

Social Media Security (23CY717)

UNIT – III

Social Media Campaigns and Human Factor

3.1 Being Bold Versus Being Overlooked

Organizations use social media campaigns to attract attention.

Being Bold

- Creative marketing
- Eye-catching content
- Unique campaigns

Risks of Being Bold

- Public criticism
- Misunderstanding
- Negative publicity

Being Overlooked

Some organizations avoid risks by using safe and simple content.

Advantages

- Reduced controversy
- Better reputation management

3.2 Good Social Media Campaigns

Good campaigns create positive engagement.

Features

- Creative content
- Clear message
- Audience interaction
- Positive impact

Benefits

- Brand awareness
- Customer trust
- Increased sales

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Examples

- Educational awareness campaigns
- Charity fundraising campaigns

3.3 Bad Social Media Campaigns

Bad campaigns can damage reputation.

Reasons for Failure

- Offensive content
- False claims
- Poor timing
- Misunderstanding audience

Effects

- Public backlash
- Loss of customers
- Negative publicity

Prevention

- Review content carefully
- Understand audience needs
- Maintain professionalism

3.4 Sometimes It's Better to Be Overlooked

Not every organization needs aggressive social media promotion.

Reasons

- Privacy concerns
- Reputation protection
- Avoiding controversies

Benefits

- Reduced risks
- Better control over information

3.5 Social Media Hoaxes

Hoaxes are false stories or fake information spread online.

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Types

- Fake news
- Fake charity campaigns
- Rumors
- False advertisements

Effects

- Panic and confusion
- Financial fraud
- Reputation damage

Prevention

- Verify information
- Use trusted sources
- Avoid forwarding rumors

3.6 The Human Factor

Humans are often the weakest link in security.

Common Human Errors

- Weak passwords
- Sharing confidential data
- Clicking suspicious links
- Oversharing online

Importance of Awareness

- Security training
- Responsible behavior
- Careful communication

3.7 Content Management

Content management means organizing and controlling online content.

Types of Content

- Text
- Images
- Videos
- Advertisements

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Importance

- Maintains quality
- Protects reputation
- Ensures accurate information

Best Practices

- Regular updates
- Content review
- Removing harmful posts

3.8 Promotion of Social Media

Social media promotion is used for marketing and communication.

Methods

- Paid advertisements
- Influencer marketing
- Sponsored posts
- Hashtags

Advantages

- Wide audience reach
- Fast communication
- Increased business growth

Risks

- Negative comments
- Privacy concerns
- Fake followers

