



The Institute of  
**Internal Auditors**  
Malaysia



# 2023/WEB31 AUDITING SOCIAL MEDIA

## OVERVIEW

Social Media has evolved to become a key strategic business imperative. It is no longer just about friends, networks, likes, posts, sharing, tweets or re-tweeting. Year-in, year-out social media numbers are shooting through the roofs.

## COURSE OUTLINE

At the end of the course, participants will be able to:

- The Business Case for Social Media Governance & Auditing
- Key Social Media Facts
- Critical Steps for Social Media Governance
- The Role of the Board and Audit Committee in Social Media
- Social Media and Privacy
- Social Engineering and Social Media
- Over 20 Social Media Governance Case Study
- Social Media Auditing Process
- Social Media Auditing Test Procedures
- How to Write a Value-Adding Social Media Audit Report
- Social Media Dos and Don'ts

## COURSE OBJECTIVES

In this course, delegates will learn about the latest social media corporate trends, recent social media failures and successes. The course will equip Board Members, Audit Committee Members, Senior Executives such as CIOs and CAE and management with necessary skills to take advantage of changing business models enabled by social media. Delegates will learn about:

- Understanding the Business Environment to build a strong audit system description
- A holistic Approach to Social Media
- Terms & Conditions of Social Media
- An appreciation of Social Media Trends
- Developing specific Social Media Test Procedures relevant to the entity under review
- Documenting Social Media Test Results
- Communicating Social Media Issues and Reporting in Business Terms key to Enterprise Specific Strategic & Performance Goals
- Social Media Red lights



## LEARNING OUTCOMES

- Understand local and international social media trends, statistics, failures and successes to build social media governance and an auditing business case
- Create Social Media business case, policies, strategy, processes, and procedures aligned to core Enterprise Strategic and Performance Objectives
- How to Use the COBIT 5 Goals Cascade and the 5 principles to build a business Centric Social Media Business Case
- Define and Establish Social Media Roles and Responsibilities including the role of the Board, Senior Business Executives, Content Managers, Compliance and Monitoring
- Understand Social Media Management Steps for Content Authentication: Content Development and Approval
- Ensure that the Social Media Strategy, Policies, Processes, and Procedures are up-to-date and in constant alignment with key business objectives – Leveraging on the COBIT 5 Goals Cascade
- List the questions the Board of Directors and Audit Committees Should Ask About Social Media
- Know Social Media logical access governance and management
- Audit Social Media – Social Media Auditing Steps
- Know a Holistic Approach to Social Media Auditing Using the COBIT 5 Seven Enablers
- Write a Social Media Auditing Report that will grab the attention of the Board

## ABOUT THE TRAINER

### TICHAONA ZORORO

CIA, CISA, CISM, CRMA, CDPSE, CRISC, CGEIT, COBIT Certified Assessor

Tichaona Zororo, CIA, CISA, CISM, CRMA, CDPSE, CRISC, CGEIT, COBIT Certified Assessor, is Director, Digital & Cybersecurity Advisory, with EGIT | Enterprise Governance of IT (Pty) Ltd – An Information & Technology [IT] Advisory firm based in South Africa, Namibia, Zambia and Zimbabwe focusing on Cybersecurity Assessments & Advisory, Governance of Enterprise Information & Technology, IT Auditing, IT Enabled Investments [Projects] Advisory, and Social Media Auditing & Governance.

He has several years of in-depth experience in Mainstream IT, IT Auditing, Cybersecurity, Corporate Governance, Enterprise Governance of IT, Digital & Innovation Governance, Enterprise Risk Management and IT Risk across private and public sectors in Africa, Europe, the USA and Asia.

Tichaona is an advisor to a number of Boards of Directors, IT and Business Leaders on Cybersecurity, Digitalisation, Innovation, Governance of Enterprise IT, IT Strategy, COBIT, IT Risk and IT Auditing. He is a Non-Executive Director and an ARC member of a number of organisations. Tichaona is a member of the Council [Board of Directors] of the Vaal University of Technology, Chair of the Business Innovation Technology Committee and a Member of its Audit & Risk and Governance Committees.

A Globally renowned COBIT Subject Matter Expert, Trainer and Advisor, Tichaona is credited for being the first COBIT Certified Assessor in Southern Africa and the 40th world-wide, the first

## ADMINISTRATIVE DETAILS

<b>TARGET AUDIENCE</b>	LEVEL II-IV
<b>MEMBER'S FEE</b>	RM1,350.00 <i>All Fees will be subject to 6% SST</i>
<b>NON-MEMBER'S FEE</b>	RM1,550.00 <i>All Fees will be subject to 6% SST</i>
<b>DATE</b>	18 & 19 September 2023
<b>TIME</b>	1:00pm – 5:30pm
<b>DELIVERY MODE</b>	Virtual Platform
<b>PROGRAMME CODE</b>	2023/WEB31
<b>TRAINER</b>	<b>Tichaona Zororo</b> CIA, CISA, CISM, CRMA, CDPSE, CRISC, CGEIT, COBIT Certified Assessor
<b>CPD POINTS</b>	10

African and person from Africa to sit on the ISACA Board of Directors [2016 – 2020] to chair its Audit and Risk Committee [2017 – 2019] and instrumental in establishing an internal audit function. Tichaona participated in the development and review of numerous COBIT publications and ISACA research papers on Big Data, Cloud Computing, BYOD, Digital Trust Ecosystem Framework and Outsourced IT Services to mention but a few. He has presented and participated in COBIT expert panels at several COBIT conferences world-wide and was voted the best speaker Africa and Asia CACS 2017.

Passionate about everything Corporate Governance, Digital, Governance of Enterprise IT, Cybersecurity, Digital and Innovation Governance, Risk and IT Auditing, He is a 2017 recipient of the prestigious ISACA Harold Weiss Award for Outstanding Achievement for his exceptional dedication and achievement that far exceeds the norm in Digital and Innovation Governance. Tichaona is an ISACA Hall of Fame Inductee. He is a member of the Institute of Internal Auditors Global Content Advisory Council, a Board Member [2012 – current] and Past Board Chair of ISACA South Africa Chapter [2012 – 2022].

A natural strategist, Tichaona is married to Ruth. They are blessed with 5 Children.



### COURSE DETAILS

Course Title Auditing Social Media

Course Code 2023/WEB31 Course Date(s) 18 & 19 September 2023

### DELEGATE 1

Full Name (as per IC) \_\_\_\_\_

Designation \_\_\_\_\_

NRIC \_\_\_\_\_ Gender  Male  Female Race \_\_\_\_\_

Mobile No. \_\_\_\_\_ Email Address \_\_\_\_\_

Member  Non-Member Membership No. (only applicable for members) \_\_\_\_\_

Dietery Preferences  Vegetarian  Non-Vegetarian

### DELEGATE 2

Full Name (as per IC) \_\_\_\_\_

Designation \_\_\_\_\_

NRIC \_\_\_\_\_ Gender  Male  Female Race \_\_\_\_\_

Mobile No. \_\_\_\_\_ Email Address \_\_\_\_\_

Member  Non-Member Membership No. (only applicable for members) \_\_\_\_\_

Dietery Preferences  Vegetarian  Non-Vegetarian

If you are sending more than 2 delegates, kindly send the delegates details in an Excel File format.

### CORPORATE DETAILS (only applicable for corporations)

Corporate Member Corporate Membership No: \_\_\_\_\_

Corporate Non-Member

### CONTACT DETAILS

Organisation Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Contact Person \_\_\_\_\_ Designation \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_ Email Address \_\_\_\_\_

### BILLING DETAILS

please tick if billing details are the same as contact details.

Contact Person \_\_\_\_\_ Designation \_\_\_\_\_

Billing Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

For non-member, would you like to be contacted to know more about IIA Membership programme?  Yes  No

### ENQUIRY & REGISTRATION

1-17-07, Menara Bangkok Bank, Berjaya Central Park, 105 Jalan Ampang, 50450, Kuala Lumpur, Malaysia  
Tel: +603 2181 8008 ext 210/211/212/213 Fax: +603 2181 1717 Email: training@iam.com.my Website: www.iam.com.my

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## PAYMENT DETAILS

Payment Details	Member Rate (per person) for KL-code related courses	Non-Member (per person)	6% SST	Total with SST
Fee (per pax) RM				
No. of pax				
Subtotal				

All registrations **MUST** be accompanied with full payment. Upon receipt of your registration, you are deemed to have read and understood the registration procedures and accepted the terms and conditions contained therein. (Please tick (✓) the chosen method)

Enclosed is a cheque/bank draft no. \_\_\_\_\_ for the sum of RM \_\_\_\_\_ payable to **THE INSTITUTE OF INTERNAL AUDITORS MALAYSIA**

### LOCAL PAYMENTS BY CHEQUE / INTERBANK GIRO

All payments should be crossed and made payable to **THE INSTITUTE OF INTERNAL AUDITORS MALAYSIA**

Bank Details: United Overseas Bank (M) Bhd. USJ Taipan Branch, No.7, Jalan USJ 10-1, USJ Taipan Triangle, 47620 UEP Subang Jaya, Selangor  
Account No.: 165-301-514-9 Bank Swift Code: UOVBMYKL

### OVERSEAS PAYMENTS BY WIRE TRANSFER (USD only)

Beneficiary: **THE INSTITUTE OF INTERNAL AUDITORS MALAYSIA**

Address: 1-17-07, Menara Bangkok Bank, Berjaya Central Park, 105 Jalan Ampang, 50450 Kuala Lumpur, Malaysia

Beneficiary's Bank: STANDARD CHARTERED BANK MALAYSIA BERHAD

Beneficiary's Bank Address: Level 18, Menara Standard Chartered, No.30 Jalan Sultan Ismail, 50250 Kuala Lumpur

Account No.: 312-170-024-235 Bank Swift Code: SCBLM-YK-XXXX

All wire transfer payments should include USD\$30.00 (overseas) and RM25.00 (local) for wire transfer processing fee. For GIRO, please include RM1.00 as bank charges. (Please fax the bank-in slip to +603 2181 1717 or email to training@iam.com.my)

### CREDIT CARD

I hereby authorise **THE INSTITUTE OF INTERNAL AUDITORS MALAYSIA** to charge to my credit card. to the value of

RM \_\_\_\_\_ Card Type:  VISA  MASTER

Card Number:

Expiry Date: \_\_\_\_\_ Cardholder's Name \_\_\_\_\_

I understand that any amount drawn from my credit card will first be cleared with the credit card authorisation facility.

Signature (As per credit card) \_\_\_\_\_ Date \_\_\_\_\_

## TERMS & CONDITIONS

### FEE

- Fee is payable to "THE INSTITUTE OF INTERNAL AUDITORS MALAYSIA". Please state your name, payment advice number, phone number and Workshop Code number at the back of the cheque/ bank-in slip. Admittance will only be permitted upon receipt of full payment
- The fee covers a copy of course material\* and Certificate of Attendance.
- Full payment is to be made before the date of the course. Fee is subject to 6% SST.
- Walk-in delegates will only be allowed if full payment is made, subject to the availability of the seat.

### HUMAN RESOURCE DEVELOPMENT CORPORATION (HRDC) SBL KHAS CLAIM(S) [APPLICABLE TO HRDC SBL KHAS CLAIMABLE COURSE(S) ONLY]

- Claimants are fully responsible:
  - To provide IIA Malaysia with the HRDC grant approval notification (letter or email) minimum 7 working days before the commencement of the course(s).
  - To provide IIA Malaysia with Letter of Undertaking (LOU) for full settlement of the course fees if grant approval notification is received from HRDC prior to the commencement of the course(s).
  - To adhere to all terms and conditions set by HRDC (i.e., full attendance of the courses).
  - For timely completion and submission of all required HRDC documents as per their requirement.
  - To follow up and respond to any queries from HRDC and attain the approval of grant claim(s) within 60 days from the completion of the course(s). If no grant claim approval is attained within 60 days, claimants are responsible to arrange for an immediate full settlement of the course fee(s). Should a late approval is attained post the full settlement, IIA Malaysia will arrange for the reimbursement accordingly based on the approved grant claim.

### CANCELLATION

- Upon registering, participant(s) are considered successfully enrolled in the course. Should participant(s) decide to cancel/transfer their registration, a cancellation/transfer policy shall be applied as follows.
  - Written cancellations should be received by 14 working days before the workshop date to get the refund.
  - Written cancellations should be received by 7 working days before the workshop date to get a partial refund after deduction of 50% administrative charge. Unpaid registrations will also be liable for 50% administrative charge.
  - Written cancellations/no-show on the day of the workshop.
    - No refund will be entertained.
    - Unpaid registrations will also be liable to full payment of the registrations fee. Partial cancellation is not allowed.
  - You can substitute an alternate delegate(s) if you wish to avoid cancellation charges. Any differences in fees will be charged accordingly.

### RESERVATION

- The Institute reserves the right to make changes to the venue, date, topic, speaker including cancellation if warranted by circumstances beyond its control.
- The Institute reserves the right to utilize any recordings or photographs taken during the delivery of the course(s) for marketing and advertising purposes.
- The Institute is not responsible for the action, advise or representations of the trainer / speaker.
- Registration will be on first-come, first-serve basis.
- Certificates of Attendance will be issued an "E-certificate" via email. For this purpose, it is COMPULSORY to fill in the email address clearly. Certificate will only be given to participant who attended the session in full.
- Upon signing this form, you have deemed to have read and understand the registration term and condition and therefore have accepted the terms contained herein.

### DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709). The Institute of Internal Auditors Malaysia (IIA Malaysia) hereby inform you that your personal data will be processed, retained and used by IIA Malaysia in relation to this Workshop. Your personal data may also be retained and used by IIA Malaysia to market and promote other training programmes conducted by IIA Malaysia.

### DISCLAIMER

The Institute of Internal Auditors Malaysia (IIA Malaysia) reserves the right to change the speaker(s), date(s) or to cancel workshop(s) should circumstances beyond its control arise. IIA Malaysia also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. IIA Malaysia is not responsible for any incidental cost of participants (i.e. return flights, accommodation and etc) due to changes or cancellation of course(s). Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.

\* Subject to approval of the proprietor.

## ENQUIRY & REGISTRATION

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