Social Media Security

Cybersecurity Awareness
Social Media security “Be careful”
There are various Social media platforms that we use in a day to day basis
Social Media

Time Consumption

- Family
- Work
- School
- Private life
Social media uses

- For socializing – making new connections/ reestablishing lost connections.
- Sharing information
- Sharing thoughts and moments
- Searching for interesting stuffs
- For marketing/ brand promotion
- Customer relations
- Social shopping
- For screening/ background verification of applicants or any.
Social media issues

Malware

New scam going around about a fake Facebook promotion prize

by Marie Edinger  |  Sunday, April 19th 2020

TV Reporter Warns of Facebook Ads That Claim They Made Millions From BTC

A new scam might be in your Facebook messenger

Woman loses RM39,000 in face mask scam on Facebook

Bernama  -  April 12, 2020 7:00 PM
Personally identifiable information

What is PII?
• Name and account number
• Name and social security number
• Name and address
• Credit Card Number

Where you might find it
• Tax files
• Account Statements
• Records (Medical, Public and others).
Social media issues

Identity theft

• People post too much information about themselves or their kids.

Why does someone want your personal information?

• In an information age information becomes a commodity
• Information has a value
• Some information has a greater value
• our personal information/ PII is potentially worth more than you think
Social media issues

ID theft & ID Fraud

- “Identity fraud,” consists mainly of someone making unauthorized charges to your credit card.
- “Identity theft,” is when someone gathers your personal information and assumes your identity as their own.

How is it possible?

- PII exposed by others (Data Breaches).
- PII exposed by ourselves (online & others)
- Malware (Spyware, Viruses, etc.)
- Social Engineering – Phishing, Vishing, Smishing, In Person (at your door, in a restaurant etc.)
- Physical theft – Mail box, Trash (Dumpster diving), ATMs (skimming), Home break-ins
Social media issues
What do they do with Stolen IDs

Somers man allegedly made over $35,000 of purchases on a stolen credit card after towing vehicle

Police search for credit card fraud suspect

Police: Two women accused of buying $11,000 in gift cards with stolen credit cards

Traffic stop in Burk's Falls nets stolen credit cards, drugs, fake ID
Social media issues

Impersonation

• Fake account pretending to be a celebrity, politician, etc.
  o You connect, they have access to your stuff
  o Their links could be to malware or spoof sites

How to find out original account?

• Look out for the verified account of celebrity or politician with the verified badge along with the profile name.
Popular Social media scams

WhatsApp Gold is a scam that attempts to steal people’s information from their mobile phones.

Facebook Black? Beware widespread scam hitting social networkers.
Cyber Bullying

- Its involve bullying someone through smart devices like mobiles, tablet and PCs by sending them nasty test messages, voice note and re-publishing their video and pictures on disturbing unpolite ways without their permeation to make them feel upset and humiliated.

What to do?

- 1- **Report the person or group** – by gathering all the evidence and submit it to the site.
- 2- **Block the person or group** – nearly every social media application have this feature.
- 3- **Save the evidence** – It is important that you save or copy any of the cyberbullying such as texts or conversations you receive so you have evidence of the cyberbullying and can show it to the relevant people.
- 4- **Do not reply or answer back** - Sometimes the people bullying you are looking to get a reaction out of you and answering back can just make it worse.
Before posting any thing online

• Some one might copy whatever to posted and use it against you.
• Even if you delete it, maybe some one saved a copy if it and it might remain online for several years.
Fake social media accounts

• The main purpose of these fake accounts is to spread misinformation or propaganda.

• Nearly all the social media platform try to find and delete fake accounts but still there are so many
WhatsApp Privacy Settings

Your WhatsApp privacy settings allow any user to view your "last seen" status. To change this, go to "Settings," click "Account" > "Privacy" > "Last Seen." Then you chose what you want.
2. Find “Apps, Websites and Games,” and tap on “Edit”.
3. Tap “Turn Off”

This limits the use of your information that Facebook partners collect about you.
1. **Settings & Privacy** > “Privacy Shortcuts” > “See more privacy settings”.

2. In the “Your Activity” make necessary settings to keep your account private.
<table>
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<tr>
<th>Settings</th>
<th>Privacy</th>
<th>Set your account to private from the Instagram app on your Android or iOS device</th>
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<tbody>
<tr>
<td>+ Follow and Invite Friends</td>
<td>Interactions</td>
<td>1. Go to your profile, then tap the top bar.</td>
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<td>🗣 Notifications</td>
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<td>2. Tap <strong>Settings</strong>.</td>
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<td>🔒 Privacy</td>
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<td>3. Tap <strong>Privacy &gt; Account Privacy</strong>.</td>
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<td>☑ Security</td>
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<td>4. Tap next to <strong>Private Account</strong> to make your account private.</td>
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<td>🔔 Ads</td>
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<td>👤 Account</td>
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1. Click on your Profile icon > Settings & Privacy > Privacy
2. Manage the settings based on the level of privacy required.
To enable your account
some privacy feature
1. Go to your profile, then tap ⚙
2. On Settings scroll down
3. Under Privacy chose your preferences
Tips for navigating social media safely

• Google yourself – to checkout what people find out about you.
• Know your settings – to keep your privacy settings updated.
• Don’t post personal information
• Don’t overshare.
• Make sure your online friends are real friends.
• Don’t post anything about work
• Never use same password for all social media accounts
• Avoid add-ons
• Don’t click random links.
Questions