# facebook® 101

# Privacy Tips

Excerpt from Facebook's Terms of Use: **WE TRY TO KEEP FACEBOOK UP, BUG-FREE, AND SAFE, BUT YOU USE IT AT YOUR OWN RISK. WE DO NOT GUARANTEE THAT FACEBOOK WILL BE SAFE OR SECURE.**

**1.** Your Facebook experience begins with "Adding a Friend." Before adding a friend, however, ask yourself; "Knowing that, for the most part, the person I am adding will have access to my information and content, would I trust them alone in my own home with access to all of my possessions and information." If they don't pass this test, consider not adding them. If you choose to add them, apply your privacy settings so as to limit their access to certain areas of your profile.

**2.** What you post on Facebook is backed up and archived on Facebook servers, indefinitely. If what you post is shared by others (your Friends), it in turn can be shared even further and is beyond your control to retrieve.

**3.** It's a fact that most employers, colleges and universities, and really anyone considering hiring you or having you on their team, will look to your Facebook profile to arrive at a decision, based on the quality of what you post and the nature and tone of your profile, your "Like" pages, and in some cases, your Friend List.

**4.** While we all want to be social and open, to a degree, "less is better" when it comes to filling out details about yourself and family members, and the quality of the content that you post (photos, opinions, videos, etc).

**5.** Consider not posting content (embarrassing photos or videos, personal details, cell or BlackBerry PIN numbers) that can be used against you, or shared with others beyond your Friend list. Also, tagging Friends in photos is immediately shared with their Friends, and, depending on their privacy settings, their Friends of Friends.

**6.** Creating Friend Lists allows you to customize the level of exposure to your content that you want each Friend, or groups of Friends, to have into your profile. To create Friend Lists, on the left side of your Home (News Feed) page, click More, then Friends to reveal existing default lists and then click More. As the number of lists you can create is unlimited, generate as many lists as you wish to separate your different Friends and Interests.

**7.** To review how non-Friends see content in your profile, click the small gear icon inside your Cover Photo, then **"View As."** Scroll to the bottom and click "Show Older Stories." You should see no content appear. If details do appear, adjust your post settings in **Activity Log.** To view how each of your Facebook Friends sees you, enter their name in the **"View as Specific Person"** box at the top. Make privacy adjustments for specific Friends by creating Friends Lists (point 6).

**8.** On your Timeline Page, click "Update Info" (inside your Cover Photo) to begin setting privacy for a variety of categories. Click "Edit" to expand each of the six category's settings and adjust each setting to Friends, or less.

**9.** Click **"Friends,"** which will open your Friend list. Mouse over the word **Friends** beside each profile picture. From here you can either **Unfriend** that person, or click **Settings** to choose what you see from them in your News Feed. On the right side of the page click the small pencil then "Edit Privacy." On "Who can see your Friend list" choose "Only Me." Because many of our Friends have minimal or no privacy, we want to limit their access to our Friends List. This denies access to our Friends to view our Friends' content. Although this is a bit less social, it provides you with more control.

**10.** Click **Photos** to reveal Photos of You, Your Photos, Albums and Not Tagged. Adjust each photo album to Friends or less. Click on remaining categories to adjust privacy. You can also untag yourself from photos in Photos of You.

**11.** In the upper right of any page click the small gear icon and choose **Privacy Settings.** On **"Who can see my stuff,"** keep it at Friends or less for each of your posts.

**12.** Next click **"Use Activity Log"** to reveal a long column (left side) of categories (All, Your Posts, Posts You're Tagged In, etc) with EVERY action either you or your Friends and others have done on Facebook that affect you. Expand the column on the left by clicking More. With the release of Facebook's new **"Graph Search,"** it's critical to review every piece of content in every category. Go through each post and either Hide it, Delete it or reassign its privacy by going to the right-side of the post and making adjustments. Depending on how long you've had Facebook, this will take some time. As well, you can click on the far right side to a particular year, and make adjustments to each post throughout that year.

# Privacy Tips cont'd

**13.** **"Who can look me up"** refers to Facebook search capability. To stay out of user search results, choose the setting Friends. To be found in Facebook search choose Everyone. Turn the 3rd choice, **"search engine links,"** off.

**14.** On the left side of the privacy page, click **"Timeline and Tagging"** and set the top six selections in this manner: **FRIENDS > ON > FRIENDS > FRIENDS > ON > FRIENDS.** By having your tag settings on, Facebook will notify you in the event that you've been tagged BEFORE that tagged item appears on your Timeline. Keep in mind, however, that the tagged item of you still appears on the person that tagged you's profile.

**15.** Further down the left side of the Privacy page, click **"Apps"** and **"Apps others use."** Deselect **ALL** boxes. Otherwise, the developers of the apps your friends use, even if you don't use them, can access your information in each area. In the next category choose and deselect **"Instant Personalization."** You can view a short video inside of the Instant Personalization page to learn what occurs when the box is selected.

**16.** Based on the "On" tag settings in point 14, inside the "Activity Log" box on your Timeline page an orange-coloured number reflecting the number of tags you have to review will appear. Click **Activity Log>Timeline Review** and click **"Review x Posts."** If you want to stay tagged, click **Add to Timeline.** If, however, you do not want to be tagged (identified) in the photo, the most effective way to remove the tag is to click the actual picture, mouse over the picture to reveal and click **"Options"** at the bottom and choose **"Report/Remove Tag."**

**17.** Consider not posting status updates that reveal your location or intentions (vacation, dates, who you're with, your emotional state, your "opinion-of-the-day") as, depending on your privacy settings and the settings of your Friends, these can be shared with others.

**18.** What you write on your Friend's Timelines is viewable to their Friends, and beyond. Consider using the "Message" function on your Friend's Timeline pages. This is a private, email-like function between you and them.

**19.** If you choose to remove Friends from your list, know that Facebook will never notify that person directly that you've removed them. It's important from time to time to reevaluate the quality and relativity of our Friends, and it's natural to trim the list to reflect current real-world friendships and relationships.

**20.** Facebook is a valuable communication tool on many levels, both personally and professionally - from keeping in touch with friends and family to staying abreast of companies and other organizations and entities that interest us in the world. But recognize that nothing is ever truly private on Facebook, or on any site.

**21.** Default privacy on Twitter, Instagram and Tumblr are all public. This is not necessarily a bad thing if you create valuable content you'd like to have discovered, or wish to share with a wider audience. But they also have privacy and blocking choices with the exception of Tumblr. Settings on these profiles are really a comfort choice.

**22.** Protecting tweets on Twitter must be done on a laptop. Go to Settings>Security and Privacy and select Protect my Tweets, which allows you to approve all Followers and keeps your tweets visible only to this audience.

**23.** Making an Instagram photo profile private must be done within the app. This also allows you to approve Followers.

## Chris Vollum; Social Web 101 Workshop Facilitator

**Email: cmvsocialmedia@gmail.com**

**Web: www.cmvsocialmedia.com**

**Twitter: @cmvsocialmedia**