

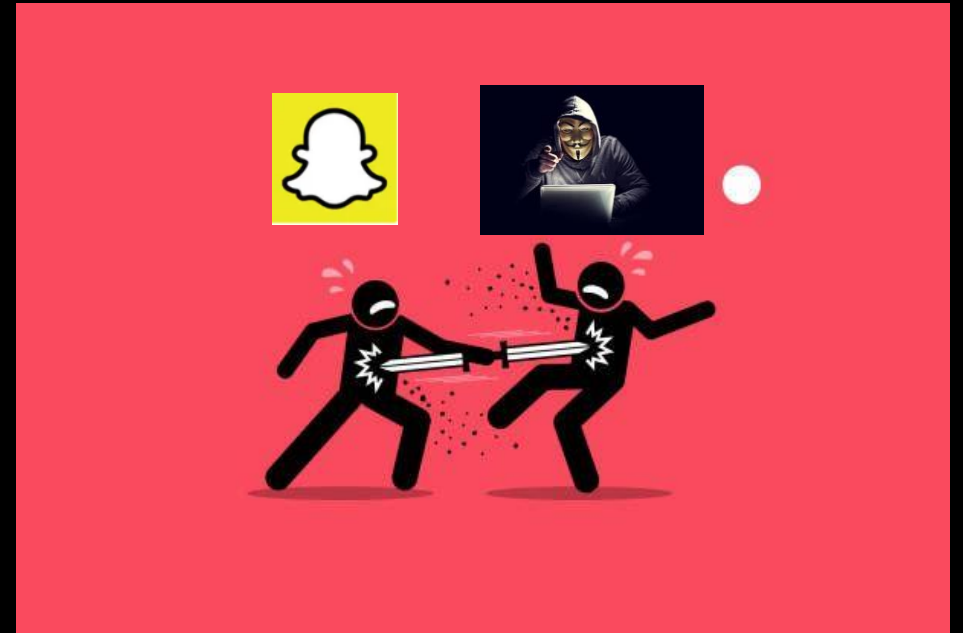


THE ROLE OF SOCIAL MEDIA IN CYBERSECURITY THREATS

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THE DOUBLE-EDGED SWORD OF SOCIAL MEDIA

- Over 5 billion users globally
- Connects people but exposes data
- Hackers exploit online behavior



COMMON CYBERSECURITY THREATS



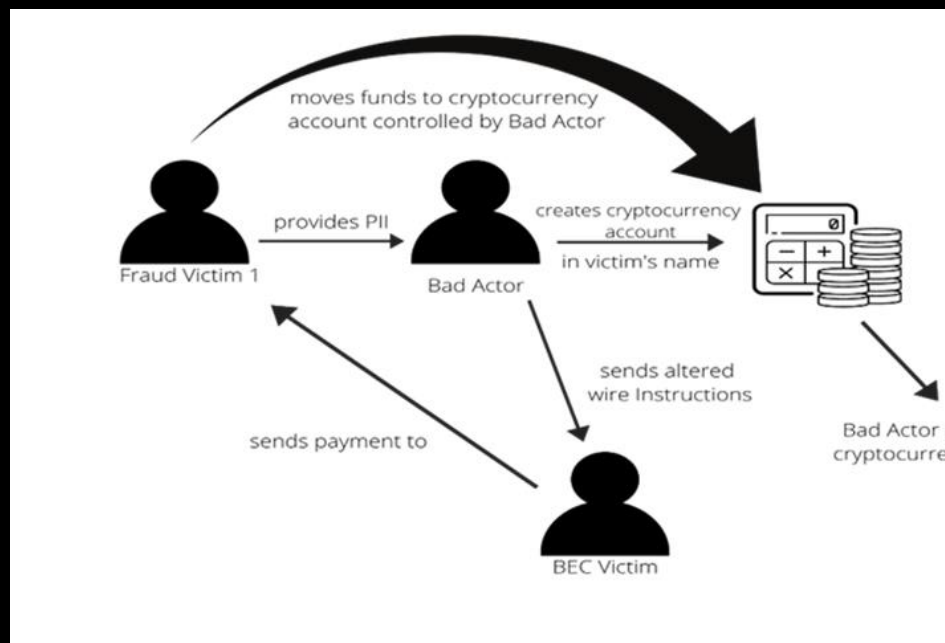
- Phishing & Fake Profiles – impersonation scams
- Malware Links – disguised as offers or ads
- Data Harvesting – identity theft from person info
- Social Engineering – manipulating human trust

HUMAN BEHAVIOR AND SOCIAL ENGINEERING

- Exploits fear, curiosity, and trust
- Example:
Your account will be deleted click here
- People remain the weakest link



REAL-WORLD EXAMPLES



- 2020 Twitter Bitcoin Scam – verified accounts hacked
- Cambridge Analytica – Facebook data misuse
- Fake job offers on LinkedIn

HOW TO COUNTERACT THESE RISKS

- Increase digital literacy and awareness
- Use multi-factor authentication
- Report suspicious activity
- Promote ethical platform design



THE SOCIAL SCIENCE CONNECTION

Cybersecurity = technical + social
issue

Understanding people prevents
attacks

Ethics and trust build safer systems



BUILDING SAFER PLATFORMS FOR THE FUTURE

- Social media companies must take responsibility to protect users
- Using AI can detect fake accounts and phishing faster
- Collaboration between users, companies, and policymakers to further make the platform more secure



CONCLUSION & REFERENCES

Takeaway:

- Social media magnifies cybersecurity risks by amplifying human behavior online.
- Security awareness and ethical design are vital.

References

- Pew Research Center (2024)
- NIST (2023)
- CNBC (2020)

THANK YOU