



IT Security: Social Media – Protecting Yourself from Phishing

(Continued).

Financial institutions are usually the target of most attacks, but social media is an interesting new addition to the top-target list. This new focus on social media is significant because it represents a shift in hackers' usual tactics.

Fake Social Media Profiles Have Been A Problem For Some Time.

Back in November, Facebook admitted that up to 270 million accounts were illegitimate. In January, Twitter disclosed that up to 60 million accounts are not what they seem.

One key reason social media is drawing more attention from hackers is the growth of incorporating financial transactions. Soliciting donations for various causes makes it attractive to those looking to take your money. Keep this in mind – when it's easy for you to send or receive money, it's an easy payday for the bad guys.

To stay safe, always remember to avoid clicking on links. Instead, type the web address or copy and paste it into a new browser window. Even though a link in an email or on social media may look like the real deal, hackers can mask the true destination.

These new age phishers are hoping to lure you into a false sense of security online. Stay safe and don't take the bait.