

BARRACUDALABS

2011 Social Networking Security and Privacy Study

INTRODUCTION

Social networks have become part of the business and personal fabric of the world. About a billion people use various social networks around the world to engage in personal relationships and to conduct business. This growth and advancement faces risks of attackers targeting users as well as users concerns about personal privacy.

The study is based on survey results from hundreds of users representing over 20 countries. The study was conducted over a two-week span between September and October 2011. We asked users about their experiences and feelings on social networking usage, security, and privacy.

The results highlight some deficiencies that must be addressed by social network providers and the security community in order to provide a safe, fertile ground for continued growth and advancement on social platforms.

Dr. Paul Judge
Chief Research Officer
Barracuda Networks Inc.

CONTENTS

Social Networking Usage

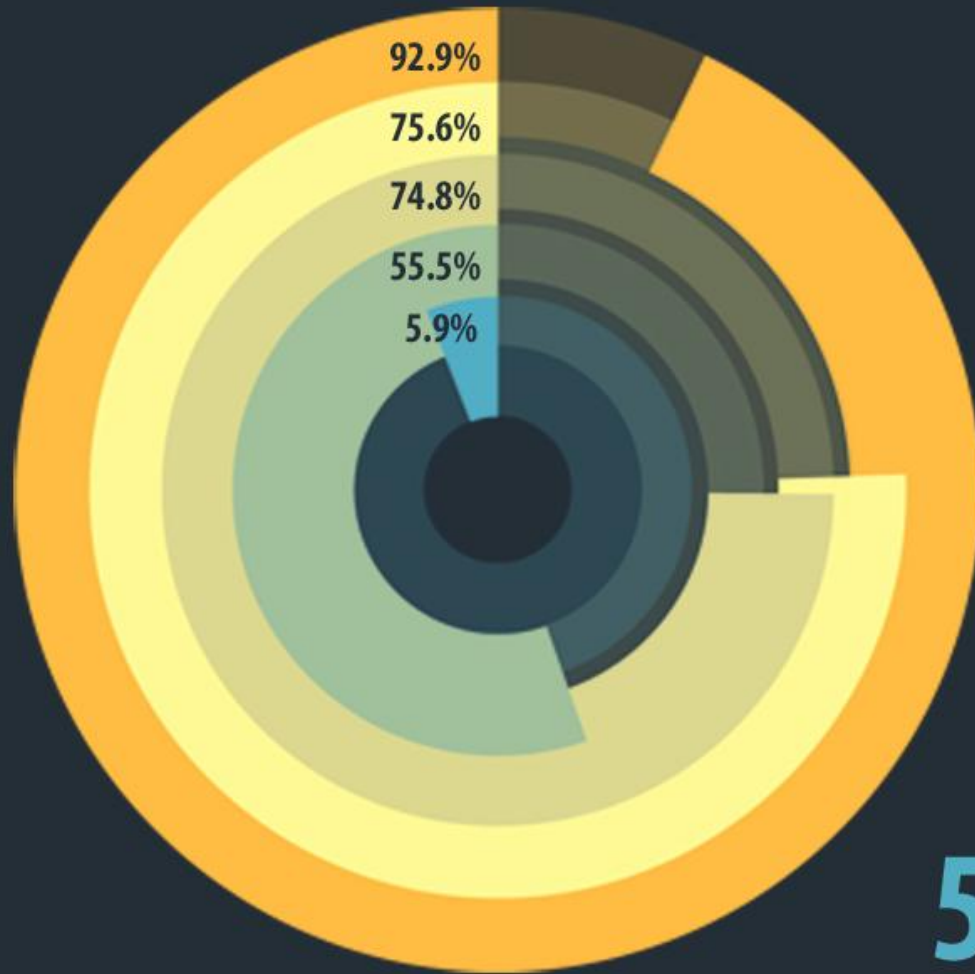
Security Threats on Social Networks

Privacy on Social Networks

Acknowledgments

SOCIAL NETWORKING USAGE

Social networks used



92.9%
Facebook

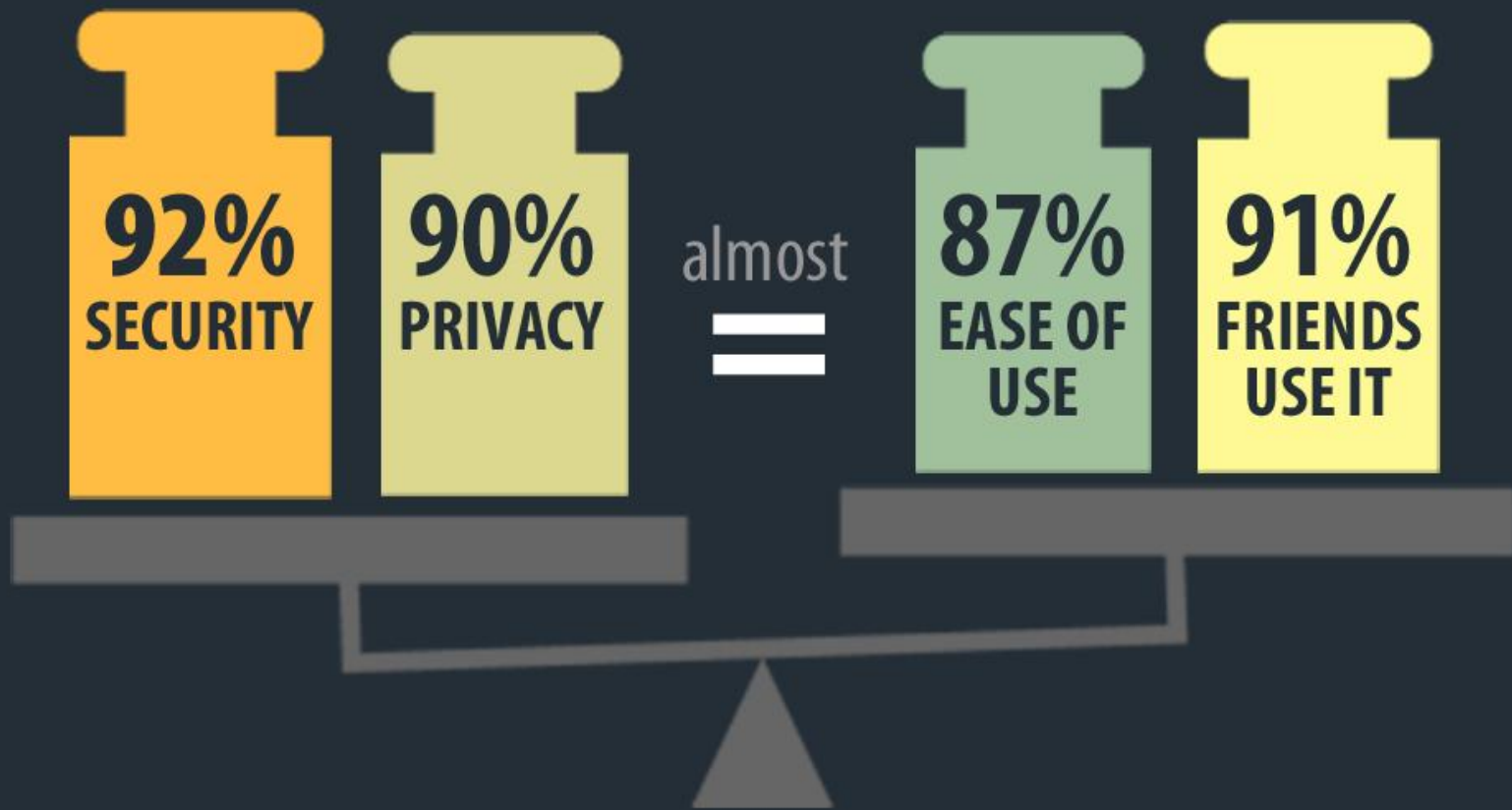
75.6% LinkedIn

74.8% Twitter

55.5% Google+

5.9% Myspace

Influencing factors when choosing a social network



SECURITY THREATS ON SOCIAL NETWORKS

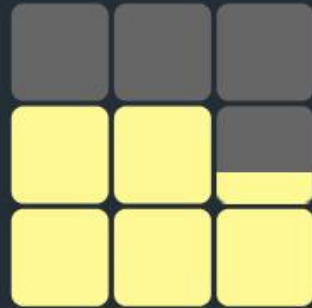
Problems experienced on social networks

91.9%



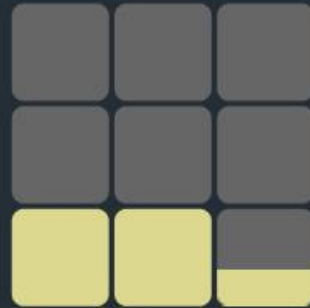
Received
Spam

54.3%



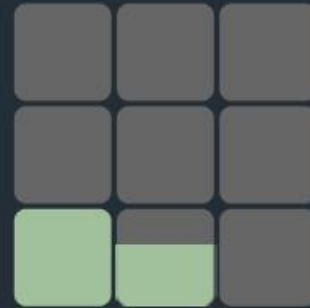
Received
Phishing

23.3%



Received
Malware

16.6%



Account Sent
Spam

13.0%

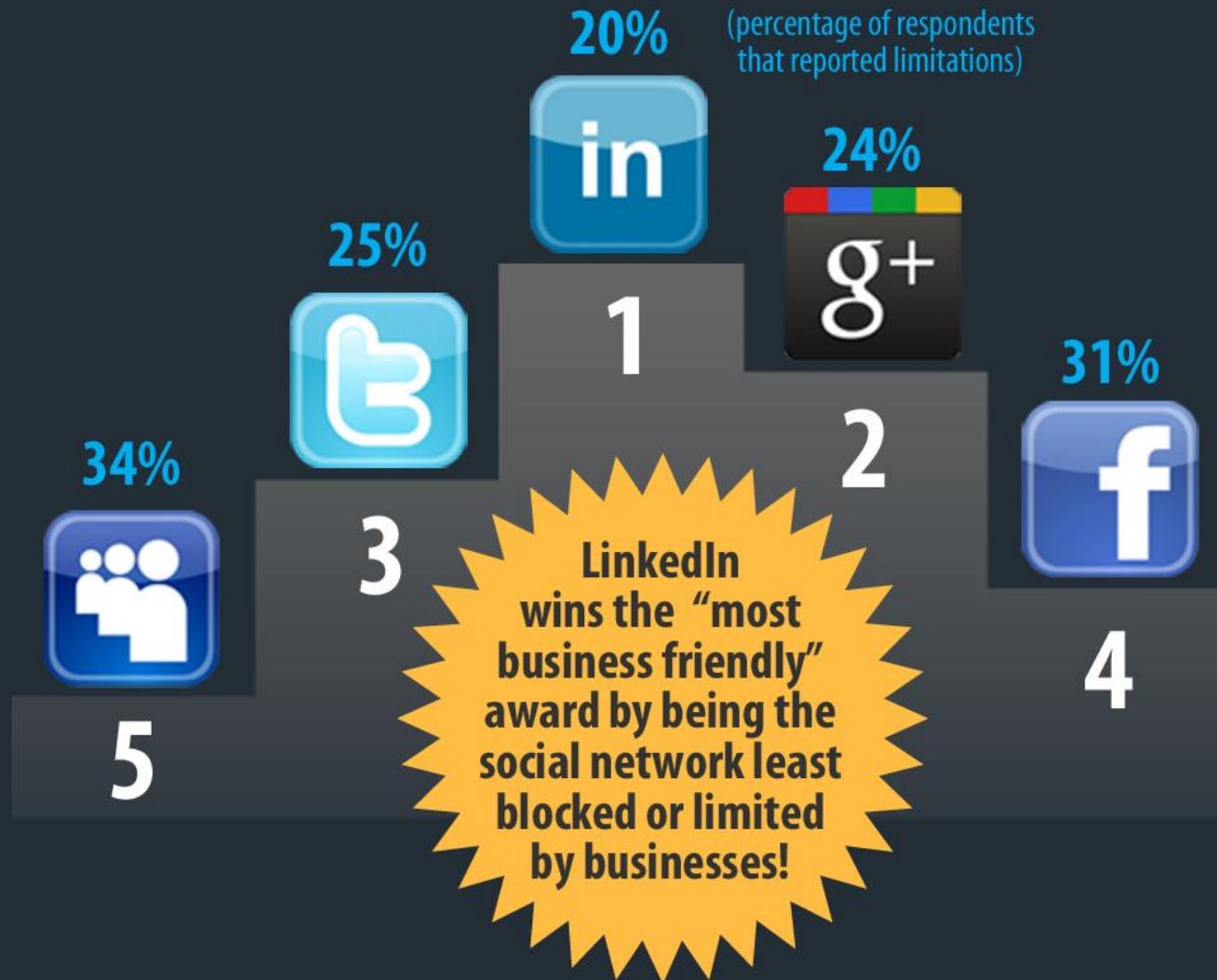


Account
Hijacked or
Password
Stolen

95%

of those surveyed think that it's important for social networks to do a better job of protecting against account hijacking.

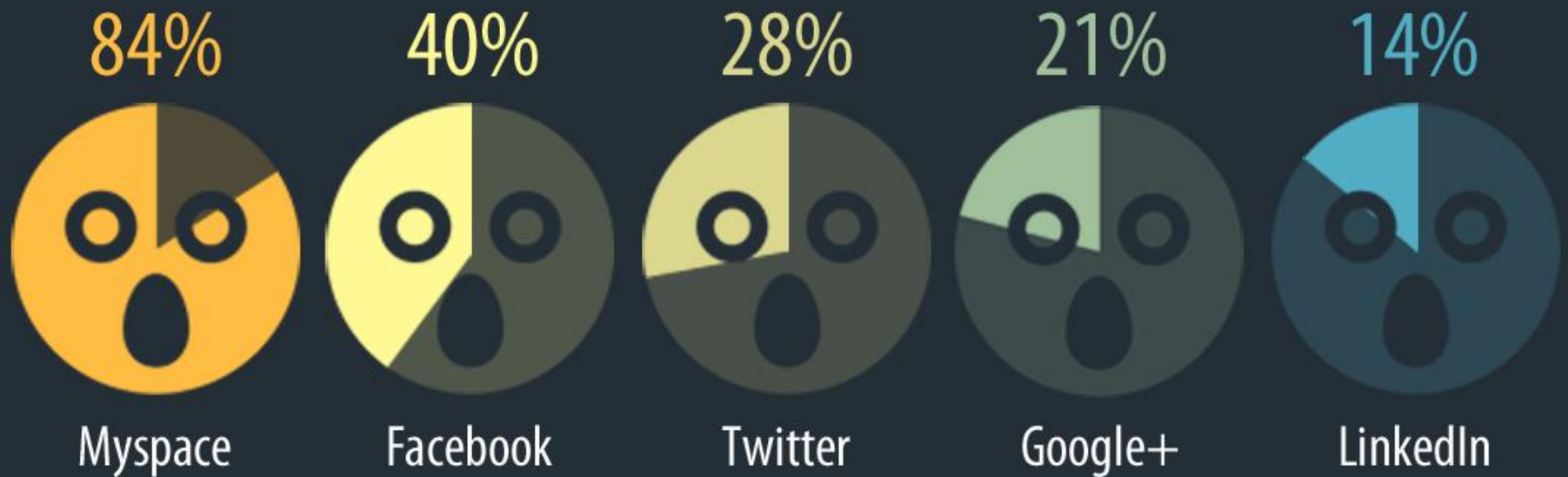
Which social networks are the LEAST blocked by workplaces?



**Percentage of people
that feel that
employee behavior
on social networks
can endanger
company security:**

86%

Percentage of people who feel unsafe on the following social networks



PRIVACY ON SOCIAL NETWORKS

73%

think that
employees
share too much
online.

Displeasure with privacy controls in these social networks

51%

FACEBOOK



30%

TWITTER



29%

GOOGLE+



25%

LINKEDIN





Twice as many people are more concerned about identity theft than they are of suffering physical harm as a result of social networking.

1 in 5 people has been negatively affected by information that was exposed on a social network



ACKNOWLEDGEMENTS

This report is made possible by the community of respondents that took the time to share with us their social networking experiences and opinions. We thank you for your participation and look forward to continuing to work with you to understand and address social networking issues.

For ongoing updates, please visit BarracudaLabs.com and follow [@BarracudaLabs](https://twitter.com/BarracudaLabs) on Twitter.

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