



Welcome

National Cyber Security
Awareness Month

Social Media

October 15th, 2013



National Cyber Security Awareness Month

- What is National Cyber Security Awareness Month (NCSAM)?
 - NCSAM is a national initiative started in 2004 by the Department of Homeland Security, in conjunction with the National Cyber Security Alliance (NCSA) and the Multi-State Information Sharing and Analysis Center (MS-ISAC).
 - It was created to help educate, raise awareness, and promote cyber security across both the public and private sectors.



This week for NCSAM...

- Social Media

- Today we will go in depth about social media and how you can protect your virtual identity!

- Next week...

- Personal Responsibility Policy

- This final NCSAM session will go in depth about personal responsibility on campus and how that relates to user roles.



Cyber Security Awareness Month

- Any questions?
- Contact:
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Social Media

Presented by:

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Social Media and Social Networking

- Social Media – what is it?
 - Social media is defined as “forms of electronic communication...through which users create online communities to share information, ideas, personal messages, and other content...” (Merriam-Webster, 2013, <http://www.merriam-webster.com/dictionary/social%20media>)
- Social Networking
 - Social networking service is defined as an “online service, platform, or site that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections.”(<http://mashable.com/follow/topics/social-networking/>)



Social Media and Social Networking

- Social Networking Sites (to name a few):
 - Facebook
 - Twitter
 - LinkedIn
 - MySpace
 - Google+
 - Pinterest
 - Tumblr
 - Vine
 - Instagram



Social Media and Social Networking

- Statistics:
 - According to Facebook, MacWorld, Socialnomics, Consumer Reports, and Browser Media (data for 2011-2012):
 - Total number of Facebook users worldwide: 950 million people
 - Total percentage of 18-24 year olds who already use social media: 98%
 - Total amount of minutes spent on Facebook each month: 700 billion minutes



Social Media and Social Networking

- Statistics cont'd:
 - Consumer Reports
 - Almost 13 million users said they had never set, or didn't know about Facebook's privacy tools; 28% shared all, or almost all, of their wall posts with an audience wider than just their friends.
 - Even if you have restricted your information to be seen by friends only, a friend who is using a Facebook app could allow your data to be transferred to a third party without your knowledge.



Social Media and Social Networking

- Privacy Settings
 - Why do we need them?
 - Won't that make it harder for people to find us and friend us?
 - How do they work?
 - What do I need to do?



Social Media and Social Networking

- Facebook Privacy Settings
- Twitter Privacy Settings
- Anything else you want to see?



Social Media and Social Networking

- Tips for safely using social networking:
 - Be conscious of what you write. It's the Internet, nothing is ever truly private.
 - Avoid posting your plans, particular personal information, etc.
 - Never state your location or "check in" places. Make sure all location settings are turned off.
 - Be careful what you allow your friends to tag you in.
 - Don't accept friend requests from people you don't know.
 - Be careful when playing games and using apps that ask for personal information.
 - Make sure your passwords are strong and are not the same for every site.
 - Never use your Facebook or other social media sites as logins.

Social Media and Social Networking

- Don't believe me about privacy?
- Here's proof that nothing is private:
 - “We Know What You're Doing” – <http://www.weknowwhatyouredoing.com>
 - Takes revealing posts and makes them public, proving you're not always as private as you would like to hope. **THINK BEFORE YOU POST.**
 - Failbook – <http://failbook.com>
 - Embarrassing, amusing, and silly Facebook statuses. If you're not careful, you could end up on this site!
- Again, **THINK BEFORE YOU POST.**



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