



Bringing Social  
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To The Online  
**COMMUNITY**



# Survey Findings Summary

August 26, 2009





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# Social Networking Becoming Ubiquitous

“ Social networks are evolving fast...  
They are aiming to be the one-stop shop  
for all your Internet needs. Consequently,  
we are spending more time with them and  
doing more on them.” ”

- Universal McCann Next Thing Now Report



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## Why Do More to Secure Social Networks?



- Social media network membership will top 600 million by 2012, says Jupiter
- Mobile social networking is forecast to reach 770 million by 2012
- Personal information is abundant and creates privacy risks on social networks



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# Bringing Social Security to the Online Community

- Online poll of more than 250 consumers
- Conducted by CMO Council and AVG in Q2, 2009
- Examined security issues and vulnerabilities of social community members
- Looked at the levels of awareness, concern, protection among social networkers

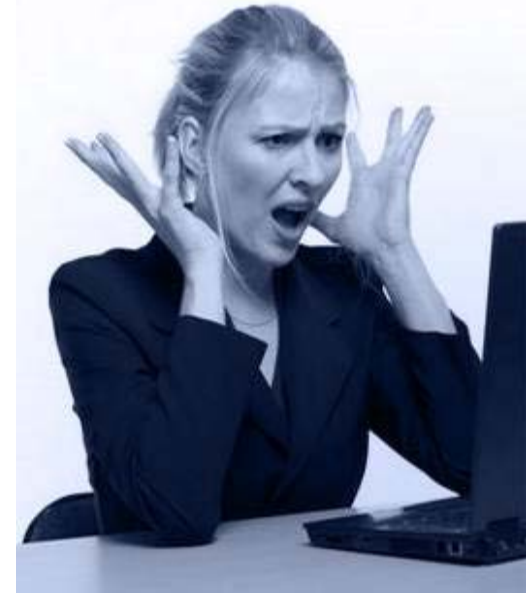




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## Key Survey Findings

- A **majority** of social networkers suffer from web-borne security problems (e.g. malware, phishing, identity theft)
- **Less than one third** are taking actions to protect themselves online
- **47%** are concerned about personal data loss within social networks
- **33%** are worried about personal computing disruptions from social community interactions





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## Dangerous Daily Activity in Social Networks



- **21%** accept contact offerings from members they don't recognize
- **More than half** let acquaintances or roommates access social networks on their machines
- **64%** click on links offered by community members or contacts
- **26%** share files within social networks



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# Passive Protection Endangering Most Users

- **64%** infrequently or never change social network passwords
- **57%** don't often adjust privacy settings
- **90%** don't inform their social network administrator regularly on security issues or concerns





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## Rampant Outbreaks and Breaches Already

- Nearly **20%** experienced identity theft
- **47%** have been victims of malware infections
- **55%** have seen phishing attacks





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# Social Networks Under Siege

Exploitation of vulnerabilities in sites such as Facebook, MySpace and Twitter are a security concern for **83%** of businesses, according to Deloitte

## Recent Headlines:

- Hackers Put Social Networks Such as Twitter in Crosshairs
- Rogue Facebook Apps Steal Login Data
- Social Media Banned in Military, Creates Identity Theft Risk
- Koobface Malware Worm Wiggles Its Way into Facebook User Computers



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## Issues and Implications

- More vulnerabilities and risks as social networking, niche networks, user dependency grow globally
- Protecting personal, professional and corporate reputations is a growing concern
- Increased trust and acceptance of social networking is attracting cyber predators
- More complex threats and cleverly cloaked scams, intrusions and identity theft
- Potential for huge viral outbreaks and global contaminations is real and a big deal





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## Six Ways to Social Network Safety

### Promoting a preventive mindset and a threat-alert culture

1. Don't accept pop-ups or prompts for software unless you're armed with web scanner software such as AVG's free LinkScanner
2. Don't post or submit confidential personal data
3. Change password at least once per month
4. Don't let others access their social networks on your computer
5. Don't auto save your password, and clear your history at least weekly
6. Don't accept friend requests or request friends that you don't know

