

PRIVATE SOCIAL MEDIA AND DATA SECURITY

M. Nandhakumar¹, R. Prakathi², A. Ranjithkumar³, Dr S. Sundaramurthy⁴

^{1,2,3}Dept of Information Technology, Bannari Amman Institute of Technology, Tamilnadu, India

⁴Associate Professor, Dept of Information Technology, Bannari Amman Institute of Technology, Tamilnadu, India

ABSTRACT: Every Organizations needs a private chat based environment to make the employee happy and also ensure the security of the data. This kind of chat application can be a web based or mobile based applications. Web based applications provides the flexibility to use in work environment. Those web applications can be built using the MVC architecture framework. One of the most popular MVC framework is ruby on rails. Rails provides the full potential to develop the web applications. So this project is developed using Ruby on Rails.

Keyword: Security of the data, MVC architecture, MVC framework.

I.INTRODUCTION:

Public social media platforms like Facebook, Twitter, YouTube and LinkedIn can help organizations of all types enhance their marketing, public relations, and other external communication efforts, but they may not be the best choice for facilitating more private interactions.

1.1 Private Social Media vs Public Social Media

Recognizing the worth of investing social media, organizations are establishing and building their presence on public social media platforms like Facebook, YouTube, Twitter, and LinkedIn, in addition as semi-private platforms like Ning. These platforms may be terribly powerful for external applications like selling, branding, and packaging, however they gift variety of risks and challenges, including:

- Sharing data concerning structure stakeholders (e.g., employees, clients, business partners, external leaders) while not their categorical permission.
- Exposing minors – a risk significantly for personal clubs, schools, spiritual teams, health care and non-profit organizations.
- Being command to blame for unofficial presence/activities that seem official.
- Limited ability to monitor/control communication between workers and different stakeholders.
- Challenges maintaining relationship boundaries.
- Seeing things that will need taking unwelcome (but de jure necessary) action.
- Closed Facebook teams (vs. Pages) tend to be person oriented , which can not be applicable for professionally-oriented interactions.

- Closed LinkedIn teams tend to be professionally oriented , which can not be applicable for personally-oriented interactions. LinkedIn is additionally not a sensible platform for organizations operating with minors.
- Private Twitter handles tend to own a comparatively low range of users, and customarily solely change unidirectional communication between a corporation and its stakeholders.
- Private Flickr accounts and blogs tend to give challenges in terms of driving traffic to them and promoting engagement.
- Ning (or similar) communities produce one more account for folks to manage, and also the platform isn't fully personal.
- These problems square measure combined by an additional general set of challenges, including:
- Some folks powerfully dislike platforms like Facebook and Twitter and can refuse to line up accounts and interact on them.
- Each platform has restricted practicality, and organizations have restricted management over their style and options. additionally significantly, they need {virtually|nearly|just concerning} no management over – or perhaps warning about – platform changes.
- Privacy on public platforms like Facebook is quite an illusion. notwithstanding different users can't access bound information/activity, the platform supplier will – and will.
- There is no straightforward approach for a corporation to integrate activity within the varied platforms, either inside a platform or across platforms.
- Managing a presence on multiple platforms is difficult for each organization and their stakeholders. folks have totally different preferences for platforms and options, and square measure inconvenienced by having to manage multiple sign-ons. And managing multiple platforms needs tons of your time and energy from structure workers.
- Trying to accommodate multiple objectives associated preferences on public platforms usually leads to cannibalization of an organization's digital engagement efforts. Once individuals/groups carve out their own areas on

public platforms, the organization loses management. additionally, to the extent these areas' square measure in public noted, the organization's whole – in addition as its goals and objectives – may be compromised.

Establishing a non-public social network will alleviate the risks and challenges related to mistreatment public social media platforms for communication and collaboration among organizational stakeholders. It may also manufacture alternative advantages, including:

- Organizations will produce a digital community/space to correspond with their physical community/space(s).
- Rather than having relevant digital interactions unfolded across a spread of platforms, they will be contained during a single shared house.
- The personal digital network are often connected to the organization's web site and alternative digital platforms, that facilitates access and will increase the probability of engagement. redoubled digital engagement will result in will increase in alternative styles of engagement.
- With a proprietary digital network, organizatio-related interactions among workers and between workers and alternative stakeholders occur in an officer, sanctioned, personal surroundings, that helps produce and maintain correct boundaries.
- A digital network promotes higher communication and collaboration by facultative folks to act in numerous ways in which (e.g., via wikis, blogs, chats, forums) additionally to direct electronic communication (i.e., email).
- Private digital networks not solely maximize flexibility for each people and organizations, they provide additional management over the look and options of the digital platform through which individuals act.

1.2 Private Digital Networks

Several reasons to use the term personal digital network:

- The term "social" will cause a negative reaction among those who assume the platform are going to be too "Facebook-like" and cause folks to play instead of work.
- The term "digital" helps reinforce the notion that these networks area unit concerning hardware and networks the maximum amount as software system. Mobile access (e.g., on smartphones Associate in Nursinggd tablets) is an progressively essential element of their style and effectiveness.

And mobile access suggests that cloud-based systems instead of native server networks.

- "Digital" conjointly encompasses the role of information and analytics in optimizing and assessing the worth of those systems.
- The terms "enterprise" and "intranet" imply intra-organizational usage solely. personal digital networks may be used each internally and outwardly.
- Because folks area unit unfamiliar this term, however, furthermore because the undeniable fact that most vendors use language that promotes the construct of personal social networks, we have a tendency to tend to use the terms interchangeably.



Fig-1 : Private social media in Organization

II. LITERATURE REVIEW:

1. Fabio Persia, Daniela D'Auria explains about online Social Networks (OSNs) became basic elements of our on-line lives, and their quality is increasing at a shocking rate each day. However, besides the revolution the OSNs have generated in social networking, they need conjointly introduced some issues; 1st, since the quantity of transmission knowledge on the web is growing endlessly, it's very vital for users not solely to share transmission content with one another, however conjointly to receive the particular content they're interested in; Second, OSNs have introduced new threats to their users because of their attractiveness, the ever-increasing range of users, and also the huge quantity of private info they share. For such reasons, during this paper we tend to propose a survey of on-line social networks, which may hopefully support each researchers and social network users. additional specifically, we tend to focus our attention on the foremost relevant analysis challenges relating to linguistics and security.

2. Kutub Thakur ,Thaier Hayajneh , Jason Tseng explore the problems relevant to current cyber attacks on social networks, challenges, and therefore the doable ways that to thwart the cyber criminals from accessing the social networks and inflicting injury. Finally, it presents vital recommendations for preventing the social network from cyber attacks for higher understanding of the sector.

III. PING MEEE SYSTEM WORKING:

Ruby on Rails is a popular framework for web development, and looks at Rails from several perspectives so you'll be prepared to learn more about Rails. You don't need a technical background to read this article. Technical terms are introduced and explained in easy-to-understand language. If you are an experienced web developer, you'll get an introduction to the specifics of Rails, with fundamental concepts explained systematically and comprehensively. PingMee is an open source social networking which is built using the Rails framework. It uses the inbuilt functionality of Bootstrap css and jquery engine for front end development. PingMee provides the organization to safely and securely communicate within the organization. This provides the flexibility to use on their own servers and provides protection against their critical data.

IV. Applications of Private Social Media:

Synthesized speech may also be utilized in several academic establishments in field of study likewise as sports. If the teacher are often tired at a degree of your time however a laptop with speech synthesizer will teach whole day with same performance, potency and accuracy.

1. Increased Brand Awareness

Social media is one in all the foremost efficient digital selling strategies accustomed syndicate content and increase your business' visibility. Implementing a social media strategy can greatly increase your whole recognition since you may be partaking with a broad audience of customers. To urge started, produce social media profiles for your business and start interacting with others. Get staff, business partners, and sponsors to "like" and "share" your page. Merely having folks act along with your content can increase whole awareness and start building your name as a business. Every post that's shared are introduced to a brand new network of people, which may lead them to turning into potential customers, and therefore the additional folks that fathom your business, the better. By finance solely a number of hours per week, over ninety one of marketers claimed that their social selling efforts greatly increased their exposure. There's little question that by merely having a social media page your whole can profit,

And with regular use it will generate a good audience for your business.

2. More Inbound Traffic

Without selling your business on social media, your arriving traffic is restricted to your usual customers. The folks acquainted with your whole area unit possible sorting out an equivalent keywords you already rank for. While not utilizing social media as a part of your selling strategy, you'll need far more problem reaching anyone outside of your loyal client circle. Each social media profile you increase your selling combine may be a entry to your web site, and each piece of content you post is another chance to amass a brand new client. Social media may be a melting pot of various kinds of folks with variable backgrounds and behaviors. With completely different[completely different] folks come back different wants and other ways of thinking. Syndicating your content on as several platforms as attainable permits these people to organically reach your business. As an example, maybe somebody in AN older demographic of customers can seek for your web site employing an explicit keyword on Facebook, however a millennial might begin their search by employing a totally different social media platform entirely, as a result of they seek for product altogether otherwise. By selling on social media you'll be able to effectively open your business to a wider kind of versatile customers everywhere the globe.

3. Improved Search Engine Rankings

Although posting on social media would possibly get your business some website traffic, additional effort than that's needed to envision vital success. Computer programme optimisation is extremely necessary for achieving higher page rankings and getting traffic to your business web site. Whereas social media does not directly increase computer programme rankings, Social Media Examiner states that over fifty eight of marketers UN agency are mistreatment social media for one year or longer still see improved computer programme rankings. Having the ability to rank within the high positions for your keywords can revolutionize your traffic and still generate positive results for your business. Let's face it, everybody uses Google to seek out data, and that they possible will not navigate past page one as a result of their answer commonly is on the primary page of results. If your business web site is not hierarchal towards the highest of computer programme results, you must in all probability modify your computer programme Optimisation strategy. To offer yourself the simplest probability of ranking higher through social media, produce top quality content that integrates your targeted keywords. Content like blogs, infographics, case studies, business data, and worker photos can create your business's social media profile intriguing and credible. Once you start posting quality content, {you'll|you can|you

may} begin to make a social media community wherever followers will "like" and "share" your content. Most significantly, it provides you additional opportunities to urge before of business influencers an agency can write of your business and supply links back - which is able to facilitate to directly increase computer programme rankings.

4. Higher Conversion Rates

With increased visibility, your business gains additional opportunities for conversion. Each journal post, image, video, or comment could lead viewers to your company's web site and increase traffic. Social media selling permits your business to offer a positive impression through a improvement issue. Once brands area unit interactive by sharing content, commenting, and posting statuses on social media, it personifies a whole. Folks like better to do business with others, instead of corporations. Over fifty one of marketers claimed that taking the time to develop relationships with customers showed positive leads to sales. The higher impression you create on a visitant, the additional possible they're to think about your business once the necessity for your product or services arises. Studies have conjointly shown that social media contains a 100 percent higher lead-to-close rate than outward selling. Once a whole is interactive on-line, customers UN agency follow your brand's accounts usually begin to additional utterly trust the believability of your business. Folks use social media platforms to remain connected to their friends, family, and communities. Since folks area unit already talking, why not throw your whole into the mix? Additional possible than not, they're going to mention your whole to a devotee once your product or services area unit required, overall providing your business with social proof of its quality. As reported by Social Media Examiner, regarding sixty six of marketers saw lead generation edges by mistreatment social media platforms a minimum of half dozen hours per week. Golf stroke your whole in an environment wherever folks area unit sharing, liking, and talking, will solely improve the conversion rates on your existing traffic.

5. Better Customer Satisfaction

Social media may be a networking and communication platform. Making a voice for your company through these platforms is very important in humanizing your company. Customers appreciate knowing that after they post comments on your pages, they'll receive a personalised response instead of an automatic message. Having the ability to acknowledge every comment shows that you simply area unit attentive of your visitors' wants and aim to supply the simplest expertise. Every client interaction on your business's social media accounts is a chance to publically demonstrate your compassion for your

customers. Whether or not a personal contains a question or a criticism, social media permits you to handle the matter mistreatment social dialogue. A whole dedicated to client satisfaction that takes the time to compose personal messages can inherently be viewed in an exceedingly positive light-weight, notwithstanding responding to a client criticism.

6. Improved Brand Loyalty

One of the most goals of just about all businesses is developing a loyal client base. Considering that client satisfaction and whole loyalty usually go hand in hand, it's necessary to frequently interact with customers and start developing a bond with them. Social media isn't simply restricted to introducing your brand's product and promotional campaigns. Customers see these platforms as a service channel wherever they'll communicate directly with the business. The millennial generation is understood for being the foremost whole loyal customers of all. Born between the first 1980's and therefore the early 2000's, millennials area unit the most important generation in America history -- and can before long utterly consume the market. Studies show that this phase of consumers is sixty-two additional loyal to brands that directly interact with them on social media. Since these technology natives need communication with their brands, businesses should implement social media selling to urge the eye of their most potent customers.

7. More Brand Authority

Customer satisfaction and whole loyalty each play a section in creating your business additional authoritative, however it all comes all the way down to communication. Once customers see your company posting on social media, particularly replying to customers and posting original content, it causes you to seem additional credible. Frequently interacting with customers demonstrates that your business cares about client satisfaction, and is obtainable to answer any queries that they may have. Glad customers area unit needing to unfold the word a few nice product or service and that they typically intercommunicate social media to specific their opinion. Having customers mention your business on social media can advertise your business, and show new guests your price and whole authority. Once you acquire a number of glad customers UN agency area unit vocal regarding their positive purchase expertise, you'll be able to let the advertising be in deep trouble you by actual customers UN agency enjoyed your product or service.

8. Cost-Effective

Social media selling is presumably the foremost efficient a part of AN advertising strategy. Sign language up and making a profile is free for pretty much all social

networking platforms, and any paid promotions you choose to take a position in area unit a comparatively low price compared to alternative selling techniques. Being efficient is such a bonus as a result of you'll be able to see a bigger come back on investment and retain an even bigger allow alternative selling and business expenses. If you choose to use paid advertising on social media, continuously begin tiny to envision what you must expect. As you become more well-off, fine tune your strategy and take a look at increasing your budget. Simply by defrayal atiny low quantity of your time and cash you'll be able to considerably increase your conversion rates and eventually get come back on investment on the money you at the start endowed.

9. Gain Marketplace Insights

One of the foremost valuable blessings of social media is marketplace insight. What higher thanks to recognize the thoughts and wishes of your customers than by directly reproval them? By observance the activity on your profiles,, you'll be able to see customer' interests and opinions that you simply may not preferably be tuned in to if your business did not have a social media presence. Mistreatment social media as a complementary analysis tool will facilitate gain data which will aid you in understanding your business. Once you gain an oversized following, you'll be able to use further tools to investigate the demographics of your customers. Another perceptive side of social media selling is that the ability to phase your content syndication lists supported topic, and determine that kinds of content generate the foremost impressions. These tools offer you the flexibility to live conversions supported posts on numerous social media platforms to seek out the right combination for generating revenue.

V. ACKNOWLEDGMENT:

The authors would like to thanks the Director/Principal Dr. Vinod Chowdhary, Prof. Aade K.U. and Prof. Bhope V.P. Savitribai Phule, Pune University, for their useful discussions and suggestions during the preparation of this technical paper.

VI. REFERENCES:

- [1] R. Gross and A. Acquisti. Information revelation and privacy in online social networks. In Proceedings of the 2005 ACM Workshop on Privacy in the Electronic Society, WPES '05, pages 71–80, New York, NY, USA, 2005. ACM.
- [2] F. Amato, A. Castiglione, A. D. Santo, V. Moscato, A. Picariello, F. Persia, and G. Sperli. Recognizing human behaviours in online social networks. Computers Security, pages –, 2017.

- [3] C. Zhang, J. Sun, X. Zhu, and Y. Fang. Privacy and security for online social networks: challenges and opportunities. IEEE Network, 24(4):13–18, July 2010.

- [4] M. Xie, Z. Wu, and H. Wang. Honeyim: Fast detection and suppression of instant messaging malware in enterpriselike networks. In Twenty-Third Annual Computer Security Applications Conference (ACSAC 2007), pages 64–73, Dec 2007.

- [5] W. He, "A survey of security risks of mobile social media through blog mining and an extensive literature search", *Inf. Manage. Comput. Secur.*, vol. 21, no. 2, pp. 381, 2013.

- [6] N. Hayes, "Why social media sites are the new cyber weapons of choice", 2017, [online] Available: <https://www.darkreading.com/attacks-breaches/why-social-media-sites-are-the-new-cyber-weapons-of-choice/a/d-id/1326802>

- [7] W. Oosterbaan, *Eur. Cyber Secur. Perspectives*, 2017, [online] Available: <https://www.tno.nl/media/9401/european-cyber-security-perspectives-2017.pdf>.

- [8] C. Nerney, "5 top social media security threats", 2011, [online] Available: <https://www.networkworld.com/article/2177520/collaboration-social/5-top-social-media-security-threats.html>.