

Sun City Computer Club

Cyber Security Seminar Series

Social Media



- [Audio Recording of this session](#)
- Use the link above to access MP4 audio recording



- Websites and applications that enable users to create and share content or participate in social networking.
- Social networking
Use of Internet based social media sites to stay connected with friends, family, colleagues, customers, or others.

Social Media

- Networking Facebook, LinkedIn
- Microblogging Twitter, Tumblr
- Photo sharing Instagram, Pinterest, Flickr
- Video sharing YouTube, Vimeo, TikTok, Snapchat
- Livestream Twitch, YouTube, Facebook Live, Instagram live

Types of Social Media

- News Twitter
- View Photos Instagram
- Watch Videos YouTube
- Share Content Facebook
- Shop Pinterest
- Professional Connections LinkedIn

Top Platforms

- Friend

All requests to connect accepted by both parties

- Follow

Any public profile

Friend vs Follow

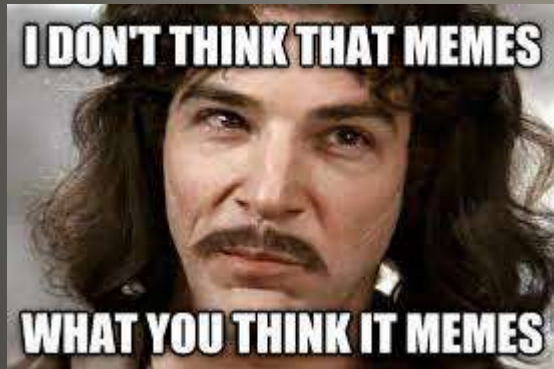
- Consumer
Browse other's content
- Creator
Share what you have created
- Lurker
Little or no action on social media

Consumer vs Creator

- Memes

In social media context

Often humorous images, text snippets, videos, etc. that are copied & spread rapidly by Internet users



Mememes

- Word/phrase now searchable and clickable
 - Keywords
 - Ongoing stream of content
 - Discoverable
 - Organization

#letsdolunch Dominos Pizza

#DoUsAFlavor Lays

#ShareYourEars Disney

#Hashtags

- Privacy Controls
- Private Accounts
- Blocking
- Muting
- Private mode

Privacy

- YOU are THE Product
- Advertisement
- Booted Posts
- Premium accounts

Social Media revenue

- Grown large audience
- Sponsored posts

Influencers

- Quickly changing
- Dark Mode
- EASILY duplicated, redirected, spoofed
- Easy to share content across multiple platforms

- On the Internet no one knows you are a dog
- Fact Check
- Fact Check before forwarding
- Internet Bias
- A Truth vs The Truth

TRUE



TRUE



TRUTH

- Share photos and videos to feed a story
- Mobile only initially Optimized for mobile
- Owned by Facebook
- Create Account
- eMail, mobile number, bio, website, name, photo
- Settings Privacy Security
- MFA Multi Factor Authentication
- Private vs Public account
- MULTIPLE accounts, usernames, email, etc.

Instagram

- Feed Reels Post Shop Profile
- Stories 24 hours
- Story Highlights Last longer
- Reels short-form videos w/ music & effects
- IGTV longer-form vertical video
- Links in Bio
- Connecting with others
 - Discover & Search
 - Suggested
 - Who are friends following

Instagram

- Tagging
People
Location
Clickable

Instagram

- You can view Billions of individual's
- Communitive
- Billions of individuals can view yours

CAUTION

- Largest social network worldwide
- Identity based profile
- Friends, Family, Collogues
- Markteplace
- 80+ companies
- Once needed academic account to join
- “I am sitting on the patio”
- Name, birthdate, gender
hometown, school, relationship status, etc.

Facebook

- Settings & Privacy
- Mobile app vs WEB
- MFA
- Privacy Checkup View As Safety Check
- Groups
- Name Collisions
- Post audience
 - Public, Friends, Friends except, Specific friends, Only me
- Create
 - Post, Story, Life event, page, Ad, Group, Event, Marketplace, Fundraiser

Facebook

- Check In
- Reply vs Comment
- Mention vs Tag
- Stories 24 hours
- Business and Brand
Boost Post

Facebook

- Microblogging social network
- 280-character messages “tweets”
- Photos & Video tweets
- Like
- Re-share “retweet”
- Tweets are public and indexed by Google

- Effectively consume top-line news
- Quick conversations
- Follow news, people, educational

Twitter

- Account
 - Name, email, birthdate
- Profile interests
- Privacy & Security settings
- Respond
- Retweet
- Quote tweet
- Like
- Share

twitter

- Threaded conversations
- Multiple tweets
- Direct messages to followers
- Reply
 - Everyone
 - People you follow
 - Only people you mention

twitter

- Elon Musk
- Alternatives
 - Hootsuite
 - Tumblr
 - Minds
 - Mastodon
 - Diaspora
 - Micro.blog
 - Plurk

Political twitter

- Loss of ownership and control

Caution

- Business and employment oriented
- Career & Industry focused
- Share industry expertise
- Network with colleagues
- Build professional network
- Build brands
- Profiles available in search results
- Requests to access your network
- Settings & Privacy
- MFA

LinkedIn

- About
- Analytics
- My Network
- Activity
- Experience
- Education
- Licenses & Certifications
- Skills
- Interests & Endorsements

LinkedIn

- Discovery and saving information via photos and videos
- Users create collections in form of “boards”
- Search to discover new content

- Mood boards
- Shopping
- Design inspiration
- Share tastes > discover similar
- Entire Internet wide shopping list
- Graphics search
- Longer lasting
- Finding and organizing visual inspiration

Pinterest

- Pin – bookmark of items user wish to share
- Board – collection of those pins

- Account – name, email, password MFA
- Privacy & Data Security
- WEB & App
- Follow model

- Invite collaborators to your boards

- Find additional content

Pinterest

- Once Posted Twice regretful
- Think
- Take time to click send/post

Caution

- Video sharing
- Billions
- Learn anything
- Subscribe & Follow model
- Millionaires
- Owned by Google
- Comment, Playlist, follow, etc. Need account
- Collaborate
- May use your current Google account login
- Live Feed option

YouTube

- Short Videos 60 seconds or less
- Fast paced
- Innovative
- Mobile & Audio
- Political

TikTok

- Visual artist showcase portfolios
- Project based

Behance

- Now everyone has a voice
- And a platform to use it

Caution

- Communications platform for interest based
- Multi platform
- Multi method
- Higher quality over in-game platforms

Discord

- Books
- Base Shelves
Read, Currently reading, Want to read
- Shelves
Custom, Private, reading lists, surveys, etc.
- Annotations, quotes, reviews
- Virtual book club experience
- Owned by Amazon Kindle connection

Goodreads

- Online publishing platform
- Good stories gain quick exposure
- Social journalism
- Autonomous with built in distribution channel
- Critiques
- Blogging

Medium

- Large group of forums
- Topic specific discussion boards
Subreddits r/topic
- Front page of Internet
- Submissions
 - Link
 - Image
 - Video
 - Text

Reddit

- Create?
 - Account 30 days old or older
 - Minimum amount of karma
- Upvote
- Award coins Purchase, award, subscribe
- Redditors

Reddit

- Multiple
Profiles
email addresses
browsers
Devices

Caution

- Microblogging with social network elements
- Short-form blob
- Teen-aged base
- Kinda anonymous
- Thus activism
- Dashboard with radar
- Follow search terms

Tumblr

- Live video streaming
- Gamers -> cooking, music, etc.
- Connect & communicate in chat sidebar

Twitch

- Hyperlocal social network
- Real names and addresses are required
- Can Rely on neighbors & neighborhood
- Verify physical address
 - Phone, Postcard, Credit card
- Deactivate account
- Neighborhood safety

Nextdoor

- Photos & short videos
- Friend based
- Stories format -> other social networks
- Snaps – temporary self-destructing videos, photos, messages
- Time limited “ephemeral”
- Edit messages text, drawings, filters
- Privacy & lack of permanency
- Snap > Stories
- Chat

Snapchat

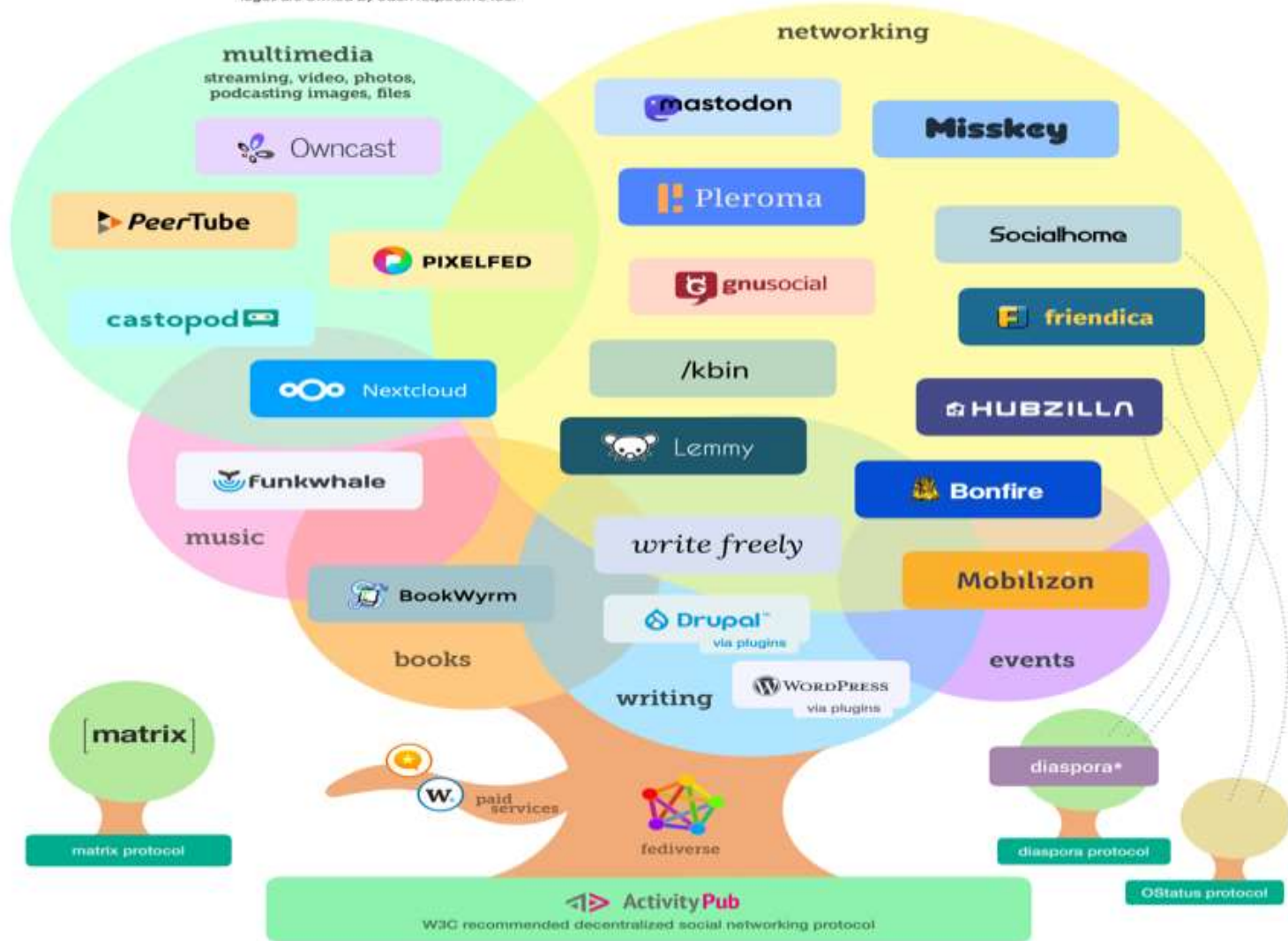
- Twitter run-a-way
- Open-source twitter alternative
- Nonprofit
- Microblogging platform
- Decentralized service
- Multiple “servers”
- Servers communicate with each other
- Communities *Instance*
- Many instances
- Some instances/servers requirements
- Fediverse
- Toots > posts
- Retweets > boosts
- No quote posts - by design

Mastodon

The many branches of the Fediverse

axbom.com/fediverse • CC BY-SA Per Axbom
version 1.2 • November 4, 2022
logos are owned by each respective tool

Note: this is an overview and not a complete mapping of the Fediverse.



- Open-Source
- Modify and/or install on your own server
- *Truth Social*
- Find username then follow
- Timelines
 - Home – those you follow
 - Local - all users on your server(s)
 - Federated – public post those in your server(s)
- follow
 - Not as easy to navigate less popular/populated
 - Less massive

Mastodon

- Political implications
- Servers with restricted guidelines
- Search by hashtag only
- Content Warning
- Posts
 - Public – visible by all
 - Unlisted – public but discovery opt-out
 - Followers only
 - Only visible to those you have mentioned
- Threads – reply to your own posts
- Verified ala twitter? Check mark emoji to name

Mastodon

- Cross post with twitter?

Third party tools Mastodon Twitter Crossposter

Mastodon

- Zoom
- Teams
- Freeform
- Facetime

- Tic-Tac-Toe Hangman

Family, Friends, collaborators

- Our thanks for viewing a presentation
In Cyber Security SIG Seminar Series
- Topic suggestions are most welcome

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