

NAME: VINCENT DEPOL NKAKU CIBWABWA

STUDENT NO:2321523

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Task 2

"Stay Safe in the Digital Realm: Essential Tips for Workplace Security"

Introduction

In today's interconnected world, digital safety is a fundamental concern for individuals and organizations alike. With cyber threats on the rise, it's crucial to implement basic safety measures to protect personal and sensitive information online. This informative poster aims to provide essential tips and guidance for navigating the digital landscape securely. By following these recommendations, individuals can mitigate risks and safeguard themselves against potential cyberattacks and privacy breaches.

Phishing Awareness

Phishing	Applies to both	Spear-phishing
High volume, automated attacks targeting a broad range of users. Often impersonates a trusted entity (e.g., bank, government agency). Includes generic, mass-produced emails.	Targeted attacks on specific individuals or groups. Often impersonates a trusted entity (e.g., bank, government agency). Includes personalized emails.	Highly targeted attacks on specific individuals or groups. Often impersonates a trusted entity (e.g., bank, government agency). Includes highly personalized emails.

- ❑ Be sceptical of unexpected emails, messages, or links from unknown senders.
- ❑ Verify the authenticity of requests for sensitive information, especially if they seem urgent or threatening.
- ❑ Check for spelling or grammatical errors, which can be indicators of phishing attempts.
- ❑ Hover over links to preview the URL before clicking, and ensure they lead to legitimate websites.
- ❑ Never provide personal or financial information in response to unsolicited requests.
- ❑ Report suspicious emails or messages to your organization's IT security team.
- ❑ Educate yourself and colleagues about common phishing techniques and how to spot them.

Regular Software Updates

Importance of Regular Software Updates

- 1. Security Patches**
Fixes known vulnerabilities.
- 2. Vulnerability Mitigation**
Addresses newly discovered vulnerabilities.
- 3. Protection Against Malware**
Enhances security features to block malware.
- 4. Data Protection**
Prevents breaches and unauthorized access.
- 5. Compliance Requirements**
Maintains data security and compliance standards.
- 6. Performance Optimization**
Improves system stability and efficiency.
- 7. Compatibility and Interoperability**
Ensures compatibility with other systems.

Strong Passwords

12345678

✗

PxH1#n!8

✓

- ❑ Use a combination of uppercase and lowercase letters, numbers, and special characters.
- ❑ Avoid using easily guessable information such as birthdays or pet names.
- ❑ Create unique passwords for each of your accounts.
- ❑ Consider using passphrases, which are longer but easier to remember.
- ❑ Change passwords regularly, especially after a security breach.
- ❑ Do not share passwords with anyone or write them down in easily accessible places.
- ❑ Use a reputable password manager to generate and securely store passwords.

Secure Wi-Fi Connections:

DO	DON'T
Check if the network requires a password (password).	Use your mobile banking app or other sensitive apps on public Wi-Fi.
Turn off the option to automatically connect to networks that you don't know.	Leave your device unlocked or you may lose your data.
Turn off Bluetooth when you're not using it, and especially when you're in public places.	Stop using your mobile banking app or other sensitive apps on public Wi-Fi.
Use a secure VPN to ensure your data is encrypted and your identity is protected.	Send confidential documents via email or a public website and in the risk of exposing them to unauthorized access.

- ❑ Avoid connecting to public Wi-Fi networks for sensitive activities such as online banking or shopping.
- ❑ Use a VPN (Virtual Private Network) when accessing public Wi-Fi to encrypt your data and protect your privacy.
- ❑ Verify the legitimacy of Wi-Fi networks before connecting, especially in public places.
- ❑ Disable automatic Wi-Fi connections on your devices to prevent them from connecting to insecure networks.
- ❑ Configure your home Wi-Fi network with strong encryption and a unique password.
- ❑ Enable network encryption protocols such as WPA3 for enhanced security.

Enable Two-Factor Authentication (2FA)

- Enable 2FA for all accounts that offer this feature.
- Choose authentication methods such as SMS codes, authenticator apps, or hardware tokens.
- Keep backup authentication methods in case your primary method is unavailable.
- Regularly review and update your 2FA settings for any changes or improvements.
- Be cautious of phishing attempts that may try to bypass 2FA.
- Consider using biometric authentication, such as fingerprint or facial recognition, where available.
- Educate yourself and others about the importance and benefits of 2FA.

Data Backup

- Establish a regular backup schedule for important files and data.
- Choose reliable backup methods such as cloud storage, external hard drives, or network-attached storage (NAS).
- Encrypt backups to protect sensitive information from unauthorized access.
- Test backup and recovery processes regularly to ensure they are functional.
- Store backups in multiple locations to guard against physical or environmental threats.
- Implement versioning or incremental backups to maintain historical data and revisions.
- Develop a disaster recovery plan that includes data backup and restoration procedures.

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Task 3

Introduction

Social media is an undeniable part of the modern world. It can be used by individuals on a personal level and by companies and professionals to communicate and engage with others. Social channel tools, for instance, LinkedIn and Facebook, have moved from simply connecting and recently transcended the sphere of networking to being engaged in a highly resourceful recruitment arena (Van Laar et al., 2017). This study intends to demonstrate the functionality of recruiting platforms and the relevance of organisations to finding high-calibre candidates.

The Role of LinkedIn in Recruitment

LinkedIn is the flagship professional networking platform that keeps on exploring new innovative ideas and has more than 700 million users all over the world (Iordache et al., 2017). The set of features available enables those recruiters with clever minds to find suitable individuals. On LinkedIn, recruiters create distinctive job vacancies, identify experts fitting certain criteria including skill and experience, and even connect with prospective employees through messaging and networking (Van Laar et al., 2020). Furthermore, LinkedIn offers extra services to increase efficiency such as LinkedIn Recruiter, which provides advanced search facilities and analytics that make the recruitment process swifter.

Benefits of Using LinkedIn for Recruitment

LinkedIn is a worthwhile platform for recruitment because it gives the chance to exchange a large number of candidates that span various industries and roles to participate (Livingstone et al., 2023). Recruiters would have an easier time on LinkedIn by using the advanced filters and eventually land the perfect candidate since he/she would have prioritized location, skill and experience. This presents simplified and easy candidate sourcing, in other words, the odds of finding the right person for the open positions are increased. Above that, by keeping up with good LinkedIn presence organisations improve their employer's brand, and as a result invite passive candidates who may not be actively looking for a change (Correa, 2016). Moreover, the platform accelerates the networking capabilities of recruiters where they can collect useful business contacts from their professional industry colleagues and gain favour from referral networks when hiring the best possible candidates.

Challenges and Considerations

While there are opportunities for this, LinkedIn as well bears some challenges for recruiters. Platform adoption is now a norm, causing an increase in competition among organisations for top talents, resulting in the need for them to differentiate themselves and build an employer brand that's attractive to candidates (Cirilli et al., 2019). Active job seekers are not the only candidates for engagement. In targeting passive candidates, who are not continually searching for career mobility through new opportunities, one must employ a rather strategic method of messaging and networking. Also, recruiters should pay attention to concerns about privacy and data protection (Ben Youssef et al., 2022). It is necessary to stand to the policies and regulations of LinkedIn and maintain legal compliance to ensure that the consent of candidates is asked for. Although LinkedIn might have some drawbacks, it offers numerous opportunities for enhancing the recruitment experience. And perhaps, that's why they realized it was important to move the recruitment process to LinkedIn.

The Role of Facebook in Recruitment

Though Facebook is reputed as an indispensable social innovation tool for networking, it can also be effectively used for recruitment via targeted premiums and company pages (León-Pérez et al., 2020). The large size of the user base and exquisite advertising tools that Facebook is equipped with make it a great ground for advertising any list of candidates ranging from a student to a renowned leader Statewide.

Benefits of Using Facebook for Recruitment

Facebook, as a recruiting tool, has several benefits such large-scale audience, which makes it possible to reach and connect to billions of active individuals on a global scale. So, a large audience can access due to the user population which brings diversity to the audience which could be passive, individuals not actively pursuing jobs on LI (Martínez-Cantos, 2017). Facebook's advertising system provides another way of doing this by allowing recruiters to create and place highly targeted advertisements based on all these factors - demographics, geography, and even interests. By this means, the HR department places advertisements for job vacancies where suitable candidates are most likely to find out, thereby making the probability of recruiting highly qualified applicants higher (Livingstone et al., 2017). On the other hand, thoughtful, ongoing use of Facebook, via company pages and relevant content, is a proactive

move for organisations to develop brand awareness and bring in qualified candidates who fit within the company's culture and values.

Challenges and Considerations

Although Facebook has many benefits among these are some challenges and issues which recruiters must consider. Few candidates may tend to rate professional opportunities shared on Facebook as being less professional than those on LinkedIn, this would affect how they perceive the organisation (Van Laar et al., 2017). To deal with the problem, recruiters should listen to the guidelines and form their message as well as branding in the most appropriate way that will build a professional image and let candidates appreciate them. Besides privacy questions being raised while using Facebook to recruit, there is an increase in privacy risks. Privacy measures including data protection guidelines and candidate consent should be a recruitment process's top priorities and recruiters must make sure the data protection and candidate's consent rules are followed during the process (Iordache et al., 2017). This could be done using considering the following aspects and, therefore, utilizing Facebook as a marketing tool to access a large share of the market.

Best Practices for Leveraging Social Media in Recruitment

Using social media smartly in recruitment includes not forgetting these best practices that can enable one to achieve the goal. First, organisations have to create a complete plan that notifies definite business goals, perusers, and communication strategies for developing and getting new workers (Van Laar et al., 2020). Preserving a consistent brand appearance on all social media resources enhances the employer image of the organisation and identifies candidates who are on the same wavelength as its core values. Constant updating of the company's social media with fresh content and being active in engagement will shape a great image which attracts a lot of attention from potential employees. It is equally critical to comprehend the outcome of using social media as a recruitment record by monitoring and analysing its performance using analytics tools, which will identify the areas that need changes and reinforce the strategies as a consequence (Livingstone et al., 2023). Employing these guidelines will contribute to the achievement of the best possible results, help with an extension of a target pool, and allow to involvement of the most competent candidates.

Conclusion

Social media platforms such as LinkedIn and Facebook bring unrivalled advantages to recruiters in sorting, obtaining, and maintaining a positive relationship with a grade-A potential employee. Through these channels, if used appropriately and knowing the right practices, companies can control their recruitment strategies and widen the scope in which they get the best candidates, becoming more competitive in the job market world.

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