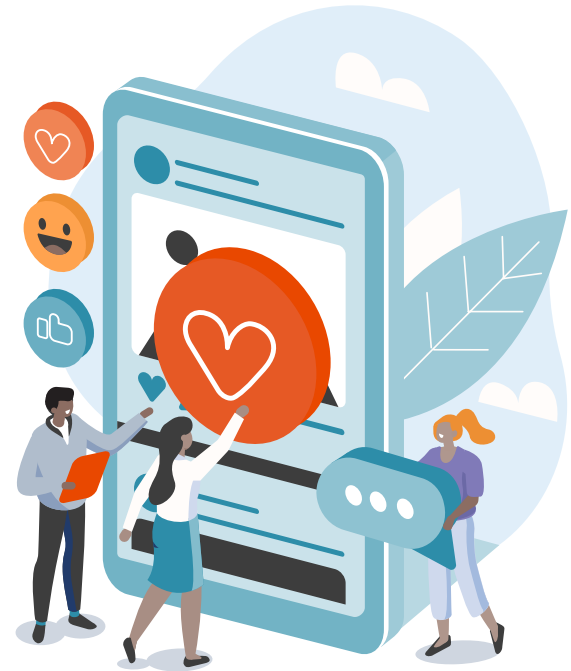


Social Media Trending

Social media traffic takes a big jump over the holidays. You're sharing travel plans and photos of all those good times with family, friends, and colleagues. Or you may be relying on social to keep in touch with friends and family you can't join this year. But it's not just for personal use. Social media is a valuable tool for business, allowing us to provide information and offer communication with posts, forums, chat rooms, and instant messaging.

Whatever the use, using social media safely is the key to protecting your privacy, as well as the privacy of those you share with, and staying worry-free all year long. Here are some Dos and Don'ts to help keep you safer and more secure while sharing.



Don'ts

- Reuse the same password on multiple accounts.
- Post personal details about yourself or your family.
- Sign into your apps from your social media accounts.
- Click on links from sources you don't know.
- Post company proprietary information or photos on social media without permission.
- Provide answers to all those quizzes your friends are doing.
- Use Like or Favorites for your bank, credit union, or credit card company.
- Accept a Friend request from anyone you don't know.

Dos:

- Check and adjust the security and privacy settings of each site to control who can see your profile and what you post.
- Use Multi-Factor Authentication whenever available.
- Check out your accounts after logging out, or review your public profile view to see what others may be able to see.
- Read the site's Privacy Policy and Terms of Use – knowledge is power.
- Remember, what you post online stays online, so think before you post!
- And some oldies but goodies – keep security and OS software current and use strong passwords.

What should you always keep private and never post?

- Home address
- Personal phone numbers
- Birth date
- Current location
- Dates when you're going out of town
- Company or employee information without approval

So have fun, take good care of your social media accounts, and keep security in mind when sharing information.