

Social Media Analyst Career Study

Introduction

Throughout our class, we have discussed many different variations and studies of the social sciences. From this, we have been asked to tie a job that we find interesting in the cybersecurity field to how social science plays into this field. For this paper, I have found an interest in social media security analysts.

What is the job

Social media security analysts' jobs are interesting and have multiple needs which is why the job market calls for them. Their role is to analyze and protect social media platforms from cyberattacks. Examples could be the spreading of misinformation, data breaches, and harassment with multiple other variations of attacks also needing to be expected. With majority of these being examples of social engineering which is using ones trusting of the web to perform cyberattacks. A basic understanding of psychology is also required for this job because having a basic knowledge of the human mind can help these analysts respond to and prevent these attacks easier than those who don't understand it. Not only do these analysts need the ability to react to bad but their job also requires them to analyze social media reports such as the trends and stories are more likely to respond to. Jessica Hammerstein even states that "a significant part of my job is to collect, aggregate, and analyze data from many different sources to confidently report on where a brand stands in the social space." (Hammerstein,2023). From this a basic understanding of this job should be present but how does it work with the social science topics we have discussed?

Introducing Social Science

In our class, we have talked about many different topics such as social engineering and the psychology of a user on the World Wide Web. Luckily, since this field works with social media and its ever-expanding user base this job has many ways of using social science topics that go hand in hand with the job. As stated previously one of the knowledgeable needs of this job is understanding the ever-changing patterns of what things are being viewed most such as social media posts, news, and stories that users click on. From this, a need for psychology is present because humans to some degrees are predictable, and the ability to understand what scratches that brain itch, they have from the day to day is useful. When it comes to the security side of this job understanding the human factors is needed. Keeping a social media page as safe as it can be is a top priority for any analyst because with how unpredictable humans can be having the ability to understand basic human factors can help ensure that the safety of the page is being kept as up to date as possible. Lastly, the ability to communicate and understand coworkers is one of the most important factors for this job. This is almost the basis for social science because with how many people use social media having a team of collaborators is always possible. Having effective communication skills and understanding of team members is not only going to make the workload lighter but the ability to learn from each other is key when it comes to working in this field and helping a social media page stay active. In one article by Kiran Shahid has some insight on communication” Analysts play an active role in bringing stakeholders together, sharing insights and guiding collaborative discussions” (Shahid,2024). This quote helps to broaden even more why communication skills are a must within the job of social media analysts.

Why choose this job

Lastly, why should an individual choose to take up the job of social media analyst? There are multiple reasons why an individual should take on this job aside from the impressive paycheck these jobs pay. One skill very useful from this job is the ability to interact with people of different ethnicities and from different places. One quote from Indeed even says “They often focus on examining the social media accounts of specific companies or individuals to help them improve their content or grow their brand.” (IET,2024). From this quote, it is easy to grasp the various networks and relationships an analyst gains from this job. Another reason to take on this job is the knowledge you gain about the users who use the website. Having the ability to learn about others and learn from them is a great way to gain information on how one can update and improve the social media page they are working for. Lastly, this job is a stable job that will forever grow and develop with how much people use social media platforms. Job security has been a worry in recent years with some not being able to even get a job, luckily with this job, there is never going to be a decrease in social media use. Meaning that the employee can be assured that if they do not mess up, they will always have a job within this field. All of these concepts helping to keep our society connected and informed whenever possible. From this job I feel a person would feel a sense of accomplishment from helping individuals stay connected to each other and helping keep society connected with news articles and readings. This helping keeps everyone in society informed on the current events that could be happening at the time. However, there are some challenges that arise when pursuing this job.

Challenges Within the Field

While there are many good reasons to choose this job there are a few important challenges that come with the job. First there is the very real risk of a social media website being taken down due to laws being broken. Some examples of this could be explicit use of the website or people finding ways to misuse the website. Second there is the chance of people losing interest within the social media website due to lack of interest. Luckily if workers can understand the trends that are happening this possibility is able to be avoided. Lastly there is the huge target on the back of these social media websites. Websites such as Facebook have been exposed to hacking attacks before like back in 2012 where phishing attacks were performed. This was done when hackers pretended to be a third-party vendor for these websites and asking for payments from the website. This led to almost \$100 million dollars lost due to the company falling for this. Luckily in recent years security has been upgraded allowing for these attacks to happen less. From this also comes the challenge of marginalized groups using a social media website. Social media opens the door for these groups to be attacked and bullied through cyber bullying. Assuring that safety and kindness is kept throughout the website is a big challenge for the analysts' but if this can be done everyone using the website can be happy and safe.

Conclusion

From this paper, it is easy to understand why an individual should chase a job such as this. While there are many challenges that can arise from this job there is no job that does not have challenges present. Plus, assuring safety on social media should be a given when applying for this job. From this there are few downsides to applying for this career given all the positives an analyst can bring about within the social media website. Looking at the social science perspective it is helpful that we have been taught all these interactions of social science as this job relies heavily on the ideas presented within social science. If an individual ever wants to be sure that this is the right job for them then having a good understanding of social science subjects would be a great way to enter the field.

References

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