



Social Networking – Challenges & Security

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Abstract: *The popularity of social networking sites has increased at surprising levels. There is no arguing the usefulness of sites such as Face book, Twitter and LinkedIn etc. They can be used for professional networking and job searches, as a means to increase sales returns, as a tool to keep the public informed of safety and other issues or as a way to reconnect with friends from way-back-when. This paper present the various views of social, network and physical security related with the use of social networking site s, by introducing the mechanisms behind each and summarizing relevant security studies.*

Keywords: *Social network security, social engineering*

I. INTRODUCTION

A **social networking service (Social Media)** is an online policy that is used by the public to build social networks or social relations with other people who share similar type of personal or professional career details, lot amount of activities, backgrounds or real-life connections with each other.

Social networking follow the way of expanding the number of individual's business and/or social contacts by making connections through individuals using internet.

For a new user to the internet field, social networking sites are an ever more popular way for people to stay connected in the field of internet . Some might even undertaking to say business opportunities are formed and lost online, as our web presence becomes an essential part of our personal and professional lives. In an era where our online identity not only gains our actual identity, but other key financial and personal systems as well, the potential security risks associated with these social networks cannot be stressed enough. Over the years, researchers and hackers alike have identified a lot number of security risks ranging from people, process to application. The purpose of this study is to give a extensive overview of the major security topics surrounding social networks in day today life, and introduce the underlying mechanisms behind each. Social networking sites are varied and they incorporate a range new information and communication tools such as availability and accessibility on desktop machines and laptops, mobile devices such as tablet computers and Smartphone, digital photo/video/sharing.



Figure 1. Social Networking

II. SOCIAL NETWORKING EEXAMPLES

Face book

Face book is currently one of the most active social networks used all over across the world. In July 2010-11 Face book declared that they have over 500+ million registered users. The network allows users to create their own profile pages where they can present themselves, sharing pictures/images, videos etc. . Face book also allows various applications to be used inside the network, ranging from fortune cookies to multiplayer games.

Orkut

Orkut is a global social network operated by Google. It is very popular in Brazil and India. Like many other social media outlets, it allows users to create or to meet new friends and maintain existing relationships by posting update messages and personal information, People can share views about some other people also.

Twitter

Twitter is a micro blog service. At the beginning of 2010 it held more than 75 million registered users. Each user can post short messages of up to 140 characters on his or her account. Other users can then subscribe or follow that person’s page and receive their update messages or views.

III. SOCIAL NETWORKING USES

Science: using social networking sites to share exchanges in scientific knowledge in scientist community.

Education: The use of online social networks by school/college libraries is also increasingly well-known and they are being used to communicate with possible library users, as well as extending the services provided by individual school libraries.

Professional Use: Professional use of social networking services refers to the employment of a network site to connect with other professionals within a given field of interest. SNSs like LinkedIn, a social networking website extensively used towards companies and industry professionals looking to make new business contacts or keep in touch with previous co-workers, affiliates, and clients.

Anonymizer	
Gaming Software	
Instant Messaging	
IPTV	
Multimedia	
P2P File Sharing	
Remote Administration Tools	
Social Networking	
Virtual Worlds	
VoIP	
Web Based Instant Messaging	
Web Conferencing	
Commercial Monitoring Software	

Figure 2. Social Networking Sites

Learning Use: Educators and advocates of new digital literacy’s are confident that social networking encourages the development of transferable, technical, and social skills of value in formal and informal learning. In a formal learning environment, goals or objectives are determined by an outside department or agency.

IV. SOCIAL NETWORKING THREATS

Social networking has changed the way we interact with friends and contacts. While social networks, like Face book, Twitter, YouTube. With hundreds of millions of users online, these tools not only attract friends and family wanting to stay in touch, but they also attract people wanting to know about you for the wrong reasons.

1. Stolen Identity

Identity thieves gather personal information from social media sites. Even if you have your account on the highest security settings, there are still ways for an identity thief to get your information. Most social network sites have information that is required, such as email address or birthday. It’s common for an identity thief to hack an email account by using social information.

So what can you do to protect yourself? You don’t have to delete all your social profiles or hide from the real world; just take these precautions.

- **Strong Password.** The stronger your password (more than 8 letter i.e combination of alphabets & number along with some special symbols), the harder it is to guess. Use special characters like symbols and capital letters when creating your password. Also, don’t use “common” passwords, like your birthday or your spouse name etc.

- **Carefulness about status updates:** Often, we unknowingly post our status updates that would give an identity thief information they need to steal our identity.
- **Do not disclose your Location.** You can use a fake location or make one up from another city and state or even a country also. You may even be able to leave this information blank. Be cautious and never use a city and state where you live.



Figure 3. Social Networking Security

2. When you go on Break/Vacation:

- Avoid posting specific travel plans. Never post when, where, or how long you'll be on leave or on vacation..
- Use highest privacy control. Only let certain groups, like a family group, view your photos.
- Be selective/ Be careful about your status updates with the status updates. You can use an audience-selector dropdown menu on Facebook to choose certain groups to see your status updates.
- Stay offline. You're on vacation, after all.

V. CONCLUSION

Social networking communities are an inherent part of today's Internet. People love using them to stay connected with friends, exchange pictures ,ideas. Social networking sites can be valuable sales and marketing tools, as well as fun diversions. Inherent in these applications are security risks that can put the individual or a company in a compromising position or at serious risk. Aside from not using these sites at all, end-user education, alongside documented policies and procedures, is the most primary protection that exists. A well-informed user will not only help to maintain security, but will also educate others on these issues and establish best practices which can be standardized and updated as applications mature or as new applications come along.

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