

SOCIAL MEDIA WARFARE

Social media as a weapon in the information age



WHAT IS SOCIAL MEDIA WARFARE?

In social media warfare, social media becomes the scene and weapon of digital attacks. The aim is to manipulate the perception, opinions, emotions and behaviour of a specific group in order to harm agents such as governments or companies and to push through a specific political, economic, social or cultural agenda. To achieve this, various communicative, psychological and technical means are used.

DOXXING SOCIAL BOTS
 MICRO-TARGETING DESINFORMATION
 SOCK-PUPPETS SOCIAL ENGINEERING
 DISCREDITATION BY PROXY SOCIAL-CYBER-ATTACKEN
 MEMES **SOCIAL MEDIA MANIPULATION** DARK PR
 IDENTITY THEFT HONEY TRAPPING TROLLING
 RUMOURS HYBRID WARFARE HACKING
 SPAMMING HASHTAGS HIJACKING
 ONLINE-PROPAGANDA

Social media warfare as an emerging risk



3.8 BILLION PEOPLE

WORDLWIDE ARE USING SOCIAL MEDIA PLATFORMS

AROUND 70 PERCENT

OF YOUNGER SOCIAL MEDIA USERS BELIEVE THAT THEY ARE MANIPULATED ONLINE

AROUND 30 PERCENT

OF INTERNET TRAFFIC IS CAUSED BY HARMFUL BOTS

IN 70 COUNTRIES

COORDINATED SOCIAL MEDIA MANIPULATION WAS PROVEN

150 PERCENT

INCREASE IN PROVEN SOCIAL MEDIA OPERATIONS IN THE LAST 2 YEARS

IN 73 PERCENT

OF THE CASES NOVEL METHODS LIKE HASHTAG HIJACKING WERE DETECTED

Strategies in social media warfare

1

INFORMATION & TARGETING

The attackers use social media to collect and evaluate information about their target and its stakeholders.

3

MOBILIZATION

The attackers use psychological and communicative tricks to manipulate the behaviour of a target group.

2

MANIPULATION

The attackers carry out so-called information operations or psy ops in order to influence the opinions and feelings of a target audience.

4

SOCIAL-CYBER-ATTACKS

The attackers use a combination of cyberattacks and social media attacks to cause maximum damage.

All information and sources:

www.prevency.com/what-is-socialmediawarfare

Let's communicate!

PREVENCY®

W-tec Technologiezentrum Wuppertal

Heinz-Fangman-Straße 4

D-42287 Wuppertal

North-Rhine-Westfalia

E-Mail: office@prevency.com

Phone: +49 202 52 74 84 84