

# YourID for Social Media Platforms

**Social media is the digital commons** of our connected world, but unlike parks and cafes, communication platforms like Twitter, Facebook, Instagram, YouTube and TikTok are highly susceptible to identity fraud threats. Bots impersonating humans, fraudsters with multiple accounts, even state-sponsored information warfare – these challenges make social media platforms a risky proposition for users, who are susceptible to social engineering fraud, propaganda, online bullying, and unwanted spam.

YourID offers a solution. As the world's first trusted identity platform based on shared governance and the flexible use of whichever technologies are best suited to a given scenario, YourID offers essential benefits to organizations across a wide range of sectors:

1. **Significant reduction of costs**
2. **Defending against identity theft and fraud**
3. **Delivering the best user experience**
4. **No user adoption problems due to joint effort**
5. **Ensuring regulatory compliance**

For social media platforms specifically, here's what those benefits look like in detail:

- With YourID you save 90% of authentication implementation costs, by sharing these costs with all other partner platforms. Authentication security is guaranteed by a single entity – YourID – which means no money wasted on multiple authentication providers or building your own costly solution. In addition, you minimize administrative costs for you and your clients by eliminating password resets and token replacements.
- Customers gain easy access to online accounts through biometric authentication and YourID assures that customers are who they say they are at each and every visit.

- Improved onboarding thanks to YourID's streamlined 'one-click' account creation process.
- Phishing attacks can no longer target clients, because there are no passwords to steal.
- YourID can support end user accounts linked to phone numbers and email addresses, or accounts linked to fully verified identities, eliminating anonymity and the potential for catfishing or other kinds of platform misuse.
- YourID ensures only humans can enroll, meaning no more bots polluting social feeds with spam.
- Fewer bots on a social media platform leads to more accurate analytics for sponsored marketing posts – a major advantage in an age when traffic fraud is on the rise.
- YourID supports your Know Your Customer (KYC) procedures for onboarding new clients, and for existing clients who have not yet adequately undergone KYC procedures.
- YourID brings accountability to a user base, eliminating fake accounts, which are the primary source of online bullying and the spread of fake news.
- GDPR compliance is assured as customers gain control over the sharing and revoking of their data.
- Compliance with PSD2 Regulatory Technical Standards, enabling safe and secure microtransactions.
- Fake sites designed to capture customers' Personally Identifiable Information (PII) will be flagged, as YourID verifies not only site visitors, but the websites themselves.
- YourID will offer dedicated promotion of your social media platform during the platform's launch phase.

To learn more about how YourID can benefit your organization, and how you can become a YourID partner, contact us today.

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