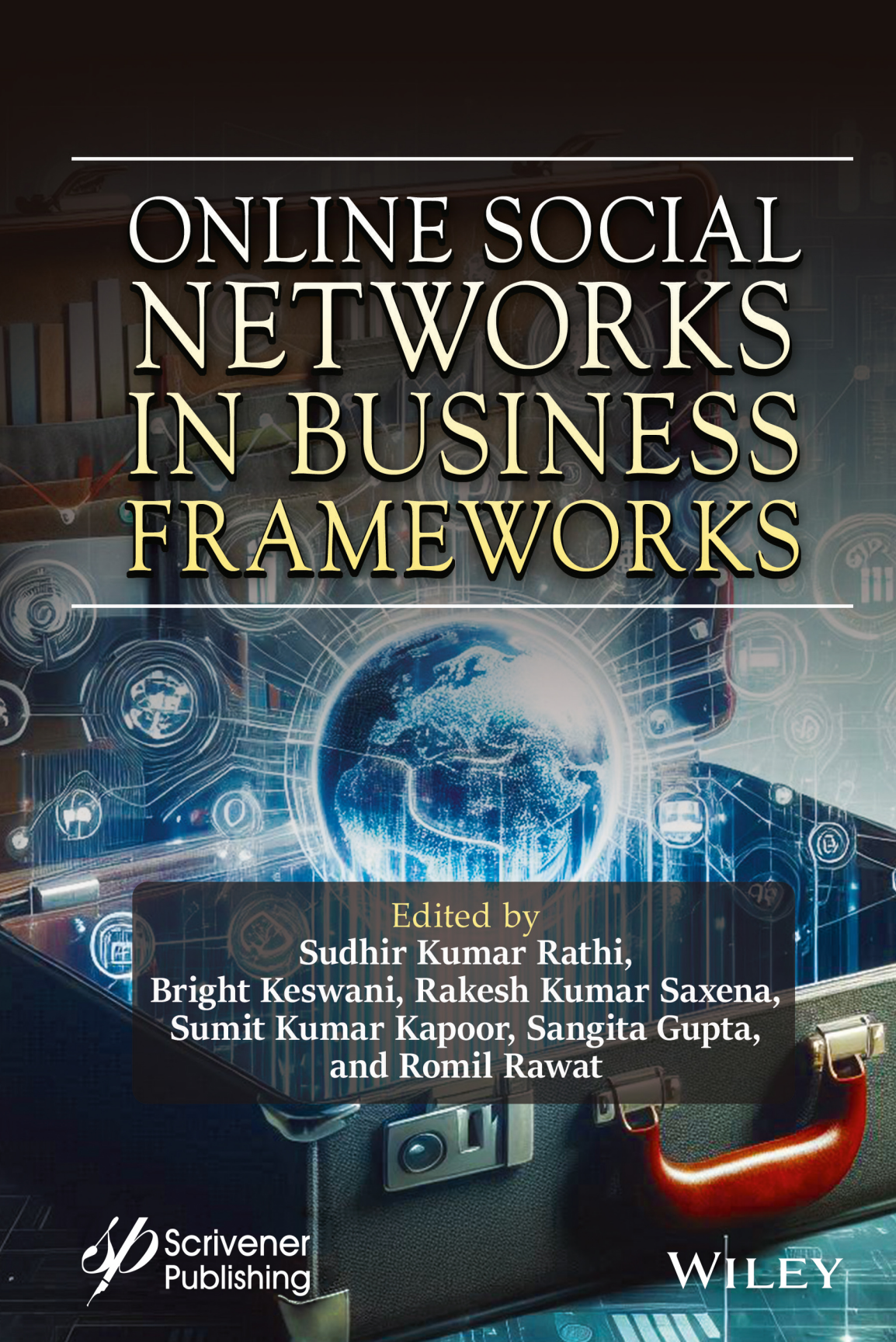
ONLINE SOCIAL NETWORKS IN BUSINESS FRAMEWORKS



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Preface

The book discusses marketing through online social networks (OSNs), which is a potent method for companies of all sizes to connect with potential clients and consumers. If visitors are not on OSN sites like Facebook, Twitter, and LinkedIn, they are missing out on the fact that people discover, learn about, follow, and purchase from companies on OSN. Excellent OSN advertising may help a company achieve amazing success by fostering committed brand supporters and even generating leads and revenues. A type of digital advertising known as social media marketing (SMM) makes use of the strength of well-known social networks to further advertise and establish branding objectives. Nevertheless, it goes beyond simply setting up company accounts and tweeting whenever visitors feel like it. Preserving and improving the profiles means posting content that represents the company and draws in the right audience, such as images, videos, articles, and live videos. Addressing comments, shares, and likes while keeping an eye on reputation to create a brand network, follow and interact with followers, clients, and influencers.

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Unmasking Social Media Crimes: Types, Trends, and Impact

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Abstract

Social media platforms have profoundly transformed how humans interact, offering new avenues for communication and self-expression. Yet, this digital revolution has also led to the emergence of social media crimes, presenting unique challenges. This research comprehensively explores these crimes, delving into their various types, evolving trends, and wide-ranging impact on individuals, communities, and civil rights. Through a multifaceted research approach, this study meticulously investigates social media crimes, drawing from extensive literature reviews, real-world cases, legal documents, and expert insights. The research also examines the roles played by social media platforms themselves, shedding light on their policies, data-sharing practices, and enforcement methods. Both qualitative and quantitative methodologies are employed to categorize and trace the evolution of social media crimes, addressing issues such as cyberbullying, identity theft, and the dissemination of extremist content. The findings underscore the profound implications of social media crimes on individuals and society, with marginalized communities and

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younger generations bearing the brunt of these consequences. The paper emphasizes the need for clear guidelines governing the use of social media in intelligence gathering, particularly in cases related to community organizing and public protests. In conclusion, this research highlights the pressing necessity for legislative and technological measures to combat social media crimes and protect civil rights. It advocates for educational programs to equip law enforcement, legal professionals, and individuals with the knowledge to navigate the digital landscape responsibly while preserving fundamental rights in the digital age.

***Keywords*:** Social media crimes, cyberbullying, identity theft, online harassment, extremist content

1.1 Introduction

Social media's rise traces back to the early 2000s, with platforms like Friendster and MySpace laying the foundation. Facebook's 2004 debut marked a turning point, fostering rapid social media adoption. Platforms such as Twitter, Instagram, Snapchat, and TikTok have since become central to global online interaction. User-friendly profiles and content sharing have led to substantial online presences for individuals and communities. Social media crimes, including cyberbullying, online harassment, identity theft, cyberstalking, malware distribution, and extremist content dissemination, have grown with these platforms. Their anonymity and connectivity facilitate these activities, harming individuals and society. Statistics reveal the extent of these crimes:

> **Cyberbullying:** 59% of U.S. teens experience online harassment; 63% witness it.
> **Identity Theft:** 20% of 2020 consumer complaints to the FTC involved identity theft.
> **Online Harassment:** 37% of U.S. internet users aged 18-29 face online harassment.
> Extremist Content: In 2019, 59% of U.S. extremist-related murders were tied to white supremacists who used social media.

A substantial body of research and literature has begun to address various aspects of social media crimes. Studies have examined the psychological implications of online harassment, the legal dimensions of cybercrimes, and the role of social media platforms in combating harmful content. Research has also delved into the evolving strategies employed by criminals and