What are consumers’ attitudes towards social media and securing their accounts?

45% Have been a victim of a Social Media Hack or know someone who has

60% Are most concerned about protecting their phones when it comes to the security of their social media accounts

40% of consumers do not increase security on their social media accounts when they see celebrities, politicians or large companies hacked, but feel like they should

26% Either don’t know what two-factor authentication is or don’t use it

15% Want to increase the security of their accounts but don’t know how

4 out of 10 people could not make a judgement on whether they believed they were vulnerable or not to a social media hack

50% of those that did take action did so by creating a stronger password — still leaving them vulnerable to phishing and other attacks

Stronger security options are available. Know what they are, how easy they are to use and how to turn them on.

Learn more @ fidoalliance.org