**MULTIPLE WATERMARKING TECHNIQUES FOR SECURING SOCIAL NETWORK CONTENTS**

Due to the rise of social media, several new needs, problems and challenges have emerged in users’ privacy and security policies. Serious instances of copyrights violation, breach of authenticity and confidentiality have become common. The proposed system aims to provide a scheme for secure image transmission in social media networks by the use of watermarking techniques. A digital watermark is information, in either visible or invisible form, added on to the host image. A secure multiple watermarking technique based on DWT, DCT and SVD for protecting digital contents over unsecure social networks. The proposed method provides an extra layer of security and reduces storage/bandwidth requirements. The system thereby provides potential solutions for prevention of unauthorized content sharing on social networks/open channel for various applications.

**SUBMITTED BY**

JULIE T ALEX