



The Role of Social Media in Cybersecurity Threats

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Introduction



63.9% OF THE WORLD'S POPULATION USES SOCIAL MEDIA. THE AVERAGE DAILY USAGE IS 2 HOURS AND 21 MINUTES (FEBRUARY 2025 CHAFFEY).

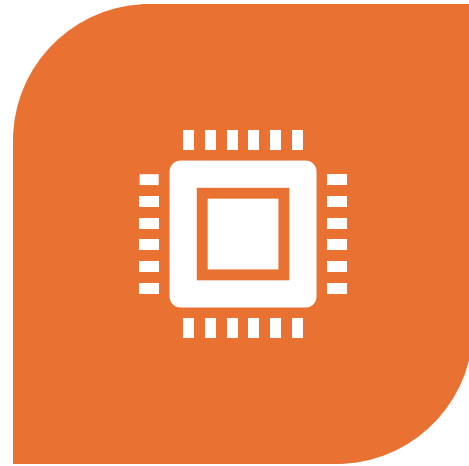


WITH THAT AMOUNT OF USAGE, THE AMOUNT OF RISK CREATED FOR CYBERSECURITY IS UNIMAGINABLE.



HUMAN BEHAVIOR AND SOCIETY ALSO EFFECT THESE THREATS IN THE DIVERSE WAYS INCREASING THE VARIETY OF RISKS.

Social Media as a Target



THERE ARE HUNDREDS OF PLATFORMS THAT EXIST WITH AT LEAST 20 OF THEM BEING SIGNIFICANT IN USAGE.



THE LARGE AMOUNT OF DATA BEING STORED THROUGH ALL PLATFORMS MAKES IT A HUGE TARGET FOR HACKERS VARYING FROM BREACHES TO PHISHING ATTACKS AND A LOT MORE.

Human Behavior and Social Engineering

People have tendencies to overshare personal information, use weak passwords, trust online personas and sources without verification first.

Cybercriminals take advantage of these tendencies and use tactics such as "trust", fake warnings and urgent request. Really, anything is fake when it comes to cybercrime, it is just how to identify it to avoid it.



Reconsidering Social Media Structure

- With the threats and vulnerabilities that exist, questions begin to occur such as:
- Should companies collect a large amount user data?
- Should platforms be required to protect users more efficiently?
- Should education cover more cybercrime prevention?

Prevention and Policies



CYBERSECURITY LAWS ARE IN PLACE BUT AS IN EVERY CRIME THOSE LAWS GET IGNORED AS WELL.



STRATEGIES LIKE MULTI-FACTOR AUTHENTICATION, STRONGER PASSWORDS, SUSPICIOUS ACTIVITY REPORTING, AND MAKING PLATFORMS MORE SECURE ARE GREAT IN PREVENTING SOCIAL MEDIA BEING A MAJOR CYBERSECURITY RISK.

Takeaways

- Social media usage is extremely high in society which makes it a huge risk just as much of a tool it is.
- Protecting this risk requires social teachings just as much as technological improvements.
- Human behavior can affect cybercrime more psychologically than technically at times.



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