



HOW SAFE IS SOCIAL MEDIA

Social Media, which started as a way to stay in touch with friends, has changed into a way of life for many who post almost every facet of their lives.

Businesses have adopted it as a new channel for getting their message out to customers and prospects.

But with all we hear about cybersecurity, do we know what is safe to put up on social media and what isn't?

What brought some of the risks to the forefront was Facebook selling access and personal information to a company that didn't respect privacy rights.

But did that result in closing the holes and offer respect for privacy? Sadly, the answer is no.

Social media sites are still free to use but earn billions of dollars a year. That money comes from advertising. The more targeted the advertising the higher the price it commands. Social media companies will get as much information about you as they can to increase their earnings.

Now a new risk has surfaced. The Chinese government is using sophisticated software to mine social media sites for any information that they consider dangerous with a focus on journalists and academics. another focus is monitoring and analyzing communication within Western nations on topics it considers important such as Hong Kong and Taiwan.

The software is being used by Chinese cyber regulators, police departments, the military, state media and propaganda departments.

These are the known uses now. Of course, we don't know what we don't know.

There is no reason they cannot use this software to target American companies next to gather information about Intellectual property to help their economy at the expense of ours. They can also monitor Chinese people in Western countries in attempts to exert pressure and convince them to commit espionage or steal technology secrets.

Or to identify people with influence in the government or private sector that they can target in an attempt to gain favorable treatment politically or economically.

No matter how you look at it, the information put on social media and the people posting are never private. Now they are targets for industrial espionage and political purposes.

The more you know the better you protect your company.

Learn how to protect your information at commercial.onebrightlycyber.com or contact us at (888) 773-1920.