

organizations and individuals as the privacy of confidential and personal information has been greatly eroded.

Spying agencies have been quoted as having access to the records that the relatives, friends and strangers share in social media. In fact Bjarnason et al, the founder of wiki leaks asserts that social networking "is the most hateful spying tool" in use to date. People have also used this data resource to plan evil activities against their victims. However, it is worthy to note that users are willing to share their information in social media and due to the global obsession of this social media, most of companies today use it to advertise their products and uphold their brand. This is because of the greater audience that is available in social media. Reports of attacks on innocent people by gangs having retrieved their location details from social networking has been widely evidenced and it has on the other hand exposed secrets and management strategies of organization.

LinkedIn, a social site too, has many challenges despite the important role it plays in helping people search for new businesses and individuals to seek for employment opportunities. (Hinduja and Patchin 34) claims that the world today needs the social media to update and inform people on the challenges that are facing the social networking. This is true because it is clear that information shared in Facebook and other social networks are not safe. Users need to secure their passwords because social media information flow very fast and people are able to share and engage on dialog. People misuse social networking by invading the privacy of people and organization. The good intention of social networking that was designed has been spoiled by the impersonators, advertisers and hackers who search for other people personal and organization information for their own gain.

No sources should be used. only you should be speaking

On the other hand, cases of insecurity have risen due to accessibility of personal information in the social net workings. (Jessica) demonstrates that changes in technology have enhanced the insecurity of both personal and organization information. She further reveals that the employers are taking the advantage of their position to inquire and demand for the passwords of social media sites of their employees. Instead of the executive recruiter asking for the references whenever he needs more information about the interviewer, he ends up asking for password of social media, thus invading into the privacy of the interviewer. Because of the desperate situation of the interviewer and the fact that he don't want to lose the opportunity, he gives the password hence risking his personal privacy because of the job opportunity.

The United States computer Emergency team claims that lack of knowledge and ignorance has contributed largely in the insecurity in the social net workings. This is true because most of the people share their private information without reflecting on the consequence and the harm it will cost the person. Others due to their lack of knowledge, they share the information of other people and even their own personal details. Despite the free of expression, people need to understand the importance of protecting their privacy in the social media. In addition, social media users should know their rights of connecting to people they require and leave those they don't need in their connection. This is essential because the speed at which information spread is hard to retract negative comments and trace the abusers and hackers of social networking. The Teaching of Social Networking illustrate the effect that social media has on the privacy of individuals by giving the example of the situation he had experienced. One user had a friend whom they shared a lot because of their intimate relationship. But the moment they differed with each other, the friend disclosed all his secrets and others strategies deals they had to boost their business (Greenfield & Yan 143).

As a result of new technology and differences in technologies in the world, other superior countries take the advantage to invade into the security privacy of other countries. This is possible because they use security workers and soldiers through social net working to reveal more about the security of their country. It is also possible for the data miners to use only the email address to match with the user ID that has been created to enable the process of hacking the security information of another country. Despite privacy settings, all personal information including profile picture, name, home town, friends, photos and more can be viewed by others depending on the account settings (Facebook.Com).

Another concern that the evolution of social networking has raised is data mining and surveillance. This is actually captured in the Facebook and other social networking user policies which state that it can use information collected from other social networking users to supplement one's profile. The recent report of wiki leaks, a failure in the Facebook site allowed users access many accounts without inputting respective account passwords. The situation clearly indicates insecurity that social media offers private and confidential information of account holders and users. The feature of tagging the photos of people on the "walls" of Facebook and describing the photo has also contributed to the problem of privacy in social media. Through this process of tagging, more information about the person is revealed by analyzing the picture and reading the comments that have been added to the tagged photo.

Facebook was designed for the purpose of sharing information with the intended people and connecting with friends. Therefore, the more the person reveals in Facebook, the more it's likely to reach many people including the strangers and advertisers. The advancement and introduction of more features in Facebook further risks the information that we share with our

friends and relative through social media. This is due to uncertainty of the security and privacy of the information we share (facebook.com).

The end of privacy in social networking which has wind-swept the value of networked communication, has been contributed majorly by the young people. This is true because a good number of social media users are the young people. In addition, the research indicates that due to their aggressiveness and desire for knowing and connecting themselves with many people, they have ended up hacking and exposing more information hence rendering social networking insecure for sharing information.

According to privacy advocates in US "shared information may jeopardize personal safety". This is true because once the information of an individual is accessible to everybody especially the criminals, the life of that person is endangered. With that information, they are able to trace her/his movement and get what they want from the person. Further, the online information that is accessed through social media can be used to attack someone, a process the U.S government refers as "social engineering attacks". The impersonators are able to use the basic information like hobbies, location, friends and interest to violate the rights of the person or impersonate him.

Rapleaf who are the digital marketers illustrate the extent to which the social networking privacy has been jeopardized by giving an example of a person who pretended to be seeking assistance from a friend and ended up hacking his social media. Finally the hacker managed to steal \$ 1,100 from the owner of that social media and disclosed the information to strangers.

The performance of many industries has relied largely on social media especially in marketing and research sectors. When the marketers and sales people need information from the customers, they information shared in social media through the internet, online social networks,

These organizations that have managed to understand the needs and wants of their customers are performing well in the market place. Though this information has benefited the organizations, the process of getting the information endangers the privacy of customers.

The research shows that the number of info-thieves is increasing, hence the increase in end of privacy in social networking. The situation has further spread to public blogs where people lift the information of other persons in Facebook and paste them in the open internet. The situation of information privacy has further confused the users of social networking because they are not sure with the setting of password and security cord. (Campbell) indicates that people are getting lost and unable to control their privacy in social networks. She further shows the seriousness of the situation by representing the number of people who gets confused as a result of privacy of the personal information.

Further, the report of wiki leaks indicates that most of the teenagers have devised the mechanism of deleting all the messages and photos that had been posted in their walls before logging out in their social media. This mechanism is meant to prevent the friends from altering and accessing their personal information (Leaonline.com).

At the individual and family set up, it has caused and endangered the relationship in the family. This due to the publication of personal and family information online which gets permanent online and end up being visible to many people. The fact that the social media is used by both the elderly and the teenagers, the children get to know immoral habits and other bad secretes of their parents. On the other hand the parents are also able to access the depraved communication their children make with their peers. As a result of this exposure of

According to the research that was conducted by the association of digital company, 72% of the employees are able to access the personal information of the organization. However, only 50% of them understand the need to keep that information confidential and secrete. Therefore, from the research it is clear that the risk of personal information of most companies is due to lack of knowledge among the employee on the need to keep the information secrete. Therefore, the insecurity of information of most companies is due to their ignorance and negligence (Greenfield and Yan 83 -86).

The situation of social networking insecurity has trigged the minds of many people and a solution to the problem has been designed by professionals. Privacy tools have been devised to curb or eliminate the case of information disclose to strangers. One of the tools is sensitizing people about the importance of keeping their own personal information confidential and secrete.

As the company tries to secure its users data, it has provided the necessary tools and sensitized the users about the importance of privacy in the work place. Examples are that one can restrict contact persons and other major customization settings that include who can view what specific elements on one's profile (Facebook.com). On the other hand, they should limit the information that the employee access in the company as a way of keeping their information safe and within themselves. Further, the company and the employees should update their knowledge

with the new technology to have the understanding and the ideas on the way to prevent disclosure of this information. Final, the management of the company should make the policies that govern the employees and other members of the company concerning sharing the confidential information that belong to the company.

Due to the severity of the concerns as highlighted above, Facebook has continued to improve its security policies to ensure user data is rightly protected. For instance, it has phased out aspects such as who can look up one's timeline by name search. This is geared to protecting users from unwanted friend requests and similar unwanted messages. It has also limited post audiences to include only one's friend or friends of friends (Facebook.com).

Topics:

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