# The Poor Man's Brand Monitoring Solution
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# Contents

**Introduction**
Every day there are news stories published about some poor sod having their sensitive information posted online. Whether it is your home address, or a full database leak from you're favourite webmail provider, you're up the creek without a paddle. Recent releases of information show that no matter what levels of security are applied at database level, there are always of exfiltrating sensitive information. Some groups do this for profit, some for "lulz" but the intention is very much the same, to cause damage.

A few stats:
- Over 232.4 million identities are exposed each year
- More than 600,000 Facebook accounts are compromised on a daily basis
- 59% of ex-employees admit to stealing company data when leaving employment
*(source: http://www.go-gulf.com/blog/cyber-crime/)*

Utilising methods described in this guide will allow you to set up your own basic brand monitoring solution, alerting you whenever a keyword is detected on any of the services you choose. For example, if you chose to alert on your corporate email address and someone posted a dump of usernames/password hashes on pastebin, you would be alerted immediately and would be able to ensure the leaked password was not used anywhere else.

Why wait for the affected organisation to come clean about a breach after stolen information is posted online?

**Define: Brand Monitoring**
Brand monitoring is the process of monitoring all (or selected) media for the purpose of keeping track of your organisations reputation and online presence.

Many organisations offer paid-for services that employ basic web crawling or alerting provided by other parties. Why pay these organisations when you could set it up yourself? In this paper, we are going to look at how to set up the most basic form of brand (or keyword) monitoring using only free services. Whether you are using this to monitor your own identity/blog or you are looking at using it to aid the repetitional posture of your organisation, this guide can be applied to everyone.
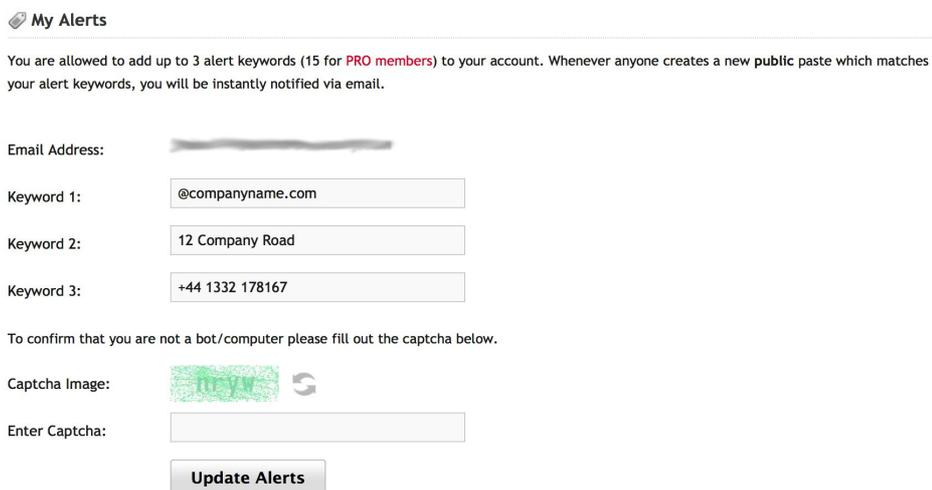
**Alerts**
The services shown in this paper primarily issue alerts via email. Ideally, you should have a separate email account just for these kind of alerts.

**Source 1 – Pastebin**

For the past few years Pastebin has been the dump site of choice for many hacker groups (LulzSec, Anon etc.) due to the popularity of the site and the ease of pasting a vast amount of information anonymously and without registration.

Pastebin offers both a free and paid for alerting service. The free option allows you to alert on 3 keywords (as opposed to 15 for Pro members) whenever a new paste is posted that contains your set criteria, this will consist with an email being sent to the email address used at registration. There is a caveat to this free service, Pastebin automatically disables a specified keyword alert upon the 10th email generation, so be careful with what you choose to alert on.

To set this service up, create an account at http://pastebin.com and verify your email address with the service. Once set up and logged in, select the "my alerts" button on the navigation bar, you should see a pane similar to the one shown in the screenshot below.



To set up your alerts, simply populate the keyword fields with strings longer that 4 characters. Something to note, the keywords are not case sensitive and using generic terms will be very noisy. Ideally your keywords should be as granular as possible, taking care not to include words that would be detected in posts that are not of interest.

For example, if you wanted an alert to trigger when someone posts a dump containing email addresses of your employees, you would set a keyword along the lines of "@companyname.com".

Once you've completed the form, simply submit and wait for something to trigger. To test the process, use a generic keyword like "download", that will generate quite a few alerts!

**Source 2 – Google Alerts**

In this section, we are going to look at the free keyword alerting service offered by Google. This service, much like the service published in the previous article, generates alerts via email when your specified keywords or phrases are detected. The benefit of Google alerts is the correlation your keywords against everything they scrape whether it be web results, news, blogs, video, discussions and even books.

To configure the service, simply log in to http://www.google.com/alerts with your Google account. Once logged in, you should see the following screen.

Alerts

| | | Monitor the Web for interesting new content |
| Search query: | | Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries. |
| Result type: | Everything ▼ | |
| How often: | Once a day ▼ | Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include: |
| How many: | Only the best results ▼ | • monitoring a developing news story |
| Your email: | | • keeping current on a competitor or industry |
| | CREATE ALERT    Manage your alerts | • getting the latest on a celebrity or event |
| | | • keeping tabs on your favorite sports teams |

Manage your alerts - Google Alerts Help - Terms of Use - Privacy Policy - Google Home - © 2012 Google

The alerts creation form allows you to tailor your alerts to suit your needs. You are able to specify the results type, how often you want Google to check and the frequency of the alerts. Once you're done, click Create Alert.

Google has made managing your alerts as easy as they are to set up. The alerts management screen can be seen in the screenshot below:

Alerts

| Everything | Volume | How often | Deliver to | |
|---|---|---|---|---|
| ☐ @companydomain.com | All results | Once a day | | Edit |
| ☐ Company Name | All results | Once a day | | Edit |
| Delete    CREATE A NEW ALERT | | | Switch to text emails | Export alerts |

Google Alerts Help - Terms of Use - Privacy Policy - Google Home - © 2012 Google

Google offer a great service with Alerts, giving you the option of setting up an unlimited number of alerts that span all of Google's services.

**Service 3 – The Twittersphere**

This section strays away from the email method of alerting. In this example we will use Tweetdeck to create a custom panel for key word monitoring.

To do this, first install Tweetdeck. After installation, continue through the steps below.

Once Tweetdeck is open, add a new column by selecting the "+" symbol on the left hand side of the screen. You will be presented with the window shown below:
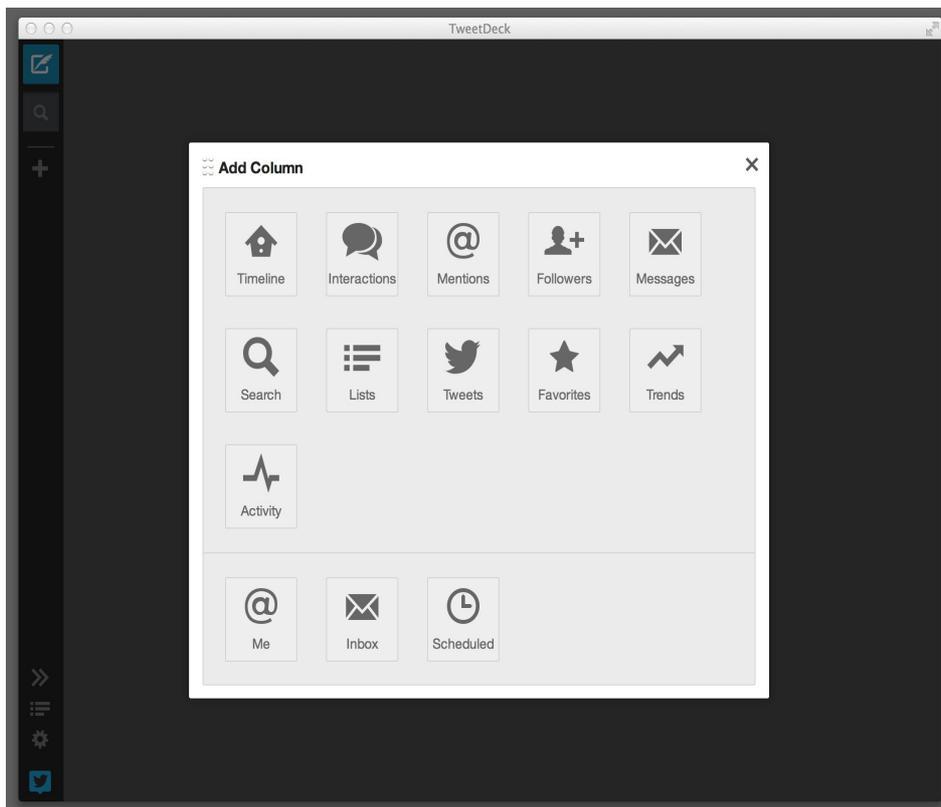


Select "Search" and enter the keyword of your choice. In this example, I used the term "mycompany name" but yours should be more specific. See below:
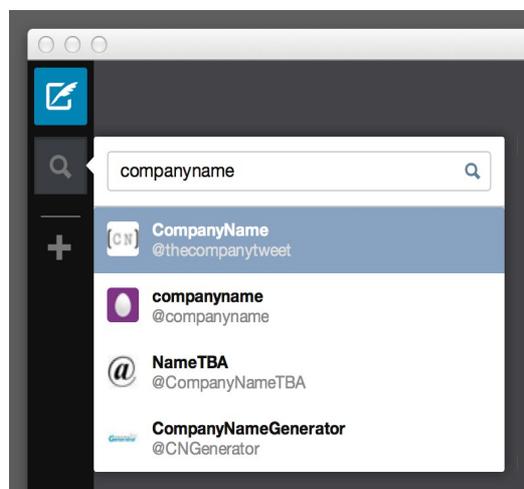
Setting this keyword search up was a little hit 'n miss for me, sometimes it chooses to create a search referring to a twitter handle, as in the example above. Make sure when you create your search column, it is not monitoring a twitter handle. The next window should be similar to the following:
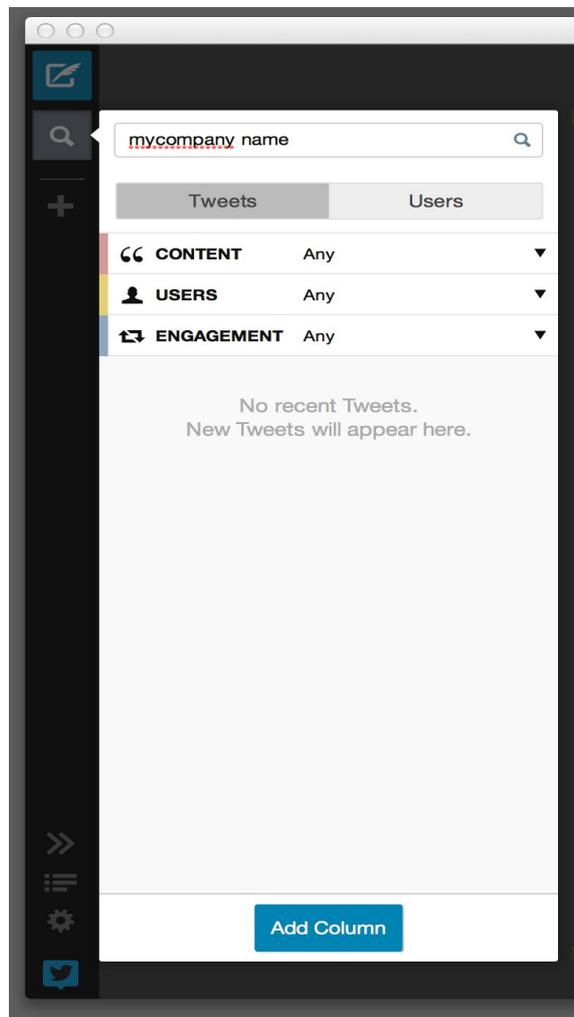


Once the column has ben added, it will update frequently. This will enable you to track any mentions of your brand/name that aren't tagging your official twitter handle. This example was created using Tweetdeck, but the same applies for most of the other Twitter applications.