

www.ultimateknowledge.com/SMSP

UKI's Social Media Security Professional (SMSP)

An army of cyber spies and criminals are on a mission to compromise your organization by hacking into your network through social media channels. What's their goal? To steal confidential business strategies, intellectual property data, and trade secrets that your organization relies on to stay competitive. These breaches are often executed through the organization's most valued asset: its workforce, who often unknowingly becomes the vehicle for the compromise. What's at stake? Your organization's reputation, ability to continue business operations, and potentially your job.

Learn to defend your organization from this new wave of social networking attacks. Become an expert in identifying risk that emerges from the unique technical composition of social media sites and master your social media breach incident response. Help build a strong social media policy and defense strategy that will secure your organization's continuity.

Powered by CompTIA

UKI has partnered with the industry's leading certification authority, CompTIA, to design the first social media security examination that tests users' skills in identifying and mitigating social media risk. CompTIA's unparalleled experience in exam development offers a credible and reliable way to validate the skills of the individuals taking the exams in the exploding IT arena of social media. While the SMSP certification builds on general network security knowledge, its unique aspect is its focus on technical granularity specific to social media platforms such as cross-site scripting, socware (social media malware), phishing, data profiling, geo-tagging, identity theft, and evil twin attacks.

Answering Global Skill Demand

The SMSP candidates include IS professionals from Fortune 500 enterprises and government organizations covering various industries and sectors. Organizations represented include Booz Allen Hamilton, SAIC, SRA International, Wells Fargo, Wyndham International, Symantec, U.S. Department of Defense, US Army, US Navy, US Marine Corps, FBI and many others.

"This course is definitely an eye opener. With how much social media has taken over, it is important to be fully aware of the capabilities along with all the risks it brings. It is important to get this course because social media is the new norm."
– Wilder Guerra, US Navy



Top 3 Reasons To Become SMSP Certified

1. Studies by Norton, Sourcefire, McAfee and Forrester named social media security among the top three biggest challenges for the information assurance industry in 2013.
2. Protiviti "2013 Internal Audit Capabilities and Needs Survey Report" of more than 1,000 internal auditors revealed that 43% of respondents' organizations have no social media policy and those that do often fail to address basic security issues.
3. According to the "2013 IT Priorities Survey" by Protiviti, CIOs view improved competency in social media security as one of the most pressing concerns.

Learn more at:

www.ultimateknowledge.com/SMSP





The Social Media Security Professional (SMSP) Certification

The **Social Media Security Professional (SMSP) Certification** attests to the individual's knowledge of social networking channels and the risks these pose on the security posture of an organization. SMSP professionals have the skills necessary to anticipate attacks and guard sensitive information from social media hackers, and, in the event of a breach, have tools to quickly respond to security incidents. SMSPs have proven competency to help guide organization's social media personnel security policy. Certified SMSPs are the organization's first line of defense from social media security attacks.

Ideal Candidate Job Roles for SMSP Certification

SMSP is designed for professionals who work with social media solutions and have experience in the cyber security space. Candidate roles include: information security technician, security administrator, security architect, security engineer or any other role that is responsible for information security. SMSP is also ideal for Information Assurance professionals in Chief Information Security Officer (CISO), Chief Information Officer (CIO) or other roles responsible for developing social media usage policies and education programs for end users.

Continuing Education Credits

Earn CE credits toward: A+, Network+ and Security+

SMSP Common Body of Knowledge (CBK)

1. Social Media Theory & Principles
2. Social Media Technical Composition
3. Social Media Risks
4. Social Media Security & Incident Response
5. Social Media Management

Download the full CBK at www.ultimateknowledge.com/_SMSP.asp

Become SMSP Certified

Attend the official SMSP training course

This is the most effective way to obtain the knowledge necessary to pass the SMSP Exam.

Length: 3 days

Format: Lectures, Demonstrations, Hands-On Labs, Daily Quiz

Materials: Courseware, DVD with tools and examples

Prerequisites: One year of cybersecurity work experience recommended.

Take your career to the next level

Social Media Engineering and Forensics Professional (SMEFP)

Social Media Management and Governance Professional (SMMGP)

"The SMSP training course is beneficial in that it combines technical training to fully understand TCP IP networking, DNS, and the harms of malware and cross-site scripting; as well as practical training that allowed attendees to play with open source social intelligence gathering solutions. This is the perfect class for those involved in IT security and interested in social media and identity theft."
– Rebehak Coughlin, MicroTech



Benefits to Individuals

1. Validation of your knowledge of social media security and skills necessary to protect critical infrastructure.
2. Differentiation from your peers which will boost your confidence.
3. Credentials to help you achieve a higher position, raise, and promotion faster.

Benefits to Organizations

1. Assurance that the certified professional has the knowledge and skills needed to safeguard sensitive information and prevent potentially devastating security breaches resulting from use of social media.
2. Strengthen your information security team - a recent study shows that certifications improve team performance by 11%.
3. Empower a culture of learning and improvement that increases ROI - studies estimate that every \$1 invested in training and certifications provides an average return in revenue of \$345.