



**RV College of
Engineering®**

Go, change the world

22EM106-Introduction to Cyber Security

UNIT- III

Social Media Overview and Security

Course Incharge: Dr.Mohana

Department of Computer Science & Engineering (Cyber Security)

RV College of Engineering, Bangalore-560059

Unit –III	8 Hrs
Social Media Overview and Security Introduction to Social networks. Types of social media, Social media platforms, <u>Social</u> media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of social media, Case studies.	

- 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 refers to **grouping of individuals and organizations** together via some medium, in order to share thoughts, interests, and activities.
- Ex. facebook, twitter, LinkedIn etc.

- Online Marketing
- Online Jobs
- Online News
- Chatting
- Share Picture, Audio and video

- **Sharing.**
- **Learning.**
- **Interacting**
- **Marketing**

- **Social connections**

Ex. Facebook, Myspace and Instagram

- **Professional connections**

Ex. LinkedIn

- **Sharing of multimedia**

Ex. YouTube and Flickr

- **News or informational**

Ex. Reddit, Stack Overflow or Digg.

- **Communication**

Ex. WhatsApp, WeChat and Snapchat

- **Educational**

Ex. Google Classroom

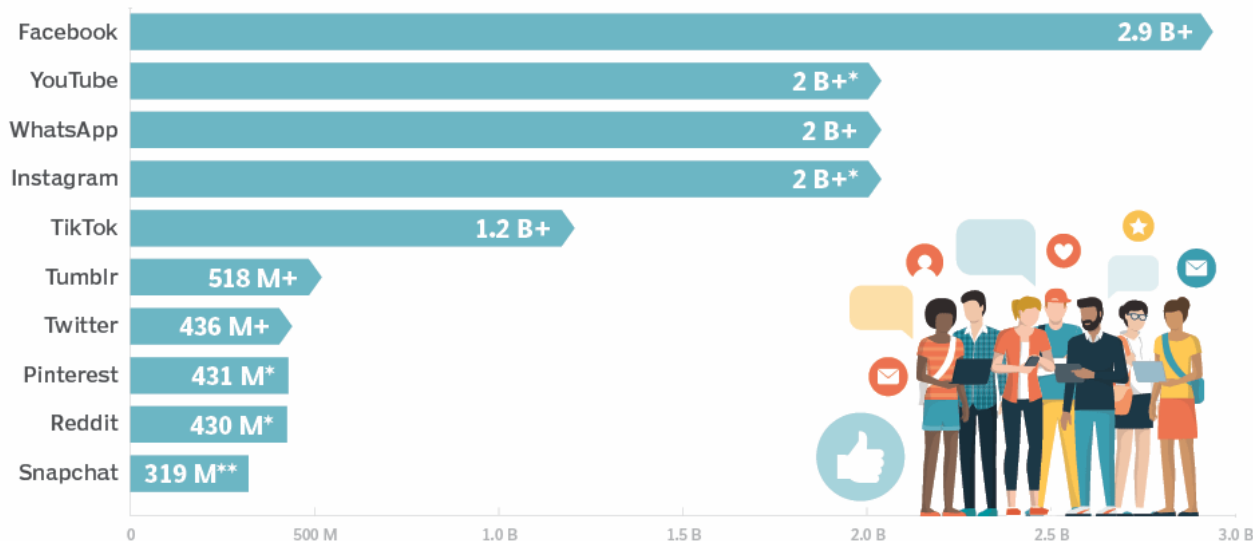


- Brand awareness
- Instant reachability
- Builds / expand their reach globally
- Business success
- Increased website traffic

- Rumours and misinformation
- Negative reviews and comments
- Data security and privacy concerns
- Time-consuming process

Top 10 social media sites

This information represents the number of active users or user accounts worldwide.



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.

Tumblr

- This [microblogging](#) site enables users to publish **multimedia and other content types inside short blog posts**.
- Users can also follow other users and make their blogs private. According to FinancesOnline, as of February 2021, Tumblr has more than 518 million user accounts.

Twitter

- Launched in 2006, this social media platform enables users to share their thoughts and opinions with a broad **audience by posting messages known as tweets** that contain up to 280 characters.
- According to DataReportal, as of January 2022, Twitter has more than **436 million users**.

Pinterest

- The Pinterest bookmarking site enables users to save and organize links to favorite online resources and destinations through **tagging**.
- According to Pinterest Inc., the platform has 431 million global monthly active users as of December 2021 -- a **6% decrease over the previous year**.

Reddit

- Founded in 2005, Reddit provides a diverse **collection of forums and subforums** -- also known as subreddits -- on a variety of topics, including **sports, breaking news and technology**.
- Here, users can comment on each other's posts, as well as share news and content. According to Reddit, it has **more than 50 million daily active users**.
- This translates into 430 million monthly users as of 2019, according to *The Small Business Blog*.

Snapchat.

- This multimedia app can be used on smartphones running Android or iOS.
- Founded in 2011, Snapchat enables users to **send pictures or videos called *snap*s to friends**.
- These snaps vanish after they have been viewed. According to Snap Inc., Snapchat has 319 million daily active users as of the end of 2021.

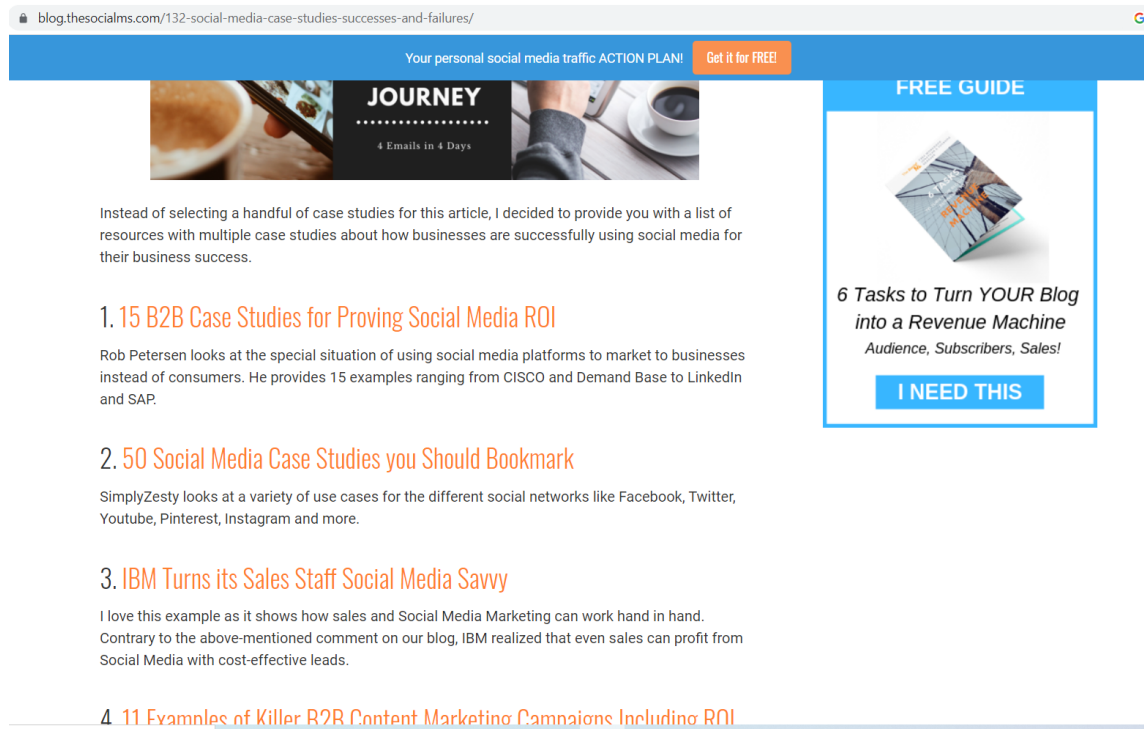
- Social media addiction
- Cyberbullying.
 - intention to harm someone else
 - Misinformation can be easily spread on social networks

S.N.	Service Description
1.	Facebook Allows to share text, photos, video etc. It also offers interesting online games.
2.	Google+ It is pronounced as Google Plus. It is owned and operated by Google.
3.	Twitter Twitter allows the user to send and reply messages in form of tweets. These tweets are the small messages, generally include 140+ characters.
4.	Faceparty Faceparty is a UK based social networking site. It allows the users to create profiles and interact with each other using forums messages.
5.	Linkedin Linkedin is a business and professional networking site.
6.	Flickr Flickr offers image hosting and video hosting.
7.	Ibibo Ibibo is a talent based social networking site. It allows the users to promote one's self and also discover new talent.
8.	Whatsapp It is a mobile based messaging app. It allows to send text, video, and audio messages
9.	Line It is same as whatsapp. Allows to make free calls and messages.
10.	Hike It is also mobile based messenger allows to send messages and exciting emoticons.

1. Social Networks - Connect with people
2. Messaging Apps - Message privately
3. Photo/Media Sharing - Share photos, videos and more
4. Blogging & Publishing Networks - Long format content
5. Interactive Apps - Connect, create and share content
6. Discussion Forums - Share knowledge, news and ideas

7. Bookmarking & Content Curation - Discover, save and share content
8. Review Network - View and publish reviews
9. Social Shopping Networks - Shop online
10. Interest Based Networks - Explore hobbies and interests
11. Sharing economy networks - Trade goods and services
12. Audio only apps - Join discussions, share ideas and knowledge on audio
13. Anonymous Social Networks - Post anonymously

<https://blog.thesocialms.com/132-social-media-case-studies-successes-and-failures/>



blog.thesocialms.com/132-social-media-case-studies-successes-and-failures/

Your personal social media traffic ACTION PLAN! [Get it for FREE!](#)

JOURNEY
4 Emails in 4 Days

Instead of selecting a handful of case studies for this article, I decided to provide you with a list of resources with multiple case studies about how businesses are successfully using social media for their business success.

- 1. 15 B2B Case Studies for Proving Social Media ROI**
Rob Petersen looks at the special situation of using social media platforms to market to businesses instead of consumers. He provides 15 examples ranging from CISCO and Demand Base to LinkedIn and SAP.
- 2. 50 Social Media Case Studies you Should Bookmark**
SimplyZesty looks at a variety of use cases for the different social networks like Facebook, Twitter, Youtube, Pinterest, Instagram and more.
- 3. IBM Turns its Sales Staff Social Media Savvy**
I love this example as it shows how sales and Social Media Marketing can work hand in hand. Contrary to the above-mentioned comment on our blog, IBM realized that even sales can profit from Social Media with cost-effective leads.
- 4. 11 Examples of Killer B2B Content Marketing Campaigns Including ROI**

FREE GUIDE

6 Tasks to Turn YOUR Blog into a Revenue Machine
Audience, Subscribers, Sales!

[I NEED THIS](#)

- A hash symbol (#).
- 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.
- Limitation and depends on platform
- short and memorable
- Search engine

- **Digital marketing** that leverages the power of popular social media networks to achieve your marketing and branding goals
- businesses of **all sizes to reach prospects and customers**.
- People discover, **learn about, follow, and shop from brands** on social media
- Facebook, Instagram, and LinkedIn.
- **remarkable success** to business, creating devoted brand advocates and even driving leads and sales.

SOCIAL MEDIA MARKETING FUNDAMENTALS



PROFILE OPTIMIZATION

Accurate, complete, active, links to website and has CTA.

POSTING

Useful, entertaining, relevant posts, photos, videos, lives, stories.

ENGAGING

Like, share, comment, and follow customers, followers, influencers.

ADVERTISING

Paid methods of reaching targeted audiences.

MEASURING

Use platform and website analytics to see what's working.

- **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.



SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Local mkting • Advertising • Relationships 	<ul style="list-style-type: none"> • Weak organic reach
	<ul style="list-style-type: none"> • 18-25 • 26-35 	<ul style="list-style-type: none"> • How-tos • Webinars • Explainers 	<ul style="list-style-type: none"> • Organic • SEO • Advertising 	<ul style="list-style-type: none"> • Video is resource-heavy
	<ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • Ecommerce • Organic • Influencer 	<ul style="list-style-type: none"> • High ad costs
	<ul style="list-style-type: none"> • 25-34, 35-49 • Educated/ wealthy 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • Small ad audience
	<ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • B2B • Organic • International 	<ul style="list-style-type: none"> • Ad reporting & custom audience
	<ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Influencer marketing • Series content 	<ul style="list-style-type: none"> • Relationship building
	<ul style="list-style-type: none"> • 13-17, 25-34 • Teens 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends 	<ul style="list-style-type: none"> • Video ads • Location-based mkting • App mkting 	<ul style="list-style-type: none"> • Relationship building

- Bandwidth and storage consumption.
- Potential legal liability. Ex. harass
- Exposure to malware.
- Decreased employee productivity. Ex. affect corporate productivity
- Disclosure of personal information.
- Risk of leaking corporate secrets.
- Limited executive use.

Organizations need to establish policies to address issues such as personal usage, business relevance, site restrictions and information confidentiality

10

DISADVANTAGES OF SOCIAL NETWORKING

surprising insights from teens

- 1 LACKS EMOTIONAL CONNECTION
- 2 GIVES PEOPLE A LICENSE TO BE HURTFUL
- 3 DECREASES FACE-TO-FACE COMMUNICATION SKILLS
- 4 CONVEYS INAUTHENTIC EXPRESSION OF FEELINGS
- 5 DIMINISHES UNDERSTANDING AND THOUGHTFULNESS
- 6 CAUSES FACE-TO-FACE INTERACTIONS TO FEEL DISCONNECTED
- 7 FACILITATES LAZINESS
- 8 CREATES A SKEWED SELF-IMAGE
- 9 REDUCES FAMILY CLOSENESS
- 10 CAUSES DISTRACTIONS

- Manage your privacy settings.
- Remember: once posted, always posted.
- Build a positive online reputation.
- Keep personal info personal.
- Protect your computer.
- Know what action to take
- Use strong passwords.
- Be cautious on social networking sites.

- Select **Privacy** to view and edit who can see your photos, activity and information.
- Select **Apps and Websites** to control access to your Facebook account by applications and websites
- Select **Blocking** to block specific users or application invitations.



The data shows that India, which was primarily a country that used debit cards, is increasingly using credit cards. India recorded 25 crore credit card-based merchant payments in April 2023, overtaking debit card payments which stood at 22 crore. Demonstrate credit card fraud in detail, by explaining the risks involved in it.



Credit card fraud with its risk.

Identify and justify any FIVE risks that may raise due to the use of Social Networks without the knowledge of vulnerabilities exists in social networks.

- **Addiction:** Now days irrespective of age group the people are addicting to social networks and becoming victims for the cyber attackers
- **Identity theft :** Social networking sites encourage users to enter and share as much data as possible. An imposer may collect as much information as they need from your posts and plan their attack.
- **Cyber Bulling and Blackmail:** Social networking sites are common places for cyber bullying to occur. Bullies may use these websites as a way of sending you malicious emails.
- **Phishing Attacks:** Social network user may receive an email that seems to be from a social networking site, but it actually encourages you to visit fake websites.
- **Loss of Privacy:** Large websites like social networking sites back up their databases regularly. Therefore, information about you collected over time or posted by yourself never disappears completely



