Figure 1: Steal Data Cyber Attack (Freepik, n.d.).

The Presentation 1 Title Page: Vulnerabilities in Social Media

Malik Stewart
Charleston Southern university

What is Social Media Vulnerabilities?

Figure 2: Sandy_ppl-16 (Freepik, n.d.).

- Social Media Vulnerabilities are the providence of critical information on social media that can "disrupt your life and harm or harass you, your co-workers, or even your family members"(NSA, 2021).

How is Social Medial Vulnerabilities Used?

- Used To generate Revenue because "Social media attacks are estimated to generate over $3 billion annually for cyber criminals "(HHS, 2020).
- "Roughly 3.5 billion people on social media" (HHS, 2020).
- "Social media attacks can be used to compromise healthcare organizations" (HHS, 2020).

Who uses Social Media Vulnerabilities?

Figure 4: Data Security (Freepik, n.d.).

- Cyber Criminals are individuals who commit cyber crime.
- Cyber Crime is "crime that is committed using the Internet, for example by stealing someone's personal or bank details or infecting their computer with a virus"(Oxford University Press, 2022)

Types Social Media

- Facebook
- Twitter
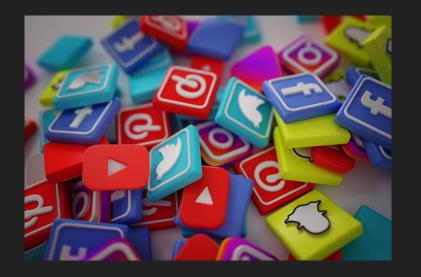- LinkedIn
- Instagram
- Spotify

Figure 5: Social Media (Freepik, n.d.).

Phishing Scams On Social Media

Figure 6: Phishing Account Concept (Freepik, n.d.).

- "Phishing is when attackers attempt to trick users into doing 'the wrong thing', such as clicking a bad link that will download malware, or direct them to a dodgy website" (NCSC, 2022).
- Phishing is one the most common forms of Social Engineering attacks.
- Can take place on Social Media
- Often attempted through direct messages, posted links, Shorten URLS, and clickbait (CIO, 2020).

Oversharing on Social Media

Figure 7: Social Media Popularity
(Freepik, n.d.).

- The posting of locations, family photos, and status updates allows opportunities for others to gleam in your personal and private life (CSA, 2021).
- Results in a vast amount of data being available to cyber criminals.

Social Media's Affiliation With Data Leaks

Figure 8: Data Leaking (Freepik, n.d.).

- "1.3 billion users have had their data compromised in the last five years" (HHS, 2020).
- "Almost half of all illicit exchange of information in 2017 and 2018 was associated with social media breaches" (HHS, 2020).
- The personal data of "533 million Facebook users worldwide was leaked on a forum popular with cybercriminals for free"(CSA, 2021).
- Leaks include "mobile numbers, Facebook IDs, names, e-mail addresses, birth dates and biographical information" (CSA, 2021).

Malware can be spread through Social Media

Figure 9: Malware Abstract
(Freepik, n.d.).

- Malware is a "Hardware, firmware, or software that is intentionally included or inserted in a system for a harmful purpose"(NIST, 2021).
- Malware can be "serious threat that homes, businesses (of all sizes), and individuals" (CIO, 2020).
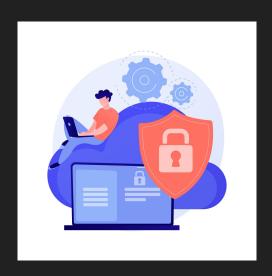
What are some Countermeasures?

Figure 10: Cloud Computing (Freepik, n.d.).

- Countermeasures are "actions, devices, procedures, techniques, or other measures that reduce the vulnerability of an information system" (NIST, 2021).
- Turn Off location settings on devices and apps (NSA, 2021).
- Don't use internet hotspots without security measures (NSA, 2021).
- Monitor cyber footprint (NSA, 2021).
- More secure privacy settings
- Harder passwords

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