

INFORMATION SECURITY

- 22BCM056

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ASSIGNMENT-I

About Social Media Awareness:-

* Over 50% humans spend 2.5 hours of their lives daily on social media platforms. It's all about human interaction. Brands can use this to drive awareness and increase sales. Social media Platforms are ubiquitous nowadays, and have connected us in ten years ago, we could never have imagined. We share Information and updates instantaneously with the networks of connection we've built, and are subsequently flooded with updates from those same networks. While sharing Information in this manner is advantageous for my reasons, it brings many risks along with it. Oversharing information is arguably the biggest risk of using social media, and the ways of which it can be harmful are numerous. Potential burglars are watching for people on vacation, hackers are looking for

use to break into your accounts, scammers are looking for vulnerable people to swindle.

Tips to be secure using social media :

- * Change the privacy of your posts and profiles. It makes take a bit of research, but there will be some level of configuration.
- * Be careful about what you make visible to your network, but especially what you make public.
- * Turn off location services when you post to social media. You are announcing your location in real time.
- * Read Privacy policy and terms of services for the social media site. You may be surprised at what the site is allowed to do with your information.

* Educative yourself about each platform's capabilities for dealing with abusive, offensive, or illegal materials.

* Don't lie, harass, abuse, intimidate or threaten people on social media. It may seem like common sense but you can open yourself up to legal issues.

Positive Side of Social Media:-

1) Raising awareness, injustice:-

Social media gives its users the power to build communities around a cause and encourage supporters to take action. This is done by sharing images, stories and videos. The power of social media for raising awareness was seen during Black Lives Matter become powerful tool.

Mental Health Awareness:-

* Social media has also in recent years become a platform for promoting mental health awareness. We all know that the impact of social media can sometimes be negative; studies have shown that teenagers who spend more than three hours on the social media.

Body Positivity:-

* Over recent years, we've witnessed the rise of the body positivity movement on social media. Our feeds used to be full of heavily edited photos that created unrealistic body standards, especially for women. But now we're inspiring them.

Advantages of Social Media

1) Build your brand:

* Social media helps you build brand by interacting with others and sharing interesting facts about yourself. Sharing content on social media can help you gain followers.

2) Reach a large audience:

* Social media allows users to easily connect and share information with their friends or followers. Millions of people use social media every day, making it easier for businesses like yours to find potential.

3) Get connected to new people:

* When you use social media, you connect to people who share your interest and value. This can help build relationships which may lead to business opportunities later on down.

Disadvantages:-

1) Decrease in communication skills:-

* Social media makes us more self-centered and less empathetic towards others. It also makes us more narcissistic than ever because we can show off our achievement.

2) Fear of missing out (FOMO)

* People constantly checking their phone for new message or updates may become anxious if they do not see anything promptly.

Conclusion:-

* There are a lot of social media advantages and disadvantages. Some people find them helpful in touch with friends. Social media can be addictive and can lead to feeling of loneliness or isolation if used excessively.