Unlocking IT Value – Transforming IT Enabled Investments into Business Value

Governance and Audit
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Social Media Definition

Social software which mediate human communication

Interactive platforms via which individuals and communities create and share user-generated content

Extended networked enterprises

Is not a “nice to have” but a “must have” in today’s Enterprise Environment
Social Media \ The Social Age Some Historic Fast Facts

- Over 1 billion monthly active
- 250M photos uploaded daily
- 425M mobile users
- 2012 revenue USD 1.6 Billion

- 465M accounts
- 175M tweets a day
- 1M twitter accounts added daily

- 2 Billion views per day
- 44% of users aged 12–34

- 2 new members join every second
- 57M from USA, 34M from Europe
- USD 552 revenue in 2011
Survey Questions

- Is social media an agenda at the Board in your organization?
- Is there formalized social strategy in your organization?
- To what extent is the Board and Senior Executives involved in Social Media matters?
- Do you have formalized social media policies, guidelines, processes and procedures?
- To what extent are employees familiar with the social media policies, guidelines, processes and procedures?
- Do you have processes and procedures in place to monitor and report on social media activities?
- Is social media audit part of your 2013 audit plan?
- Do you hold social media training and awareness programs? If so how frequent?
- Do you have social media experts in your Audit/Governance team [Including at the Board Level?]
60 million Facebook coke followers – the number grows every month – connecting socially, collaborating and engaging with the brand

Social media revenue running into billions of dollars.

Reed Hastings charged by SEC for inappropriate disclosure
Social Media Business Benefits and Challenges

Benefits

- Better management of reputation risk [BP unofficial twitter site 155000official site 40000]
- Engaging and building intimacy relationships with stakeholders. Creating more intimate and sticky relationships
- A source of independent intelligence and strategic insights [Competitor Information]
- Independent recruitment
- PR activities to counter – negative posts that go viral

Challenges

- Lack of Corporate Governance over social media.
- Lack of social media corporate strategy.
- Lack of social media accountability and responsibility
- Lack of a social media experts in an enterprise. Lack of social media skills at Board level.
- Social media is not an agenda item at the board.
- Lack of a social media monitoring/control Centre.
- Lack of social media monitoring/events reports to the board.
- Lack of social identity Governance.
- Impersonating/83 million Face Book accounts reportedly bogus
- Lack of tools to track social media activities
- Data leakage
- Social engineering
- Fire fighting approach to social media issues
- Lack of understanding of Terms and Conditions of Social Media Sites
Social Business Solutions to Challenges

- Assess current capabilities with social media.
- Determine how social media fits with the strategy and business model.
- Map companies’ key performance indicators and risk factors to information available through social media.
- Implement a “listening” system to capture social media data and transform it into metrics.
- Develop formal policies and guidelines for employees, executives, and directors.
- Consider the legal and behavioral ramifications that could be involved if the company’s board receives summary data about social media.
- Make social media a board agenda item.
- PR activities to counter negative posts that go viral

Its not about more self promotion it is about listening and engaging
Enterprise Governance of Social Media – Enabling the Social Enterprise

Policy
- Provide guidelines
- Processes
- Procedures
- Standards

Objectives
- Business case – clearly defined
- Media preference
- Communities of interest

SSMART Goals

Strategy
- Aligned with corporate strategy and ERM
- Engagement model
- Positioning – leader/follower
- Agile & effective
- Board and senior executives involvement

Structures
- The Board
- Social Media Committee
- Content Manager
- Monitoring & Reporting Board
- Chief Engagement Officer
- Analytics \ Big Data

Monitoring, Evaluation
- Regularly review strategy, policies, processes and procedures, market trends & sentiments, regulatory environment, current plausible and expected risks for continuous fit for purpose
- Performance tracking.

Continuously sniff the social media landscape, adopt and adapt
Measurement

- Defined and measurable objectives aligned with business strategy and objectives
- Metrics that tie to enterprise objectives
- Tools and knowledge for tracking the metrics
- Ability to translate online activities to business results

Metrics:

- Site visits
- Unique visits
- New visits
- Visit frequency
- Time on site
- Conversations
- Posts
- Tweets and ReTweets / Shares
- Number of comments/Hits on a negative post
Social Media Assurance – “Adding Value and Improving The Social Enterprise”

- Understand the business environment of the entity under review
- Obtain a comprehensive understanding of the social media landscape
- Appreciate in detail social media sites terms and conditions
- Communicate the insights – “Not a list of meaningless findings ”

Turning the lemons into lemonade
Social Media Assurance – “Adding Value and Improving The Social Enterprise”

- Is there a social media strategy in place, supported by appropriate policies, processes, guidelines and structures? Is the strategy aligned with the overall enterprise strategy and objectives?
- Is there monitoring, evaluating and reporting (MER) on social media?
- Are insights from MER used to update the strategy?
- Are all appropriate stakeholders involved in social media strategy development?
- Does review of board meetings show that social media is a constant board agenda item?
- Are social media responsibilities, accountabilities and objectives clearly defined?
- What are the risks associated with social media? Are they mitigated? Do the benefits outweigh the costs?
- Compliance with existing and new legal issues associated with the use of social media?
- How are customer privacy issues being addressed?
- Is awareness training communicated to employees and is it being performed? If so how frequently?
- What is the process in place for handling negative posts?
- Are there adequate skills available to provide governance and management of social media?
- Is there identity and logical access governance and management of Social Media?
- Has a risk assessment been conducted to map the risks to the enterprise presented by the use of social media?
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Thank you!