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What are the Threats in Social Media? (Cybersecurity And Social Science)

Specific Purpose: Today I will be talking about how social engineering, data surveillance, and phishing are major threats in social media in terms of cybersecurity and social science concepts.

Introduction:

I. Who has a social media application on their phone?

II. Today I will be talking about the potential threats that you have on your phone right now and how to protect yourself.

III. By using peer reviewed articles, I will give you examples of potential threats and lay out a plan for protection.

Thesis Statement/Central Idea: Today I will show you how social engineering, data surveillance, and phishing are major threats to you and how to protect yourself from becoming a victim.

Body:

(Connective: First)

I. First, I will be talking about how social engineering is happening on social media apps every day and will dive deeper into SE with phishing as it is considered a type of SE.

A. Social Engineering

1. According to ***Countering Social Engineering Through Social Media: An Enterprise Security Perspective*** states that "Social media sites such as Facebook, Myspace, LinkedIn, and Twitter are a data mining goldmine for readily available personal and sensitive information made publicly for the web…" (Wilcox & Bhattacharya, 2015).
2. "Results from this paper's policy review also found the vast majority of reviewed policies from global organizations did not include countering measures for dealing with online social engineering or phishing attempts while participating in social media platforms" (Wilcox & Bhattacharya, 2015).
3. From the top two quotes we can see that social media is a landfill of information and people as well as organizations alike do not do a good job of protecting themselves from attacks.

B. Phishing

1. According to ***Phishing scams on social media: An evaluation of cyber awareness education on impact and effectiveness*** states that "While phishing scams are continuously evolving, as a whole they can be defined by the offender tricking the victim into exposing personal, financial or credential data, mainly via the use of a malicious link impersonating a legitimate website" (Mouncey & Clobotaru, 2025).
2. "Scammers exploit this openly shared information to craft highly personalized spear-phishing attacks tailored to Instagram users" (Mouncey & Clobotaru, 2025).

(Connective: Secondly)

II. Secondly, we will be talking about our third point, which is data surveillance and ultimately how we will be protecting ourselves from these threats.

   A. Data Surveillance

      1. According to ***Duplicitous social media and data surveillance: An evaluation of privacy risk*** states that “This increase in attention stems from a series of privacy-related incidents starting in 2006 when Facebook’s News Feed feature shared personal information without these users’ consent” (Van Der Schyff et al., 2020).
      2. “As stated throughout the discussions thus far, information security awareness is problematic, with most users either being unaware of the extent of data surveillance or apathetic in this regard” (Van Der Schyff et al., 2020).

   B. Protection

      1. Two Factor Authentication
      2. Disable Tracking on Apps
      3. Authentication of Emails, Calls, Texts, etc.
      4. Devices Updated
      5. Zero Trust

(Connective: Ultimately)

Conclusion:

I. Today I talked about potential threats on social media and how to set protections for each of them.

II. I encourage you to take this speech and implement it in your everyday life.

III. Thank You!

>>>Your Reference page, if necessary, should follow on a separate page. <<<

HONOR PLEDGE: _____________Alessandro Arroyo_________________________

References

Mouncey, E., & Ciobotaru, S. (2025). Phishing scams on social media: An evaluation of cyber awareness education on impact and effectiveness. *Journal of Economic Criminology*, *7*, Article 100125. https://doi.org/10.1016/j.jeconc.2025.100125

Schyff, K. van der, Flowerday, S., & Furnell, S. (2020). Duplicitous social media and data surveillance: An evaluation of privacy risk. *Computers & Security*, *94*, 101822–17. https://doi.org/10.1016/j.cose.2020.101822

Wilcox, H., & Bhattacharya, M. (2015). Countering Social Engineering Through Social Media: An Enterprise Security Perspective. In N. T. Nguyen, D. Camacho, B. Trawiński, & M. Núñez (Eds.), *Computational Collective Intelligence* (Vol. 9330, pp. 54–64). Springer International Publishing AG. https://doi.org/10.1007/978-3-319-24306-1_6