

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



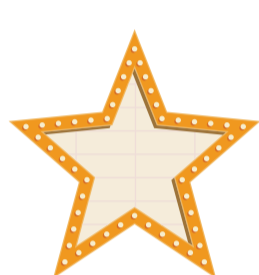
45%

Have been a victim of a Social Media Hack or know someone who has



60%

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



40%



of consumers *do not increase security* on their social media accounts when they see celebrities, politicians or large companies hacked, *but feel like they should*

26%

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

15%

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

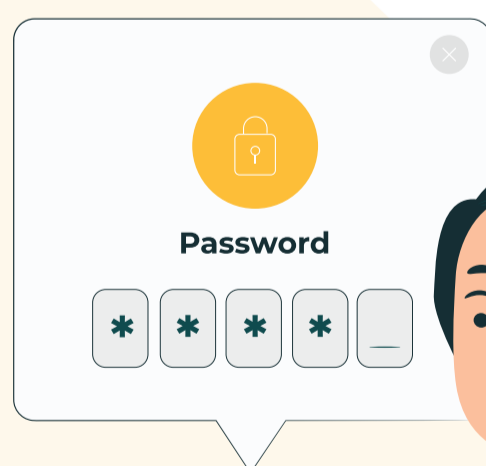


4 out of 10 people

could not make a judgement on whether they believed they were vulnerable or not to a social media hack

50%

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



Stronger security options are available.

Know what they are, how easy they are to use and how to turn them on.

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ALLIANCE

simpler
stronger
authentication

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All data based on an March 2021 FIDO Alliance study of 4,009 consumers in the U.S., U.K., Germany and France conducted by Sapio Research.