

## → Google Hacking -

known as Google Dorking is a technique used by ethical hackers to leverage Google's search engine capabilities to discover sensitive information and vulnerabilities on internet.

- i) Discovery of Vulnerable Systems
- ii) Identification of Exposed Data
- iii) Enumeration of web servers
- iv) Reconnaissance of Targeted websites
- v) Identification of Exploitable services
- vi) Researching Malicious Activity



i) Social Networking Sites

~~Facebook~~ Facebook, Twitter, LinkedIn.

Connections and relationships b/w individuals/group

ii) Micro Blogging Sites

Twitter (x), Tumblr, Reddit, google blog  
Sharing short-form content, text, images

iii) Photo Sharing Apps

Instagram, Pinterest

Focuses on sharing and discovering visual content, photos and videos.

→ Effective social media marketing strategies for businesses include -

- i) Set clear objectives
- ii) Understand Target
- iii) Create Compelling Content
- iv) Consistent Branding
- v) Engage with Followers
- vi) Utilize Paid Advert

⇒ Mitigating Risks

- i) Data Privacy and Security
- ii) Reputation Management
- iii) Content Moderation
- iv) Legal Compliance
- v) Security Awareness

Maximizing Benefits

- i) Target Audience
- ii) Engagement
- iii) Content Strategy
- iv) Optimization
- v) Updated and Innovative