



**FARONICS™**  
Simplifying Computer Management

# Faronics UK Social Media Survey

24 April 2012

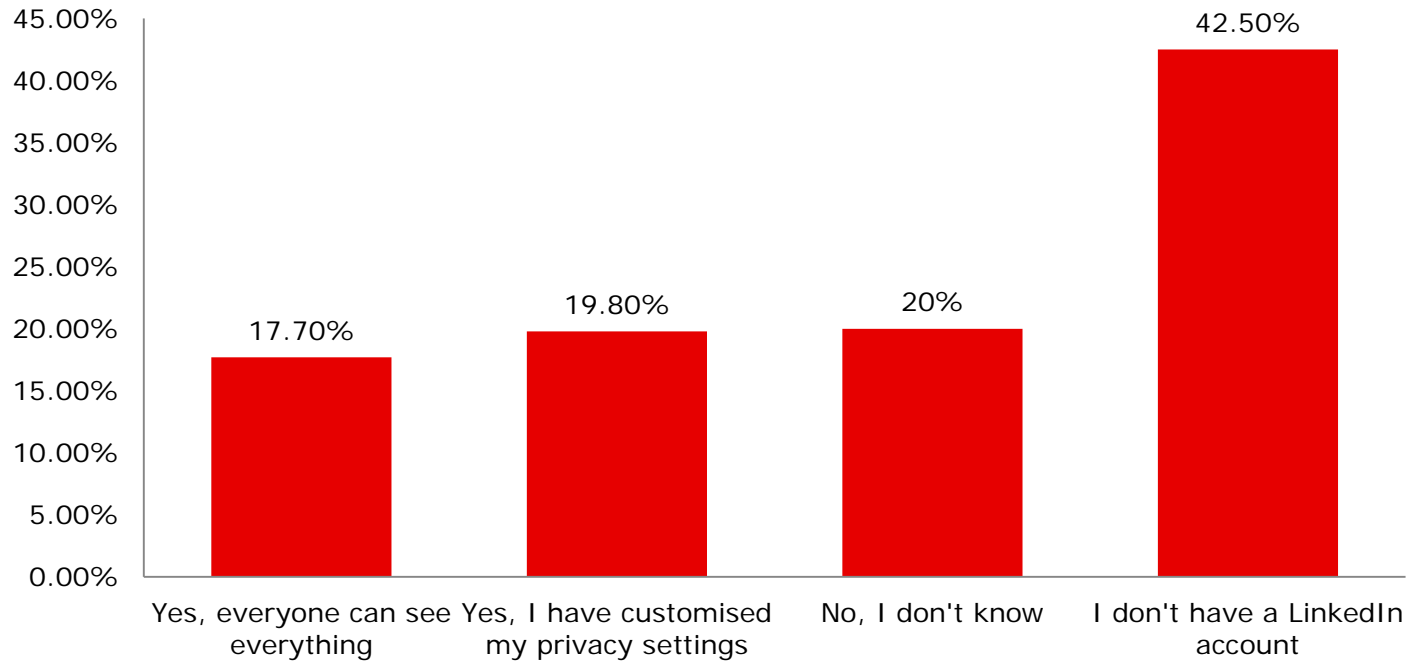
# Summary

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- Cybercriminals are increasingly relying on psychological techniques to access sensitive corporate information, which is only made easier with the amount of personal data being placed online. With almost 800 million Facebook and 130 million LinkedIn users, even the most basic information can be harvested by cybercriminals with very little effort. As users continue to place their trust in these sites, businesses are increasingly faced with protecting their corporate networks should an employee fall victim to a convincing, targeted attack.
- Faronics, a global leader in simplifying and securing multi-user PC environments, commissioned this survey with OnePoll to reveal the extent of the UK social networking threat and establish whether businesses can do more to protect their networks from employees' online activities.
- 1,000 employees across both the UK private and public sectors were surveyed as part of the study.

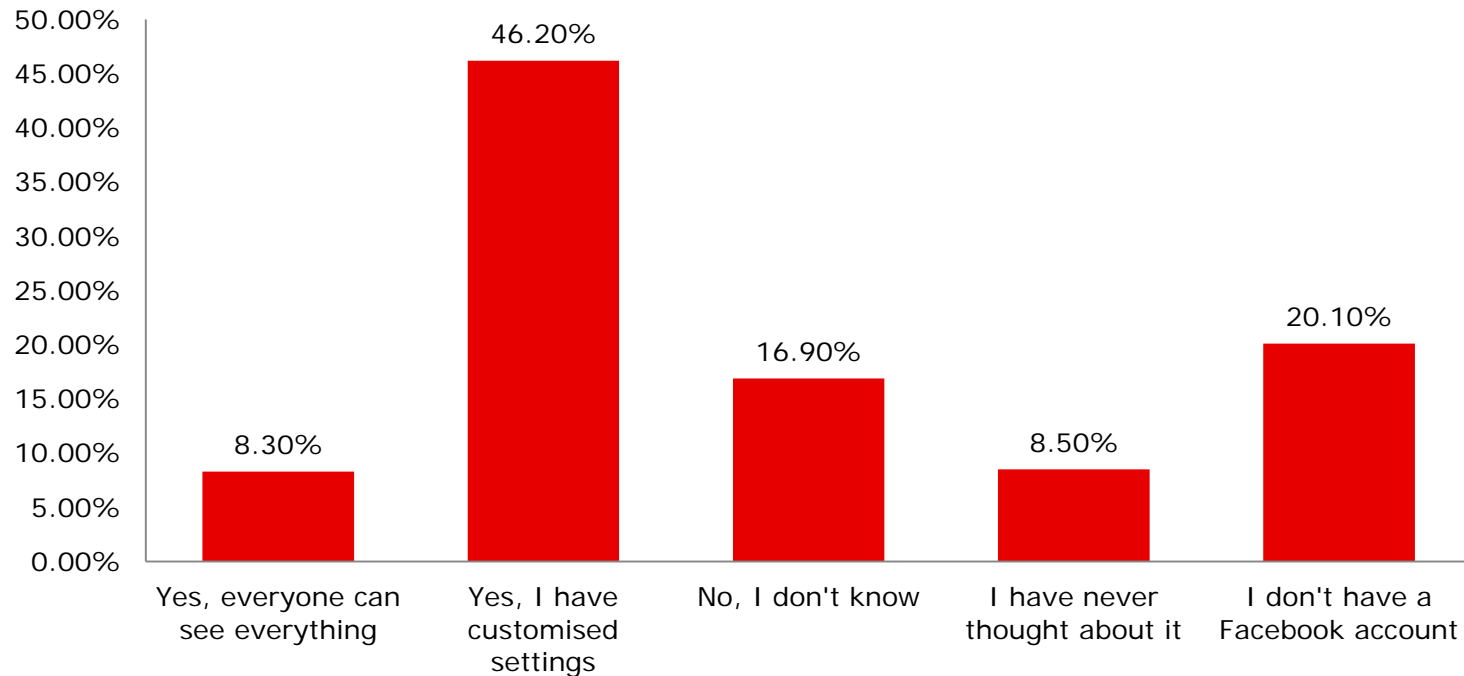
# Faronics Social Media Survey

Do you know who can view your LinkedIn in profile?



# Faronics Social Media Survey

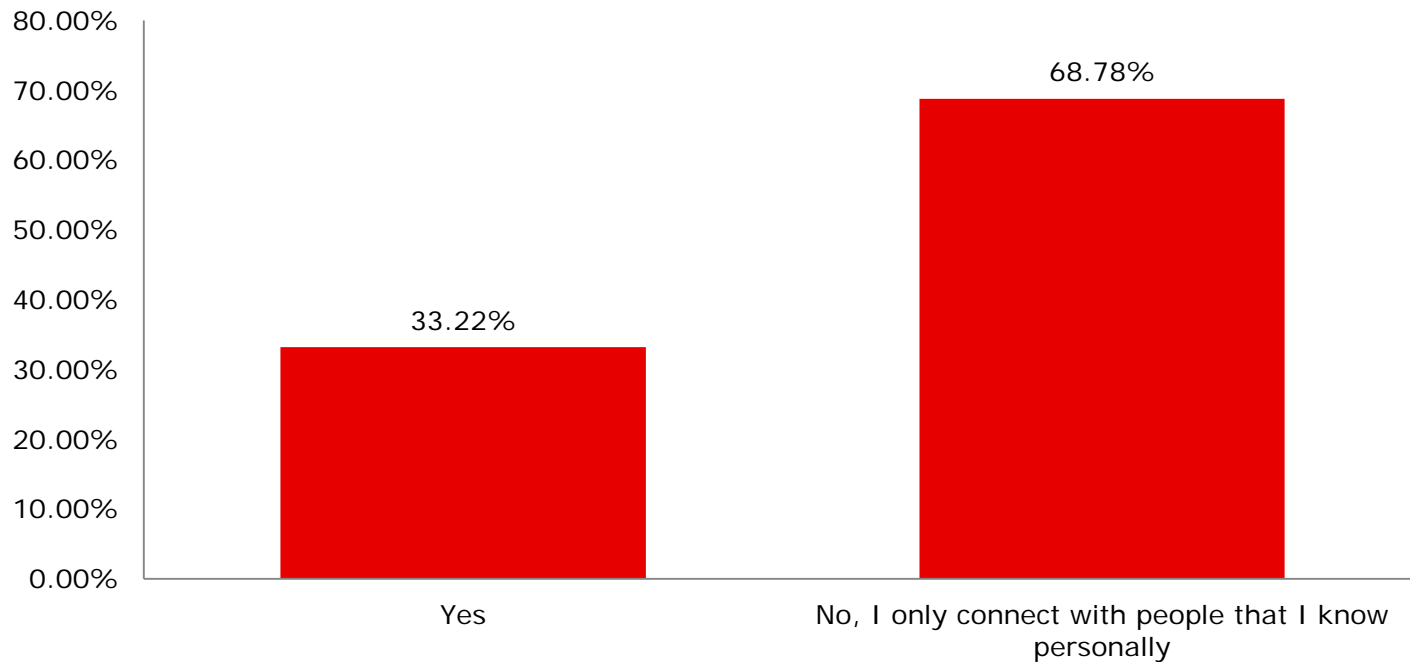
Do you know who can view certain aspects of your Facebook profile?



# Faronics Social Media Survey

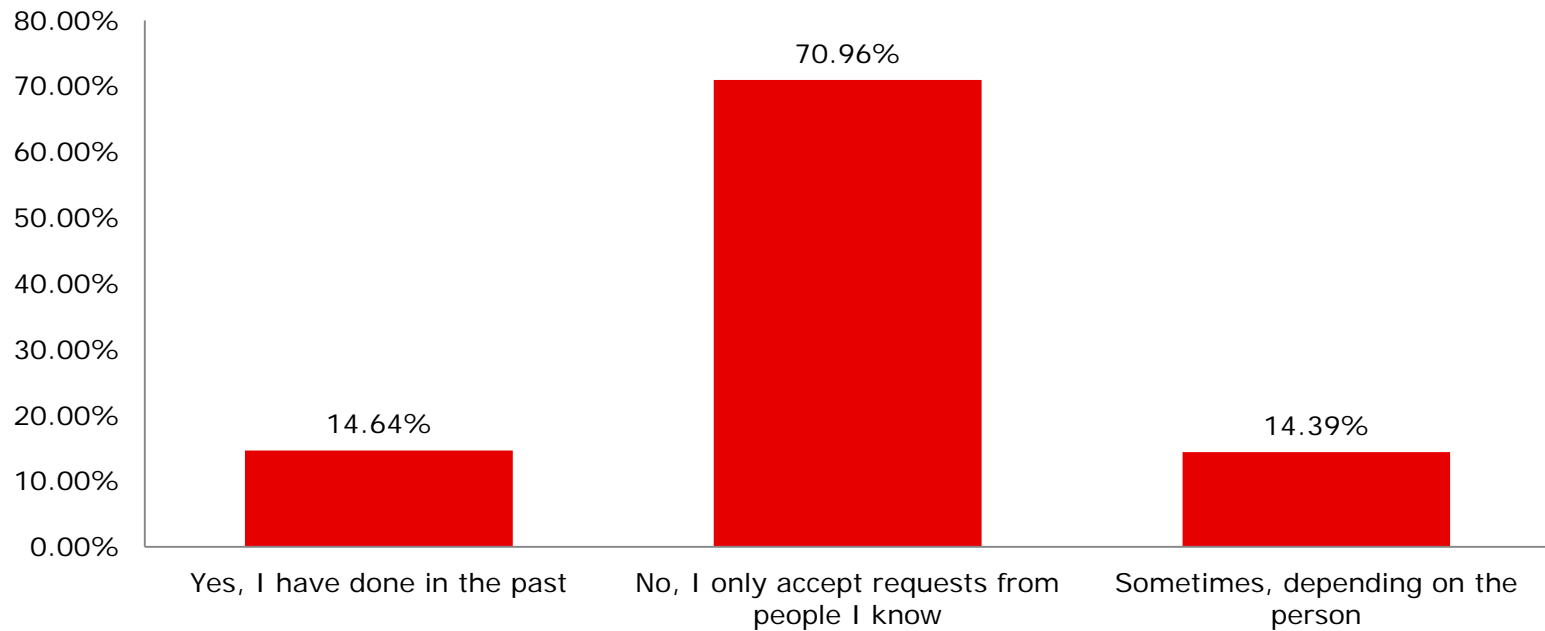
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Have you ever accepted a LinkedIn connection from someone you do not know?



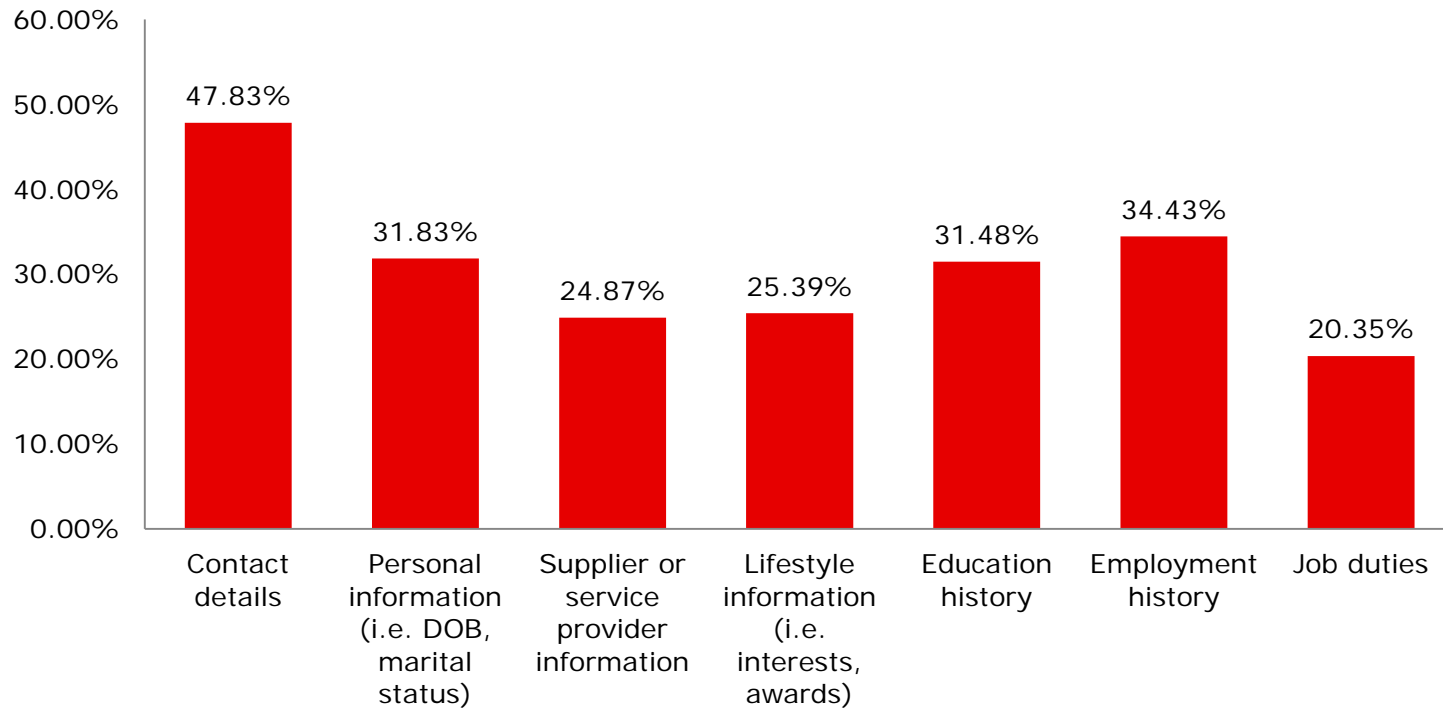
# Faronics Social Media Survey

Do you accept Facebook friend requests from people that you don't know?



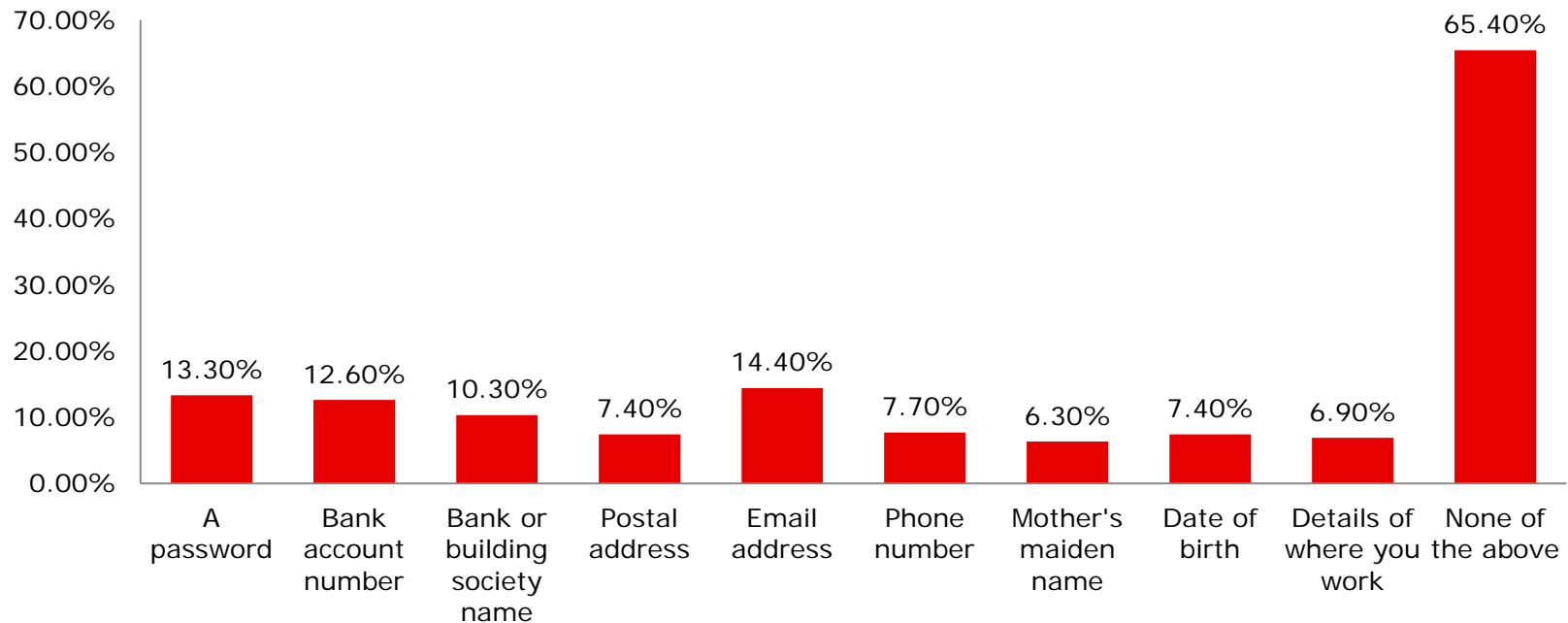
# Faronics Social Media Survey

What information do you have available on your LinkedIn account?



# Faronics Social Media Survey

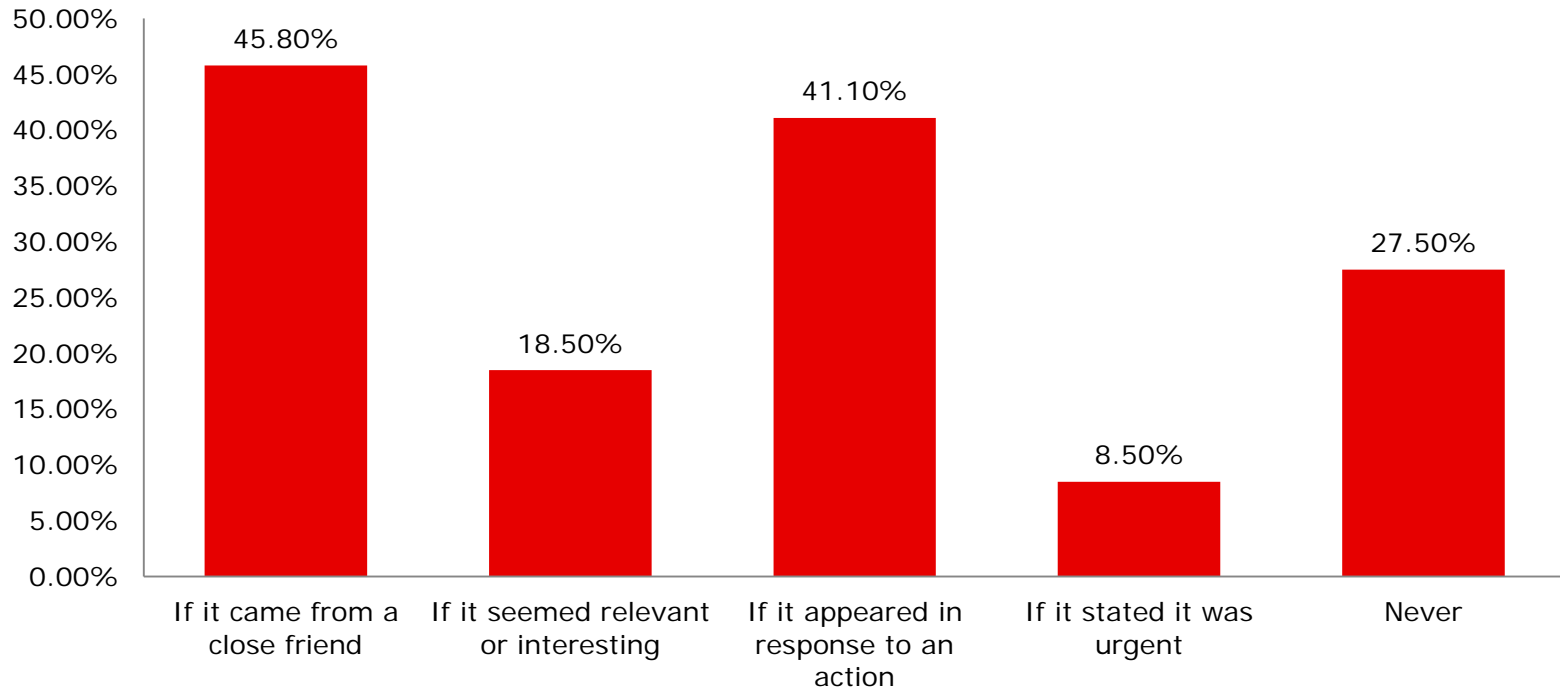
If someone you didn't know asked for information through either a social networking site or email, what would you be willing to provide?





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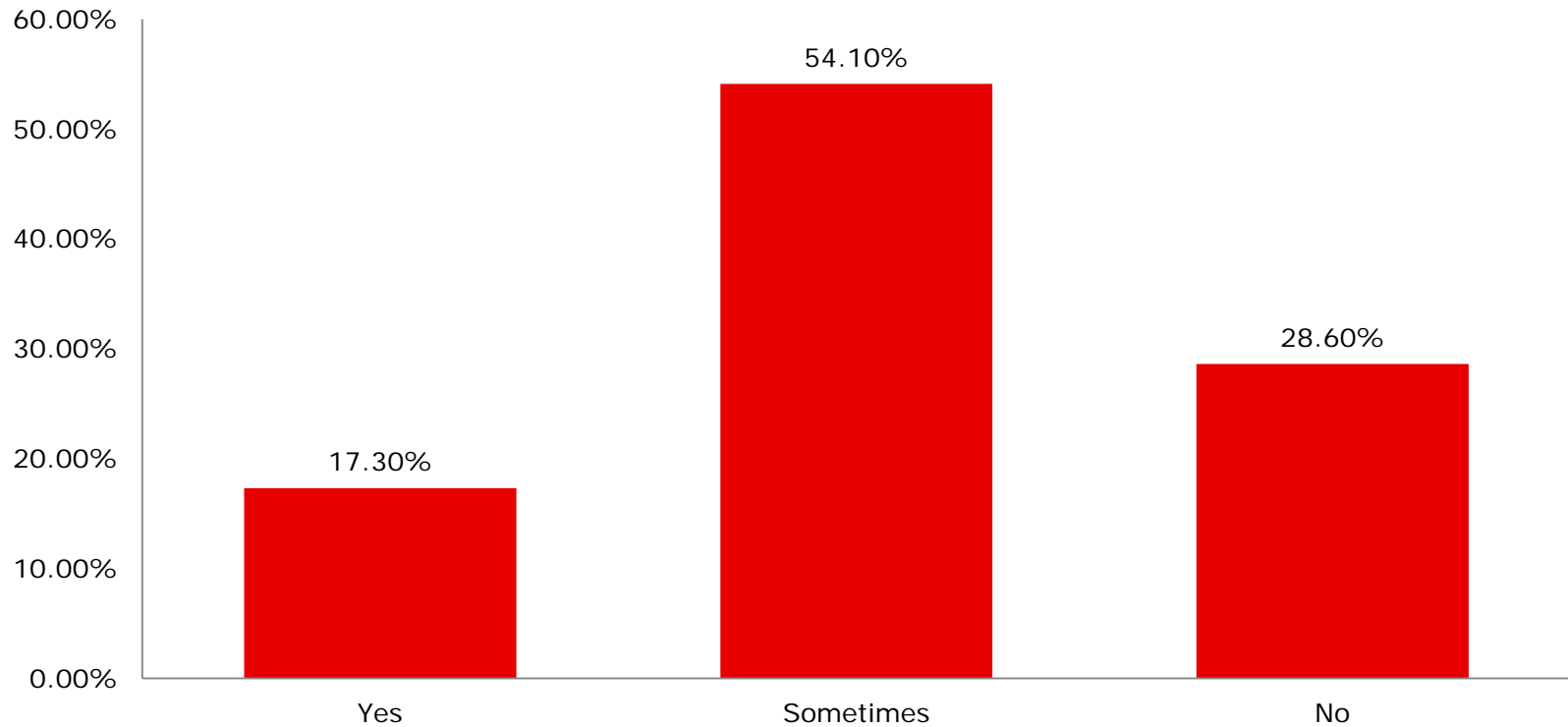
When would you click on a link or download an attachment that was sent to you?



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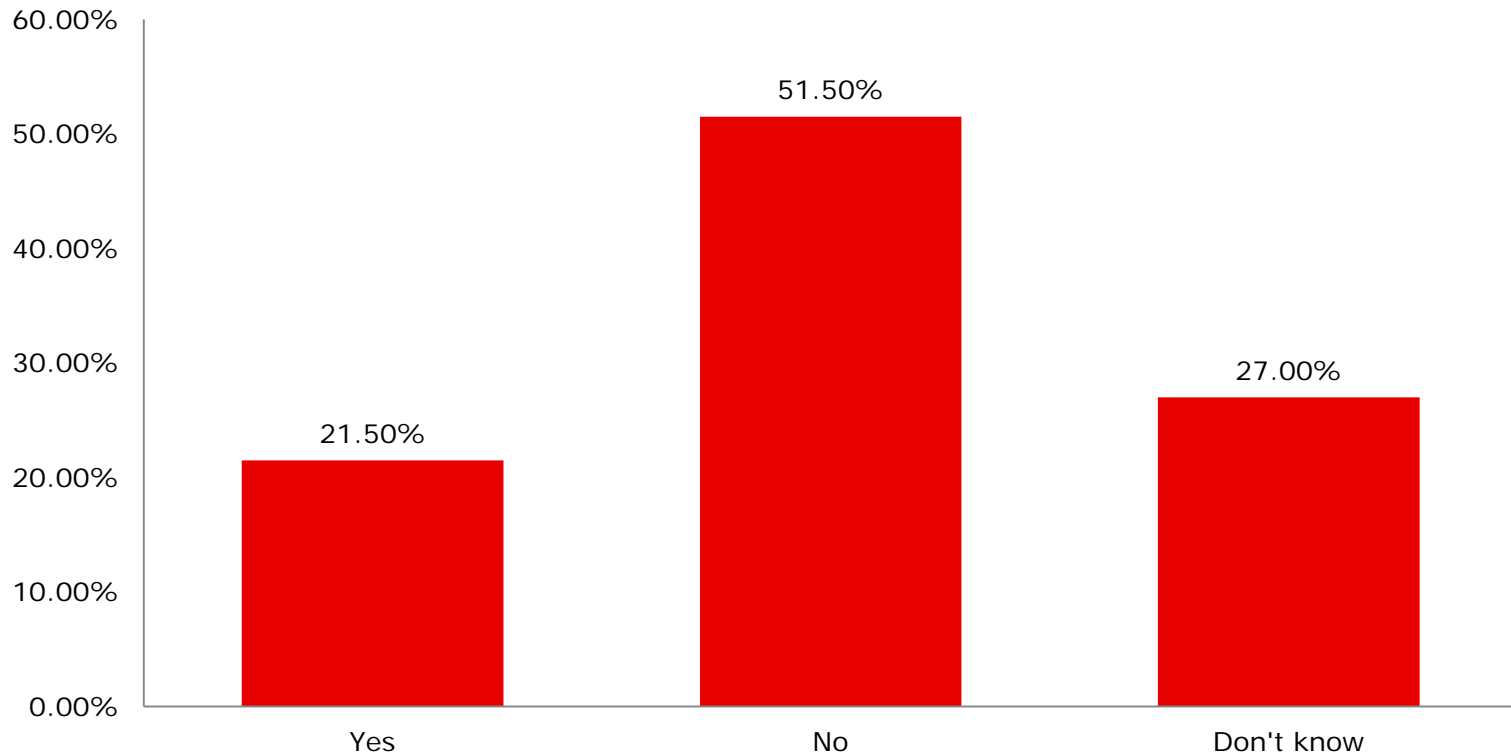
Do you worry about the amount of personal information that you share online?



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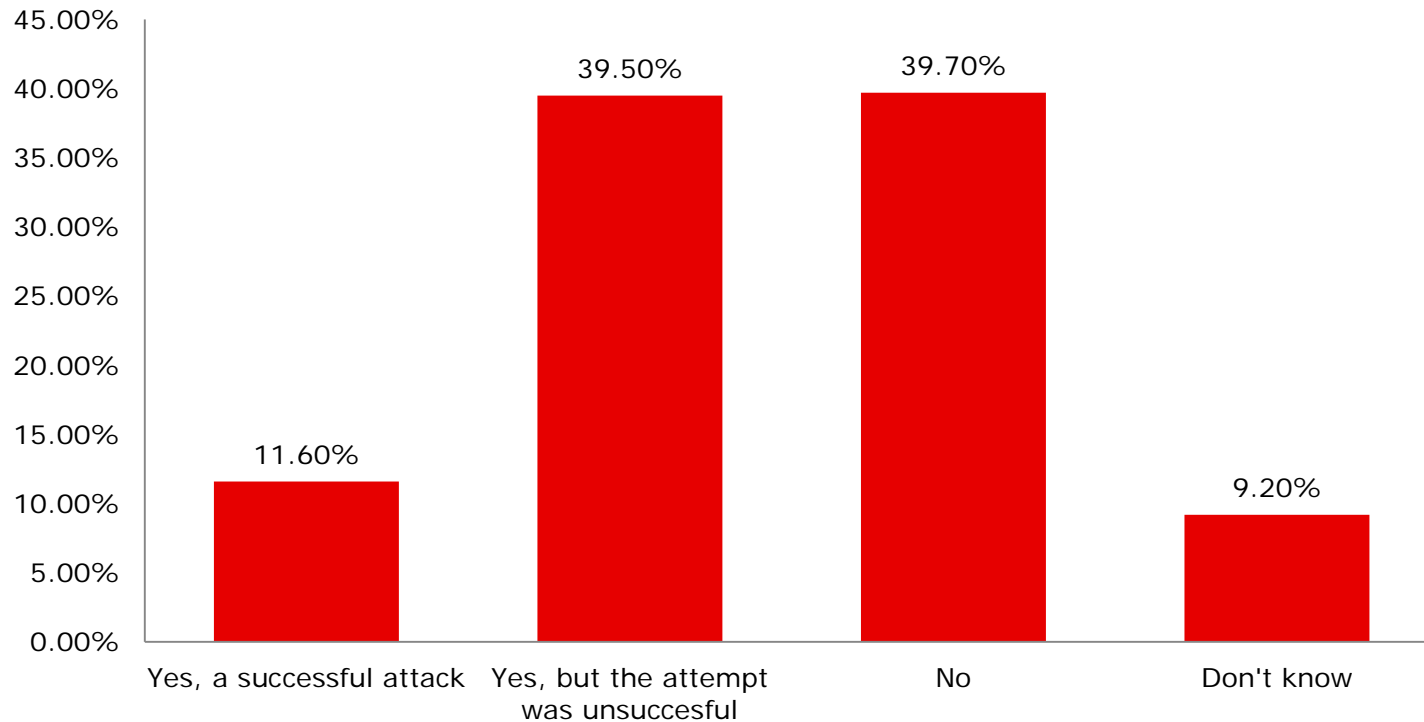
Do you know what spear phishing is?



# Faronics Social Media Survey

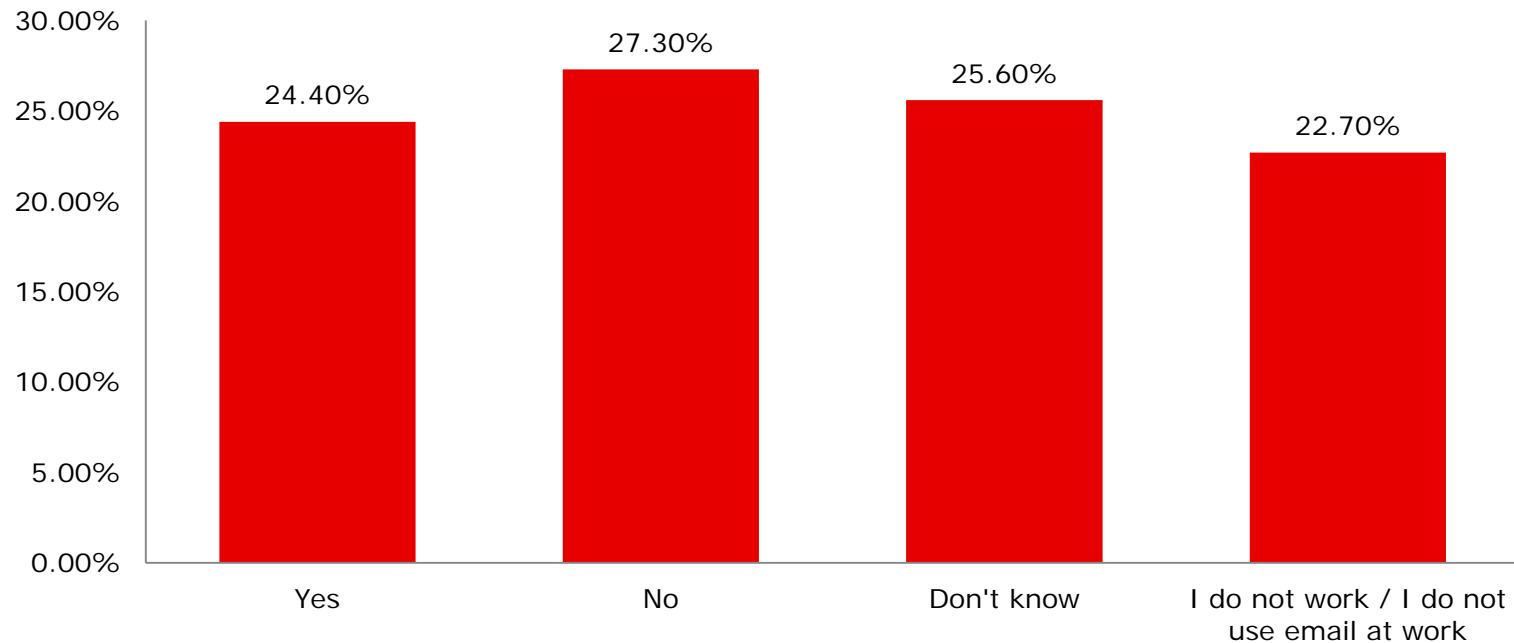
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Have you ever been the victim of a spear phishing attack?



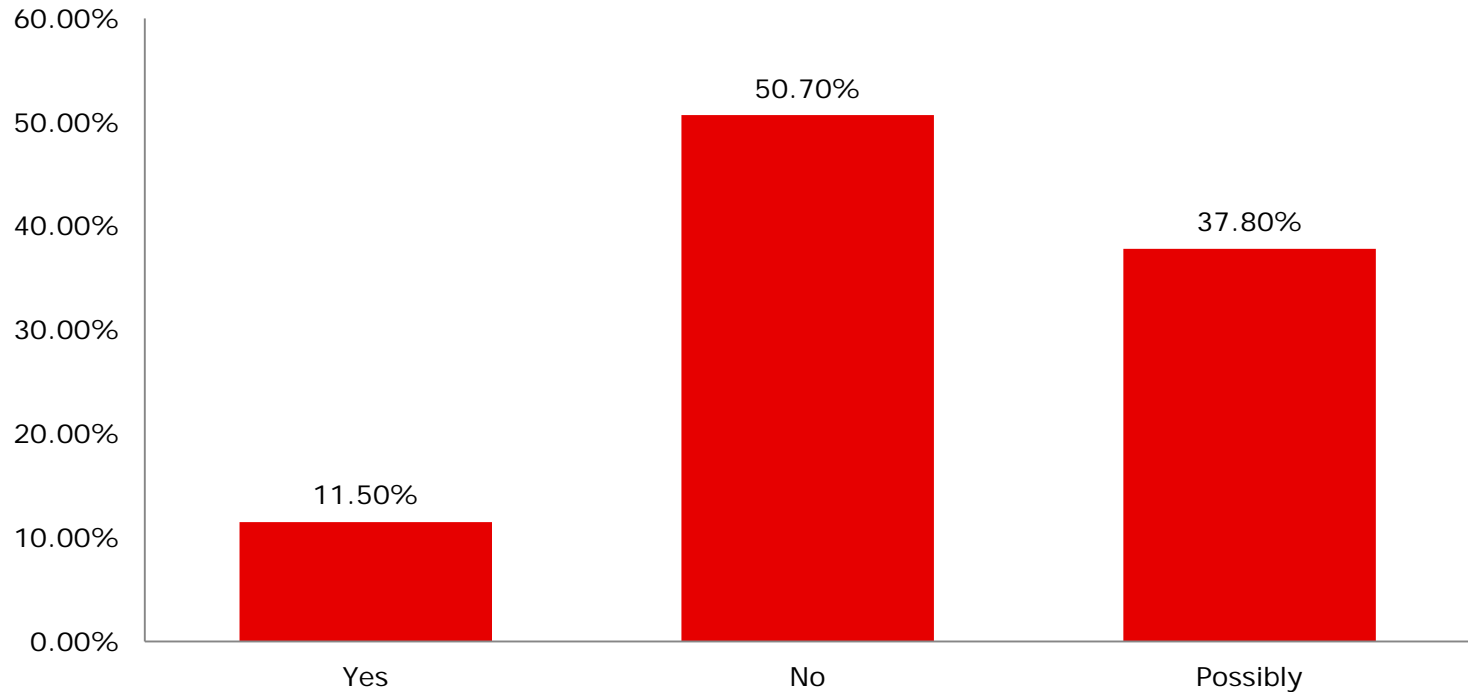
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Does your organisation have specific security policies and/or safe computing training in place to prevent employees falling victim to spear phishing and other email scams?



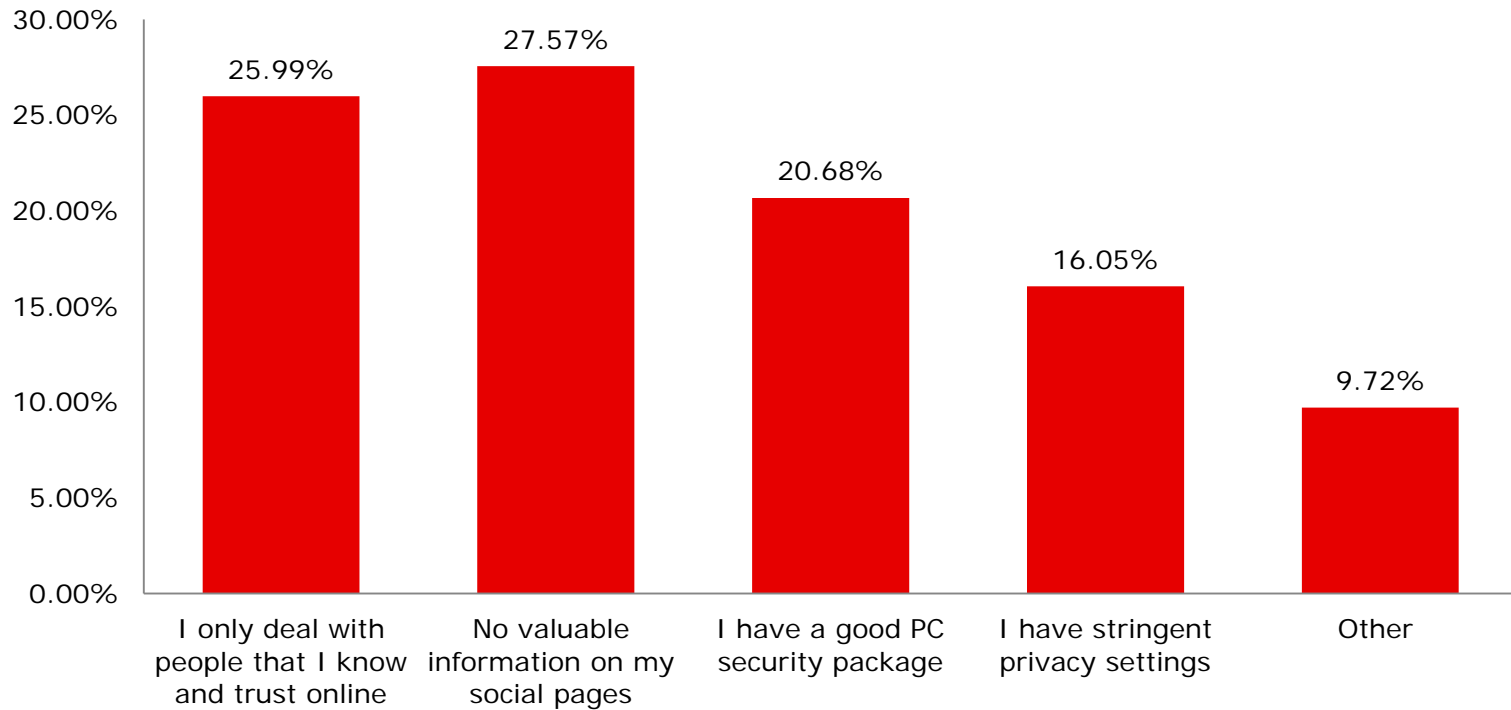
# Faronics Social Media Survey

Do you think you are at risk of becoming a victim of cyber-fraud as a result of your social media activities?



# Faronics Social Media Survey

If not, why not?



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Faronics media contacts:

Hannah Townsend or Richard Scarlett

Johnson King  
+44 (0)20 7401 7968

[Faronics@johnsonking.co.uk](mailto:Faronics@johnsonking.co.uk)





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