

New research reveals consumer inaction and confusion toward social media security

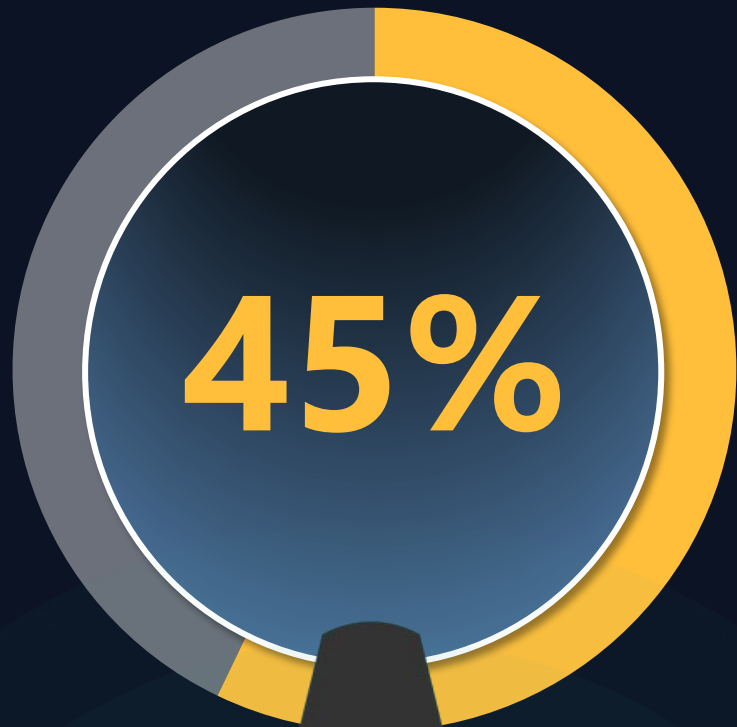


What are consumers attitudes towards social media and securing their accounts?

To find out, FIDO Alliance conducted a survey of over 4,000 consumers in the US, UK, France and Germany



fido[™]
ALLIANCE



Have been a victim of a Social Media Hack Or Know Someone Who Has



US: 50%



France: 40%



UK: 49%



Germany 40%

58% Are most concerned about protecting their phones when it comes to the security of their social media accounts

 US: 48%  UK: 64%  France: 61%  Germany: 57%

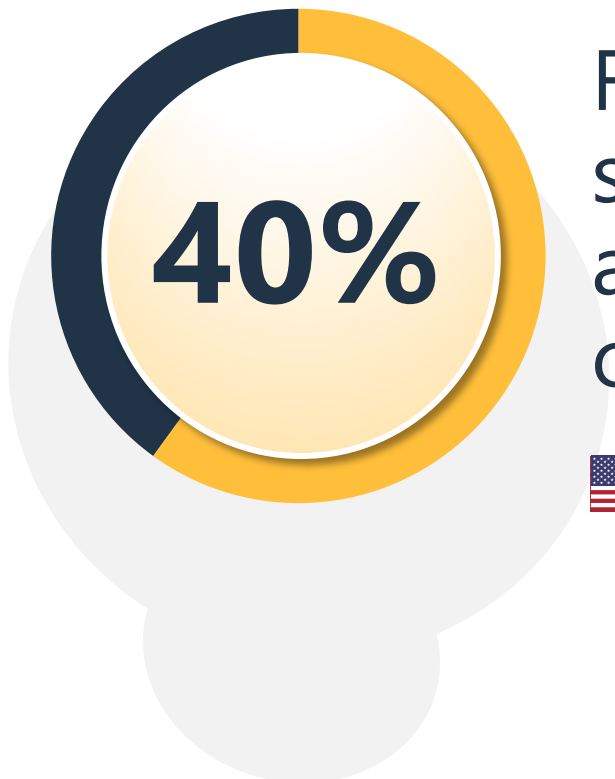
39% Feel neutral about whether they are vulnerable to a social media hack

 US: 36%  UK: 39%  France: 40%  Germany: 41%

31% Either haven't taken the time or don't know how to protect their social media accounts

 US: 28%  UK: 29%  France: 36%  Germany: 32%





Feel like they ***should*** take action to increase the security of their accounts when they see accounts of celebrities, politicians or large companies hacked — **but still do not...**



US: 37%



UK: 43%



France: 41%



Germany: 40%



Of those that did take action did so by creating a stronger password – still leaving them vulnerable to phishing and other attacks



US: 52%



UK: 56%



France: 44%



Germany: 48%

33%

Strengthened their account with two-factor authentication

 US: 38%  UK: 37%  France: 26%  Germany: 30%

26%

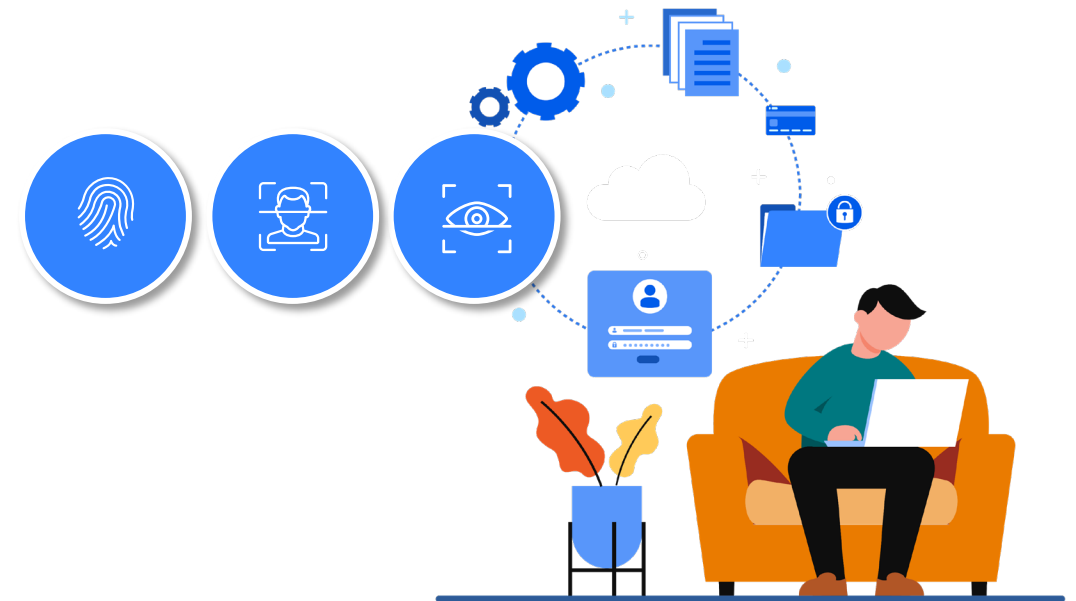
Either don't know what two-factor authentication is or don't use it

 US: 32%  UK: 22%  France: 29%  Germany: 22%

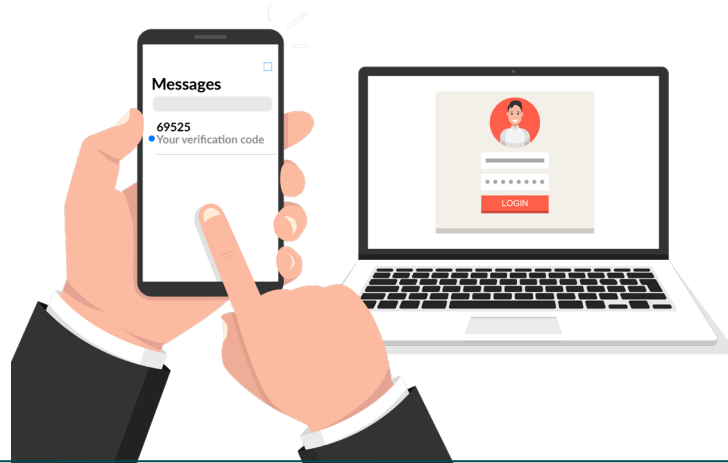
15%

Want to increase the security of their accounts but don't know how

 US: 17%  UK: 11%  France: 18%  Germany: 14%



What should consumers know about increasing the security of their social media accounts? Available options have varying levels of protection:



All social media services offer basic two-factor authentication options via a one-time passcode. Once this is turned on, an SMS code is sent to the user's mobile device and entered during sign-in. This protects accounts from a [targeted attack up to 76% of the time](#).



For maximum security, social media providers are increasingly adding support for physical FIDO security keys. These are small, portable devices that connect to a phone or computer via USB, Bluetooth or NFC. Simply touching this device during sign-in protects accounts from a targeted attack [100% of the time](#).

Most social media services, including [Twitter](#) and [Facebook](#), now offer the option to enable FIDO security keys for mobile and desktop access.

Survey methodology

The survey was conducted among 4026 consumers across the UK, US, France and Germany (representative by age, gender, and region)

- The interviews were conducted online by Sapio Research in March 2020 using an email invitation and an online survey.
- Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 1.5 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.
- Sample was selected from Online partner panels.

**Learn more about FIDO
Authentication at
fidoalliance.org and
loginwithfido.com**

