

Today's information/digital age offers widespread use of social media. The use of social media is ubiquitous and cuts across all age groups, social classes and cultures.

However, the increased use of these media is accompanied by privacy issues and ethical concerns.

These privacy issues can have far-reaching professional, personal and security implications. Ultimate privacy in the social media domain is very difficult because these media are designed for sharing information. Participating in social media requires persons to ignore some personal, privacy constraints resulting in some vulnerability. The weak individual privacy safeguards in this space have resulted in unethical and undesirable behaviors resulting in privacy and security breaches, especially for the most vulnerable group of users.

An exploratory study was conducted to examine social media usage and the implications for personal privacy. We investigated how some of the requirements for participating in social media and how unethical use of social media can impact users' privacy.

Results indicate that if users of these networks pay attention to privacy settings and the type of information shared and adhere to universal, fundamental, moral values such as mutual respect and kindness, many privacy and unethical issues can be avoided.