

Social Media & Identity Theft



There's massive growth in users of social media platforms and as a consequence, potential for Identity Fraud.....

Global Users of Most popular Platforms



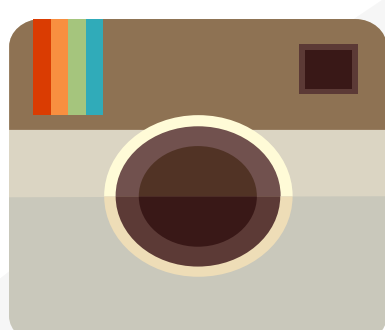
2.8 Billion



2 Billion



2.3 Billion



1.3 Billion



1 Billion



80%

Of US Adults use Social Media

70%

Of US Adults use Social Media Daily

95%

Of US Adults age 18-29 use Social Media

7

Number of Social Media Accounts for the Average User

Recent Data Breaches/Improper Access of Personal Information

- Facebook 533 million users
- LinkedIn 500 million users
- Instagram 92 million users
- TikTok 42 million users



Social Media has become a major part of both our personal and business lives. We give out a lot of information freely. Whether interacting with friends and family or promoting our business their use has exploded over recent years. Along with that growth there are significant risks to our personal information and how it's used or misused. There's a lot to understand and if we want to feel secure we need to be self informed.

Here's a typical list of questions we're asked when we set up a social media profile.

This gives a pretty comprehensive profile of us that Identity Thieves can use to fraudulently misuse our identity.

We need to be mindful about exactly how much information we want to share. Many ask for addresses, phone numbers, email etc etc.

The more information we freely give out, the more potential risks we run.

Social Media and Networking

Here are some of the typical kinds of personal information we give up to create a profile on a social media platform...

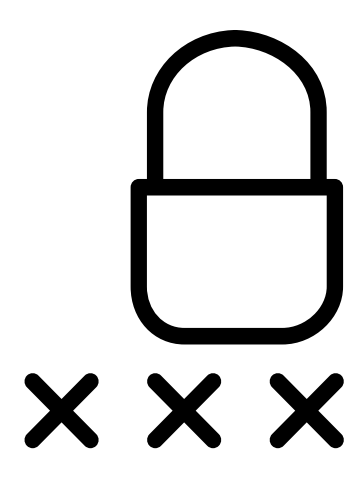
- Full name - particularly middle
- Date of Birth
- Hometown
- Relationship Status
- Schools, colleges and graduation dates
- Pet Names
- Other Affiliations, Interests and Hobbies

SOCIAL MEDIA PLATFORMS SELL HIGHLY TARGETED ADVERTISING THEREFORE THEY WANT TO GET US MUCH INFO ABOUT US AS THEY CAN

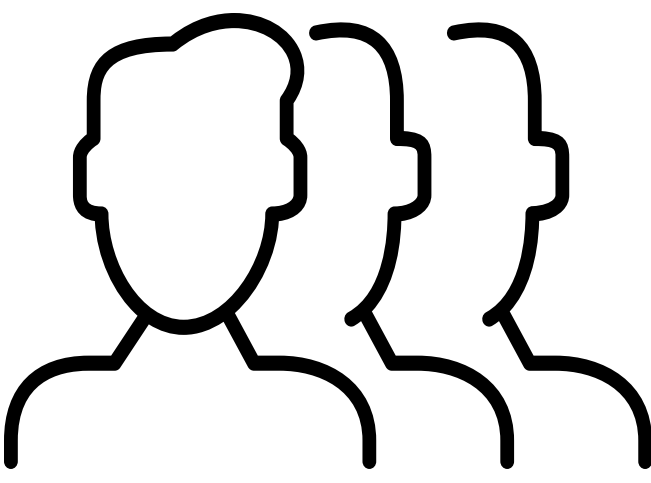


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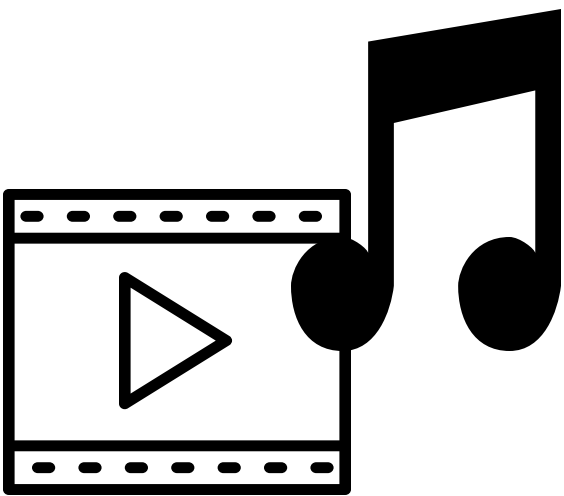
Common Ways Identity Thieves use Social Media for Identity Theft & Fraud.....



Passwords. Many people still use a single password for multiple accounts. Identity Thieves can use stolen passwords to gain account access



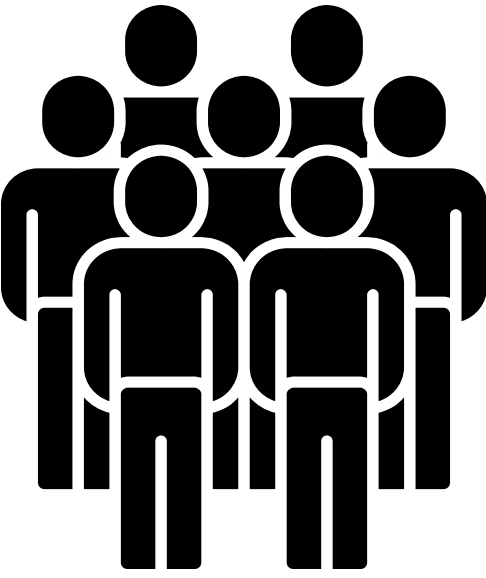
False "friending". They communicate with us using false accounts that may look and seem like genuine friends



Invitations to share a music or video file. This link may be filled with malware which can be used to access information on your device

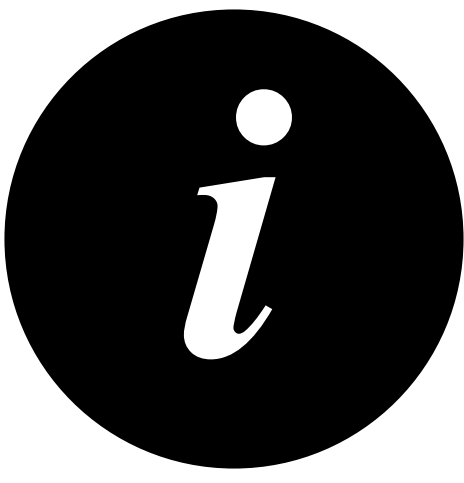


Advertising is huge on social media. False offers on goods or services that look like they are from the genuine provider are an easy method of fraud.



Invitations to join groups of common interest for hobbies etc. Is it a real group? Who invited you?

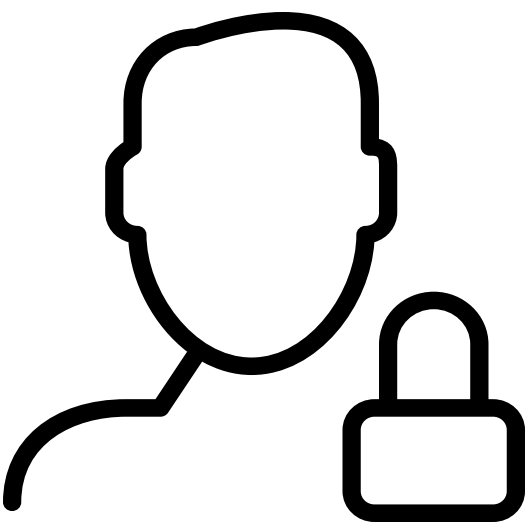
So How Can We Protect Ourselves?



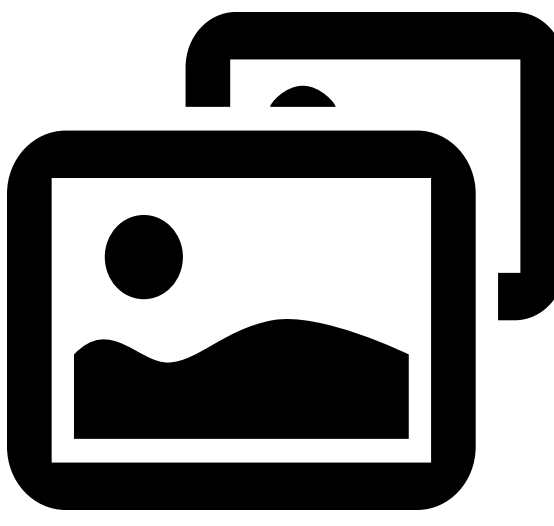
Be mindful of what information you're being asked to submit



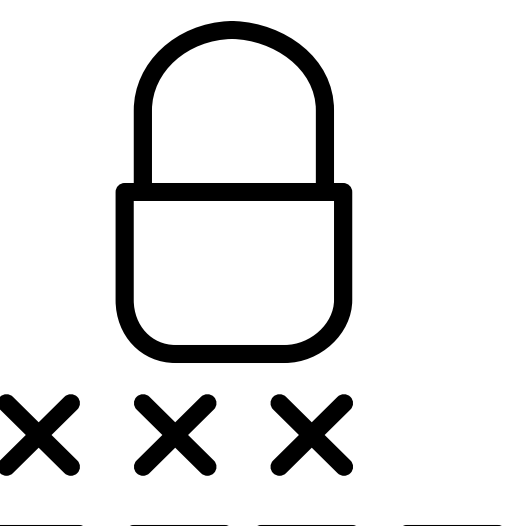
NEVER give out your Social Security Number in a social media chat room or messaging platform



Read thoroughly and adjust the Privacy Policy and Privacy Settings on the platform. Less is more!



Be careful about sharing locations via pictures and posts! Thieves love to know you're out of town to commit burglary! They're also a good source for forging documents.



DO NOT use one password for all platforms, apps and sites. Do we really need say why?



When in doubt, DON'T CLICK! Make sure you can validate friend requests etc

We've a lot more information, examples of Privacy Settings and two great videos looking at the dangers of the info we give out on social media. Click on the button to learn more...

social media & identity theft risks



Concerns? Questions? Call us.....

ID Resolution Phone : 877 308 9169
www.idresolution.net