Cybersecurity and Social Media

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CYSE 201S

Cybersecurity Issues with Social Media

- Social media platforms serve as a virtual world where billions interact, share information, and build connections.

- The sheer volume of personal data exchanged on these platforms makes them attractive targets for cybercriminals.

- Understanding social media as a platform for cybercrimes involves recognizing the vulnerabilities in these virtual spaces.

- Social Media can be used as a platform for cybercrimes, a malware distribution center, and a places where individuals and organizations are targeted directly for data, money, or both.

- Mis/disinformation is the new cybercrime.

Social Media as a Platform for Cybercrimes

Social Media is the perfect platform for the dissemination of cybercrimes and attacks.

- There is a rapid increase of fake profiles and impersonation.

- Bots and botnets are routinely employed to sway public perception.

- Social Media algorithms amplify mis/disinformation and increase the chance of traditional cybercrimes to be engaged with by users.

- Malicious content and propaganda can be spread extremely fast among individual users and organizations.
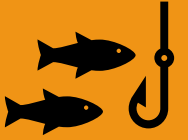
Social Media as a Malware Distribution Center

With the popularity and user engagement of social media, it is the best place for attackers to distribute malware or disinformation.
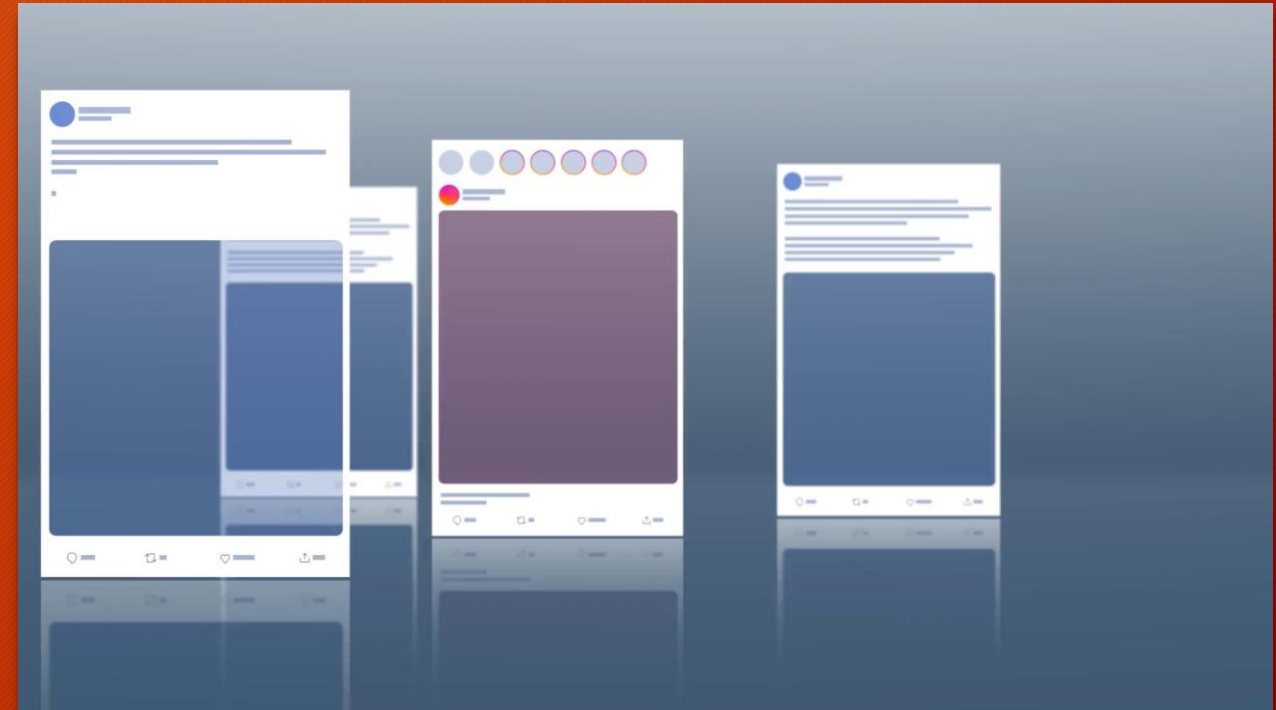
- Infected advertisements
- Compromised third-party applications
- Website spoofing

Cybercrimes Occurring on Social Media

Common and emerging threats are populating on social media sites. They include:

- Phishing attacks

- Social engineering

- Account takeovers

- Deepfake technology

- Cyber extortion and ransomware

- Data privacy concerns

Mitigation Techniques

There are several steps users can take to mitigate threats online.

- User training and awareness
- Multifactor authentication services and applications
- Limit sharing (i.e. private data, passwords, and location)
- Limiting the number of friends on platforms
- Be careful of third-party websites and applications

Mitigation Techniques

There are many steps platforms can take to limit cyber attacks.

- Strengthening platform security
- Law enforcement collaboration
- Implementing stricter content policies
- Eliminating bots and botnets off of platforms

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