Social Media Report

MG4033 - Digital Marketing

Group Members:

Abdul Moiz - 22i-1704

Hussain Khaqan - 22i-1681

Muhammad Azan Afzal - 22i-1741

Farrukh Riaz - 22i-1669

Section

CY-B

Submitted to:

M.Arfeen Gohar

Department of Cybersecurity BS(CYS)

FAST-NUCES Islamabad

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1. Objective

The goal of our social media campaign was to promote cybersecurity awareness among individuals and small businesses. Through engaging content, we aimed to educate our audience about common threats like phishing, weak passwords, and malware, while also introducing the services of Cyber Shield Solutions.

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2. Platforms Used

We selected three social media platforms for the campaign:

- **Instagram** – for reels, visual tips, and high engagement content
- **Facebook** – to target general users through posts, infographics, and shares
- **LinkedIn** – to engage small businesses and professionals with more formal cybersecurity insights

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3. Content Strategy

Our strategy included:

- **Educational Reels:** Short videos on phishing simulations and security tips
- **Infographics:** Posts about password hygiene, cybersecurity stats, and malware protection
- **Interactive Posts:** Polls and questions to engage users and collect feedback
- **Awareness Carousels:** Multi-slide content explaining common cyber mistakes

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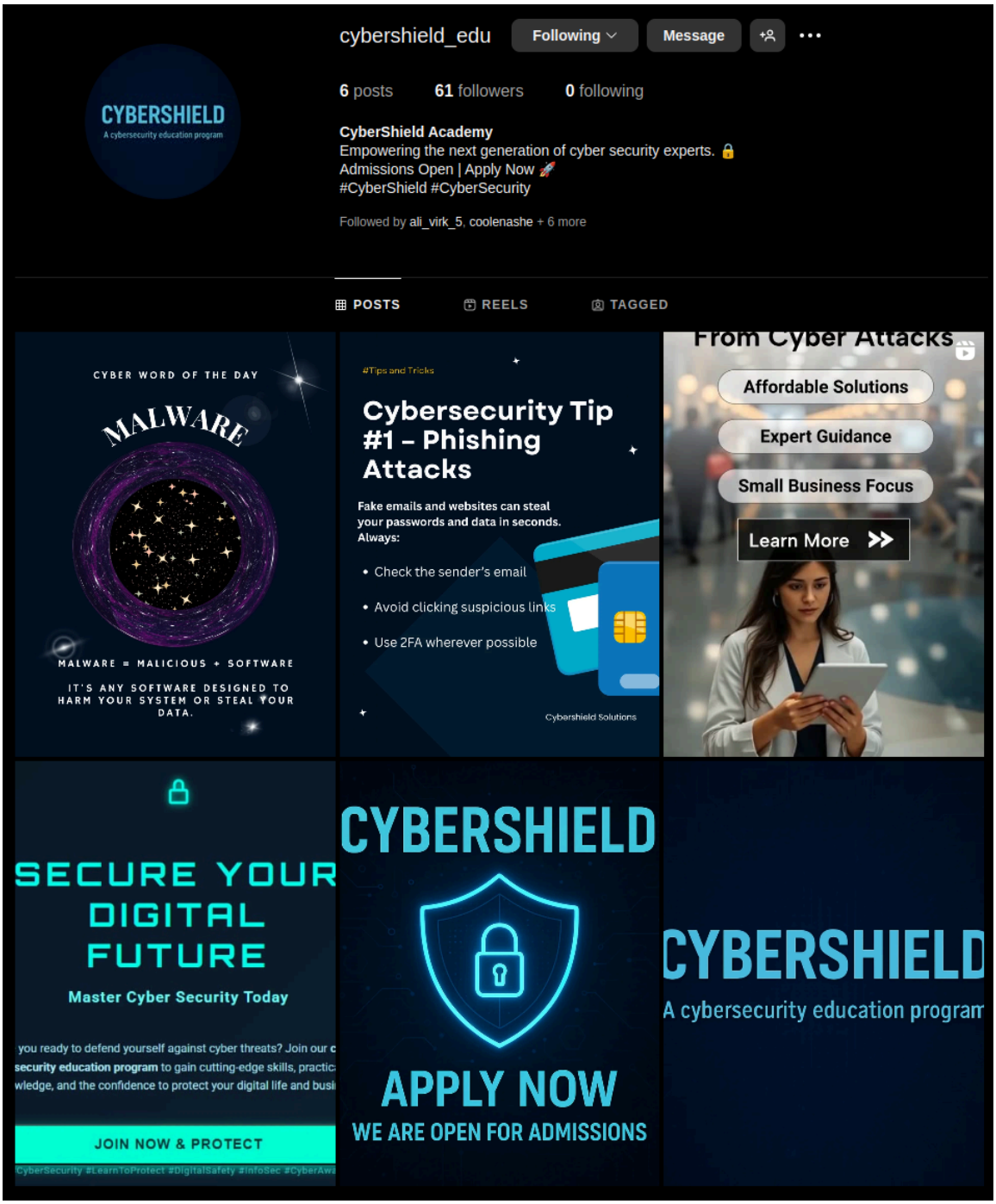
4. Engagement

We tracked engagement across all platforms. Below is a summary:

Instagram



CYBERSHIELD
A cybersecurity education program

cybershield_edu **Following** **Message**

6 posts **61** followers **0** following

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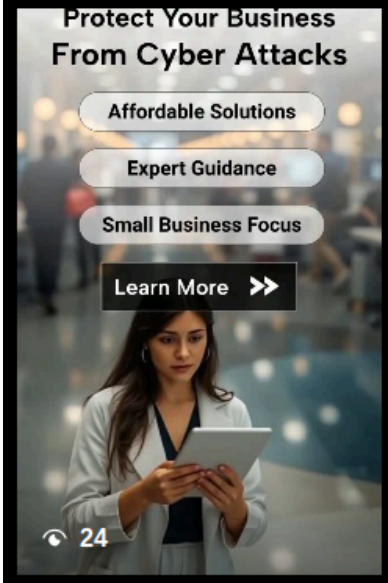
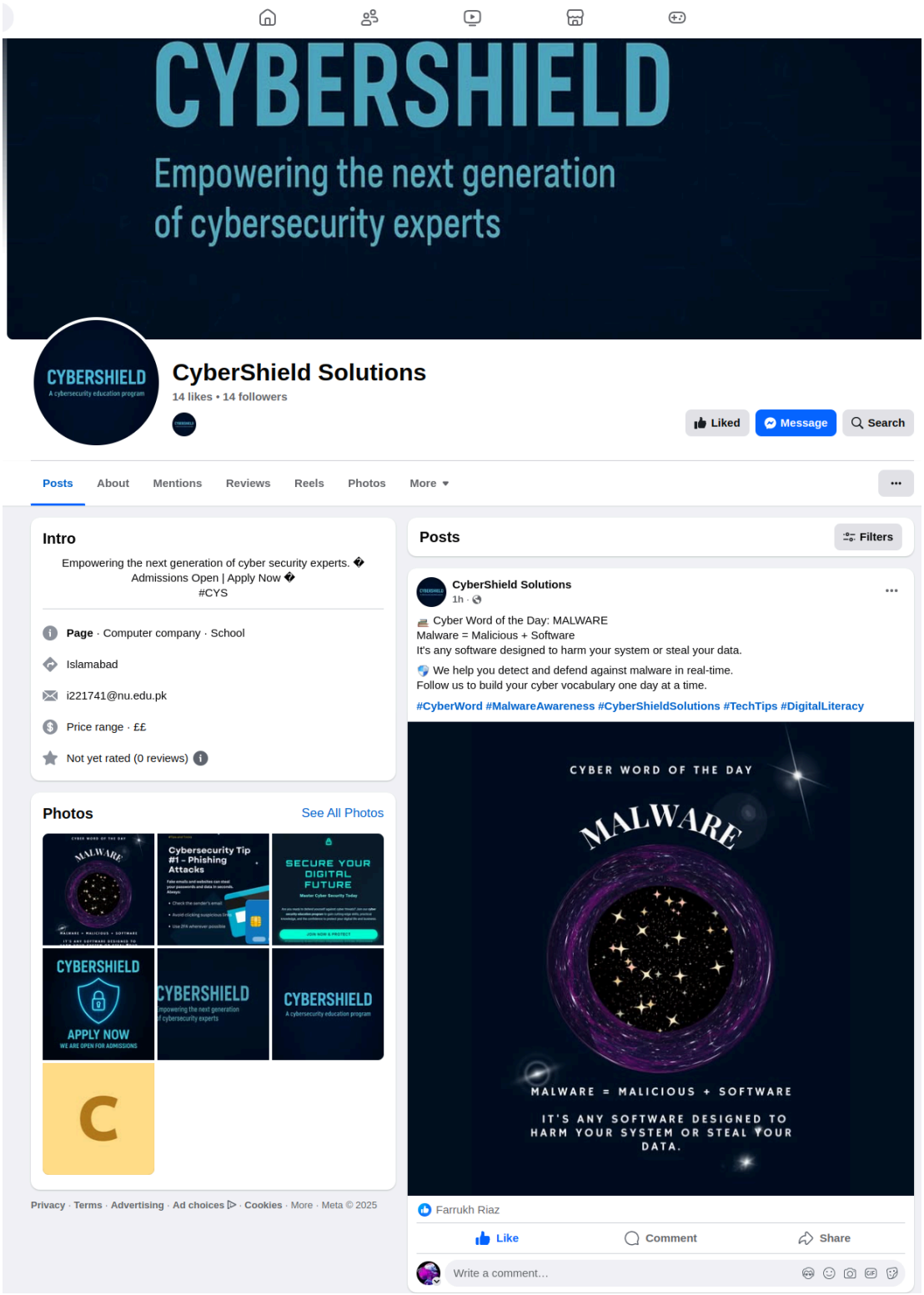
#CyberShield #CyberSecurity

Followed by ali_virk_5, coolenashe + 6 more

POSTS REELS TAGGED



Facebook: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Cyber Word of the Day: MALWARE
Malware = Malicious + Software
It's any software designed to harm your system or steal your data.
We help you detect and defend against malware in real-time.
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CYBER WORD OF THE DAY
MALWARE
MALWARE = MALICIOUS + SOFTWARE
IT'S ANY SOFTWARE DESIGNED TO HARM YOUR SYSTEM OR STEAL YOUR DATA.
Farrukh Riaz
Like
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Write a comment…

CyberShield Solutions

14 likes • 14 followers

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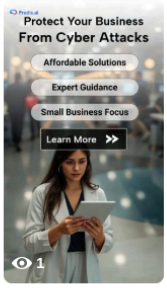
Reels

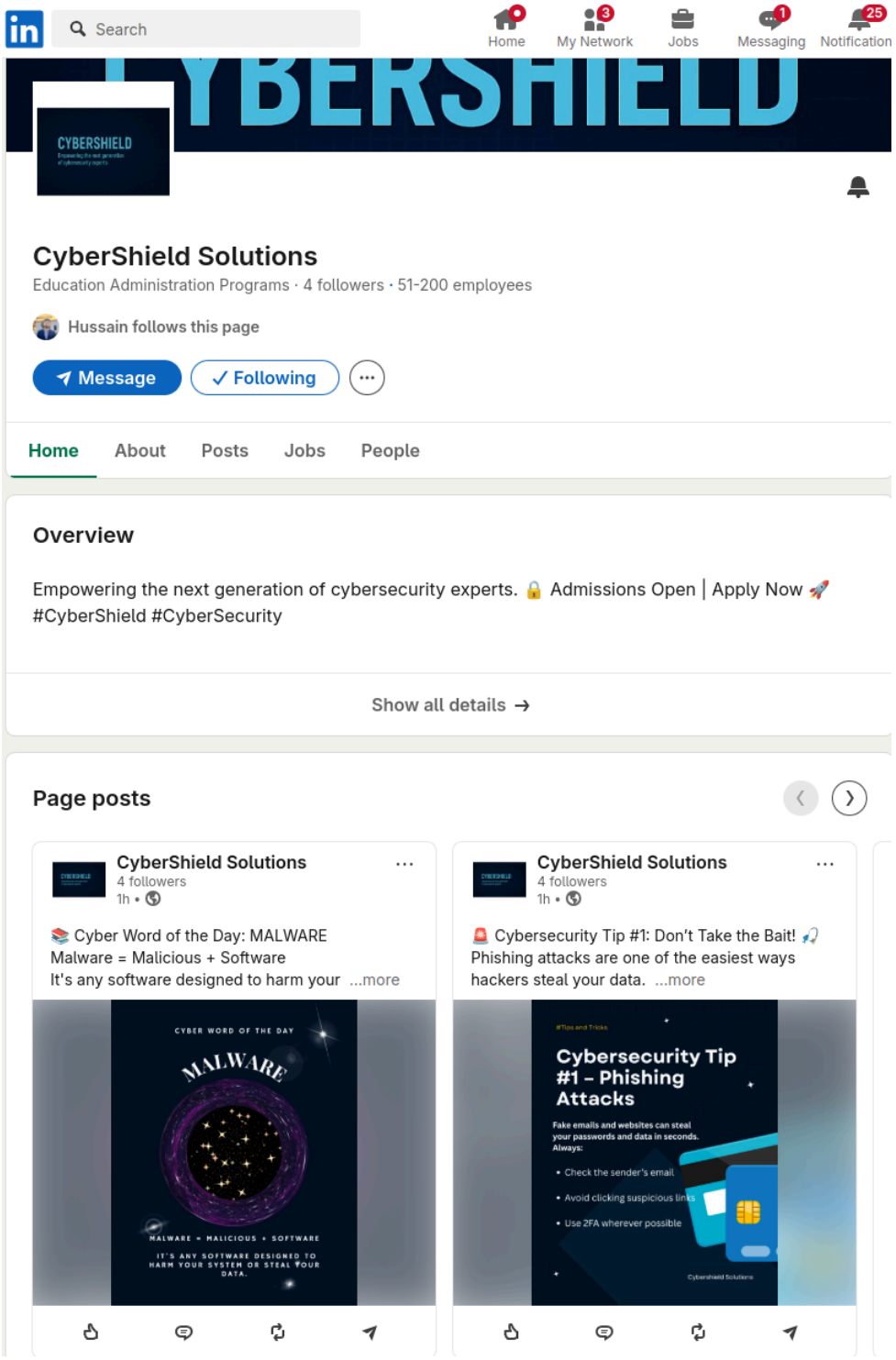
CyberShield Solutions 's reels



Photos

CyberShield Solutions 's Photos | Albums

Linkedin: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📚 Cyber Word of the Day: MALWARE
Malware = Malicious + Software
It's any software designed to harm your ...more
CYBER WORD OF THE DAY
MALWARE
MALWARE = MALICIOUS + SOFTWARE
IT'S ANY SOFTWARE DESIGNED TO HARM YOUR SYSTEM OR STEAL YOUR DATA.
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🚨 Cybersecurity Tip #1: Don't Take the Bait! 🎣
Phishing attacks are one of the easiest ways hackers steal your data. ...more
Cybersecurity Tip #1 – Phishing Attacks
Fake emails and websites can steal your passwords and data in seconds. Always:
• Check the sender's email
• Avoid clicking suspicious links
• Use 2FA wherever possible

5. Key Insights

- **Instagram** was the most effective platform, with the highest engagement in terms of likes, shares, and reach. Reels on phishing and common cyber scams performed particularly well.
- **Facebook** had moderate engagement; informative carousel posts received the most attention.
- **LinkedIn** had the lowest engagement but still served as a valuable platform for targeting professional audiences.

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6. Lessons Learned

- **Visual content** significantly outperforms text-only posts.
- **Timing and hashtags** play a crucial role in increasing reach and interaction.
- **Interactive elements** (polls, questions) improve engagement and feedback quality.
- **Instagram Reels** were particularly impactful for awareness and traction.

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7. Future Suggestions

- Run targeted **Instagram and Facebook ads** to reach more users in specific regions or industries.
- Collaborate with **cybersecurity influencers or micro-bloggers** to boost credibility and visibility.
- Start a **YouTube or TikTok channel** to post extended training content and live simulations.
- Build a **community group or Discord server** to foster long-term user engagement.