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## INFORMATION SECURITY ASSIGNMENT - I

# Social Media Awareness.

Social Media Awareness refers to the understanding, consciousness and critical engagement with social media platforms and their impact on individuals, societies and cultures. It involves being cognizant of the opportunities and risk associated with social media use and making informed decisions about how to interact with these platforms.

⇒ understanding the platforms :- Social Media Awareness starts with understanding the various social platforms available such as Facebook, X, Instagram, TikTok, LinkedIn etc... users should be aware of their features, functions and the type of content they host.

⇒ Digital Literacy :- Being digitally literate is essential for social media awareness, users should know how to navigate these platforms safely, as they can create info from misinformation & protect their privacy and security.

⇒ Impact on Mental Health :- one aspect of social media awareness & understanding the potential impact of these platforms on mental health. Excessive use of social media has been linked to issues such as anxiety, depression and low self-esteem. users should be aware of these risks and take steps to mitigate them, such as setting boundaries on their social media use and seeking support when needed.

⇒ Privacy Concerns :- social media users should be aware of the privacy implications of sharing personal information online. This includes understanding privacy settings, being mindful of what they post, and being cautious about sharing <sup>so</sup> sensitive information.

⇒ Cyberbullying and online Harassment :- Another important aspect of social media awareness & recognizing the prevalence of cyberbullying and online harassment.



on these platforms. users should know how to recognize and report abusive behaviors and take steps to protect themselves and others from harassment.

⇒ Media Literacy :- Social Media Awareness also involves being media literate and critically evaluating the content shared on these platforms. users should question the accuracy and validity of information they encounter and be wary of fake news and propaganda.

⇒ Digital Footprint :- users should understand that everything they do online leaves a digital footprint. This includes the content they post > the interactions they have and data they share with social platforms. Being aware of their digital footprint can help manage their online reputation and privacy more effectively.

=> Fostering Positive Engagement : Social Media Awareness also encompasses promoting positive and meaningful interactions online. This includes being respectful towards others, fostering empathy & understanding and using social media as a tool for connection, collaboration and positive social change.

=> Conclusion :- Overall, social media awareness is about being mindful and intentional is how we engage with social media platforms, understanding their impact on ourselves and society and taking proactive steps to navigate them ethically.

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