

Role of Social Media in Cybersecurity Threats

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Why Social Media?

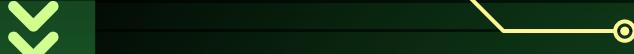
- Large amount of users
- Personal data easily accessible
- Verification process of users is not secure
- Spreading of information is made simple and fast



Common Threats

- **Identity Theft:** Stealing personal info for fraudulent activities
- **Fake Giveaways:** Fraudulent offers to lure users into scams
- **Malware Links:** Malicious software spread through posts or messages
- **Lifejacking:** Gaining unauthorized access by tricking users into linking
- **Cyberbullying:** Harassment or abuse of any kind online





Propagation of Threats



Virality

- Maximize sharing
- Links can spread to thousands within minutes

Amplification

- Bot networks artificially increase likes and visibility of a post
- Make scams look more legit

Trust

- Users trust posts shared by friends
- Impersonated influencers or brands manipulate people more easily



Why do people fall for it?

1. Psychological Vulnerabilities & Cognitive Biases

- Fear, urgency, and high-pressure situations
- Confirmation bias, optimism bias, and authority bias

2. Emotional & Social Factors

- Scams prey on emotional states
- People who are more agreeable or trusting
- Desire for quick financial gains

3. Situational & Awareness Factors

- Lack of knowledge
- Overconfidence
- Impulsive responses



How can we combat this?



- Use strong, unique passwords for each social media account
- Two-Factor Authentication
- Limit personal data sharing
- Have a more cautious mindset
- Report/block suspicious accounts or malicious content

Conclusion...

- Social media is a powerful tool but is also a massive target for Cyber Threats
- Attackers exploit virality, amplification, trust and human psychology
- Combating threats requires user responsibility and platform action
- Staying informed and cautious helps create a safer online environment for all users

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