

The role of social media in cybersecurity threats

How social media contributes to online security risks

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What is the issue

- Social media platforms like Instagram, tiktok, and facebook connect billions of people.
- These platforms make communication fast and easy
- cybercriminals use these social media platforms to target people and spread attacks.

Connection to cybersecurity and social sciences

-Cybersecurity focuses on protecting data.

-Social sciences study human behavior and decision making

-Attackers exploit trust, emotions, and online habits to trick users.

-Human behavior plays a big role in online security risks.



Common threats on social media

Phishing- Fake links or messages asking for personal information

Malware-Harmful links or downloads. Ex: Fake games / money games

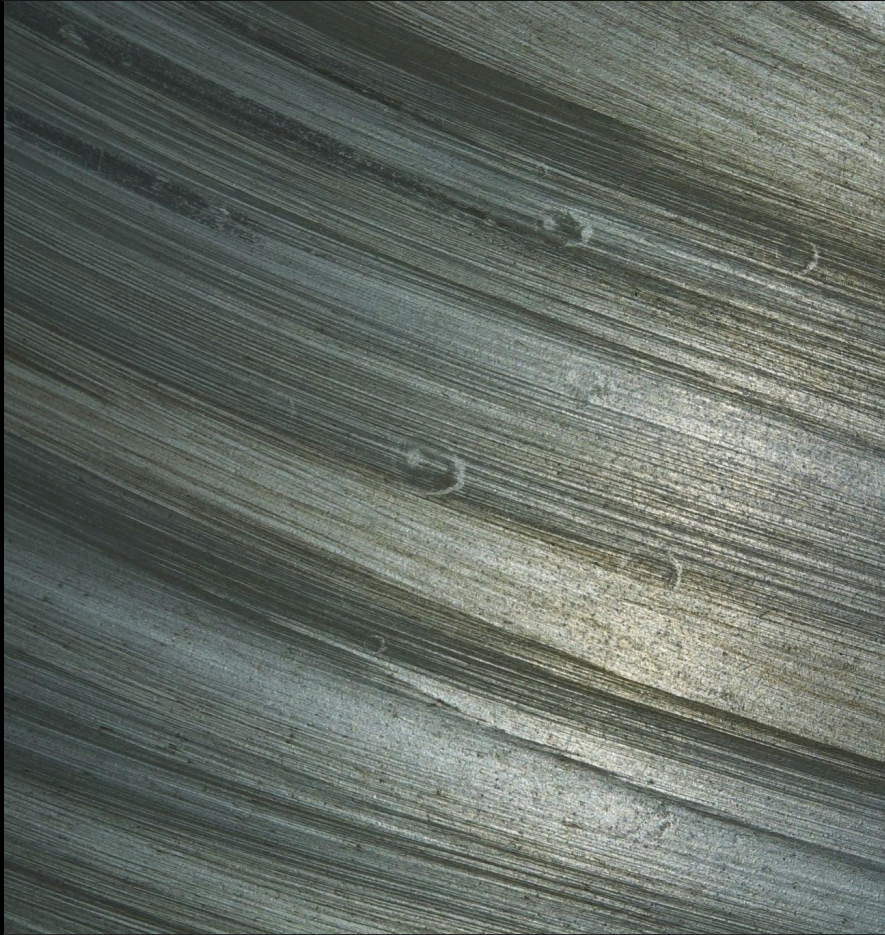
Impersonation- Fake accounts pretending to be someone you trust.

Scams- Fake giveaways, job offers, or investment schemes.

Real world example

The twitter bitcoin scam (2020)

Hackers took over some verified accounts on twitter such as Elon Musk and Bill Gates. They did this by using social engineering to trick twitter employees into giving them this information. Then with the stolen account they tweeted a fake "double your bitcoin" charity scam. They ended up stealing over 100k in bitcoincurrency.



Social impact

- Financial loss and identity theft
- Spread of misinformation and scams
- Loss of trust in social media platforms
- It affects people's businesses and the society

How to stay safe

- Dont click on suspicious links or messages
- Verify accounts before trusting them
- Use strong passwords and enable two-factor authentication
- Keep personal information private
- Be cautious of "too good to be true " offers

Thank you

Citations:

<https://www.ftc.gov/news-events/data-visualizations/data-spotlight/2023/10/social-media-golden-goose-scammers>

<https://www.ftc.gov/news-events/news/press-releases/2023/03/ftc-issues-orders-social-media-video-streaming-platforms-regarding-efforts-address-surge-advertising>

<https://www.bbc.com/news/technology-53425822>