

# Wumbel®

## Social media



DR. BITTNER  
GROUP

Every day, countless photos, comments, and posts are created on social networks. For many, this has long been routine: a vacation photo on Instagram, a short comment on LinkedIn, a post on Facebook. But what many people don't realize is that each of these actions leaves **digital traces**. This data is stored, evaluated, and can fall into the wrong hands. Social media is no longer a purely private space, but a gigantic data collection point. **Those who share carelessly reveal more than they realize.**

### What is social media exactly?

Social media refers to platforms such as **Facebook, Instagram, LinkedIn, XING, TikTok, YouTube, and blogs**. They allow photos, videos, opinions, and experiences to be shared with a large, sometimes unknown audience.



### Typical risks are:

- 1. Oversharing:** Too much personal or confidential information is made public. So-called "influencers" in particular reveal their entire everyday lives, which can be very entertaining, but also gives strangers a large amount of information for profiling and may simplify criminal offenses.
- 2. Mixing private and professional life:** A statement about the professional environment in a private profile can easily be understood as the company's opinion. A private account should also not be registered with the company email address.
- 3. Legal violations:** Publishing photos of others without their consent could be seen as a copyright infringement. Publishing photos you have taken yourself without the consent of the people depicted could violate general personal rights.
- 4. Data misuse:** Platform operators and third parties use data for advertising, fraud, or social engineering.
- 5. Geotagging:** Photos can reveal locations or personal details, as locations are stored in the photo's metadata, among other things. These are easy to evaluate nowadays. Users make it even easier by providing their own location.

### That's why social media brings it's own risk

1. Content spreads at lightning speed and is almost impossible to control!
2. Even small details in the background of a photo can reveal sensitive information (e.g., QR codes on event tickets).
3. "The internet never forgets": even deleted content often remains findable or reappears through distribution.



### How to be safe when you're online

- Avoid:**
- posting pictures of colleagues without their consent.
  - sending sensitive data (e.g., passwords, customer data) via messenger or social networks.
  - posting content that infringes copyright and other rights.
  - using private accounts to make statements about the company.
  - sharing information whose source or veracity is unclear.

### Do better by:

- obtaining the consent of all recognizable persons before each publication.
- always formulate comments in a factual and respectful manner.
- clearly separate your private and professional social media accounts.
- regularly check the privacy settings of your accounts.
- correctly cite sources and authors.
- make it clear that your opinion does not reflect the company's position.

### Advice for your daily business



- 1. Respect the rights of others:** Obtain consent and observe copyright, trademark, and image rights.
- 2. Remain respectful:** Do not post insults, obscene, or misleading comments.
- 3. Handle information discreetly:** Confidential company information does not belong on the internet.
- 4. Separate access data:** Use separate passwords and activate multi-factor authentication.
- 5. Regular training:** Keep yourself regularly informed about risks in the social media area and comply with data protection regulations.
- 6. Deactivate geodata:** Switch off location information in photos and posts.

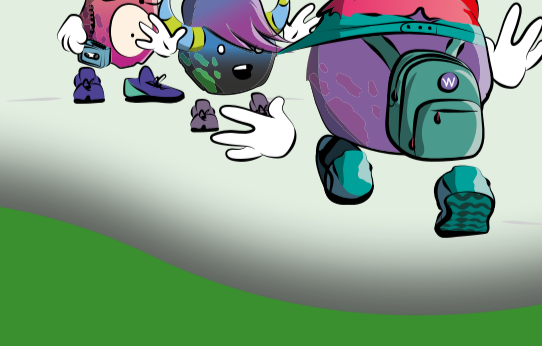
### What does Wumbel say to data-security?

Platforms are "free" because they work with your data. Every interaction (likes, messages, contacts) is analyzed by the operator in order to place targeted advertising. With every purchase, the platform operator also earns money. Even private messages can be read. Hacker attacks on social networks are no exception. That's why passwords, confidential documents, and personal secrets never belong in messengers or chats.



### Act more mindful of your actions an stay on the safe side

Social media brings opportunities, but also risks. **Data protection starts with you:** make conscious decisions about what you share, how you phrase it, and what boundaries you set. Separating your **private and professional** roles, communicating **respectfully**, and **protecting sensitive information** prevents **misunderstandings, data loss, and damage to your image**. Being mindful online protects both your private and professional life.



# Wumbel



Dr. Bittner Consulting GmbH & Co. KG

Podbielskistraße 386

30659 Hannover

Servicenummer: 0800 88446688

Email: office@drbg.de

DR. BITTNER  
GROUP