



# Social Simulator

from Helpful Digital

## Ten ways to keep your social media accounts safe

### 1. Use strong passwords

A minimum of 12 characters is recommended. The NCSC recommends the 'three random words' technique to create a password that is easy to remember, and both long and strong enough.

### 2. Where possible, use two-factor authentication

This is an extra level of security to double-check whether the person accessing the account has authorisation.

### 3. Make sure that more than one person has access

You don't want too many people having access, but you need a minimum of three people who have login details or admin permissions to make sure that you don't get locked out while someone is on annual leave or during a crisis that develops out of hours.

### 4. Check linked email address and phone numbers

Which email addresses and phone numbers are linked to the logins for your social media accounts? (particularly X and Instagram) and are they still current? If you need to reset the password or have problems with access, it's much easier to resolve if you know which contact details are linked to each account.

### 5. Keep a record of who has access

Who has access to which channels? Have a clear process for removing access when someone leaves their role.

### 6. Use a password manager

A password manager such as Last Pass is useful to make sure that you don't forget login details. A password manager also allows you to share access to accounts without sharing the password.

## 7. Have a clear process

Create a robust process for anyone who wants to set up new social media accounts within your organisation.

## 8. Schedule a regular review

This could be more or less frequent depending on the size of your team and organisation. Look at who has access to your accounts, where the accounts are logged in, and which tools have access to each of your accounts.

## 9. Don't forget about the inactive and inaccessible accounts

Keep an inventory that includes all of your social media account information.

## 10. Understand the help process for each of the social media channels

This is important just in case you have any issues with your accounts. Make sure you are clear about what they consider to be problem content such as spam, misinformation or impersonation and what is considered parody or another acceptable content under the channel's Terms of Use.

## **How could we help you?**

If you have any questions about keeping your social media accounts safe please get in touch: [hello@socialsimulator.com](mailto:hello@socialsimulator.com)