

Safe Social Media & Public Information Hygiene

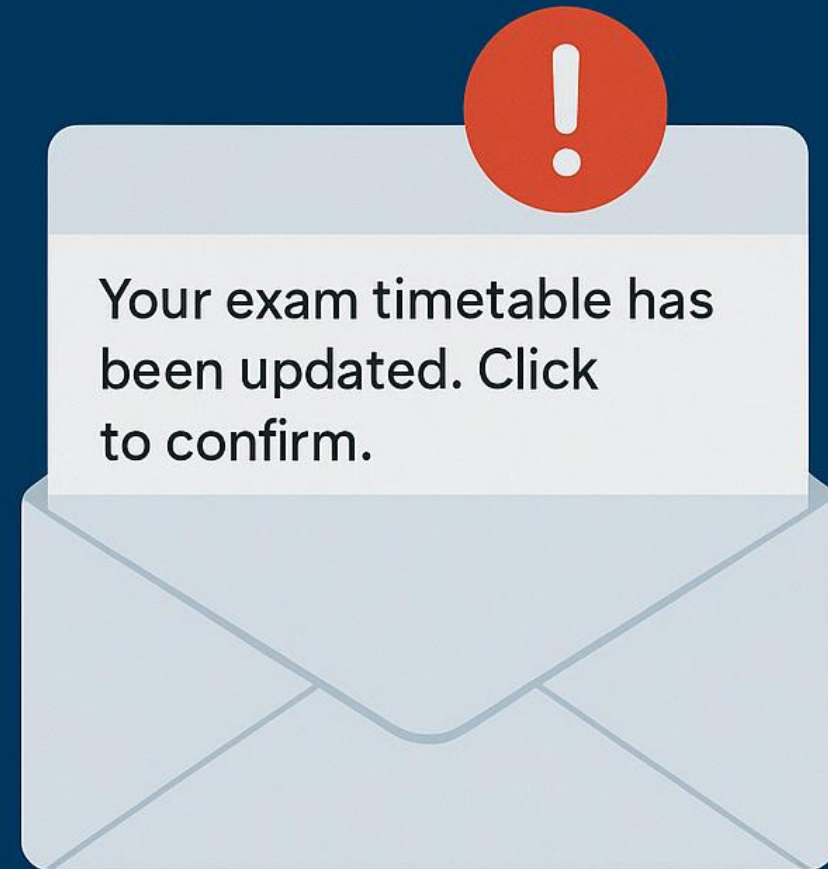
What Attackers Look For

Attackers check your profiles for:

- ✓ Your full name
- ✓ Birthdays
- ✓ University/Job
- ✓ Phone number
- ✓ Pictures of ID cards / cards
- ✓ Family details

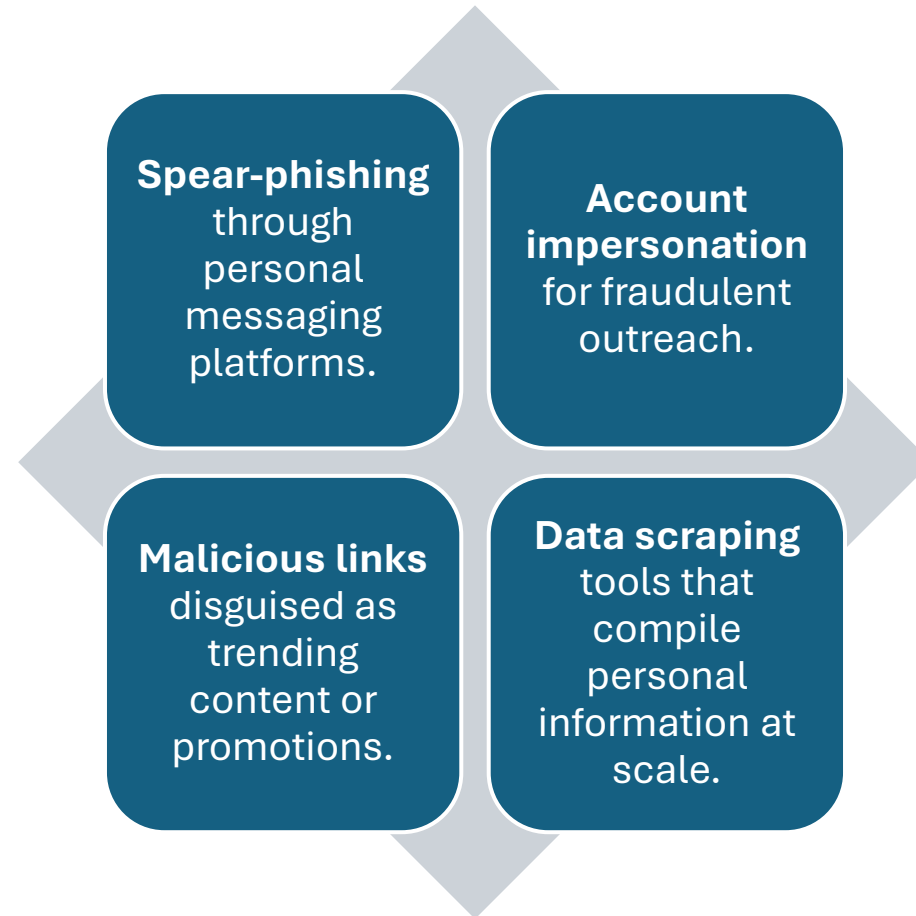
They use this to craft *perfect* phishing messages.

Maryam Posts About Her Final Exam



Even harmless posts give attackers clues.

Common Social Media Threats



What NOT to Share

- ✗ CNIC
- ✗ Bank cards
- ✗ Password hints
- ✗ Daily routine
- ✗ Family pictures with full names
- ✗ Screenshots of emails
- ✗ Inside your workplace/university systems

What IS Safe to Share

- ✓ Hobbies
- ✓ Pets
- ✓ Travel pictures (after you return)
- ✓ Achievements
- ✓ Non-sensitive fun content

Tips to Stay Safe

- Make accounts *private*.
- Allow **followers you know only**.
- Turn off location tagging.
- Don't share exam or work-related details publicly.
- Avoid posting real-time movements.