



BEING-WISE
CA22104

COST ACTION CA22104
Behavioral Next Generation in Wireless
Networks for Cyber Security
(BEING-WISE)



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BEING-WISER AWARENESS SERIES

Oversharing Online: Small Posts, Long Shadows

One post may say little. Many posts together can say **far more than you intended**. Keep reading, this might surprise you. 🖱️

WHAT YOU'LL LEARN

By the end of this carousel, you'll know:

01

What a digital footprint is

The invisible trail every online action leaves behind

02

Why oversharing matters

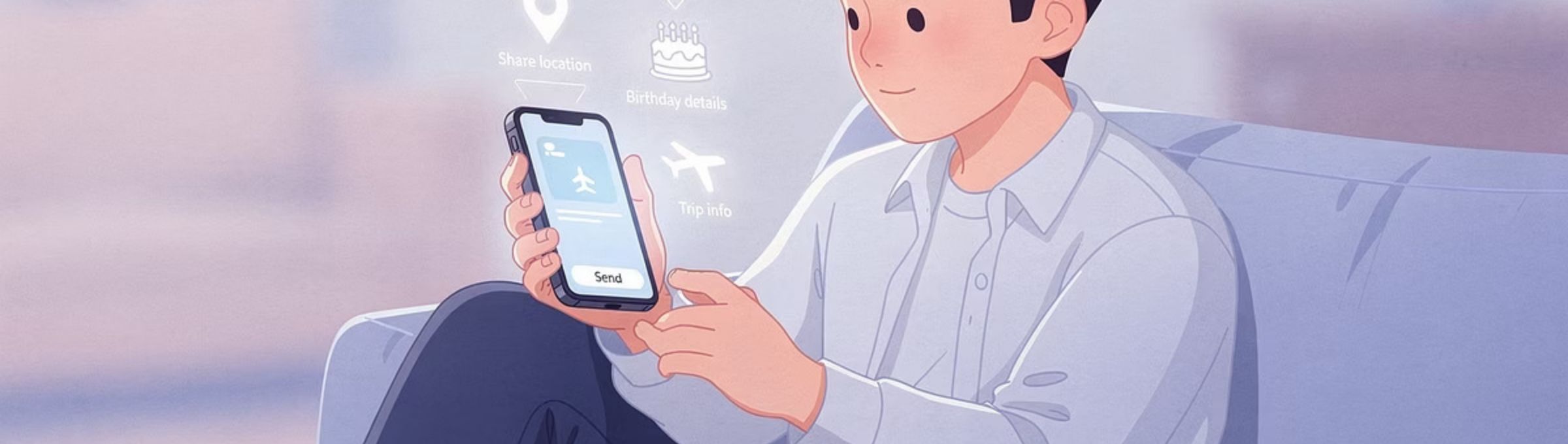
Even when individual posts seem completely harmless

03

How to think before you post

A simple mindset shift that puts you in control

This isn't about fear. It's about **awareness, accumulation, and empowerment.**



SOUND FAMILIAR?

**We share these things every day,
casually:**



Location check-ins



Birthday & age



School or workplace



Travel & trip plans



Pet names



Kids' school events

Each one feels innocent. None of it seems like a risk. **That's exactly the point.**

KEY CONCEPTS

What Is a Digital Footprint?

Digital Footprint

The trail of data you leave behind through posts, likes, check-ins, searches, tags, and metadata, whether you meant to or not.

Oversharing

Revealing more detail than necessary, often without realizing how that detail could be used, combined, or seen later by unintended audiences.

- ❏ **The issue isn't sharing itself.** It's sharing without understanding how details accumulate and how context can shift over time.

THE ACCUMULATION EFFECT

Harmless alone. Revealing together.

Your **name + city + employer + school + pet's name + daily routine**, each shared casually over weeks or months can combine into a detailed profile about **who you are, where you go, and how you live.**

1

One detail

Seems harmless

2

Several details

Start to connect

3

Many details

Reveal much more than you intended

Five posts. One very clear picture.

1

Monday: "Off to work!" 📷

Selfie with a visible work badge: name, company, and department readable in the photo.

2

Wednesday: Travel hype post ✈️

Boarding pass photo showing full name, flight number, destination, and travel dates.

3

Friday: Fun quiz shared 🐶

"My first pet was Fluffy and I was born in Springfield!" common password recovery answers.

4

Weekend: Kids' school post 🎒

Photo tagging the school name, the child's full name, and the neighborhood.

5

Result: A complete profile

Identity, location, routine, family, and password clues; all publicly visible, all pieced together from posts that felt casual.



PAUSE AND CONSIDER

Would you still post this?

Imagine seeing **all your public posts laid side by side**: every check-in, every tag, every quiz answer, every photo. Does the bigger picture feel as harmless as each individual post did?

"It's not what *one* post reveals. It's what *all of them together* reveal about you."

We often feel safe because the audience feels small, the content feels temporary, or the detail feels too minor to matter. But **public means public and searchable means searchable for a long time.**

Before You Post, Ask Yourself:

Am I sharing a routine, identity clue, or location?

If yes; pause and consider who else might see this, now or later.

Could this combine with other public info about me?

Even small details can connect into a larger picture across platforms.

Would I be comfortable if this stayed searchable?

Stories feel temporary. Posts feel casual. But digital traces can persist.

Am I sharing this for a reason, or just by habit?

Intentional sharing is healthy. Habitual oversharing is where exposure builds.



BEING-WISER

A digital footprint is built one small share at a time.

What feels small now can stay visible for a very long time. You don't need to stop sharing, you need to **share with intention.**

"Before you post, think about the trail it leaves."

What kind of "harmless" post do you think people underestimate the most?