Repercussion of Social Media & Securing The Digital Assets

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"Social Media is the evolution of Internet and Netizens are the slaves of the Social Culture". This line suggests that we flourish on an digitalized environment where we are gifted with various innovations leading to inter connecting friends, family & same time exploring the world beyond the limits.

In Today's world we all are connected to all our friends and families over various social platform, sharing our emotions and visibility of occurrences that we feel over an platform be it "Facebook", "Twitter", "LinkedIn", " Instagram", etc,…. What we need to understand is the risk generated by those platforms and same time the risk that we are liable unknowingly due to poor sanitization of social culture in ourselves.

In my above line I mentioned that we have become slaves to the digitalized social culture is because we ourselves have exposed our own belongings along with personal privacy related details made publicly available, this means that we have generated enough amount of "Private Data" involving various artifacts about individuals such as relationship's, close friends, political views, "Comments" & "Likes" on various economical and social occurrences, this list goes further beyond including the kind of search that you perform on any platform or search engines like "Google", or even on platforms like "Facebook" or "Instagram".

Here there are two repercussions from an "Attacker's" angel and from an "Data Acquisition" angle where we have often seen various organization sharing the amount data collected with various cross border agencies for analyzation.

You might wonder that what kind of harm does it means when we are exposed to a "Data Leak Scenario", this means that all your activity that is carried over the digital platform is compromised including the monitoring of your behavior analysis carried by yourselves over the digital device including your political, financial, emotional, religion views and sentiments etc,……..

You might wonder how can I myself exposed to such a fluidity based extent, this isn't because that those organizations have accepted the artifacts that either they were breached or compromised due to poor legally assaulting or poor security strategies implementations. What I am able understand is this happens because of we ourselves are sharing a lot piece of data socially and publicly for various vernacular reasons for showing it as

a gratitude, fame, or political views & exposing the kind of relationship we share with friends and families. As we all know that "Facebook" recently started the use of various emojis factors over a "like" button, again this is a strategy of capturing your emotional

feelings that you have reacted on a particular input. Then we hear news about Cambridge Analytica and other incidents resulting in the use of data on political campaigns, more openly I should say that this is a "Social State Sponsored Activity" for influencing and capturing the local audiences on their emotional views which are utilized to manipulate the users.

We also need to understand that we have become much more addicted to our Digital Infrastructure that we have slowly started revealing a lot private information, publicly in-terms of sharing our locations, travelling

presence, private photos. When I went deeper in-terms of analysis of these kind of immature behavior, what I understood was these activities carried by netizens in order to get their presence or appearance felt in their local audience in-terms of views along with "Comments & Likes" from other people, thinking that this will lead them to be celebrity or a strategy to gain fame in their local audience. Those people should realize the criticality that they are sharing. What if an attackers manipulates and utilizes it for harming the individual. There is another trend of taking selfies, various private and inappropriate photos are shared on such platforms, these activities are carried for making the presence felt of that particular individual but same time as we know that "All fingers aren't same", there can be a possibility of a revenge or an attack in terms of trolling or defaming the person with the particular photo or input he/she shared, which can get viral and inappropriate comments can be passed leading to depression and much more, yes no doubt you have your privacy & cyber laws along with cyber security investigators like us. But all these are the next step, all we need to realize that this wouldn't have occurred if we control our immature behavior. When we preform analysis there is a concept called as OSINT (Open Source Intelligence) this concepts helps an attacker to collect footprints of a target and analyze it and craft various attack based on the data collected, also the data that is collected is completely public by you yourself which can be taken as an advantage via an attacker.

As we are an active citizen of the country and since it's a democratic nation we stand to show our views and feeling in public, we don't realize that what should be proclaimed and what not. Same

time keeping the private information safe from publicly available which can cause the individual in trouble. Various "Information Security
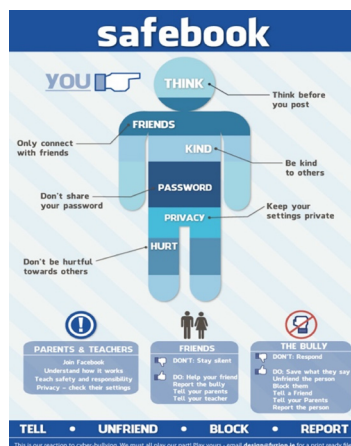
Professionals" have advised to provide very less Identity of yourself in public along with avoiding private photos and location services. There are issues of fake profiles, "defamation and confession pages" created to harm and spoil the social culture even the sad part is users have started departing from Social Media as a repercussion, we need to understand that if a user is careful enough to understand what should be posted and what not, same time being too paranoid isn't good but being responsible is much needed.

Factors like being careful enough before posting or commenting should be taken care, understanding the revelation that is carried openly, sharing a very less private information, personal contact details like email id, contact number should be avoided, understanding and

implementing privacy factors should be amended by an user to be safe, as a security layer use of " Incognito" mode should be preferred while doing E-Commerce online.

Today a common person is exposed to various certainty on social platforms as a matter of fact that the actions committed are neither explained nor guided to correct the objective of the user. Similarly, as we have Rules & Regulations for the society, we also need to promote cyber discipline as a concrete factor in one's individual life to have a better safer experience while using the technology.

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Social Media isn't a lability but it's an asset if utilized carefully along with necessary precaution's take care. Every Technology has its advantages and disadvantages but that doesn't means to stop using it. That means be more cautious while utilizing it and make sure you aren't being a slave rather than a master. This article is a approach to utilize and handle social media with care and in right direction, this means that technology should be used wisely to connect and benefit your "Friends & Families".

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