THREATS IN SOCIAL MEDIA

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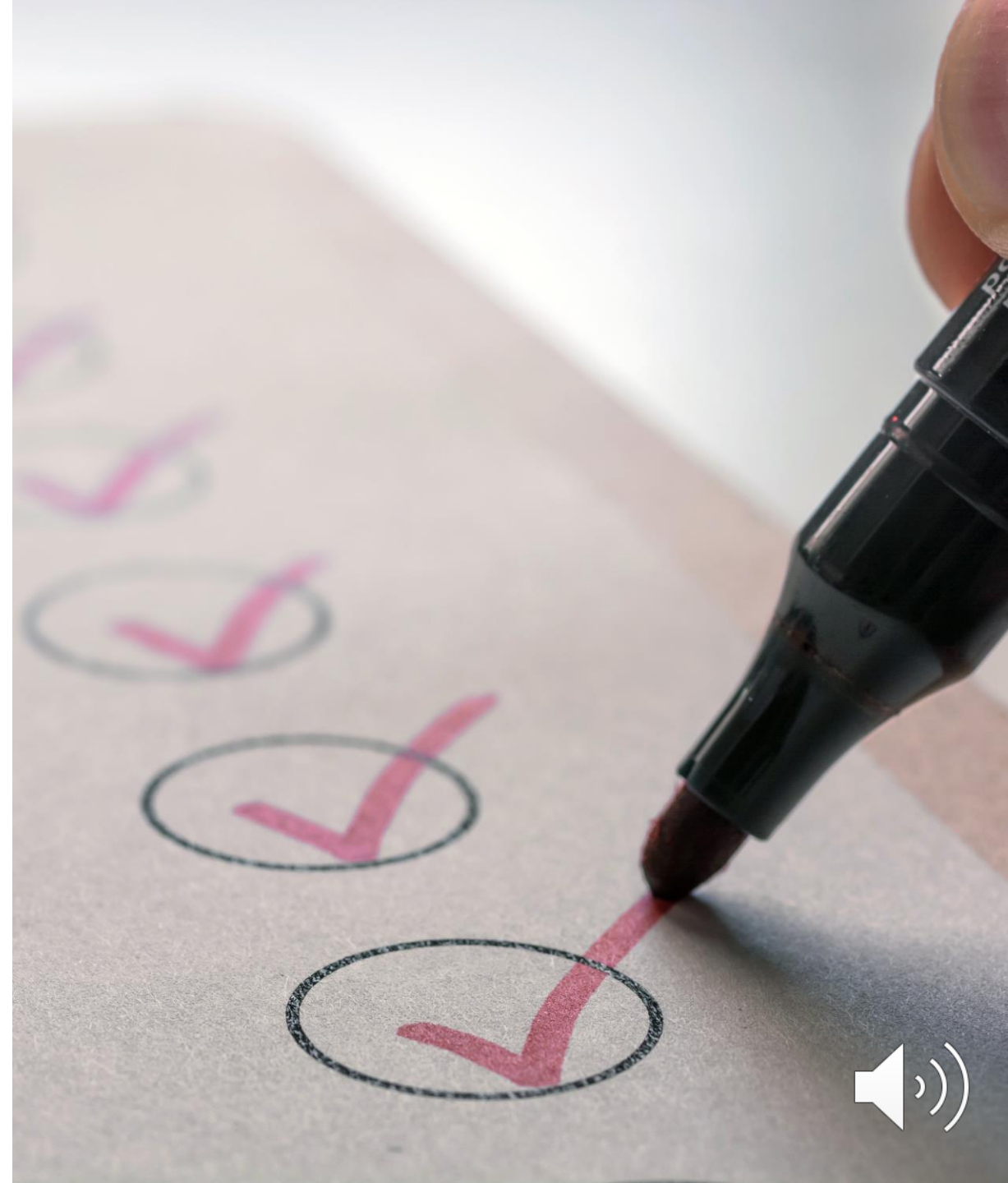
Cybersecurity and Social Science

INTRODUCTION

- Who has a social media application on their phone?
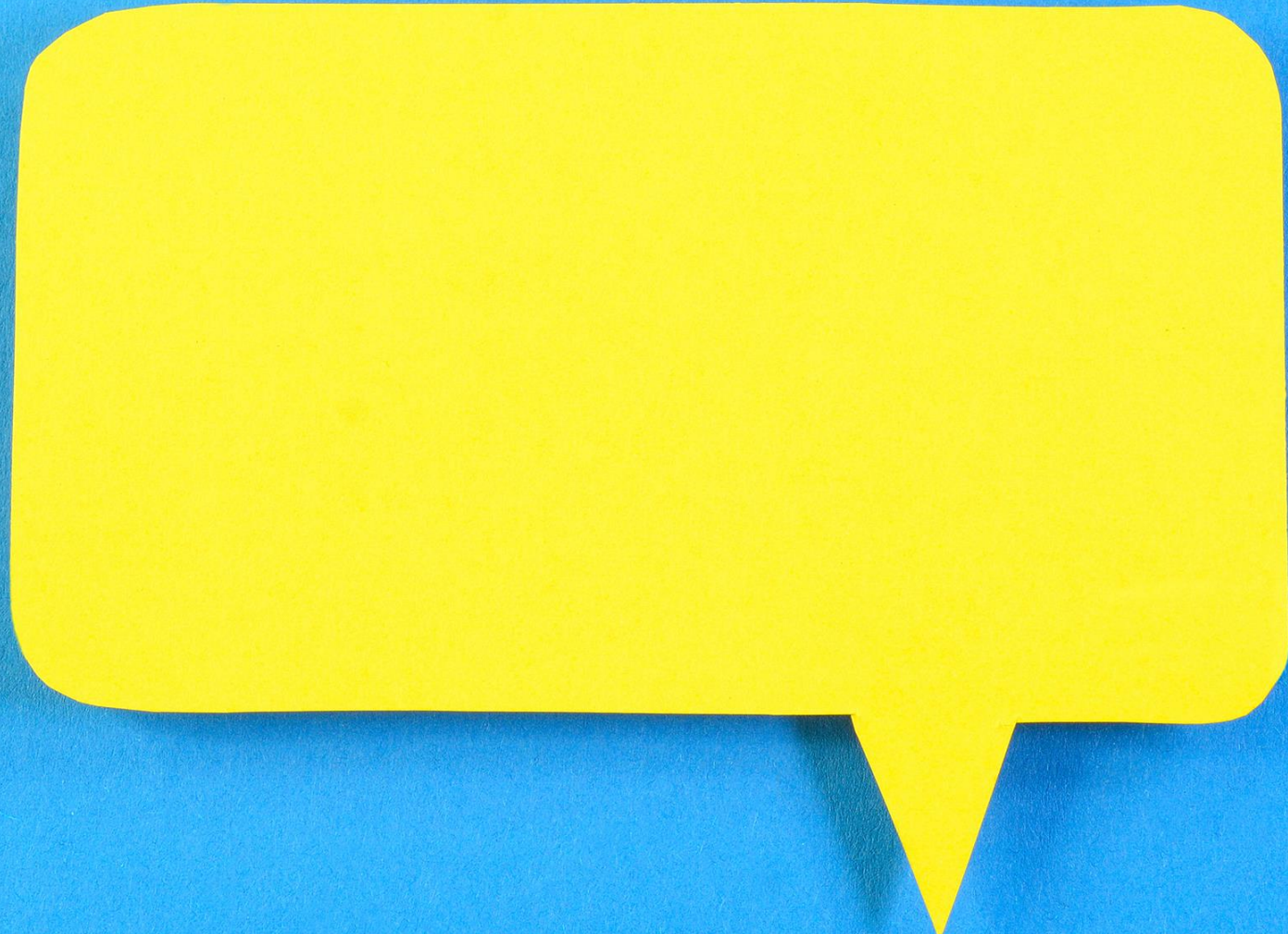
AGENDA

- Introduction
- Social Engineering
- Data Surveillance
- Phishing
- Protection
- Conclusion

SOCIAL ENGINEERING

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- "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).

- "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..." (Wilcox & Bhattacharya, 2015).

- Landfill of Information

- Protection?

PHISHING

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- "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..." (Mouncey & Clobotaru, 2025).

- "Scammers exploit this openly shared information to craft highly personalized spear-phising attacks tailored to Instagram users" (Mouncey & Clobotaru, 2025).

- What information is in the open?

- Zero Trust

DATA SURVEILLANCE

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- "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).

- "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).

- Privacy?

- Lack of Awareness

PROTECTION & CONCLUSION

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- Two Factor Authentication

- Disable Tracking

- Device Updates

- Zero Trust

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

- Thank You!

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