

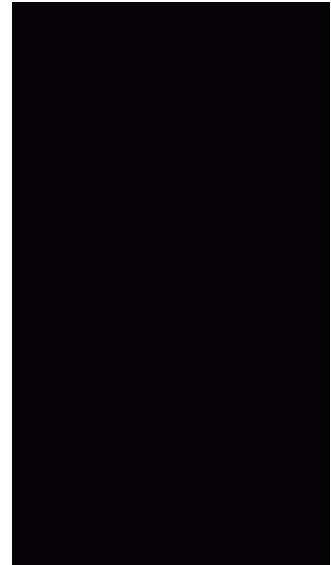
Social media and Cybersecurity



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Social media

Social media has many positive benefits like allowing us to be able to connect with each other online. There are also many risk associated with social media that can lead to cybersecurity threats.



Real world example

A major real-world example is the 2020 Twitter Bitcoin Scam, where attackers used social engineering to hack employee tools and hijack high-profile accounts (e.g., Elon Musk, Barack Obama) to run a cryptocurrency scam.



We are giving back to our community. We support Bitcoin and we believe you should too!

All Bitcoin sent to our address below will be sent back to you doubled!

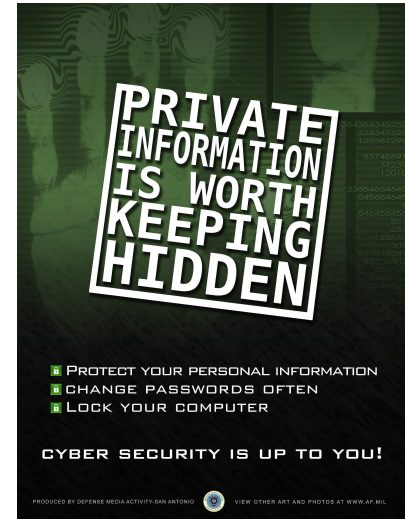
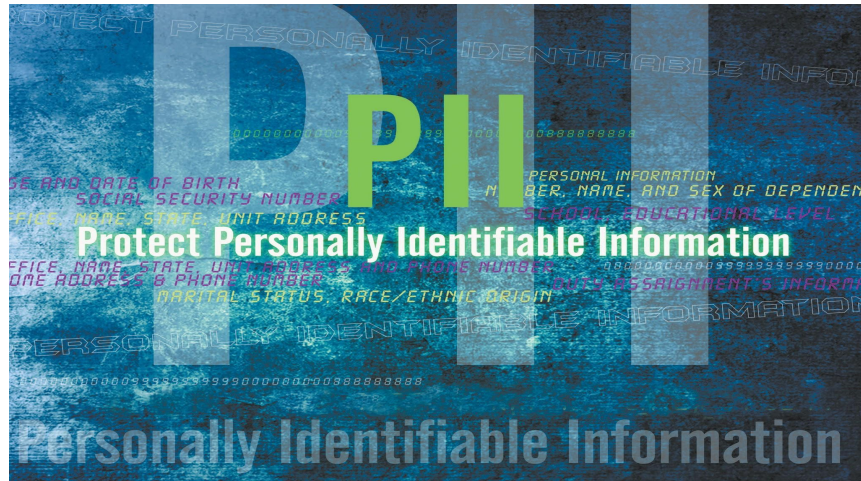
bc1qxy2kgdygjrsqtzq2n0yrf2493p83kkfjhx0wlh

Only going on for the next 30 minutes.

1:58 PM · Jul 15, 2020 · Twitter Web App

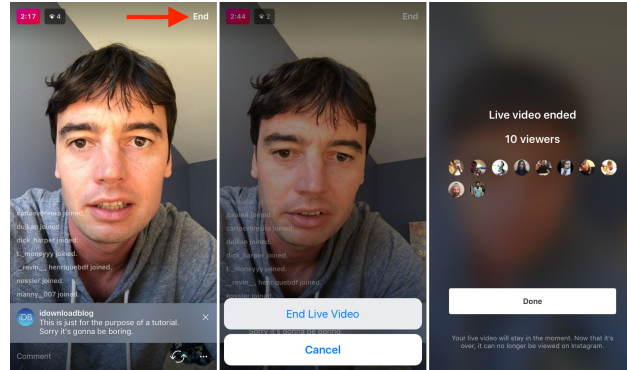
Personal information

Sharing personal information like hometowns, names, and ages on social media makes it easier for attackers to guess and reset passwords to accounts. This can then lead to impersonation, fraud and Identity theft.



Location sharing

A big part of being on social media is giving constant updates about your life. This includes real time updates like sharing stories and going live. Constantly doing this you could be exposing more information than you intended, like workplace location, your address, or your daily routine. This can make you a target for stalking from criminals as they gain more information about your life from your real time updates.

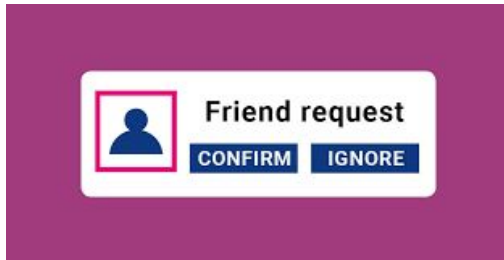


Phishing scams

All social media platforms have bots on them that attempt engage with the users. A majority of social media users have experienced unsolicited messages, friend request, and links that if opened can lead to data compromise. The ability to reach anyone on social media allows attackers to get information from a wide range of people.

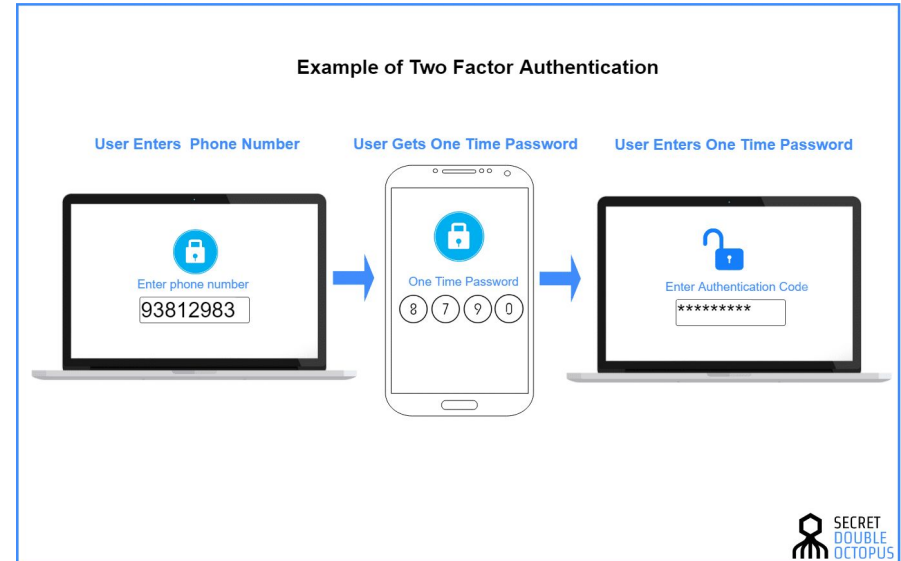


Way to prevent these risk



Enable 2 factor authentication

Enabling 2 factor authentication adds an extra layer of security by providing a security code to your phone after entering your password. Doing this enhances security, reduces the risk of breaches, and protects against credential stuffing.



Use strong and unique passwords

Generating complex passwords that uses letters, numbers, and special characters is a great way to counteract the risk associated with passwords. It also helps to use a different password for each social media account you have. You could also use a password manager that creates and securely stores your passwords.



Password Strength Chart



This is based on the average brute forcing (botnet) power in 2019.

123456 Top 10,000 password	0.20 milliseconds	Unsafe
qwerty123456 Longer "common" password	13 hours	Unsafe
!tFun\$om3limes Longer password with numbers	48 thousand years	Risky
!t!\$tun\$0m3limes! Longer password with numbers and special characters	13 trillion years	Good
!musingalongpasswordtoday Even longer password	913 trillion years	Better
!mu\$ingalongpa\$\$word+oday! Even longer password with numbers and special characters	2 octillion years	Best

Please Note: These passwords are for demonstration purposes ONLY and are not to be used.



Limit personal information

Limiting personal information you share and post about on social media protects your privacy while also making it harder for attackers to gather information about you.



PROTECT YOUR PERSONAL INFORMATION

Here's our TOP tips to stay secure online

- ▶ Guard your credentials
- ▶ Data Tracking Awareness
- ▶ Avoid oversharing

PROTECT YOUR PERSONAL INFORMATION

What counts as personal info?

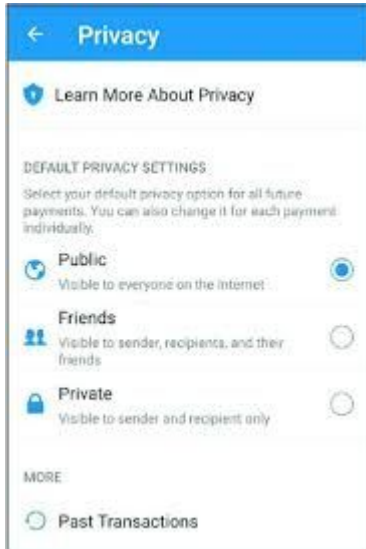
 Full name	 Email address	 Phone number
 Home address	 Birthdate	 Bank details

Common risks

 26% of consumers affected	 88% of data breaches
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Check privacy setting

You can check and customize your privacy settings on the platform to only allow specific people to see your post and interact with you. You should also only accept friend request from people your familiar with and beware of fake accounts.



Works cited

Team, SKILLOGIC. “How Social Media Affects Cyber Security Risks.” *SKILLOGIC*, SKILLOGIC, 30 Oct. 2024, skillogic.com/blog/how-social-media-affects-cyber-security-risks/#:~:text=As%20social%20media%20platforms%20expand,Cyber%20Security:%20Social%20Engineering%20Attacks.

Group®, Enovise. “Social Media and Cybersecurity Risks: How Oversharing Can Lead to Identity Theft and Account Breaches.” *LinkedIn*, 14 Nov. 2024, www.linkedin.com/pulse/social-media-cybersecurity-risks-how-oversharing-can-lead-identity-nouve.