

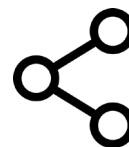


IS ANYONE LISTENING



Gone are the days of using a customer-care number to complain or praise an organisation for goods or services. If you want to be heard, post it on social media, right? Brands quickly change the perception of a disgruntled customer to protect their reputation.

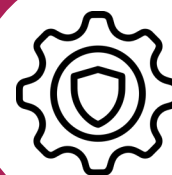
However, the more you post on social media, the more information is freely available about you online for anyone to see.



CONSIDER THIS:

- When was the last time you Googled yourself?
- Do your social media profiles appear in internet searches?
- Who can see and access the content that you post?
- Do you have privacy settings applied on your social media accounts?

If you overshare and you do not have adequate privacy settings, cybercriminals can gather personal information to fuel cyber attacks like phishing, identity theft, malware or extortion.



SO HOW DO YOU STAY SOCIAL BUT ALSO SAFE?

- Do not accept friend or follow requests from people you do not know.
- Apply privacy settings that prevent strangers from viewing your content.
- Do not overshare on social media.
- Do not click on links in posts or adverts.
- Update your passwords frequently.
- Apply multi-factor authentication to your accounts.

CYBERCRIME IS A REALITY, DON'T LET IT BYTE YOU!