Social Media Overview and Security

Introduction to Social networks.

Social networks are **websites and apps that allow users and organizations to connect, communicate, share information, and form relationships**. People can connect with others in the same area, families, friends, and those with the same interests. Social networks are one of the most important uses of the internet today.

Social Networking

- Social Networking refers to grouping of individuals and organizations together via some medium, in order to share thoughts, interests, and activities.

- There are several web based social network services are available such as facebook, twitter, linkedin, Google+ etc. which offer easy to use and interactive interface to connect with people with in the country an overseas as well. There are also several mobile based social networking services in for of apps such as Whatsapp, hike, Line etc.

Benefits and Objectives of Social Networking

Benefits

- ## Online Marketing

Website like facebook allows us to create a page for specific product, community or firm and promoting over the web.

- ## Online Jobs

Website like linkedin allows us to create connection with professionals and helps to find the suitable job based on one's specific skills set.

- ## Online News

On social networking sites, people also post daily news which helps us to keep us updated.

- ## Chatting

Social networking allows us to keep in contact with friends and family. We can communicate with them via messages.

- ## Share Picture, Audio and video

One can share picture, audio and video using social networking sites.

Objectives

- **Sharing.** Friends or family members who are geographically dispersed can connect remotely and share information, updates, photos and videos. Social networking also enables individuals to meet other people with similar interests or to expand their current social networks.

- **Learning.** Social networks serve as great learning platforms. Consumers can instantly receive breaking news, get updates regarding friends and family, or learn about what's happening in their community.

- **Interacting.** Social networking enhances user interactions by breaking the barriers of time and distance. With cloud-based video communication technologies such as WhatsApp or Instagram Live, people can talk face to face with anyone in the world.

- **Marketing.** Companies may tap into social networking services to enhance brand awareness with the platform's users, improve customer retention and conversion rates, and promote brand and voice identity
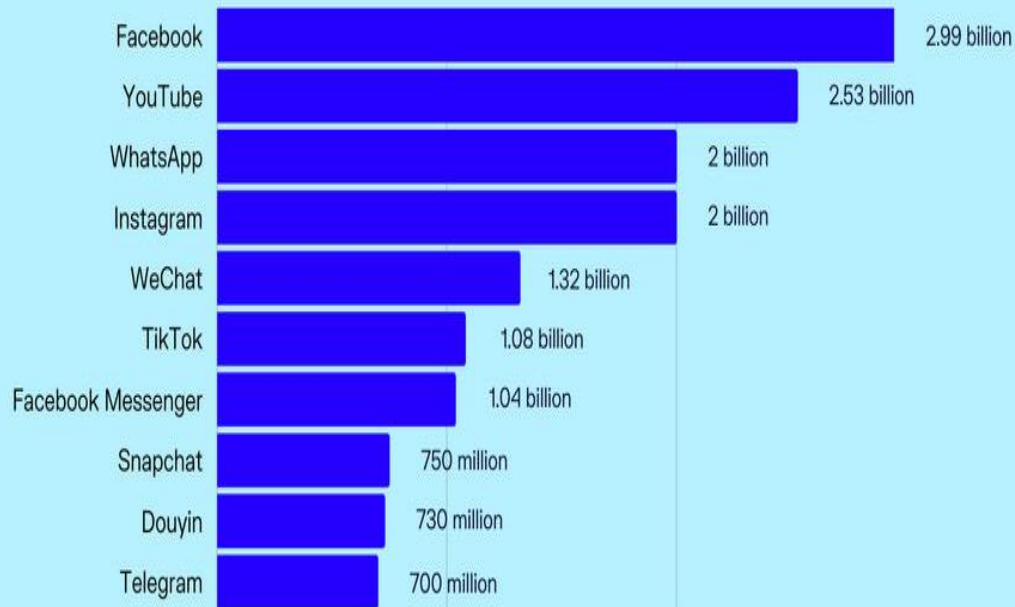
How does social networking work?

- The term *social networking* entails having connections in both the real and the digital worlds. Today, this term is mainly used to reference online social communications. The internet has made it possible for people to find and connect with others who they may never have met otherwise.

- Online social networking is dependent on technology and internet connectivity. Users can access social networking sites using their PCs, tablets or smartphones. Most social networking sites run on a back end of searchable databases that use advanced programming languages, such as Python, to organize, store and retrieve data in an easy-to-understand format. For example, Tumblr uses such products and services in its daily operations as Google Analytics, Google Workspace and WordPress.

Types of social media

- **Social connections.** This is a type of social network where people stay in touch with friends, family members, acquaintances or brands through online profiles and updates, or find new friends through similar interests. Some examples are Facebook, Myspace and Instagram.

- **Professional connections**. Geared toward professionals, these social networks are designed for business relationships. These sites can be used to make new professional contacts, enhance existing business connections and explore job opportunities, for example. They may include a general forum where professionals can connect with co-workers or offer an exclusive platform based on specific occupations or interest levels. Some examples are LinkedIn, Microsoft Yammer and Microsoft Viva.

- **Sharing of multimedia.** Various social networks provide video- and photography-sharing services, including YouTube and Flickr.

- **News or informational.** This type of social networking allow users to post news stories, informational or how-to content and can be general purpose or dedicated to a single topic. These social networks include communities of people who are looking for answers to everyday problems and they have much in common with web forums. Fostering a sense of helping others, members provide answers to questions, conduct discussion forums or teach others how to perform various tasks and projects. Popular examples include Reddit, Stack Overflow or Digg.

- **Communication.** Here, social networks focus on allowing the user to communicate directly with each other in one-on-one or group chats. They have less focus on posts or updates and are like instant messaging apps. Some examples are WhatsApp, WeChat and Snapchat.

- **Educational.** Educational social networks offer remote learning, enabling students and teachers to collaborate on school projects, conduct research, and interact through blogs and forums. Google Classroom, LinkedIn Learning and ePals are popular examples.

Social media platforms

Most Popular Social Media Platforms in 2023

Platform	Users
Facebook	2.99 billion
YouTube	2.53 billion
WhatsApp	2 billion
Instagram	2 billion
WeChat	1.32 billion
TikTok	1.08 billion
Facebook Messenger	1.04 billion
Snapchat	750 million
Douyin	730 million
Telegram	700 million

Source: DataReportal

shopify

- **Facebook.** Facebook users create profiles, share information, send messages and post status updates on their *walls*. Ranked the most active social networking platform by DataReportal, Facebook has more than 2.9 billion active users. In 2021, the company was renamed Meta to reflect its business beyond just social media.

- **YouTube.** This popular video-sharing website enables users to share, upload and post videos and vlogs. According to Global Media Insight, YouTube has more than 2 billion monthly active users.

- **WhatsApp.** This free instant messaging app lets users send text messages, make video and voice calls, and share documents. According to WhatsApp, it has more than 2 billion users worldwide.

- **Instagram.** This free social media platform enables users to share long- and short-form videos and photos. It is primarily designed for iOS and Android smartphone users, but a desktop version is also available. However, sharing and uploading of content is only available through the Instagram app. Also owned by Meta, Instagram has over 2 billion monthly active users as of December 2021, according to CNBC.

- **TikTok.** This app is used for sharing and making personalized short videos. TikTok caters to a younger audience and is well known for being a lively and fun-to-use social networking platform. According to the *Business of Apps* newsletter, TikTok has more than 1.2 billion users as of the end of 2021.

What are the advantages and disadvantages of social networking?

Social networking can be a double-edged sword. On one end, it provides unsurpassed social benefits, yet it can also make people more vulnerable to the spread of misinformation, as well as privacy and security threats

Advantages

- **Brand awareness.** Social networking enables companies to reach out to new and existing clients. This helps to make brands more relatable and promotes brand awareness.

- **Instant reachability.** By erasing the physical and spatial boundaries between people, social networking websites can provide instant reachability.

- **Builds a following.** Organizations and businesses can use social networking to build a following and expand their reach globally.

- **Business success.** Positive reviews and comments generated by customers on social networking platforms can help improve business sales and profitability.

- **Increased website traffic.** Businesses can use social networking profiles to boost and direct inbound traffic to their websites. They can achieve this, for example, by adding inspiring visuals, using plugins and shareable social media buttons, or encouraging inbound linking.

Disadvantages

- **Rumors and misinformation.** Incorrect information can slip through the cracks of social networking platforms, causing havoc and uncertainty among consumers. Often, people take anything posted on social networking sites at face value instead of verifying the sources.

- **Negative reviews and comments.** A single negative review can adversely affect an established business, especially if the comments are posted on a platform with a large following. A tarnished business reputation can often cause irreparable damage.

- **Data security and privacy concerns.** Social networking sites can inadvertently put consumer data at risk. For instance, if a social networking site experiences a data breach, the users of that platform automatically fall under the radar as well. According to Business Insider, a data breach in April 2021 leaked the personal data of more than 500 million Facebook users.

- **Time-consuming process.** Promoting a business on social media requires constant upkeep and maintenance. Creating, updating, preparing and scheduling regular posts can take a considerable amount of time. This can be especially cumbersome for small businesses that may not have the extra staff and resources to dedicate to social media marketing.

Disadvantages of Social Networking

Social media monitoring

- **Social media monitoring is the use of tools to listen to millions of conversations on the web** to determine what is being said about a particular brand, issues, people or producst, and to discover opportunities. It is how we monitor the web world. Social media monitoring can be passive, for example, listening to people to discover what interests them, or it can be active, searching for references to your brand, campaigns or actions.

Using cognitive computing technology, social media monitoring tools can really understand users and what they express on social media, comprehending intent, sentiment, opinion and preferences.

What is social media Monitoring - YouTube

Hashtag

- A hashtag is a word or keyword phrase preceded by a hash symbol (#). It's **used within a post on social media to help those who may be interested in your topic to be able to find it when they search for a keyword or particular hashtag**. It helps to draw attention to your posts and encourage interaction.

- When using a phrase as a hashtag, you spell it out without spaces, such as #usinghashtags. It can include numbers but not symbols or punctuation. The hashtag can be placed at the beginning, middle or end of your social media post or comment, and it allows what you have written to be indexed by the social media network. With this strategy, people who are not your fans or followers can still find your content.

Best Trending Hashtags For Instagram

#Love #Followers #Fashion #Likes #Reels

Why are Hashtags Important?

- Hashtags are important on social media as they enable your content to be found by the right people. Using relevant hashtags helps your content to be found and helps drive traffic to your content so that you can boost views, likes, and shares. The key is finding the right ones that match your content and appeal to users.

- The point of using hashtags on social media is that you are indicating to a follower/user and algorithm that your content relates to a specific topic or category. Ultimately, it helps users to find relevant content easily across platforms so your content is discoverable to a wider (or niche) audience.

Benefits of Using Hashtags on Social Media

Increased Engagement

Brand awareness/affinity

Brand values

Target audience

Influencer MarketingHub

Hashtag example

- For example, let's say you run a skincare brand and you create a post about your new moisturizer product. By including relevant hashtags such as #skincare, #beauty and #moisturizer in your post, you're essentially tagging your content with those keywords.

- [Display Purposes - Best #nammabengaluru hashtags for Instagram, TikTok, YouTube in 2023](#)

Company Name	Hashtags
Toyota Motor Corp	#Toyota
Daimler AG	#Mercedes-Benz, #Benz, #MercedesBenz, #Mercedes-AMG, #SmartAutomobile, #DetroitDiesel, #Freightliner, #WesternStar, #ThomasBuiltBuses, #Setra, #BharatBenz, #MitsubishiFuso, #MVAgusta
Hyundai Motor Co	#Hyundai
Audi AG	#Audi
Ford Motor Co	#Ford
Nissan Motor Co Ltd	#Nissan #Infiniti #Datsun
Bayerische Motoren Werke AG	#BMW
Renault SA	#Renault
Peugeot SA	#Peugeot
Volkswagen AG	#Volkswagen

Disadvantages of Hashtags

- YOU CAN TURN AWAY FOLLOWERS BY USING TOO MANY HASHTAGS

Hashtags are great for boosting your Instagram engagement, but too many hashtags can sometimes turn away users. Your followers want to read a caption that is thoughtful and entertaining, not a jumble of hashtags

- IT'S EASY TO GET LOST IN THE NOISE OF A SPECIFIC HASHTAG

#PhotoOfTheDay and #FlashbackFriday are playful hashtags most people adore (#FlashbackFriday has more than 15.1 million posts). Unfortunately, its commonality is the problem! With the overuse of popular hashtags comes low reward – your post may get lost in the noise and lack engagement.
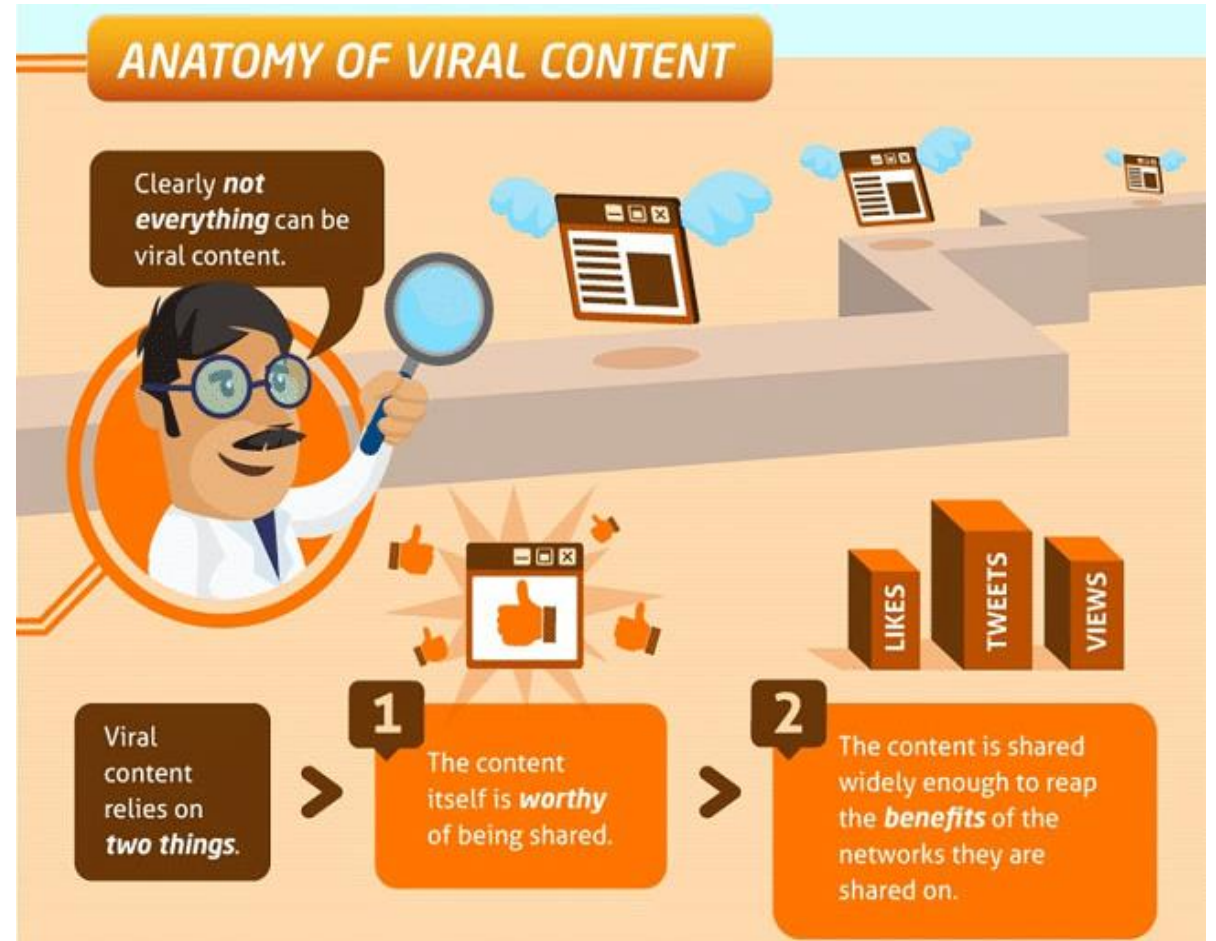
Viral content

- Viral content is online content that achieves a high level of awareness due to shares and exposure on social media networks, news websites, aggregators, email newsletters and search engines

THE VIRAL LOOP

SEE

CLICK

DESIRE TO SHARE

SHARE
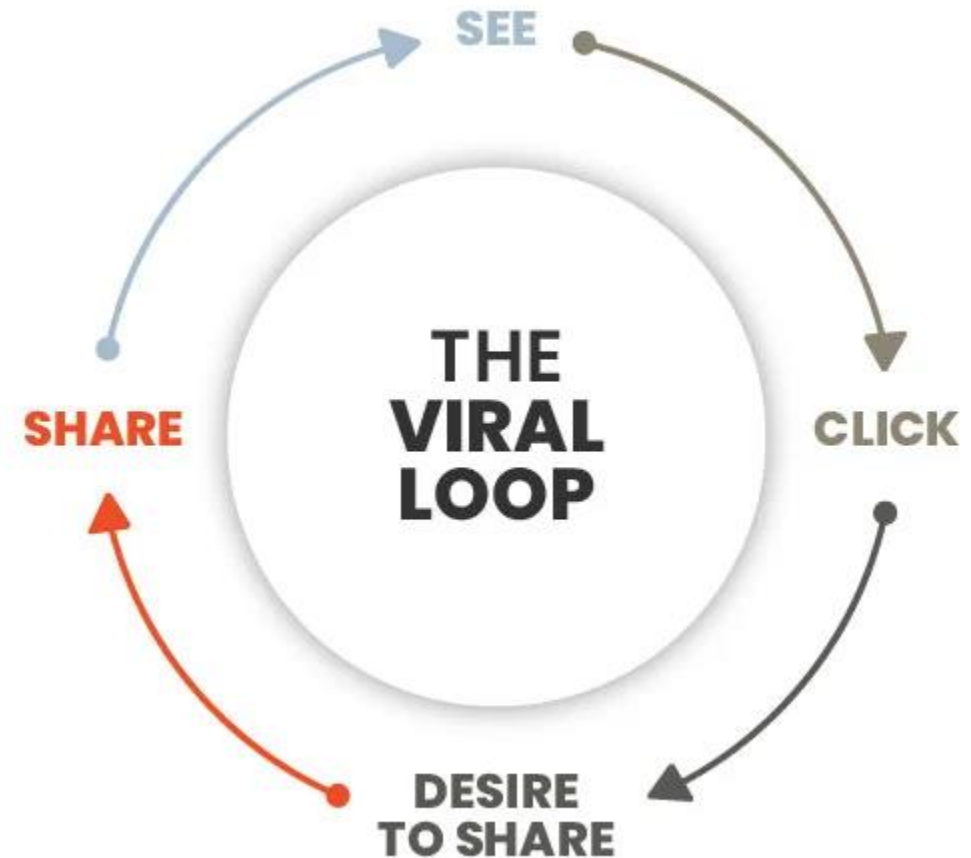
How to create Viral content

7 WAYS TO CREATE A VIRAL CONTENT

- Increase Audience Engagement by Using Eye-Catching Images
- Find an Excellent Hook
- Create Tailored and Engaging Content
- Create In-Depth, Well-Researched Longform Material
- Understand Your Target Audience
- Activate High-Arousal Emotions
- Hosting Q&A Sessions
- Create Material That Strengthens the Identities of Sharers

ANATOMY OF VIRAL CONTENT

Clearly **not** everything can be viral content.

Viral content relies on **two things**.

1 The content itself is **worthy** of being shared.

2 The content is shared widely enough to reap the **benefits** of the networks they are shared on.

LIKES   TWEETS   VIEWS

Disadvantages of going viral

- Difficult to predict, control or direct

- Hard to measure the impact

- Brand dilution

Social media marketing

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
Facebook	• 25-34 • Boomers	• Photos & links • Information • Live video	• Local mkting • Advertising • Relationships	• Weak organic reach
YouTube	• 18-25 • 26-35	• How-tos • Webinars • Explainers	• Organic • SEO • Advertising	• Video is resource-heavy
Instagram	• 18-24, 25-34 • Millennials	• Inspiration & adventure • Questions/polls	• Ecommerce • Organic • Influencer	• High ad costs
Twitter	• 25-34, 35-49 • Educated/ wealthy	• News • Discussion • Humor	• Customer service • Ads for males	• Small ad audience
LinkedIn	• 46-55 • Professionals	• Long-form content • Core values	• B2B • Organic • International	• Ad reporting & custom audience
TikTok	• 10-19 • Female (60%)	• Entertainment • Humor • Challenges	• Influencer marketing • Series content	• Relationship building
Snapchat	• 13-17, 25-34 • Teens	• Silly • Feel-good • Trends	• Video ads • Location-based mkting • App mkting	• Relationship building

WordStream
By LOCALiQ

Goals of Social media marketing

- Maintaining and optimizing your profiles.

- Posting pictures, videos, stories, and live videos that represent your brand and attract a relevant audience.

- Responding to comments, shares, and likes and monitoring your reputation.

- Following and engaging with followers, customers, and influencers to build a community around your brand.

- Social media marketing also includes paid social media advertising, where you can pay to have your business appear in front of large volumes of highly targeted users.
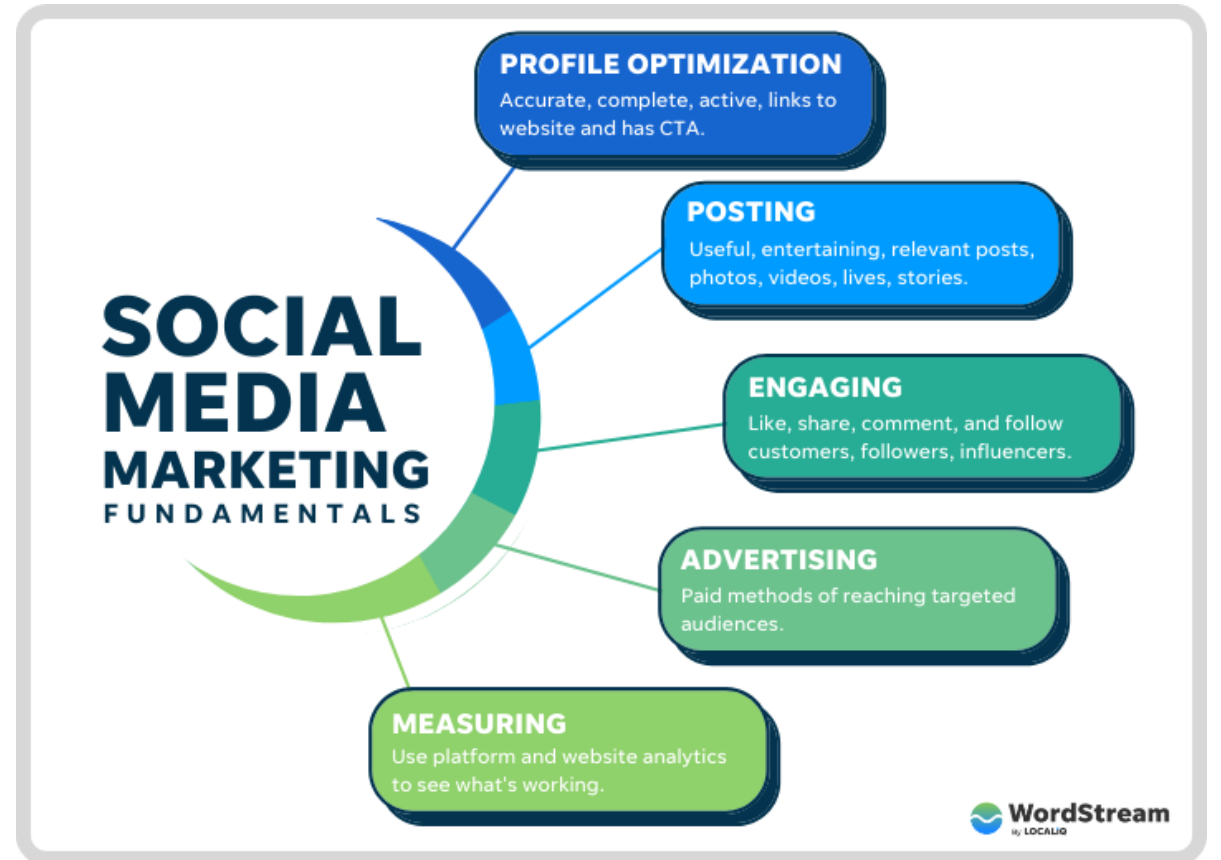
Benefits of Social media marketing

- **Humanize your business:** Social media enables you to turn your business into an active participant in your market. Your profile, posts, and interactions with users form an approachable persona that your audience can familiarize and connect with, and come to trust.

- **Drive traffic:** Between the link in your profile, blog post links in your posts, and your ads, social media is a top channel for increasing traffic to your website where you can convert visitors into customers. Plus, social signals are an indirect SEO factor.

- **Generate leads and customers:** You can also generate leads and conversions directly on these platforms, through features like Instagram/Facebook shops, direct messaging, call to action buttons on profiles, and appointment booking capabilities.

- **Increase brand awareness:** The visual nature of social media platforms allows you to build your visual identity across vast audiences and improve brand awareness. And better brand awareness means better results with all your other campaigns.

- **Build relationships:** These platforms open up both direct and indirect lines of communication with your followers through which you can network, gather feedback, hold discussions, and connect directly with individuals.

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The essentials of a successful social media marketing strategy

- **Knowledge of your audience:** What platforms they use, when they go on them and why, what content they like, who else they're following, and more.

- **Brand identity:** What is the message you want to convey to your audience? How do you want them to feel when viewing your content?

- **Content strategy:** While there is a level of spontaneity on social, you'll need a structured [content strategy](#) to be able to have a consistent voice and produce quality content regularly.

- **Analytics:** Quantifiable insights will inform your strategy, including who you're reaching, the right content to share, the [best times to post](#), and more.

- **Regular activity:** Social media is a real-time platform. If you want to use it to grow your business, you need to post regularly, stay on top of engagements with your business, engage back, keep up with trends, and maintain accurate profiles.

- **Inbound approach:** Don't use social media to pitch your business. Focus on adding value through useful and interesting content and building up those around you. This, in turn, will organically promote your business and others will promote it for you.

- The best social media marketing platforms for business include Facebook, YouTube, Instagram, LinkedIn, Twitter, TikTok, and Snapchat

Social media privacy

- **Social media usage continues to grow as people share posts, videos and photos. However, there are data privacy issues and risks with sharing on social media.**

- Data privacy is important as users leave digital footprints on a daily basis, but using social media may put your personal data at risk without you knowing it.

Common Social media privacy issues

1. Data mining for identity theft

- Scammers do not need a great deal of information to steal someone's identity. They can start with publicly available information on social media to help target victims. For example, scammers can gather usernames, addresses, email addresses and phone numbers to target users with phishing scams.

- Even with an email address or phone number, a scammer can find more information, such as leaked passwords, Social Security numbers and credit card numbers.

2. **Privacy setting loopholes**

- Social media accounts may not be as private as users think. For example, if a user shared something with a friend and they reposted it, the friend's friends can also see the information. The original user's reposted information is now in front of a completely different audience.

- Even closed groups may not be completely private because postings can be searchable, including any comments.

3. **Location settings**

Location app settings may still track user whereabouts. Even if someone turns off their location settings, there are other ways to target a device's location. The use of public Wi-Fi, cellphone towers and websites can also track user locations. Always check that the GPS location services are turned off, and browse through a VPN to avoid being tracked.

User location paired with personal information can provide accurate information to a user profile. Bad actors can also use this data to physically find users or digitally learn more about their habits.

4. Harassment and cyberbullying

Social media can be used for cyberbullying. Bad actors don't need to get into someone's account to send threatening messages or cause emotional distress. For example, children with social media accounts face backlash from classmates with inappropriate comments.

Doxxing -- a form of cyberbullying -- involves bad actors purposely sharing personal information about a person to cause harm, such as a person's address or phone number. They encourage others to harass this person.

5. False information

- People can [spread disinformation on social media](#) quickly. Trolls also look to provoke other users into heated debates by manipulating emotions.

- Most social media platforms have content moderation guidelines, but it may take time for posts to be flagged. Double-check information before sending or believing something on social media.

6. Malware and viruses

Social media platforms can be used to deliver [malware](#), which can slow down a computer, attack users with ads and steal sensitive data. Cybercriminals take over the social media account and distribute malware to both the affected account and all the user's friends and contacts.

Challenges

- Social Media Challenge #1: Engagement or Reach.
- Social Media Challenge #2: Trends and Algorithms.
- Social Media Challenge #3: Content Creation.
- Social Media Challenge #4: Strategy.
- Social Media Challenge #5: Authenticity and Relevancy.

The 5 Biggest Social Media Challenges Brands are Facing in 2022

Challenge	Percentage
Determining on which platform(s) you should market your brand.	26%
Creating engaging content.	24%
Finding ideas for new content.	23%
Measuring ROI.	22%
Creating content that generates leads.	22%

HubSpot

Pitfalls in online social network

- Bandwidth and storage consumption. ...

- Potential legal liability. ...

- Exposure to malware. ...

- Decreased employee productivity. ...

- Disclosure of personal information. ...

- Risk of leaking corporate secrets. ...

- Limited executive use

- **Bandwidth and storage consumption.** Many social network members post pictures, music, videos, high-definition movies and other large files. Downloading and storing these files can cripple your infrastructure and make capacity planning virtually impossible.

- **Potential legal liability.** Students at Canterbury's University of Kent created a Facebook group named "For Those Who Hate the Little Fat Library Man," to harass a librarian they disliked. In the U.S., if employees were to use corporate IT resources for similar purposes, the company could be held responsible in any ensuing litigation.

- **Exposure to malware.** Social networks are designed to be open, with few restrictions on content or links. In most cases, security was not a primary design criterion. Thus, these networks are potential vehicles for introducing viruses, worms and spyware.

- **Decreased employee productivity.** Social networking for personal purposes can affect corporate productivity. A Goldman Sachs trader in the U.K. was spending four work hours a day on Facebook. When he was told to stop, he posted the warning e-mail and wrote, "It's a measure of how warped I've become that, not only am I surprisingly proud of this, but losing my job worries me far less than losing Facebook."

- Even when networking is used for business purposes, corporations may want to limit the number of networks employees use. Monitoring many networks can become incredibly time-consuming. Moreover, interfaces among current networks don't support robust information-sharing. Unfortunately, unless all interested parties use the same network, many benefits are lost. Consider designating specific networks for companywide communications.

- **Disclosure of personal information.** Companies regularly search MySpace, Classmates.com, LinkedIn and other social networking sites to glean information about potential hires and competitors, but postings should always be taken with a grain of salt.

- **Risk of leaking corporate secrets.** Companies often sanction social networking for the purpose of exchanging professional information. But take great care to protect corporate secrets. Definitions of secret may vary or be misunderstood, and critical information may inadvertently be revealed. Provide clear guidelines across the company, as well as to your suppliers and outsourcers.

- **Limited executive use.** Many articles on social networking claim that it will facilitate sales. Executive use of social networking is not widespread, however. Many executives already have substantial personal networks and rely less on new technological platforms for interaction. (This will undoubtedly change in the future, but networks have limited selling power today.)

Security issues related to social media

Dangers of social media

Data mining
Social media sites, third party companies, and even law enforcement can gather the information you post online.

False information
Social media can fuel the spread of misinformation, conspiracy theories, and hate speech.

Doxxing
Trolls can use your social media posts to work out your personal information, such as your location, allowing them to share it online.

Identity theft
Scammers might use your photos and profile details to impersonate you.

Harassment and cyberbullying
The anonymity of social media seems to make people more likely to target each other with online abuse and threats.

Flagging and reporting of inappropriate content

- The **flag** is now a common mechanism for **reporting** offensive **content** to an online platform, and is used widely across most popular social media sites.

Report data that have

- Pages that identify and shame private individuals
- Images that have been altered to degrade private individuals
- Photos or videos of physical bullying posted to shame the victim
- Sharing personal information to blackmail or harass people
- Repeatedly targeting other people with unwanted friend requests or messages
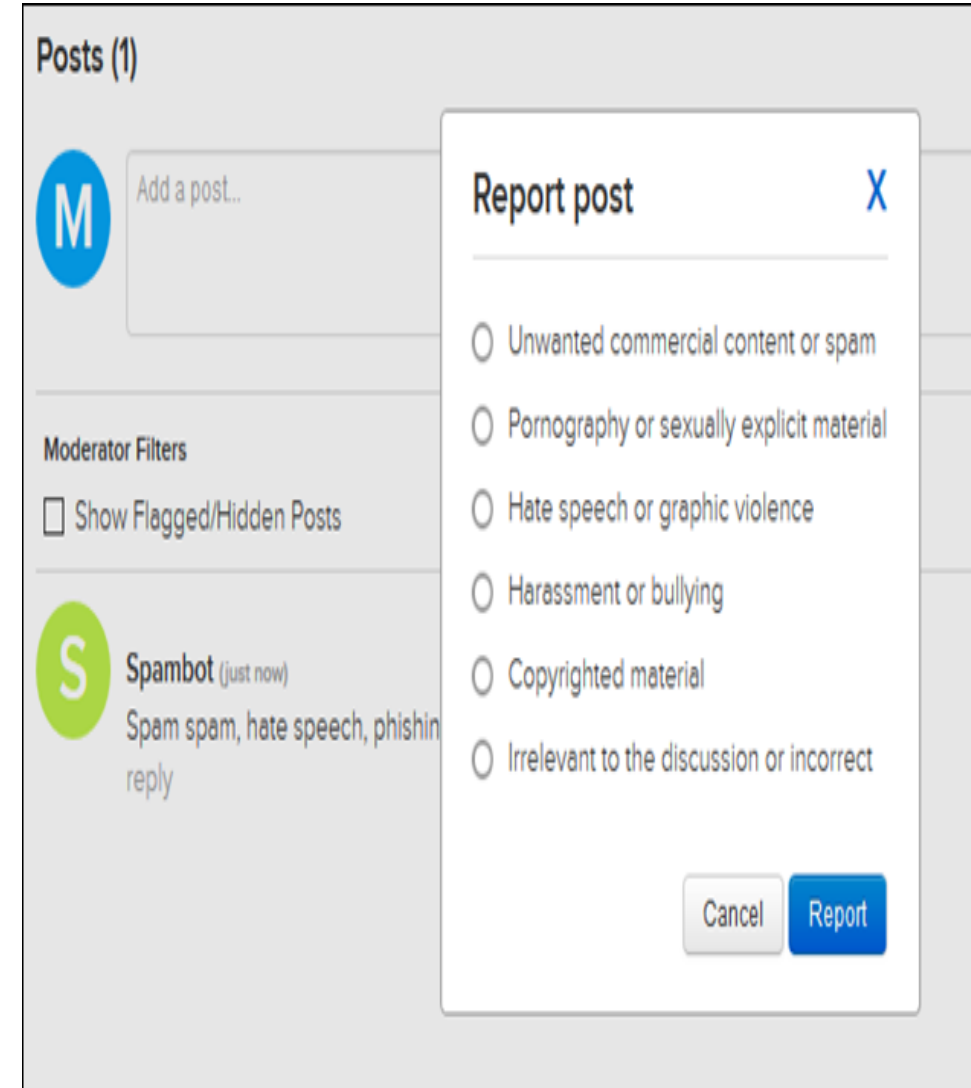
Crimes in Social Media

1. Online Threats, Stalking, Cyber bullying

The most commonly reported and seen crimes that occur on social media involve people making threats, bullying, harassing, and stalking others online. While much of this type of activity goes unpunished, or isn't taken seriously, victims of these types of crimes frequently don't know when to call the police.

2. Hacking and Fraud

Although logging into a friend's social media account to post an embarrassing status message may be acceptable between friends, but technically, can be a serious crime.

3. Buying Illegal Things

connecting over social media to buy drugs, or other regulated, controlled or banned products is probably illegal.

4. Vacation Robberies

Sadly, one common practice among burglars is to use social media to discover when a potential victim is on vacation.

5. Creation of fake profile

Creation of fake profile of a person and posting offensive content including morphed photographs on the fake profile

6. Fake online friendship

Developing online friendship over social media (with no real-life familiarity and using the emotional connect to trick you in transferring funds on some pretext such as medical emergency, legal troubles, problems in a foreign country etc.

Laws regarding posting of inappropriate content

Social media is regulated and restricted by the Information technology Act, which was enacted by the parliament of India in 2000. IT Act by imposing restrictions regulates the content that gets uploaded over several sites and all over the internet. Social networking media is an "intermediary" within the meaning of the Indian information technology act 2000 (IT Act 2000). Thus social networking sites in India are liable for various acts or omissions that are punishable under the laws of India.

- **Section 66A** of the IT Act has been enacted to regulate the social media law India and assumes importance as it controls and regulates all the legal issues related to social media law India. This section clearly restricts the transmission, posting of messages, emails, comments which can be offensive or unwarranted. The objectionable message can be in many forms like text, image, audio, video or any other electronic record which is capable of being transmitted.

- **Section 67** – Punishment for publishing or transmitting obscene material in electronic form. Section 67 of the Information Technology Act, 2000 is a replica of Section 292 of the Indian Penal Code. This section relates to publishing obscene material in "electronic form".

- **Section 67–B-**Deals with the punishment for publishing or transmitting of material depicting children in the sexually explicit act, etc. in electronic form.

Offensive posts through WhatsApp

- The government has given notice to WhatsApp to take immediate steps to contain fake news and misuse of its platform. People don't have absolute freedom to share and express whatever they want even on the online platform. There have been many instances where the admin of the groups have been arrested by the police for forwarding fake and objectionable messages and posts.

How to protect yourself in Social media

- **Use [strong passwords](#)**
- **Avoid public devices**
- **Don't overshare.** Avoid providing more details than necessary. Users shouldn't have to share addresses or date of birth on all platforms.
- **Disable geolocation data.** Disable sharing location information on apps in the privacy and security settings on the phone.
- **Don't click on suspicious links.** Even if the link appears to be from a friend, avoid clicking on links unless it's from a trusted source.
- **Use two-factor authentication.** Implementing [two-factor authentication](#), such as a passcode and biometric recognition, adds another layer of security to the app.

Best Practice

- **Manage your privacy settings.** Learn about and use the privacy and security settings on your social networking sites. They help you control who sees what you post and manage your online experience in a positive way. You'll find some information about Facebook privacy settings at the bottom of this webpage.

- **Remember: once posted, always posted.** Protect your reputation on social networks. What you post online stays online. Think twice before posting pictures you wouldn't want your parents or future employers to see. Recent research found that 70% of job recruiters rejected candidates based on information they found online.

- **Build a positive online reputation.** Recent research also found that recruiters respond to a strong, positive personal brand online. So demonstrate your mastery of the environment and showcase your talents.

- **Keep personal info personal.** Be careful how much personal info you provide on social networking sites. The more information you post, the easier it may be for someone to use that information to steal your identity, access your data, or commit other crimes such as stalking.

- **Protect your computer.** Security start with protecting your computer. Install [Antivirus software](#). Keep your operating system, web browser, and other software current. Visit [Microsoft support](#) for information on automatically installing the latest security updates for Office 365 and Windows.

- **Know what action to take.** If someone is harassing or threatening you, remove them from your friends list, block them, and report them to the site administrator.

- **Use strong passwords.** Make sure that your password is at least eight characters long and consists of some combination of letters, numbers, and special characters (for example, +, @, #, or $).

- **Be cautious on social networking sites.** Even links that look they come from friends can sometimes contain harmful software or be part of a phishing attack. If you are at all suspicious, don't click it. Contact your friend to verify the validity of the link first.

Case Study - Privacy

Complying with the Health Insurance Portability and Accountability Act (HIPAA), maintaining professionalism, and respecting patient privacy and confidentiality are common challenges.

- The following example represents a posting on social media by a medical student. "I had my first patient death, a man who served his country in combat. … I will never forget the last conversation I had with him, about his wife of 50 years. They met when they were just kids and had such a great life together, raising three daughters. … The wife never saw this coming, she looked so shaken and scared."[5] Although this example does not violate HIPAA, it raises the question of whether it respects the patient's privacy. The patient may have felt comfortable sharing these personal details with his doctor, but the patient and/or family members may not have intended the information to be shared on Facebook.[5] Several professional medical organizations have attempted to address these types of challenges. In 2013, the American College of Physicians published a position paper that states "Consideration should be given to how patients and the public would perceive the material …"[6] Therefore, clinicians and healthcare students should ask themselves before posting: Would my patient or his or her family want me to post about them on Facebook?[5]

Noida woman falls prey to 'like and subscribe' YouTube channel job offer; loses over Rs 13 lakh

The cyber fraudsters also lured the woman with higher returns by asking her to invest on fake Nasdaq website. They had remote access to her computer, said the police.

Three social media influencers booked for promoting crypto scamster's Insta account

According to the police, Anwar, who is a Class 12 pass-out, created an Instagram account called Crypto_Anaisha through which he had been allegedly duping people by claiming he could double their money in 30 to 35 minutes by investing it in crypto currency.

Noida police arrest 2 for creating fake Instagram ID of girl and uploading her mobile number on porn sites

The Beta-2 police arrested the accused living in Greater Noida, from Chuharpur Underpass, based on the victim's complaint registered on January 8.