

## Social networking: The facts

Over 50% of the UK population use social networking

---

Will you become a different kind of statistic?

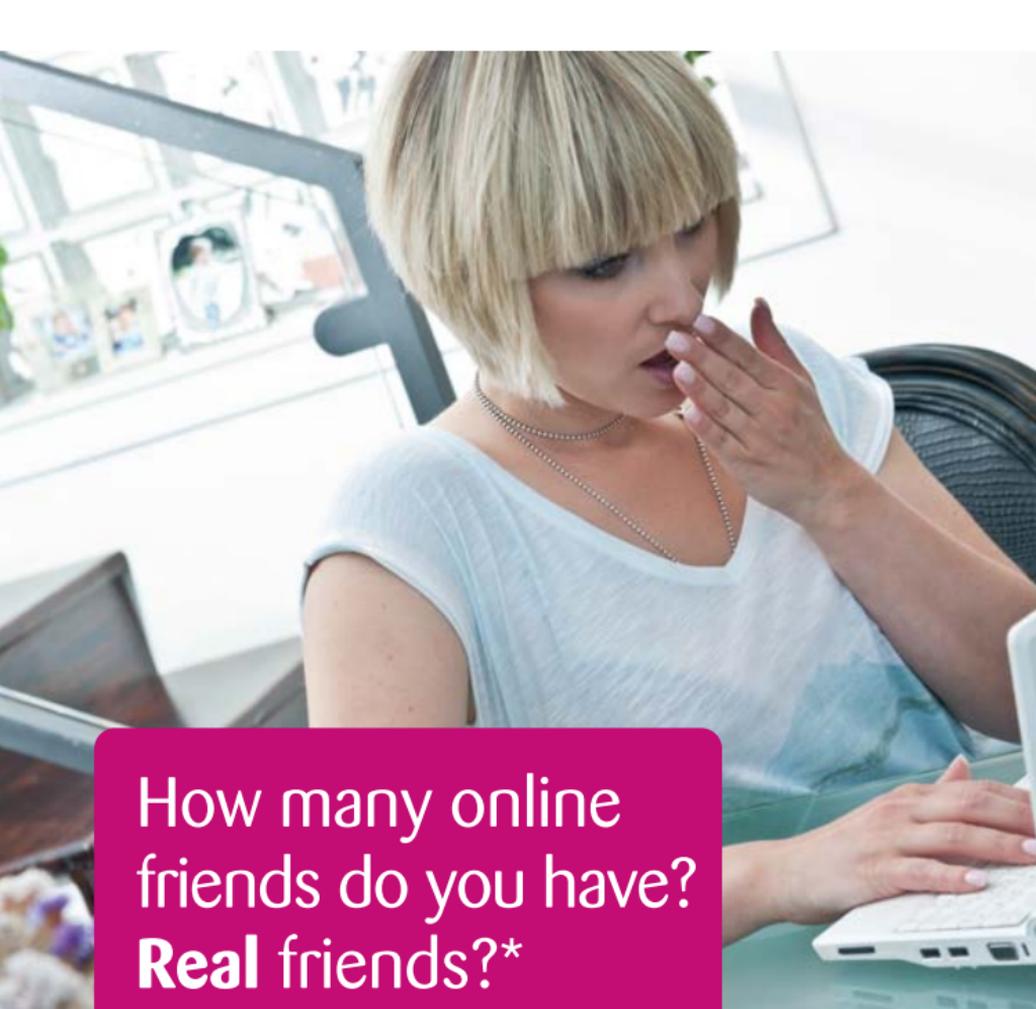


Get the facts...  
[www.getsafeonline.org](http://www.getsafeonline.org)



CUMBRIA  
CONSTABULARY  
SAFER STRONGER CUMBRIA



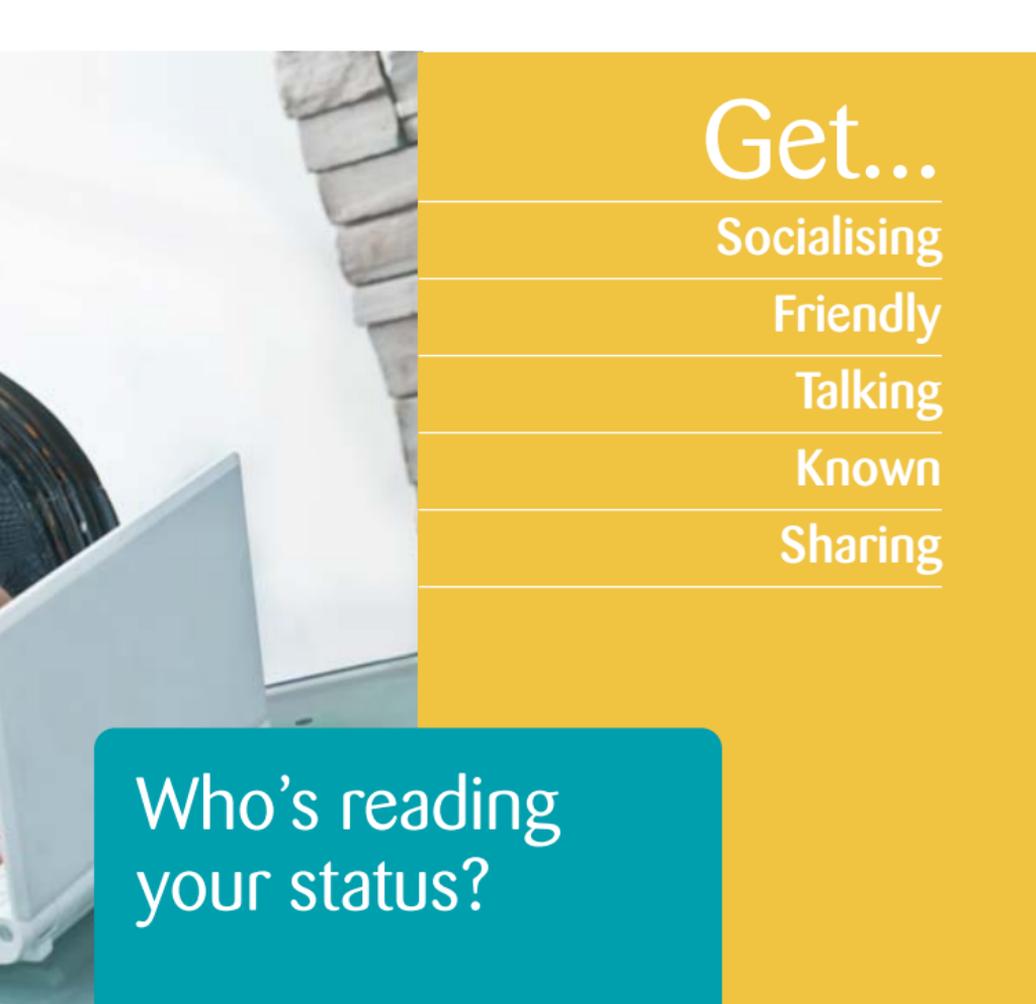


## How many online friends do you have? **Real** friends?\*

Social networking is a phenomenon that's swept the globe in an astonishingly short space of time. Here in the UK, as social networkers we are as avid as anywhere else in the world. It's so easy to get involved – with free signup, simple uploading of personal information and photos and even the go-anywhere convenience of apps on your smartphone.

But what is such a fun and handy way of getting in touch with old friends, making new ones, sharing experiences and voicing opinions, can also leave you exposed to a number of real risks that you may not even realise are happening.

\*60% of 953 Facebook users surveyed by *Which Computing* in November 2011 said they felt worried about "People who are not my friends accessing information about me on Facebook"



# Get...

Socialising

Friendly

Talking

Known

Sharing

## Who's reading your status?

Unfortunately but inevitably, social networking sites have rapidly become a huge target for cyber crime. The information that you make publicly available in your profile and status updates to your friends can be seen – and used – equally easily by unwelcome eyes. Online criminals can use this information to build a picture about you and use it to steal your identity.

Social networking sites can also bring together many of the more sinister risks associated with being online such as online bullying, cyber-stalking, access to age-inappropriate content and even worse, online grooming and child abuse.

**There are some simple ways to protect yourself from danger whilst social networking. You can read all about them at [Get Safe Online](http://www.getsafeonline.org). It's full of comprehensive information on what to look out for, how to protect your privacy to avoid unnecessary risks, and what to do if something happens to you.**

**[www.getsafeonline.org](http://www.getsafeonline.org)**

# What is Get Safe Online?

Get Safe Online is the UK's leading source of unbiased, authoritative and easy-to-understand information on protection against fraud, identity theft, viruses and many other problems encountered online – as well as physical computer theft/loss, backups and related topics.

Aimed at consumers and small businesses and jointly funded between the Government and Private Sector, Get Safe Online is the Government's default online security advice channel. A world-leading initiative, Get Safe Online is a not-for-profit organisation.



CUMBRIA  
CONSTABULARY  
SAFER STRONGER CUMBRIA



[www.getsafeonline.org](http://www.getsafeonline.org)

## OFFICIAL PARTNERS



## SUPPORTERS

