

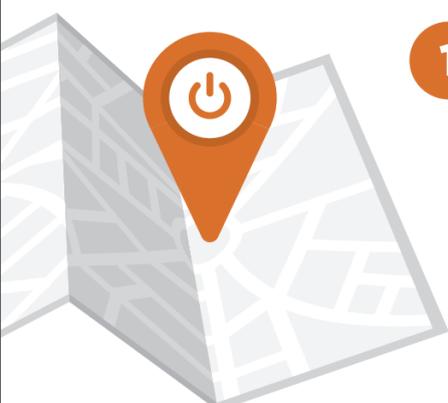
Six Steps to Safer Social Media Use on Campus



Social media is an indispensable part of campus life, but it's easy to put yourself and your identity at risk.

Social networks run on personal information, making them a prime target for criminals looking to “clone” your identity to access other members of your network.

Minimize your risks by following these six steps:



1 TURN OFF LOCATION TRACKING

Many social media platforms track your location continuously without your authorization. Sharing where you are—and just as importantly where you aren't—and who you're with (or not) creates real personal and data security risks for you.



SAFE SOCIAL TIP:

Turn off location tracking in each application's settings.

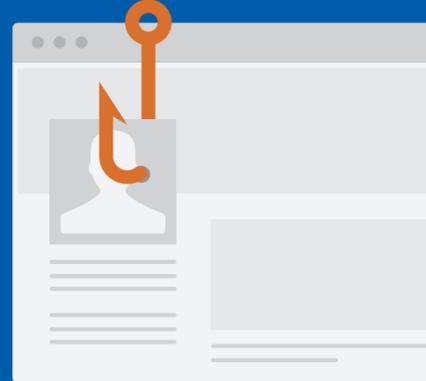
2 PHISHING ATTACKS HAPPEN ON SOCIAL MEDIA TOO.

Phishing attacks are on the rise because they work. And they're not just limited to your email inbox anymore.



SAFE SOCIAL TIP:

Treat odd requests and links on your feeds with caution, and check with the sender before acting.



3 AVOID PLUG-INS AND ADD-ONS.

Some social media platforms offer a universe of plug-ins and small applications (or applets) that add functions and personalization benefits.

Unfortunately, many of these applications require direct access to your personal data and login information to work, which makes your account much more vulnerable in the process.



SAFE SOCIAL TIP:

Don't share your sensitive information with plug-ins or applets if possible.

4 MANAGE YOUR SOCIAL NETWORKS.

Check your list of connections on a regular basis, and flag or block any strangers or followers with hidden identities.



SAFE SOCIAL TIP:

Block any followers that don't have a profile or posted content of their own.



5 SKIP THE SHORTCUT.

Many websites and applications allow you to skip the account creation process by signing in with a social media login instead.

This makes life easier for you—and for identity thieves. If hackers gain access to one of your accounts, they'll be able to access ALL of your personal information, instantly.



SAFE SOCIAL TIP:

Create a new user account each time.

6 THERE'S NO SUCH THING AS A "PRIVATE UPDATE."

Treat every social media update as public and permanent information, no matter how private or temporary you think your account may be.

Private information can be shared publicly by any member of your network at any time, and that information can have lasting consequences on current and future opportunities.



SAFE SOCIAL TIP:

Don't post anything you wouldn't share with your parents, coach or mentor. If you're currently employed, make sure all your social media activities meet your employer's current Codes of Conduct.

