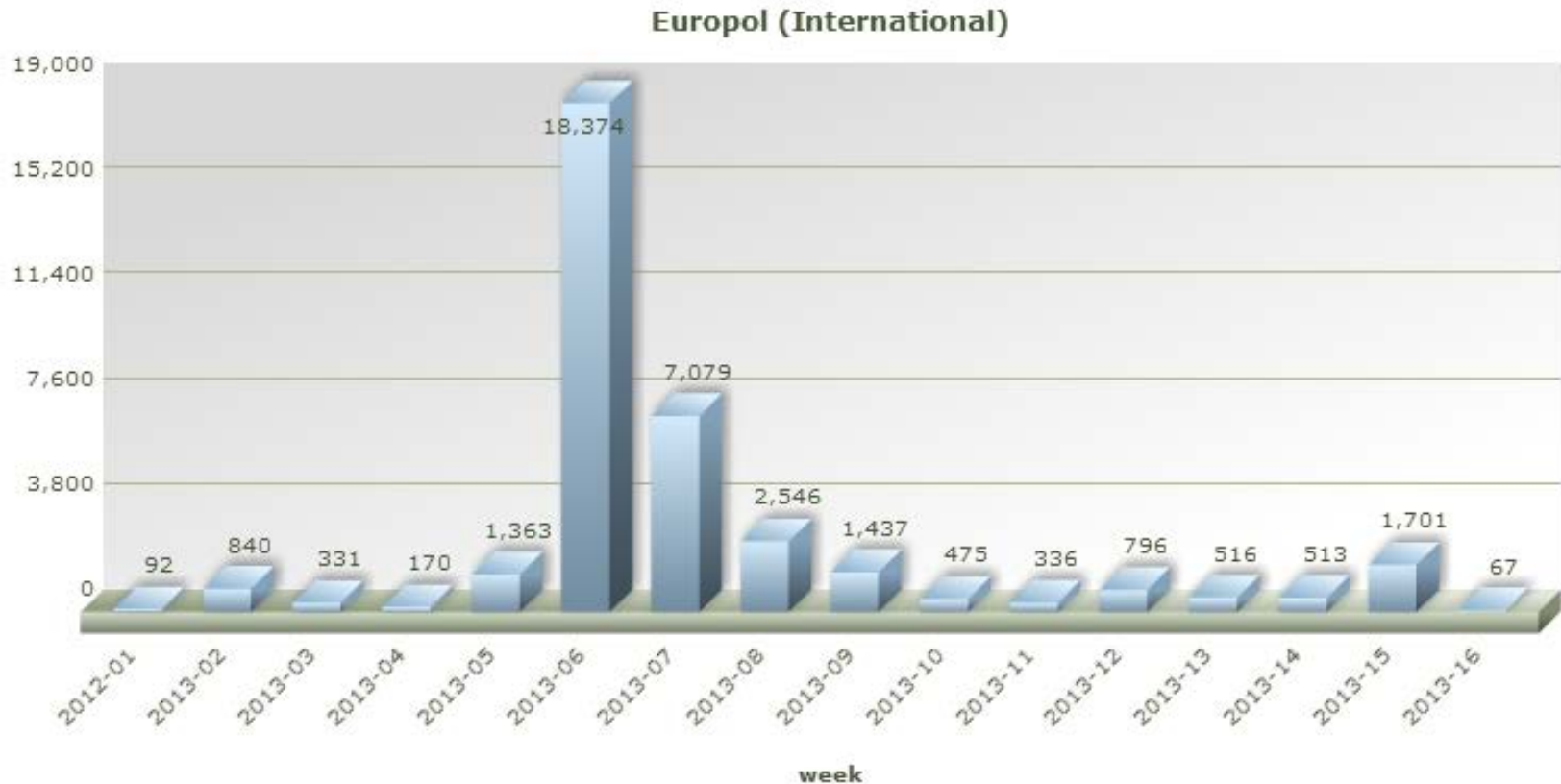
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10005

470

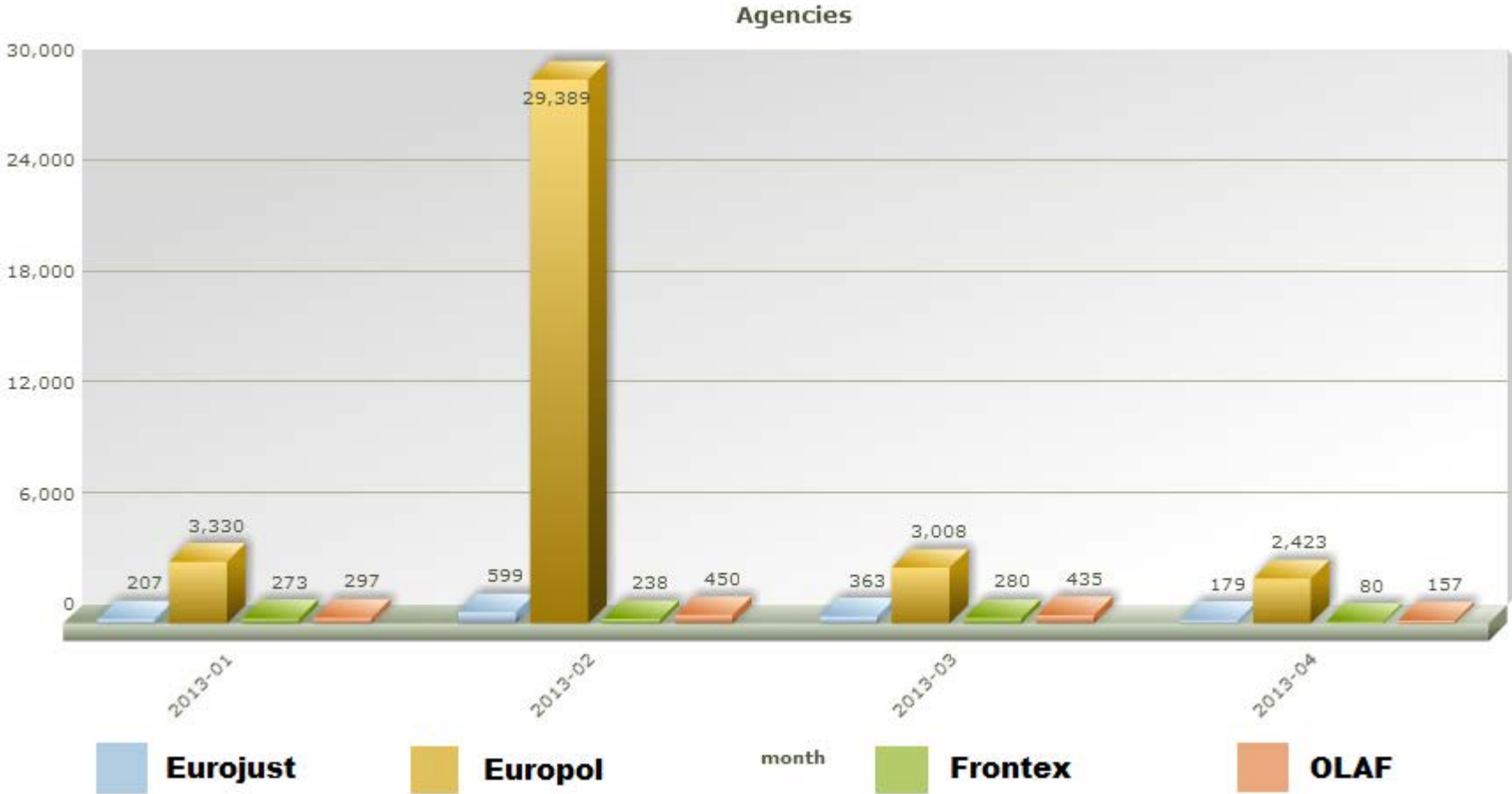
6

Media reports 2013: Jan-Apr.



Total up to Apr. 2013: **36,636**

Media reports 2013: Jan-Apr.



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Online examples of law enforcement agencies active in Social Media:

- Europol
- Spanish Policia Nacional
- FBI
- And... European Commission (incl. OLAF)

New communication tools / Social Media (Part II)

Examples of criminal activity

Quotes from SOCTA 2013 (Serious and Organised Crime Threat Assessment):

- "Modern information and communications technology (ICT) enables fraudsters to easily access a large pool of potential victims".
- "Fraud is largely facilitated by the availability of enhanced communication and technological tools in which individuals and companies are increasingly targeted online".

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- Grooming - child sexual abuse. Perpetrators hiding behind fake identities
- Easy distribution of illegal material
- Worldwide access to other criminals

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Members of Koobface




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- Koobface: Gang from Skt. Petersburg behind an internet worm which spread via Facebook and other social networks.
- Gained control of hundred of thousands of computers. They used bogus links to online videos which masqueraded as a Flash update.
- The gang made about 2 million USD a year.

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Sponsored [Create an advert](#)

Personal loans

HSBC 
The world's local bank


7.5% APR
Representative for HSBC customers.
Instant decision when you apply online.
Personal Loans between £7,000 – £15,000

Top Smartphone on Three.


 Just £20 a month.

Get the HTC Wildfire with 500 mins, 5000 texts and 1GB internet. The 3.2" Pinch and Zoom touchscreen make apps easy. Just £20 a month.

World of uDraw



Discover your inner artist with the uDraw GameTablet for Wii. Great range of games for families and kids. Like our page for more info!

 Like - 68,955 people like this.

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The image shows a screenshot of a Facebook page for "iPad Research Center - Test & Keep It". The page features a navigation bar with the Facebook logo, notification counts (14, 20), and a search bar. The main content area includes a large image of an iPad displaying a newspaper article, a "Become a Fan" button, and a post from the page. The post includes a small iPad icon, the Facebook logo, the text "Invite Your Friends and Get Free Stuff" with "Products: 2,499 fans", and interaction options like "Fri at 9:26pm · Share", "332 people like this.", and "View all 679 comments".

facebook 14 20 Search

iPad Research Center - Test & Keep It [Become a Fan](#)

Wall Info Become a Tester Terms and Conditions

iPad Research Center - Test & Keep It + Fans iPad Research Center - Test & Keep It Just Fans

 Add to My Page's Favorites Suggest to Friends

 iPad Research Center - Test & Keep It

 Invite Your Friends and Get Free Stuff
Products: 2,499 fans

 Fri at 9:26pm · Share

 332 people like this.

 View all 679 comments

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From: Catarina Meadows via LinkedIn <member@linkedin.com>
To: Ivan [redacted]@yahoo.com>
Sent: Monday, June 18, 2012 1:55 AM
Subject: You have to see this Video

LinkedIn

Catarina Meadows requested to add you as a connection on LinkedIn:
Ivan,

You have to see this presentation I made you about a company that investors are making lots of money on.

<http://bit.ly/MIyeTV>

Let me know what you think.

Regards,

Catarina

Note: <http://bit.ly/L1KEEV>

Accept

[View invitation from Catarina Meadows](#)

WHY MIGHT CONNECTING WITH CATARINA MEADOWS BE A GOOD IDEA?

Catarina Meadows's connections could be useful to you

After accepting Catarina Meadows's invitation, check Catarina Meadows's connections to see who else you may know and who you might want an introduction to. Building these connections can create opportunities in the future.

© 2012, LinkedIn Corporation

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DaciaBassage329 Dacia Bassage
wow,iTunes **Gift Card** got just today free lol
www.arks.in/cgtd
2 minutes ago

VannessaMuraro7 Vannessa Muraro
i have got,get yrs free iTunes **Gift Card** giveaway
today www.arks.in/cgtd
2 minutes ago

MildaFontaine2 Milda Fontaine
awesome lol,today got iTunes **Gift Card**
www.arks.in/cgtd
3 minutes ago

EileneDesoto596 Eilene Desoto
Your Chance to choose Your Best iTunes **Gift Card**
www.arks.in/cgtd
3 minutes ago

ManArden6798 Man Arden
Find out how to get a iTunes **Gift Card!**
www.arks.in/cgtd
3 minutes ago

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facebook

Log Out

Please complete a security check

Security checks help keep Facebook trustworthy and free of spam.

Use a credit card to verify your account

To keep Facebook a safe environment and to make sure that you are using your real name, we require you to confirm your identity by submitting your credit card information.

- This information will only be used to verify your identity.
- **Your credit card will not be charged in any way.**
- We do not store any credit card information on our servers.

Please enter the following information to be able to continue using your Facebook account.

Full Name:

Address (line 1):

Address (line 2):

Country: 

City:

Zip:

Phone Number:

Credit Card Type: 

Credit Card Number:

Expiration Month/Year: /

CVV:

The information above will not be stored on our servers.

[Confirm Identity](#)

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Cyber-criminals steal identity of one of the world's top security chiefs using Facebook

By DAILY MAIL REPORTER

UPDATED: 12:13 GMT, 20 September 2010

[Comments \(9\)](#) | [Share](#)  +1  Tweet  0

The head of Interpol has warned that cyber-crime is the 'most dangerous criminal threat we will ever face' after fraudsters stole his identity on Facebook.

Security chief Ronald K. Noble revealed that two fake accounts were created in his name and used to find the details of highly-dangerous criminals.

The embarrassing security breach saw one of the impersonators use the false profile to obtain information on fugitives convicted of serious crimes including rape and murder.



Victim: The head of Interpol Ronald K. Noble has warned about the threats of cyber-crime after his identity was stolen on Facebook

Europol



Public Information

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EUROPOL
European law enforcement agency

ATTENTION!

Your computer has been LOCKED

ATTENTION!

Your IP-Address: [redacted]
Your Hostname: [redacted]

Your PC is blocked due to at least one of the reasons specified below:

Your computer has been trying to download and/or to install pirated software or multimedia files protected by international laws and has been blocked. According to EU legislation you are required to pay 100 EUR administrative fees if this is the first time you have violated the copyright law. Downloading, installing and distributing such materials is highly punishable and may leave a long lasting effect on your job and on your friends and relatives. If we don't receive a payment within 48 hours your personal information will be sent to your local police authorities. Your hardware used for distribution of pirated software will be confiscated and you will be arrested, charged and convicted for up to 5 years in prison time and registered as a thief for the rest of your life.

To help you make your payment faster and totally anonymous to you, we decided to accept vouchers that are spread nationwide and can be purchased in all major stores.

EU Legislation p. 163.1 (3) Every person who transmits, makes available, distributes, sells, advertises, imports, exports or possesses for the purpose of transmission, making available, distribution, sale, advertising or exportation any illegal software files is guilty of an indictable offence and liable to imprisonment for a term not exceeding ten years and to a minimum punishment of imprisonment for a term of five years.

Pay with Paysafecard or Ukash:



Enter 100 EURO Paysafecard or Ukash voucher:

Where I can buy Paysafecard or Ukash?

You can get Paysafecard or Ukash cards from hundreds of thousands of global locations, online, from wallets, from kiosks and ATMs.



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Conclusion:

- Social Media is here to stay. You can't beat them, so better join in!

- Recommend a positive but cautious approach

“We don't have a choice on whether we do social media, the question is how well we do it”. Erik Qualman, US author.