

Email, Social Media, and Privacy



Day 2

We acknowledge that we are located on Treaty One Territory and in the heartland of the Métis Nation. We recognize the mistakes of the past and believe in reconciliation, cooperation and moving forward in partnership with Indigenous communities.

Learning Outcomes – Day 2

- Explain the difference between social media and social networking.
- Identify popular platforms used today and distinguish the differences.
- Interpret social media statistics.
- Recall how social media has evolved.
- Illustrate how the general public has become so accepting of social media.
- Explain what account hackers do and why they hack.
- Define how to keep social media accounts safe from intruders and explain the steps to take if accounts have been compromised.

Social Media (broadcast information)

- Interactive platforms where content is created, distributed and shared by individuals on the web.
- Websites and applications that enable users to create and share content or to participate in social networking.

Social Networking (communicate with one another)

- The use of dedicated websites and applications to interact with other users, or to find people with similar interests to oneself.

Social media vs. Social networking: Video



VS



Social Media vs. Social Networking

2020 *This Is What Happens In An Internet Minute*



“Social media network”: Video



Which social media platforms do you use?





SOCIAL MEDIA IN 2020

JAN
2020

SOCIAL MEDIA USE AROUND THE WORLD

BASED ON THE NUMBER OF MONTHLY ACTIVE USERS OF TOP SOCIAL MEDIA PLATFORMS IN EACH COUNTRY OR TERRITORY

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.80
BILLION

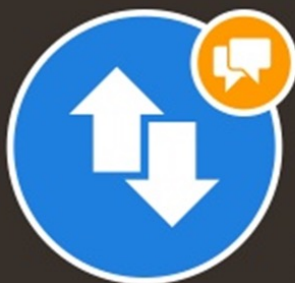
SOCIAL MEDIA
PENETRATION (USERS
vs. TOTAL POPULATION *)



we
are
social

49%

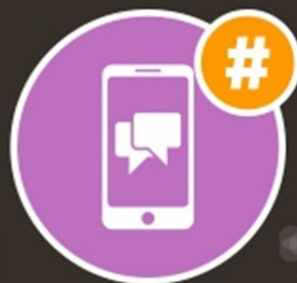
ANNUAL GROWTH IN
THE TOTAL NUMBER OF
SOCIAL MEDIA USERS



KEPIOS

+9.2%

TOTAL NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



global
web
index

3.75
BILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99%

Source: <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

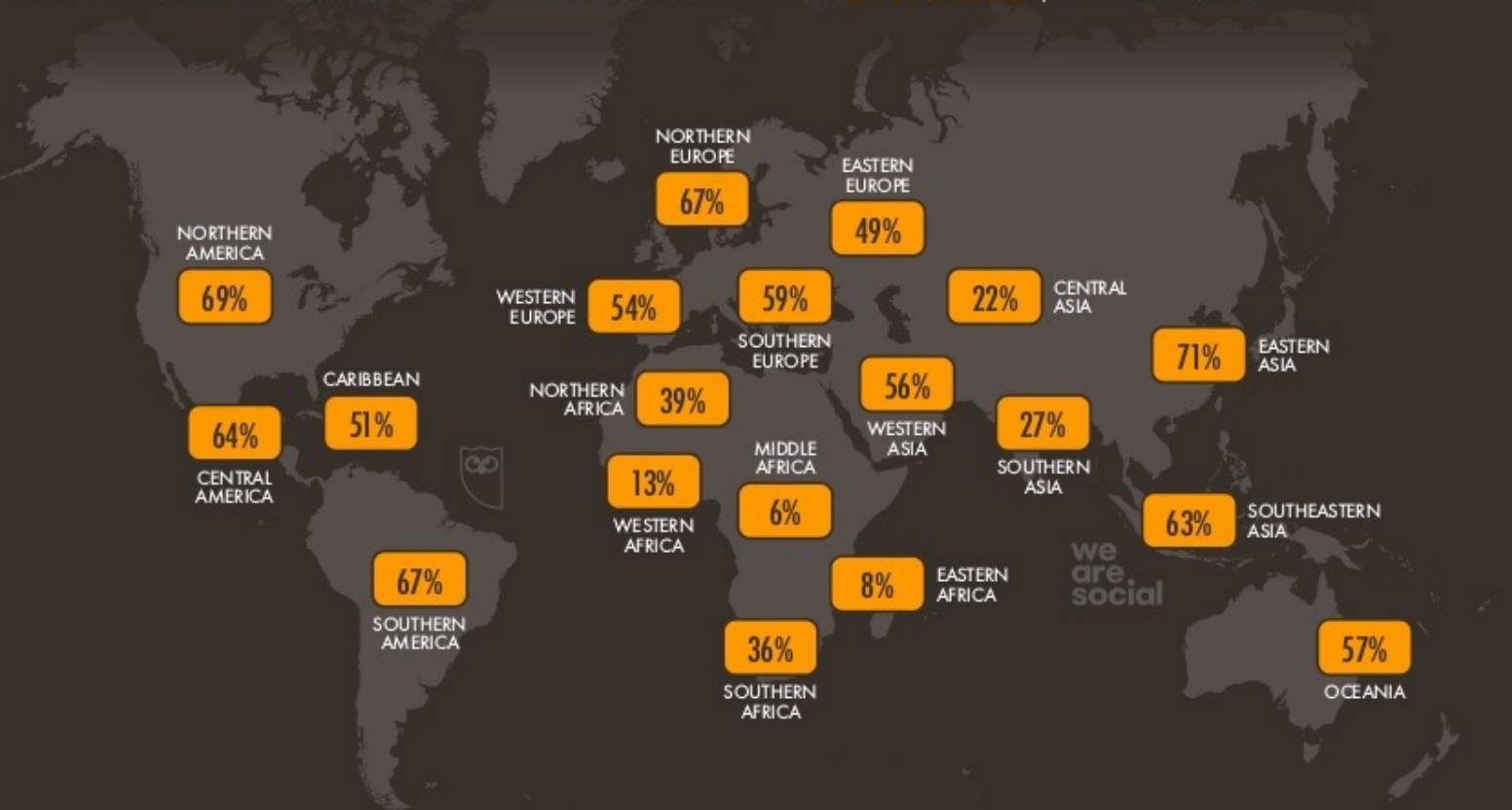
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SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO TOTAL POPULATION, REGARDLESS OF AGE



SOURCES: KEPIO'S ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR [ALL LATEST DATA AVAILABLE IN JANUARY 2020]. ***NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme.
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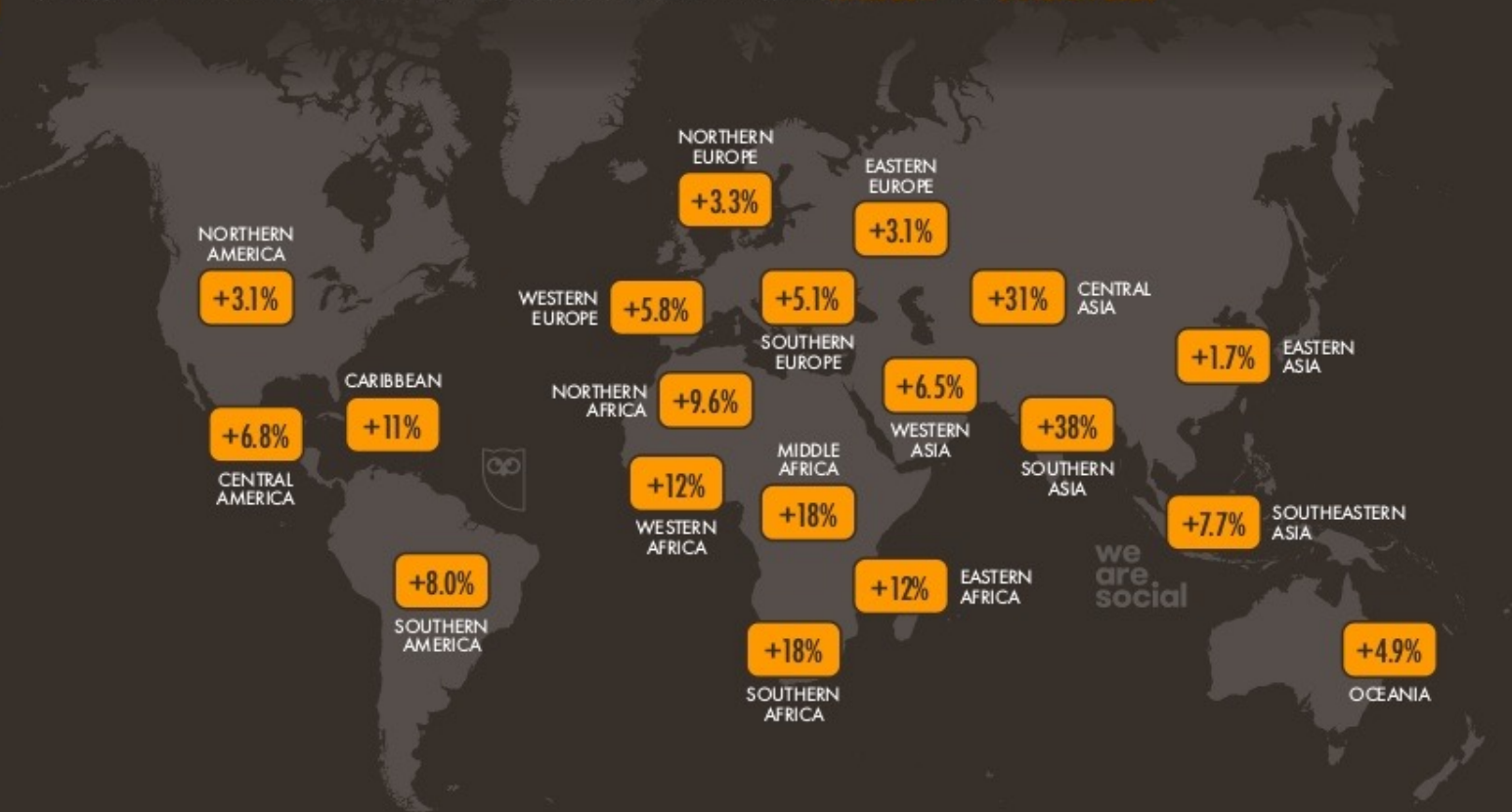


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GROWTH IN SOCIAL MEDIA USER NUMBERS BY REGION

CHANGE IN THE TOTAL NUMBER OF PEOPLE USING SOCIAL MEDIA BETWEEN APRIL 2019 AND JANUARY 2020*



SOURCES: KEPIO'S ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). **NOTES:** PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme. ♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. ***NOTE:** WE HAVE BEEN UNABLE TO RE-BASE HISTORICAL USER NUMBERS FROM BEFORE APRIL 2019.

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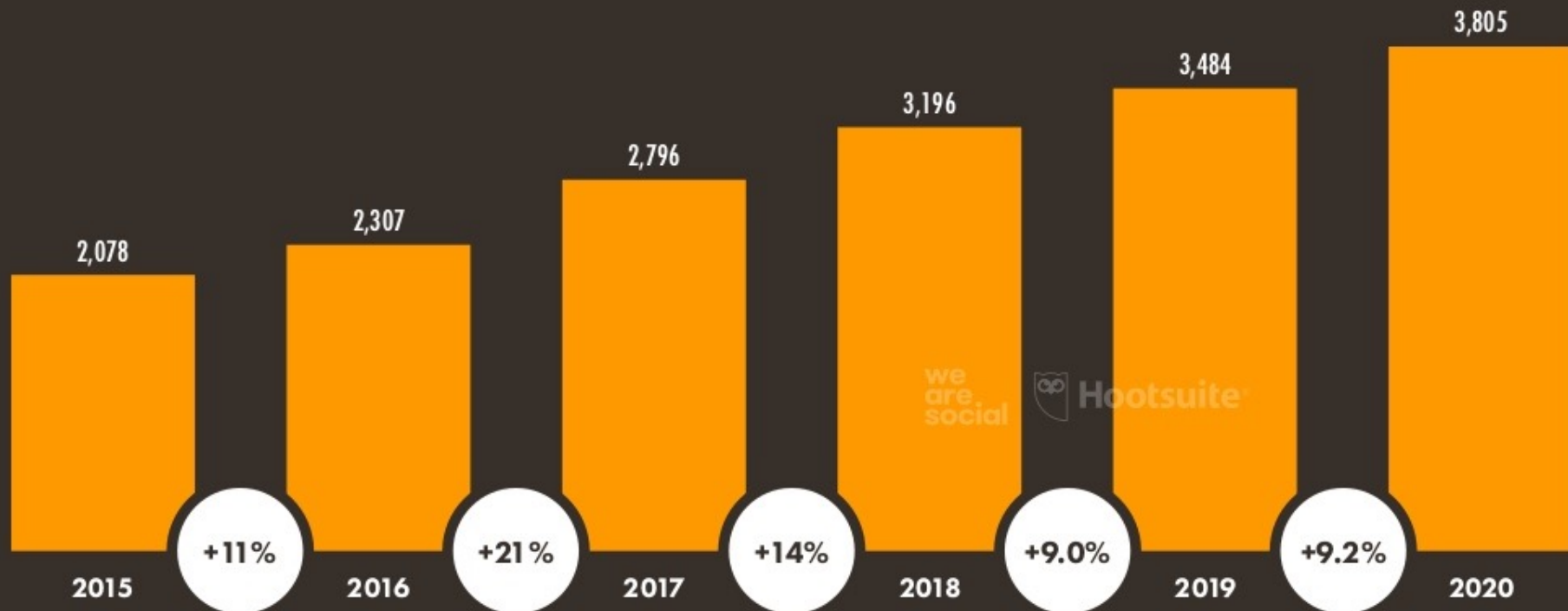


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SOCIAL MEDIA USER NUMBERS OVER TIME

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS BY YEAR, WITH YEAR-ON-YEAR CHANGE



SOURCES: KEPIO'S ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR; TECHRASA; NIKI AGHAEI; ARAB SOCIAL MEDIA REPORT; ROSE.RU [ALL LATEST DATA AVAILABLE IN JANUARY 2020]. ♦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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SOCIAL MEDIA BEHAVIOURS

PERSPECTIVES ON HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA

VISITED OR USED A SOCIAL NETWORK OR MESSAGING SERVICE IN THE PAST MONTH



97%

ACTIVELY ENGAGED WITH OR CONTRIBUTED TO SOCIAL MEDIA IN THE PAST MONTH



87%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



2H 24M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER*



8.6

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



43%

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

*NOTE: FIGURE FOR SOCIAL MEDIA ACCOUNTS MAY NOT INDICATE ACTIVE USE OF ALL ACCOUNTS EVERY MONTH.

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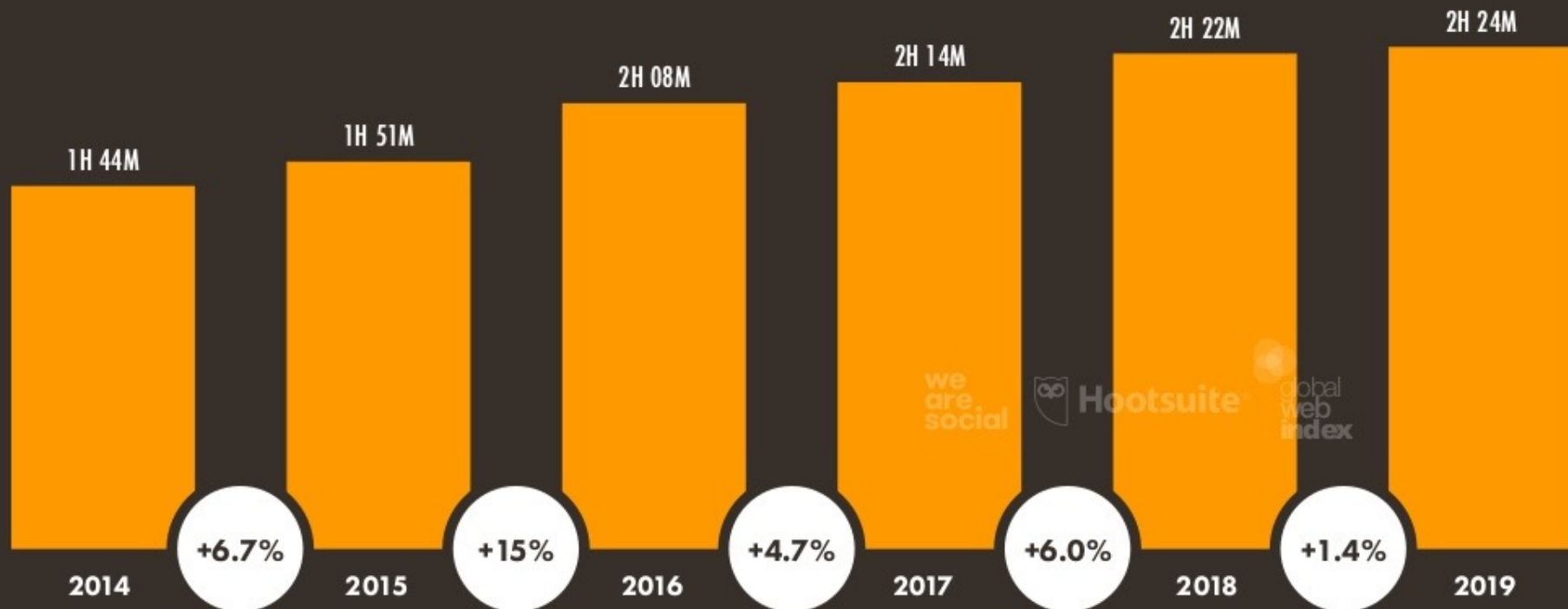


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EVOLUTION IN THE DAILY TIME SPENT ON SOCIAL MEDIA

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA VIA ANY DEVICE



SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

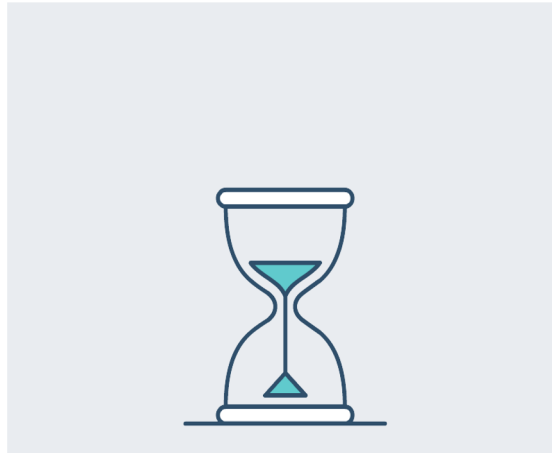
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How much time do you spend on social media each day?





- Facebook is a *social networking platform* first developed in 2003.
- At first, Facebook was ONLY available to University/College students. It wasn't until 2006 that it was available worldwide.
- Facebook is designed to connect and share with family and friends online.



- Twitter is a social networking platform that launched in 2006.
- Twitter is a 'microblogging' system that allows users to send and receive short posts called tweets.
- Twitter allows users to receive information in small, succinct doses.
- Users follow other users whose feeds they want to read.
- The content on Twitter is varied.



- Instagram is a photo and video sharing social media networking application that launched in 2010.
- It's a social network for connecting and sharing with family and friends.
- Facebook owns Instagram.



- YouTube is a free video-hosting website that launched in 2005.
- Users can watch, like, share, comment and upload their own videos.
- YouTube can be accessed on PCs, laptops, tablets and via mobile phones.
- Over 2 billion logged-in users visit YouTube each month
- More than 70% of YouTube watch time comes from mobile devices.
- Google owns YouTube.





- LinkedIn is a social network launched in 2003 that is specifically designed for business and professionals.
- It focuses on professional networking.
- It allows job seekers to post their resumés.
- It allows employers to post jobs





Social Media

Knowing how to use social media to stay in touch with friends and family, promote your cause, or keep up with news is an essential skill. We're here to help.



Blog Basics

In this free tutorial, learn how to get started with a blog, as well as how...

[Tutorial >](#)



Facebook

Learn how to create, use, and maintain a Facebook page, including understand...

[Tutorial >](#)



Facebook for iPhone

In this free tutorial, learn how to use the iPhone Facebook app on your sma...

[Tutorial >](#)



Instagram

In this free tutorial, learn how to create and manage an Instagram account....

[Tutorial >](#)



LinkedIn Basics

In this free tutorial, learn how to create and maintain an account on this ...

[Tutorial >](#)

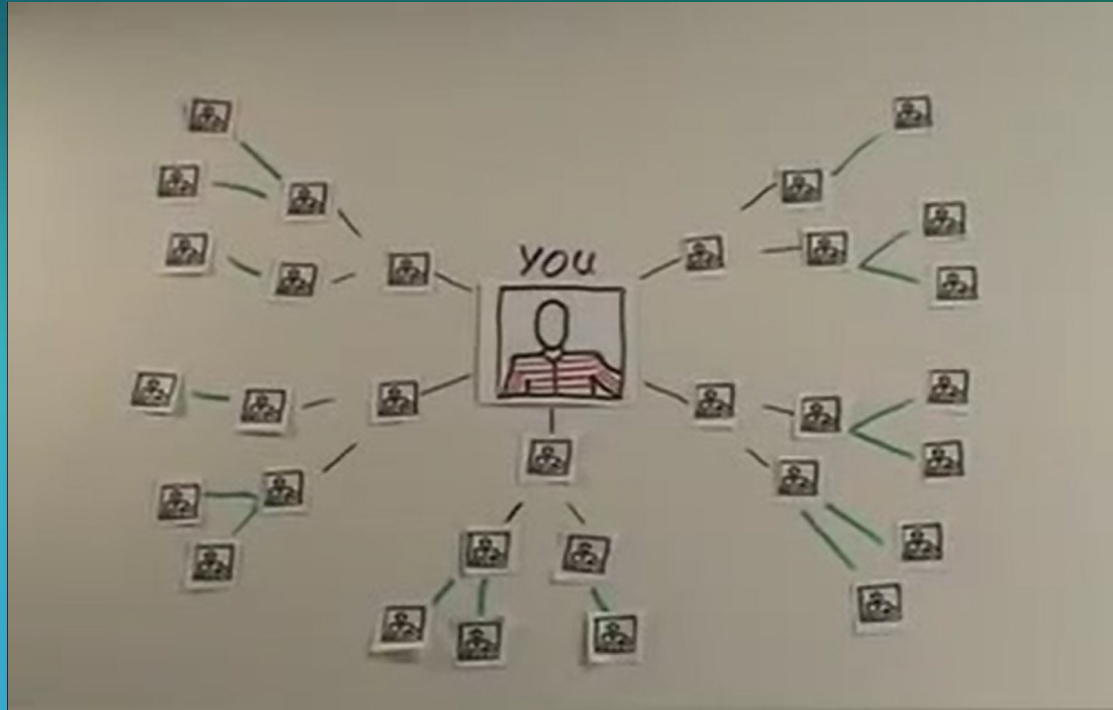


Meetup

In this free tutorial, learn more about navigating this popular in-person n...

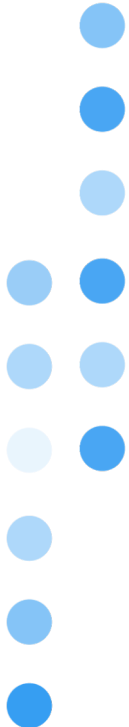
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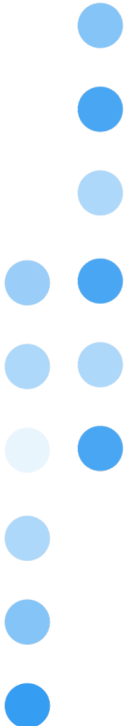
Social networking in plain English: Video



Are Social Networking Sites Good for Our Society?

<https://socialnetworking.procon.org/>

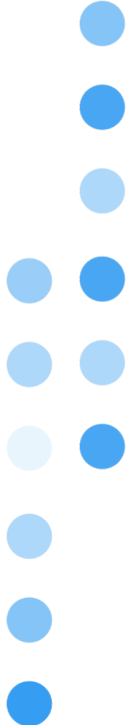




Are you lost in the world like me?: Video

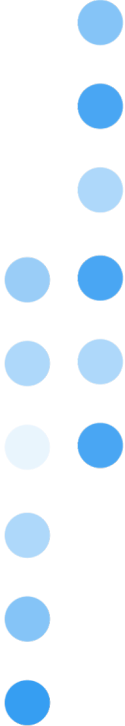




The pros and cons of social media



Do the pros of using social media outweigh the cons?



- 
- 
- The more *personal and professional information* you include on your public profile, the easier it is for a hacker to exploit that information to gain your trust.
 - It's human error that causes people to click on a link sent to them in an email, but *risk may be greater on social media sites* because people are more likely consider themselves among friends.

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- Most people just use their social media to keep up with family and friends, and don't see their profiles as having valuable information
 - Hackers can use your contact/friend list to reach new people and they can use your interests or habits to target email phishing scams, or even see your browsing or shopping history.
 - The reasons for why malicious actors hack can vary greatly, from ransoms to simply getting revenge on someone who made them mad.

5 ways to protect yourself online: Video



- Change your password immediately.
- Notify your contacts that your account may have been compromised.
- Change your passwords on any other accounts (email, bank, etc.) that share the same password.
- In addition to warning your contacts not to click on suspicious messages that may have been sent using your account. Ask them to flag the messages as scams to the social media site and delete them from your profile page.
- Check to see if there are any new apps or games installed to your account that you didn't download. If so delete them immediately.
- Contact site if needed to delete, freeze or reissue account

Information often targeted by identity thieves includes:

- Passwords
- Bank account information
- Credit card numbers
- Information stored on a user's computer, such as contacts
- Access to the user's computer without consent (for example, through malware)
- Social Insurance numbers (S.I.N.). Remember that the key to identity theft is your Social Insurance Number. *Never* provide a Social Insurance Number through a social networking service.



How concerned are you about being hacked?



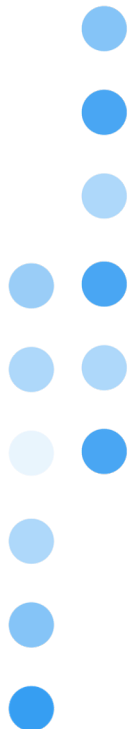




Take the Get Cyber Safe Checkup

Your online accounts contain a lot of information about you. Make sure that the information stays where you want it to by keeping your accounts secure.

Let's start!





Set privacy options

Change passwords

Remove inappropriate posts

Untag photos

Block strangers

Questions?

