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Social Networking and its Security

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Abstract: *In this paper, the concept of security and privacy in social media, or social networking will be discussed. First, a brief history and the concept of social networking will be introduced. Many of the security risks associated with using social media are presented. Also, the issue of privacy and how it relates to security are described. Based on these discussions, some solutions to improve a user's privacy and security on social networks will be suggested. Our research will help the readers to understand the security and privacy issues for the social network users, and some steps which can be taken by both users and social network organizations to help improve security and privacy.*

Keywords: concept of security.

I. INTRODUCTION

Social Networking, the term social networking refers to the use of internet-based social media sites to stay connected with friends, family, colleagues, or customers.

Information security is very important these days to anyone using a computer or to any organization that employs computers and networking in their day-to-day operations. That is nearly everyone. Information security should be at the forefront of everyone's mind since so much of our personal information is out there on the Internet.

It is essential to be careful what we put online in this way; being careless can lead to information being posted that should not be available to others.

SOCIAL NETWORKING

A social networking service or SNS is an online platform which people use to build social networks or social relationships with other people who share similar personal or career content, interests, activities, backgrounds or real-life connections. Social networking services vary in format and the number of features.

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.

The use of social media today among teens is almost universal. The success of a social platform is largely dependent on its architecture, which dictates the nature of the interactions that can occur.

Social networking sites allow users to share ideas, digital photos and videos, posts, and to inform others about online or real-world activities and events with people within their social network.

ADVANTAGES DISADVANTAGES OF SOCIAL MEDIA PLATFORMS

ADVANTAGES

- Students can share study materials through social networking sites like Facebook, Instagram and even Whatts App.
- Staying connected with the world Quick means of communication Regular news updates are available Establishing personal connection Making new friends.
- It helps in branding and growth of business, attract customers, get customer feedback and build customer loyalty.
- It gives a platform for entertainment and fun.

DISADVANTAGES

- It could be a severe distraction for many people and become an addiction to them

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- It can cause health issues such as sleep disorder.
- security risks, dependence on technology, and potential for network failures.
- Can cause security scam likes privacy information leak, phising, etc

VARIOUS SOCIAL NETWORK PLATFORMS AND WORLDWIDE USERS

Sr.no	Platforms	Users
1.	Facebook	2.9 billion
2.	Instagram	2 billion
3	Twitter	217 million
4	Whatts up	2 billion
5	Snapchat	538 million
6	Pinterest	444 million
7	Linkedin	250 million
8	Youtube	2.2 billion
9	Tik tok	Billion

SOCIAL NETWORKING THREAT.

Main risk with the privacy and security of information in social networks is the centralized architecture. As stated previously, social media servers are a gold mine of personally identifiable information, which is freely given up, by teenagers and adult users alike says that this gives rise to grave privacy concerns and can give rise to things like identity theft and selling of user data to third parties. Users have a false sense of trust in their social network provider to protect their information, when it is often being sold to third parties or hacked by identity thieves.

Various other attacks, to either take personal information from users, or infect their system with viruses. They include click jacking in which an attacker posts a video to a user and when the user plays it, malicious code is introduced into their system, and watering hole attacks, where a developer's forum is hacked and everyone that visits the forum gets their system infected by a Trojan horse virus. Other risks include scams and cyber bullying, too. The risk any user takes on will be proportional to the amount of personal information they choose to post, and how they set their security/privacy settings.

According to the FBI's recently released annual internet crime report(opens in a new tab), **$10.6 billion was lost due to online scams and frauds in 2022. This is up 46 percent from the $6.9 billion in losses in 2021.**

There are many of the online scams like

Fileless Malware Spyware, Adware, Trojan. , Worms., Virus, Rootkits. phishing, social engineering, information disclosure, fake accounts, and malware etc

This are the reason we need social security

SOCIAL NETWORKING SECURITY

The process of analyzing dynamic social network data in order to protect against security and business threats.

Social media security refers to strategies businesses and individuals can use to protect their social accounts from threats like hacking, phishing, and malware.

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IMPORTANCE OF USING A SAFE SOCIAL NETWORKING PLATFORM SECURITY.

Safety is important as people can contact you via social media and gain access to your personal information through your social media page. This issue multiplies if you use and are active on multiple platforms.

According to new data from cybersecurity firm lookout, around 62% of Facebook users encounter scams every week, while scam activity ramps up in the holidays - so it's time to hone your senses to ensure that you don't fall victim over the coming weeks.

The number of scams encounter by every platform:

That's why it is important to use a safe platform

End-to-end encryption is a security method that keeps your communications secure. With end-to-end encryption, no one, including Google and third parties, can read eligible messages as they travel between your phone and the phone you message.

Sr.no	Platforms
1	Signal.
2	Keybase.
3	Telegram.
4	Mastodon.
5	Snapchat.
6	Steemit .
7	Minds.
8	Whatts up.

HOW TO BE PROTECTED FROM SECURITY THREAT

Social networks and their millions of users have to do a lot more to protect themselves from organized cybercrime, or risk failing to identity theft schemes, scams, and malware attacks. Understanding these risks and challenges should be addressed to avoid potential loss of private and personal information."

The amount of personal information posted should be limited, and not post home addresses or private contact information. This, and information about your likes and daily routine can all be pieced together by a cybercriminal.

Do not use the third party applications that are often making their way around Facebook.

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Use strong passwords, use anti-virus software, and keep your software up to date to help protect against the latest security threats.

Remember that once you post something, it never goes away even if you delete it, and know what to do to report someone that you suspect may be a security threat.

Facebook has overhauled their privacy system several times to make it more user-friendly to customize settings and give users the power over who can see individual posts. While this is not a completely safe solution, it does help, as long as people are aware of the features and use them wisely.

SOME NEW PROPOSED SOLUTIONS

The biggest problem here is carelessness in what is posted online, and this is one of the easiest to solve conceptually proposal that all social networks, including Facebook, Twitter, Flickr, LinkedIn, as well as all portable applications that serve a similar purpose is suggested to require all new users, when signing up for an account, to view a short video that discusses the topic of Internet safety, personally identifiable information, and instructs users on that network's privacy settings. The button to submit for an account should not appear until the video has played.

II. CONCLUSION

Social media can be beneficial as well as harmfull as per used by the user.

It is fairly clear from all of this research that social networks are big security and privacy risks. They have this risk because of their centralized architecture, their huge repository of all the personally identifiable information a hacker could ever want, and the general ignorance of the populace to how to properly use privacy settings to improve their online safety.

There is also a large risk because many people, especially teenagers, are extremely trusting of other people and what type of information about themselves they reveal online.

But with better education and some architectural changes, social networks can be used more safely. Education is the biggest part. People fall into complacency and need to be reminded of things sometimes.

Lastly, it is important that research continue in the area of how to make social networks more secure even though trusting users are placing a plethora of personally identifiable information online.

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