

UNIT – III

Being Bold vs Being Overlooked

- Creative campaigns
- Risks of controversial content
- Safe online presence

Bad Social Media Campaigns

- Negative publicity
- Offensive content
- Loss of reputation

Social Media Hoaxes

- Fake news
- Rumors
- Misinformation spread

The Human Factor

- Human errors in security
- Weak passwords
- Oversharing information

Content Management

- Managing posts and media
- Content moderation
- Maintaining quality

Promotion of Social Media

- Advertising
- Influencer marketing
- Sponsored posts