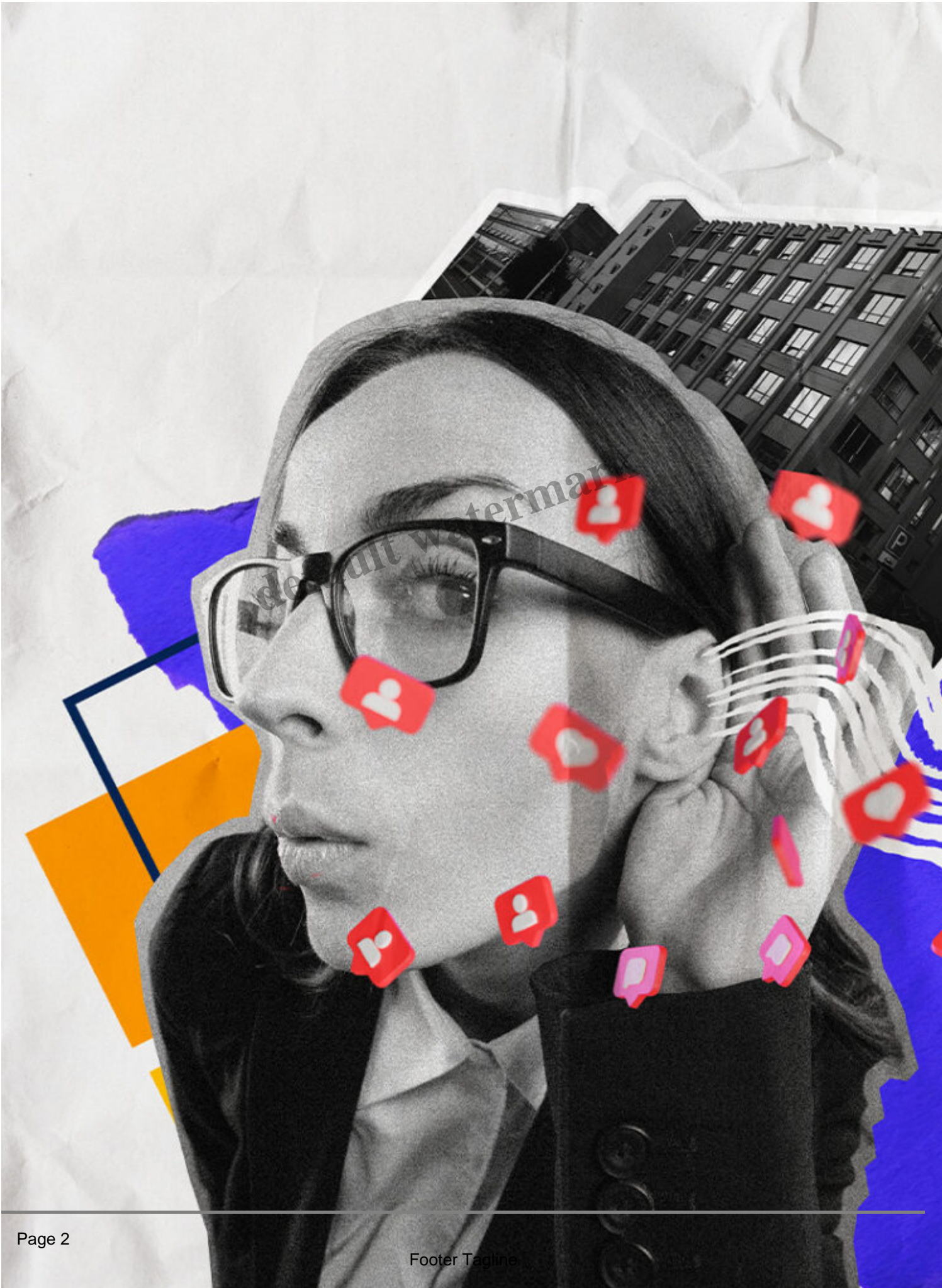


Beware the dangers of social media

Description

Social media is a gathering place where we connect with friends, family, colleagues and others who share our interests, or get tips and advice from the most popular influencers. But just like the real world, there can be a dangerous side to this online life.

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Stay safe on social media by being aware of the following pitfalls:

Data Mining

People tend to overshare without considering the consequences. Social media provides a great resource for scammers. For example, a criminal may search social media to discover someone's location, and names of friends and family. They then use this information to create scams that appear legitimate.

Stay safe: Limit what you share and set your privacy settings.

Fake Profiles

Scammers often setup fraudulent accounts that look like people you know. They will then send you a request to be added to their network with the intention of gaining access to your account along with your entire network of connections, including friends, family, and co-workers.

Stay safe: Thoroughly vet all requests to connect with suspicious profiles immediately.

Disinformation

Disinformation refers to any falsified information spread to intentionally deceive people. It's a powerful tool that shapes public opinion for malicious purposes. Similarly, misinformation is inaccurate information that is spread because they mistakenly believe it to be true.

Stay safe: Think critically before sharing anything that is polarising or potentially triggering.

Deep fakes

Deepfakes are media sources like audio files, videos, or images that have been manipulated by technology to appear to be something they are not. The more that technology (like artificial intelligence) improves, the harder it will become to detect deepfakes.

Stay safe: As a general rule, if something sounds too good to be true or unbelievable, assume that it's fake.



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