Secure Web Gateway

Version 11.5

Application Control User Brief

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Revision History

Version	Date	Changes
1.0	November 2013	Initial Version 11.5 Release

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1 Introduction to Application Control

As business use of web 2.0 applications grows exponentially, it presents a number of security, compliance, and productivity issues.

In terms of security, social networking and Web 2.0 applications present new ways for malware and threats to enter an organization. For example, botmasters exploit social network websites (such as Twitter.com) as their C&C infrastructures. This is quite stealthy because it is hard to distinguish C&C activities from legitimate social networking traffic. Such a botnet C&C has some advantages when compared to other botnet C&C infrastructures and methods, as it uses popular legitimate sites, where occasional light traffic is unlikely to be noticed. The botmaster uses application features such as RSS feeds to automatically update bots. Moreover, the commands are so lightweight that they cannot be easily discerned from normal social network traffic.

The latest trend in social media is scams on Facebook, for example, tricking users into customizing their profile look or layout. This tricks the user into installing a rogue Facebook app, giving the scammer access to the user's personal data.

Another major concern related to social media usage is confidential information leaking from organizations through unauthorized channels, for example, file transfers or chat using instant messaging.

In terms of productivity, employees can waste company time on social networking and online games. They can also consume valuable corporate bandwidth in P2P applications, and can potentially abuse the privilege of Web access.

Trustwave SWG helps to mitigate these issues by providing granular control of common social media applications.

Application Control provides the following benefits:

- Visibility and control over applications

- Reduction in the risk of exposure of sensitive data

- Reduction in the vectors that can be utilized for attacks, and optimization of security scans by limiting allowed protocols and applications

- Optimization of bandwidth usage and improved productivity by limiting non-relevant application usage

This guide provides brief summaries of the user actions that can be controlled within each of the social media applications supported by SWG. See User Actions.

You can also create Application Control profiles that suit your organization's specific policy requirements. See Working with Application Control.

SWG provides a number of out-of-the-box reports that enable you to monitor and analyze social media usage. See Application Control Reports.

2 Application Control Profiles

SWG provides a default set of Application Control profiles that enable administrators to define how users can interact with social media applications. Once a profile is defined, it can be used as a policy condition in rules with type "Application Control".

The default profiles are defined as:

- **Allow Read-only** - groups user activities that are not for viewing only

- **Allow Limited interactivity** - groups interactive activities

- **Block Chat** - Groups chat activities

- **Block Upload Pictures and Videos** - Groups uploading activities

Profiles contain Action Groups of relevant social media actions for each supported social media application. The actions included in these groups are continuously maintained in the background as part of the security update mechanism. Where deemed necessary, the action lists will be extended or adapted to support more activities or additional applications.

2.1 Working with Application Control

You cannot edit a pre-supplied profile or action list, but you can duplicate a profile and edit the duplicate, or create your own profile from scratch.

Note: Application control of social apps embedded in other social media must be applied to the app itself. For example, user access and use of YouTube from within Facebook is controlled by the Action Group selections of YouTube, not of Facebook.

This procedure comprises:

1. Create a profile:

    a. Go to **Policies > Condition Elements > Application Control**, right-click the relevant profile in the tree and select **Duplicate Profile**.

    b. Add or delete Action Groups as required.

    c. Click the **Edit** button and for each Action Group, make the changes you require by selecting and clearing the check boxes according to the required controls.

2. Go to **Policies > User Policies > Security** and in the relevant policy, create and enable a new Block or Coach rule.
3. Add an Application Control Condition and then select the check box of the profile you created.

For more information, see the *SWG Reference Guide* or SWG Help.

2.2 Application Control Reports

To view the predefined Application Control Reports, go **to Logs and Reports > Reporting Tool > Reports** and expand the **Productivity** node.

- **Social Media Usage Summary**: Displays the most commonly used Social Media sites and their respective share of total Social Media activity during the defined time period.
- **Top Users Of Social Media Applications**: Displays the top users of Social Media sites according to usage during the defined time period.
- **Transactions Blocked By Application Control**: Displays the transactions that were blocked by Application Control profiles during the defined time period.

3 User Actions

User actions for the following social media are described in this section:

- Facebook
- Google +
- LinkedIn
- Twitter
- YouTube

User actions provided by the various social media applications supported in SWG are continuously maintained. Where deemed necessary, these lists will be extended or adapted to reflect changes or extend the functionality.

3.1 Facebook

Action	Enables the user to …
Add Friend	Add someone to their friend list
Add People to Group	Add friends to a created group
App or Game Bookmarks	Open an app or game already installed by the user
Apps or Games Category	Display the apps or games within the App Center category
Chat Send	Send a chat or direct message
Comment	Post a comment or reply to a post
Create an Ad	Create an advertisement to be shown in facebook
Create a Page	Create a new facebook page
Create Event	Create an event and invite friends
Create Group	Create a group
Find Friends	Search for facebook accounts that could be added as friends
Like	Mark posts/comments/pictures/video as liked
Message Delete	Delete a message, messages, or a full conversation
Poke	Send or respond to a poke
Post or Share	Post a new status or share a post from another user
Remove People from Group	Remove people from a previously created group
Upload Picture	Upload a photo
Upload Video	Upload a video
Video Chat	Chat with video
Write a Note	Create a note

3.2 Google +

Action	Enables the user to …
+1	Mark a post/comment/picture/video as liked
Add a Person	Add a user to a circle, or group
Chat	Chat with other users
Create a Page	Create a page for any business, group, cause, or product
Create Community	Create ongoing conversations about particular topics
Create Event	Create an event and invite people
Create New Circle	Create a group of people to follow and share with
Find People	Find people to add to a circle
Join Community	Join an ongoing conversation
Post Comment	Post a comment or reply to a post
Share (A Post, Event, Photo, Video, Link)	Share something with other users
Video Chat	Chat with a friend or group of friends using video
Watch Video	Watch a video

3.3 LinkedIn

Action	Enables the user to …
Add Connections (Invite Contacts)	Add people to the user's connections
Comment	Make a comment to a post
Delete Message(s)	Delete a message or messages
Export Connections	Export information about connections to a file
Find Alumni	Find fellow alumni
Follow Company	Follow the posts that a specific company is posting
Inbox	Go to the inbox that holds the user's messages

Action	Enables the user to …
Join Group	Join a group
Like	Mark a post or comment as liked
Post a job	Post a job in order to recruit
Remove Connections	Remove a connection from the user's connections
Send Message	Send a message to the user's connection(s)
Share	Share something with other users

3.4 Twitter

Action	Enables the user to …
Activity	View activities of the user's friends
Create List	Gather profiles into a list
Delete	Delete a tweet
Favorite	Mark a tweet as favorite
Find Friends	Search for friends or people the user might know
Follow	Start following a user
Mentions	Get a list of tweets that mentioned the user
Receive Message	Receive a direct message from another user
Send Message	Send a direct message to another user
Tweet or Retweet	Tweet or retweet

3.5 YouTube

Action	Enables the user to …
Create a Playlist Tag	Create a tag to a playlist
Create New Collection	Create a Group of subscriptions using collections
Delete Video	Delete an uploaded video

Action	Enables the user to …
Edit Playlist	Edit a playlist
Like or Dislike a Video	Mark a video as liked or disliked
Play Video	Play a video
Post	Post a new status
Post Comment	Comment on a video
Post Share	Share a video
Report Video	Report a video as offensive
Subscribe or Unsubscribe	Include or exclude a channel from a collection
Upload Video	Upload a video
VideoManager.Favorites	Manage the videos marked as favorites
VideoManager.Likes	Manage the likes the user gave
VideoManager.Playlists	Manage the user's playlists
VideoManager.Search History	Manage the search history
VideoManager.Tags	Manage the tags a user created
VideoManager.Upload	Manage properties of the videos uploaded
Vote Up/Down	Vote up/down on a comment
Watch Later	Go to the list of videos the user marked to watch later

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