

Findings from the Social Media Data Privacy Report



99% of Australians over 18 have one or more social media accounts, and **61%** are accessing multiple times a day. It's become an addiction for many.

Over 70% of Australians are concerned about data privacy, yet less than **one quarter** use a password and multi-factor authentication as security for their social media.



1 in 5 Australians have had a social media account hacked in the past two years, and **1 in 10** accept it as a price to pay to participate in social media.

4 out of 5 Australians pay little to no attention to Terms & Conditions when accepting them, but 67% believe they understand what they are agreeing to.



79% believe social media can influence opinions and behaviours, however only 17% cite this as a reason to reconsider their usage.

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