

# inside zhero

Let's take a look at what is happening at Zhero



## MESSAGE FROM IZAK

This year has witnessed several remarkable achievements for Zhero including the acquisition of two London-based IT firms. I would also like to congratulate Prof Raj, Head of R&D for being nominated for the UKtech50 2022, a definitive list of the movers and shakers in the UK tech sector. I was also fortunate enough to make the list.

We all know that social media is an enormous money-spinner for tech giants Twitter, YouTube, Facebook and Instagram, to name a few.

In recent years social media has become a gold mine of easily-accessible information

for online crime, packed with sensitive and, what should be, personal data - providing the perfect ingredients for social engineering attacks.

In this edition of Inside Zhero, we will focus on the prevalence of social media hacking, its consequences, and the steps you and your business can take to prevent becoming a victim. We will also share some exciting news about what we have been busy with at Zhero.

Izak Oosthuizen  
Bestselling Author and  
Founder and MD of Zhero

# HIGHS AND LOWS OF SOCIAL MEDIA

## A BOOMING BUSINESS

Social media has come a long way since its humble beginnings in 2004. Who could have imagined that Facebook would blossom into a social media giant with 2.9 billion users and a market capitalisation of \$458 billion? Many other platforms were launched hot on the heels of Facebook, including YouTube, Instagram, Twitter, WhatsApp, and more recently, TikTok. These channels all offer different features to different target audiences and generations. Facebook is most popular with the Millennials and Baby Boomers, while Gen Z, who have never known a life without unlimited access to people or information and are synonymous with social media, opt for Instagram, YouTube, Snapchat, and TikTok. Since its inception, social media has become a booming business, with Facebook alone grossing \$118 billion in 2021 with a net profit of \$39 billion.

## A MODERN TAKE ON ADVERTISING

How do these social media behemoths manage to generate such massive revenues? Put simply, as TV and newspapers have been doing for years, they make a fortune selling advertising while offering a free service.

When Facebook opened its network to the public in September 2006, many companies and brands created Pages. That marked the beginning of an era of social media evolution and an explosion of online branding, marketing, and advertising. Social media has since become an indispensable tool for marketing and customer engagement in today's digital world.

With more than 40 platforms available, ranging from selling on the small-scale Facebook Marketplace to posting video content on YouTube, businesses can target any audience on the planet using social media. And to do this, companies allocate big marketing budgets. Here are some budgets from 2021:

- American luxury jeweller, Tiffany & Co., spent \$100 million on advertising
- HBO Max had an estimated digital advertising spend of \$634 million
- UK businesses spent \$9 billion on social media
- The global social media market was valued at \$181 billion

With that amount of money at stake, businesses, no matter what size, will experience great financial loss, should their social media accounts be compromised.

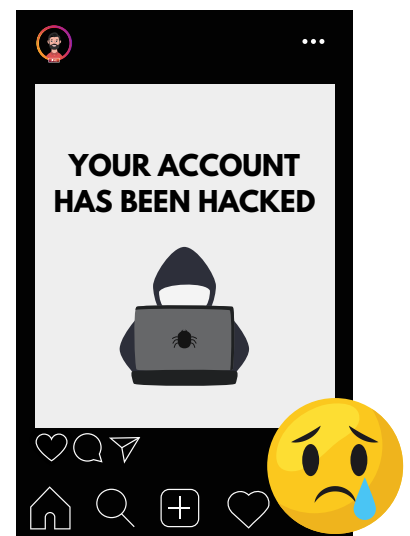
## WHAT GOES WRONG?

We all know that the internet is written in ink, not pencil. As such, you have to be cognisant of what you post online. You also need to be aware of what you post and how you share information and be conscious of how you safeguard your online accounts. Because we share so much personal information on social media, and in many cases financial information, hackers consider these accounts a one-stop shop for their devious purposes.

Phishing is the most common and effective technique used whereby bad actors create a duplicate of an authentic login page. Hackers can also use keylogging, a type of malware, that records and monitors all your keystrokes. Furthermore, cybercriminals can gain access to your social media accounts through social engineering, man-in-the-middle-attacks, and session hijacking by stealing cookies stored on your computer. Password hacking is also very problematic.

## ANYONE CAN BE A VICTIM

Not to be a gloom-monger, but everyone is susceptible to social media hacking, not only personal users. According to UK business law specialists, Slater and Gordon, approximately 20% of SMEs had their social media accounts hacked in 2020. Of these, 38% had no processes for dealing with hacks, while less than 50% employed a dedicated social media manager, believing that a young and inexperienced staff member will be more tech-savvy. On a larger scale, Centcom, Skype, Burger King, Jeep, and more recently, the British Army, have all been subjected to high-profile social media hacking.



## PREYING ON SOCIAL MEDIA PLATFORMS

Social media companies are not immune to hacking. In 2016, 32 million Twitter accounts were compromised by Russian hackers. In 2019, the sensitive data of 49 million Instagram users were exposed.

2018 and 2019 were particularly troublesome years for Facebook. The tech giant experienced seven breaches that affected nearly 2 billion users. Data and hacks can happen to even the most tech-savvy companies.

## WHAT ARE THE CONSEQUENCES?

Social media hacks have wide-ranging consequences. Besides having access to your account and you having no control over what is getting posted, hackers can use this form of identity theft to take over your website, spread malware, infect your network with ransomware, and conduct further exploitative phishing expeditions. The fact that your privacy, or that of your business, has been compromised may leave your customers with a feeling of betrayal of trust. Recovering from financial loss is difficult enough, but you may never be able to mend the reputational damage caused by a hack. Additionally, consumers are more aware of social media privacy and security issues, especially considering the recent hacks of companies that they trust, like Facebook and Twitter. As such, a social media hack can cause long-term reputational damage to your business.

## PREVENTION IS BETTER THAN CURE

Here are some top tips for protecting your social media accounts, your business, and staying safe online:

- Use strong and unique passwords applied with a password manager such as Zhero Password Vault.
- Use two-factor authentication (2FA)
- Vet any friend requests
- Watch out for social media phishing scams in your email
- Regularly scan with the latest anti-virus and anti-malware
- Review your account permissions and restrict access to external apps



# WE HAVE MOVED

📍 162 Farringdon Road, London



## SAME GREAT TEAM... NEW LOCATION!

Our commitment to providing world-class services and support to our clients and team doesn't end all the exciting changes and growth we have experienced recently. In March, as part of Zhero's ongoing expansion strategy, we actioned a plan to relocate to bigger premises. The deal was sealed for a new site in Farringdon Road in Islington, London and in late July, we started moving into our new street-facing offices.

With the move now complete, the fun part of the journey is about to begin – remodelling and refurbishing to develop a functional, ergonomic, and aesthetically superior space.

Zhero's new home is multi-functional. We have an exciting consultancy area on the ground floor while management, administration, and our invaluable engineers will be beavering away downstairs. Our office move and the new premises complement Zhero's promise to deliver better IT faster.

JOIN OUR AMAZING TEAM

## THINK YOU HAVE WHAT IT TAKES?

We are always on the lookout for top talent. If you have what it takes to help us shift the dial up a notch, stay in touch for exciting opportunities.

### Cape Town, South Africa

#### Account Manager

If you enjoy working with clients and giving them the best customer experiences, we are looking for you!



APPLY HERE

### London, United Kingdom

#### On-site Field Engineer

We are looking for someone with a strong technical background, who is passionate about working with people and is ready to take the next big step in their career.



APPLY HERE



## MEET THE TEAM

### Twané Dalhouzie

INTERNAL SALES

#### 1. What made you realise you want to go into the IT industry?

Computers have always fascinated me. I originally studied programming but soon into the course realised that hardware was where my interests were.

#### 2. What is your most-used productivity tool?

Zhero Wait - it helps me to stay on top of my game and never miss a ticket. If I need any information, Zhero Wait is my go-to platform!

#### 3. What do you enjoy the most about your job?

The fast-paced environment - being able to finish a task quickly and efficiently and getting appreciated for the work being done.

#### 4. How would you describe yourself?

I am passionate and hard-working. I always have a positive mindset and strive for excellent results.

#### 5. Do you have any hidden talents or hobbies?

I enjoy fishing and spending time with my family and friends. I also enjoy the outdoors and am an avid camper.

#### 6. Are you a sports fan?

Yes, Saturdays are made for hockey and rugby.

#### 7. What is your favourite series?

There are so many, if I had to choose it would be between Big Bang Theory, The 100 and Chicago Med.

## SPEAK TO US

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**zhero**  
delivering better IT faster