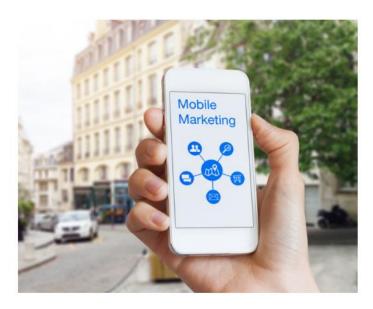# Tracking Social Media

Objective

In this activity, you will state the effect of social media on mobile marketing and explain data security.

Introduction

Businesses have recognized how the smartphone has enabled consumers to access information anytime and anywhere. Businesses have also taken note of how more and more people are logging on to social media sites and sharing information. It's common now for businesses to use social media to market their products. Businesses have also begun to enable consumers to transact and buy their products online.

Smartphones now contain a user's personal information and often they may contain financial information such as bank account or credit card details. So, they are at risk from cyber attackers who can hack into the phone and steal this information.

In this activity, you will explore how social media is used for mobile marketing. You will research the various techniques used. You will also look at some ways to ensure data security. (In the process, you will gain some understanding of how cybercriminals work). You will examine some tools to protect users against fraud. You will also analyze the blog that you have created.

Task 2: Online Security	Task Points: 100
a. Data Collection: Identified and conducted in -depth research	30
b. Research analysis and synthesizing: Presented analysis clearly and concisely with a logical progression of ideas and effective supporting evidence	30
c. Organization: Information is well organized, with well-constructed paragraphs and subheadings; the paper communicates the data and analysis effectively	30
d. Grammar, mechanics and use of terminology and words—error-free, precise and appropriate	10

Online Security

Online privacy and data security are a growing concern. Cybercrime is rampant despite the various security measures taken.

- Mention five tools to safeguard users against cybercrime. How do these tools help decrease crime?
- Provide the details of how each of these tools work.
- Describe how these tools are helping to restrict cybercrime.

Your response should be entered in the text box in the activity. Your answer should be a paragraph in length for each of the five (5) tools.