**Social Media & Digital Footprint Awareness**

### **1. Why Social Media Security Matters**

Social media is a great way to connect with others, but it also exposes users to risks like identity theft, cyberbullying, and scams. Protecting your digital footprint ensures your personal and professional information remains secure.

### **2. Common Social Media Threats**

#### **A. Identity Theft & Fake Profiles**

* **What It Is:** Scammers create fake profiles using stolen photos and personal details to impersonate real users.
* **Why It’s Dangerous:** Can lead to fraud, misinformation, or damage to your reputation.
* **How to Stay Safe:**
  + Avoid sharing excessive personal details (e.g., birthdate, address, workplace).
  + Regularly check if someone is using your photos or details without permission.
  + Report and block suspicious accounts immediately.

*(Include an image showing a real vs. fake profile side-by-side.)*

#### **B. Phishing Links & Malware Attacks**

* **What It Is:** Fraudsters send messages with fake links designed to steal login credentials or infect devices with malware.
* **Why It’s Dangerous:** Clicking such links can compromise your social media accounts and personal information.
* **How to Stay Safe:**
  + Never click on unknown links in messages or emails.
  + Enable two-factor authentication (2FA) on your social media accounts.
  + Use a password manager to avoid entering passwords on fake sites.

*(Include an infographic explaining how phishing scams work.)*

#### **C. Oversharing Personal Information**

* **What It Is:** Sharing too many personal details (e.g., vacation plans, daily routines) can make you a target for cybercriminals.
* **Why It’s Dangerous:** Criminals can use this information for stalking, scams, or even burglary.
* **How to Stay Safe:**
  + Keep personal details private or share them only with trusted friends.
  + Review and adjust privacy settings on all social media platforms.
  + Be cautious about posting real-time location updates.

*(Include an image of a social media privacy settings dashboard.)*

### **3. Securing Your Social Media Accounts**

* **Use Strong Passwords:** Create unique passwords for each platform.
* **Enable Privacy Controls:** Restrict who can see your posts and personal details.
* **Monitor Account Activity:** Check login history for any unauthorized access.
* **Avoid Third-Party Apps:** Be cautious about granting access to social media applications.

*(Include a step-by-step guide on setting up privacy settings.)*

### **4. Recognizing & Reporting Cyberbullying**

* **What It Is:** Harassment, threats, or spreading false information about someone online.
* **Why It’s Dangerous:** Can cause emotional distress and reputational damage.
* **How to Stay Safe:**
  + Block and report abusive users.
  + Save screenshots as evidence.
  + Speak to a trusted friend or authority for help.

*(Include a short video on how to report cyberbullying on different platforms.)*

### **5. Social Media Scams to Watch Out For**

* **Fake Giveaways:** Scammers ask for personal details or payments to claim a “prize.”
* **Job Scams:** Fake recruiters ask for upfront fees for job placements.
* **Investment Scams:** Fraudsters promote fake investment opportunities with guaranteed returns.

*(Include a list of red flags for identifying scams.)*

### **6. Managing Your Digital Footprint**

* **Regularly Google Yourself:** See what information is publicly available about you.
* **Delete Old Accounts:** Remove social media accounts you no longer use.
* **Limit Tagging & Mentions:** Restrict who can tag or mention you in posts.
* **Be Mindful of Public Comments:** Anything posted publicly can be archived or shared beyond your control.

*(Include an interactive quiz: "How Secure Is Your Digital Footprint?")*

### **7. Resources & Further Reading**

* **Downloadable Privacy Settings Guide**
* **List of Official Social Media Help Centers**
* **Cybercrime Reporting Portals**

### **Remember!**

Think before you post. Social media security is not just about privacy—it’s about protecting yourself from threats that can affect your personal and professional life.

*(End with an image of a locked shield symbolizing secure social media use!)*