

# Cybersecurity

## TIPS & TRICKS

### Stay Safe on Social Media

Most people use some form of social media, such as Facebook, Instagram, or LinkedIn. When using social media platforms, it's important to be careful about the type of information you post. Cybercriminals can use anything you share in cyberattacks to try and trick you into clicking malicious links.

#### Be Careful What You Post

Any information that you post on social media could be in turn used to catch your attention in a spear phishing attack. "Spear phishing" is when cybercriminals target you specifically. For example, if you post online about your rescue dogs, cybercriminals may send you phishing emails posing as an animal shelter asking for donations. The email could appear legitimate, but cybercriminals are actually trying to trick you into giving them your bank account or credit card details.

#### Keep It Private

Cybercriminals may also try to phish you through a direct message. Some cybercriminals will even use online bot accounts to reply to your posts or message you automatically. Luckily, many social media platforms allow you to have a private account and restrict who can contact you. Be sure to use privacy features to protect your personal information from strangers and cybercriminals.

#### What Can I Do to Stay Safe?

Follow the tips below to stay safe when using social media:

- Think before you post. Cybercriminals can use your personal information in spear phishing attacks to make the attacks appear legitimate.
- Make your social media accounts private. This helps prevent cybercriminals from accessing your personal information.
- Be extra cautious before replying to someone you don't know online. They could be a cybercriminal in disguise.



This Cyber Tip was brought to you by the Cyber Security Subcommittee of the Primerus Quality Assurance Board and featured contributor KnowBe4, courtesy of Kerry Vickers of Aanalytics. We welcome your tips, which can be submitted to Paige Neirman at [pneirman@primerus.com](mailto:pneirman@primerus.com) for publication consideration.