The Role of Social Media in Cybersecurity

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Attackers and Social Media

Attackers may collect information on social media

Track locations and habits

Build trust to gain inside information

Use threats to extort information

Risks of Oversharing

Oversharing personal information on social media creates serious cybersecurity risks because attackers can use these details to build convincing scams. Information such as birthdays, hometowns, school names, workplace updates, travel posts, and even casual photos can reveal more than users realize.

Oversharing continues to be one of the most common ways users unintentionally expose themselves to cyber threats.

Cybercriminals combine these small details to guess passwords, answer security questions, or impersonate someone online. When people regularly post their daily routines or show their locations, it also increases the chance of targeted attacks.

Cyber Security Threats on Social Media Platforms

- Phishing
- Malicious Ads
- Fake Urgent Messages
- Deepfake AI Videos
- Identity Theft
- Doxxing

Real World Example of a Cyber Attack

- In 2016 a group of cyber criminals known as OurMine hacked Mark Zuckerberg's Twitter and Pinterest accounts.
- The hackers claimed they found the password from a 2012 LinkedIn data leak.
- On Zuckerberg's account the hackers tweeted *“Hey Mark Zuckerberg, we got access to your Twitter & Instagram & Pinterest, we are just testing your security, please dm us”*

Methods to Prevent Attacks

- Use strong passwords
- Change passwords from time to time
- Limit information shared online
- Be cautious when interacting with links
- Use two factor authentication

Importance of Cybersecurity Awareness on Social Platforms

Cybersecurity awareness has become essential because social media is one of the main places where scams and misinformation spread. Many users cannot easily identify fake accounts, misleading posts, or dangerous links, which makes them vulnerable to attacks.

When people understand common online threats, they are more likely to question unusual messages, verify information before clicking, and protect their accounts with stronger privacy settings.

Increased awareness also helps prevent attackers from manipulating public opinion or stealing personal data. Developing cybersecurity awareness on social platforms helps individuals make safer decisions and reduces the overall impact of online threats.

Sources

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