



Social Media Roundup

9 Critical Steps: Protecting Yourself on Facebook



Agenda

This week's Social Media Roundup outlines 9 critical steps that can help protect your personal information and privacy while on Facebook.

- Introduction
- 9 Critical Steps
- Additional Resources



Introduction



- Facebook is an effective tool Army organization members can use to communicate their messages and tell organization stories. Facebook is also a way for Soldiers to stay connected. But Facebook use is not without its risks.
- Sharing too much information on Facebook can result in OPSEC violations, identity theft, spam, home break-ins and computer viruses.
- Using social media platforms like Facebook should be a balance between communicating with friends and family and protecting your privacy and online safety.
- Facebook's default privacy settings are often public, but Facebook provides various setting options that help Facebook users adjust and customize their privacy settings.



9 Critical Steps

- #1: Friends Only
- #2: Less Sharing
- #3: Personal Protection
- #4: App Remover
- #5: Limited Access
- #6: Don't Take it Personal
- #7: Stealth Mode
- #8: Good Networking
- #9: Don't Become a Target



Step #1: Friends Only

- To take a closer look at your settings, click on your account at the upper right corner of your page. As you'll see, if you haven't already adjusted them, your privacy settings will be set to the Facebook default.

The image shows a screenshot of a Facebook account's navigation menu and a pop-up window for 'Sharing on Facebook' settings.

Navigation Menu:

- Home
- Profile
- Find Friends
- Account (selected)
- Edit Friends
- Use Facebook as Page
- Account Settings
- Privacy Settings (highlighted)
- Help Center
- Logout

Sharing on Facebook Settings:

These settings control who can see what you share.

	Everyone	Friends of Friends	Friends Only
Your status, photos, and posts	•		
Bio and favorite quotations	•		
Family and relationships	•		
Photos and videos you're tagged in		•	
Religious and political views		•	
Birthday		•	
Permission to comment on your posts			•
Places you check in to [?]			•
Contact information			•
<input checked="" type="checkbox"/> Share a tagged post with friends of the friend I tag			

[Customize settings](#) ✔ This is your current setting.



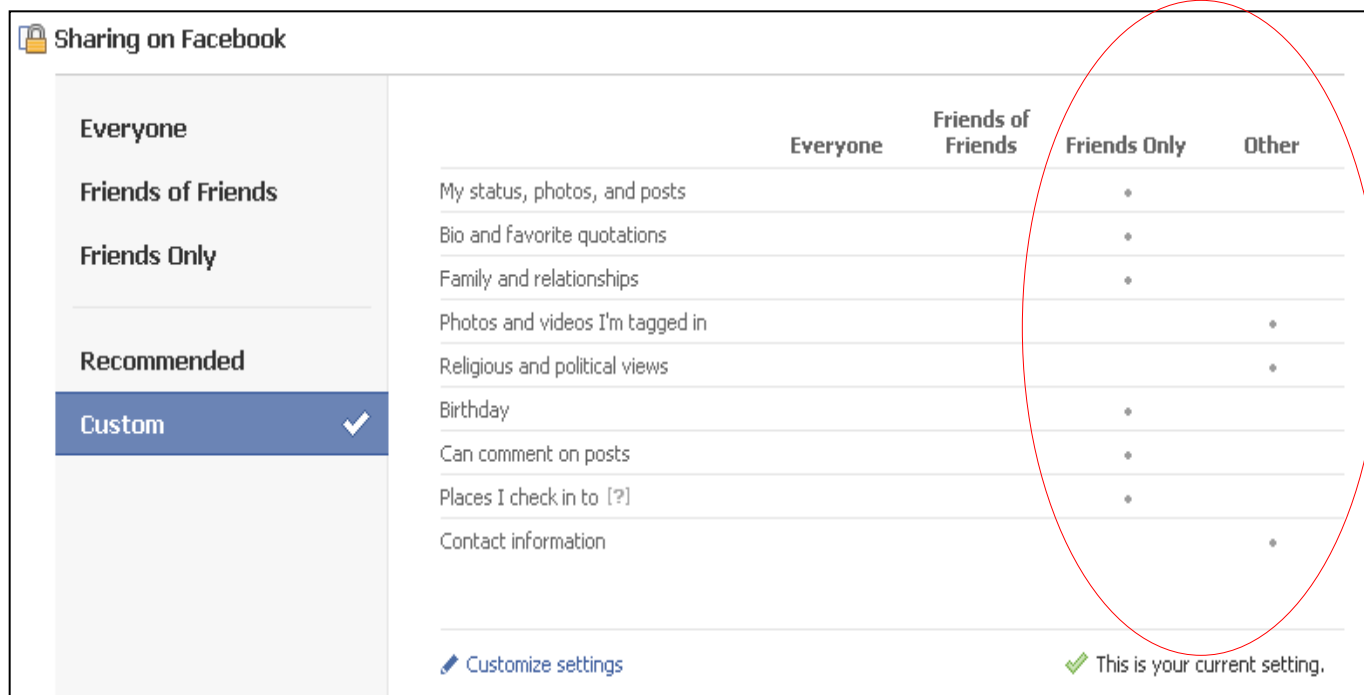
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Friends Only

- These are the settings recommended by the Army. Sharing only with friends eliminates the risk of your content falling into the hands of people you've never met.
- When you list something as “other” it typically means you've customized your settings further than the categories offered in the first three columns.



The screenshot shows the 'Sharing on Facebook' settings page. On the left, there is a sidebar with options: 'Everyone', 'Friends of Friends', 'Friends Only', 'Recommended', and 'Custom' (which is selected with a checkmark). The main area displays a table of settings for various items, with columns for 'Everyone', 'Friends of Friends', 'Friends Only', and 'Other'. A red circle highlights the 'Friends Only' column, indicating that this is the recommended setting for most items. At the bottom right, a green checkmark indicates 'This is your current setting.'

	Everyone	Friends of Friends	Friends Only	Other
My status, photos, and posts			•	
Bio and favorite quotations			•	
Family and relationships			•	
Photos and videos I'm tagged in				•
Religious and political views				•
Birthday			•	
Can comment on posts			•	
Places I check in to [?]			•	
Contact information				•

[Customize settings](#) ✔ This is your current setting.



Step #2: Less sharing

- After changing the basic sharing settings, click on the “customize settings” link at the bottom of the page. This will allow you to further customize what you share with others.

Sharing on Facebook

	Everyone	Friends of Friends	Friends Only	Other
My status, photos, and posts			•	
Bio and favorite quotations			•	
Family and relationships			•	
Photos and videos I'm tagged in				•
Religious and political views				•
Birthday			•	
Can comment on posts			•	
Places I check in to [?]			•	
Contact information				•

[Customize settings](#)
✔ This is your current setting.



Less Sharing

- Once you've clicked through to the "customize settings" link, the Army recommends you change your settings to match the screenshot below.

Customize who can see and comment on things you share, things on your Wall and things you're tagged in.


Things I share	Posts by me Default setting for posts, including status updates and photos	Friends Only ▼
	Family	Friends Only ▼
	Relationships	Friends Only ▼
	Interested in and looking for	Only Me ▼
	Bio and favorite quotations	Friends Only ▼
	Website	Friends Only ▼
	Religious and political views	Only Me ▼
	Birthday	Friends Only ▼
	Places I check in to	Friends Only ▼
	Include me in "People Here Now" after I check in Visible to friends and people checked in nearby (See an example)	<input type="checkbox"/> Enable




Step #3: Personal Protection

- Once you change your sharing settings, take a look at the other setting options. Click on “view settings” at the top.
- This takes you to a page where you can control your privacy settings even further.
- Once you click through, you’ll be able to adjust how you can be searched and who can view your basic information.

Choose Your Privacy Settings

 **Connecting on Facebook**
Control basic information your friends will use to find you on Facebook. [View Settings](#)

 **Sharing on Facebook**
These settings control who can see what you share.

Everyone Everyone Friends of Friends Friends Only



Personal Protection















- Once on this page, the Army recommends changing all of the default settings to match those on the right.

Choose Your Privacy Settings ▶ Basic Directory Information

[Preview My Profile](#)

[◀ Back to Privacy](#)

Your name, profile picture, gender and networks are always open to everyone ([learn why](#)). We suggest leaving the other basic settings below open to everyone to make it easier for real world friends to find and connect with you.

 Search for me on Facebook	This lets friends find you on Facebook. If you're visible to fewer people, it may prevent you from connecting with your real world friends.	 Friends of Friends ▼
 Send me friend requests	This lets real world friends send you friend requests. If not set to everyone, it could prevent you from connecting with your friends.	 Everyone ▼
 Send me messages	This lets friends you haven't connected with yet send you a message before adding you as a friend.	 Everyone ▼
 See my friend list	This helps real world friends identify you by friends you have in common. Your friend list is always available to applications and your connections to friends may be visible elsewhere.	 Friends Only ▼
 See my education and work	This helps classmates and coworkers find you.	 Friends Only ▼
 See my current city and hometown	This helps friends you grew up with and friends near you confirm it's really you.	 Friends Only ▼
 See my interests and other Pages	This lets you connect with people with common interests based on things you like on and off Facebook.	 Friends Only ▼



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Personal Protection

- Continue moving down the page and make changes to what others can share on your page and who can view your contact information. Follow the suggested settings on the right.

Things others share	Photos and videos I'm tagged in	Only Me
	Can comment on posts <small>Includes status updates, friends' Wall posts, and photos</small>	Friends Only
	Friends can post on my Wall	<input checked="" type="checkbox"/> Enable
	Can see Wall posts by friends	Friends Only
	Friends can check me in to Places	Disabled
Contact information	Mobile phone	Only Me
	Other phone	Only Me
	Address	Only Me
	IM screen name	Friends Only
	<input type="text" value=""/> @gmail.com	Only Me



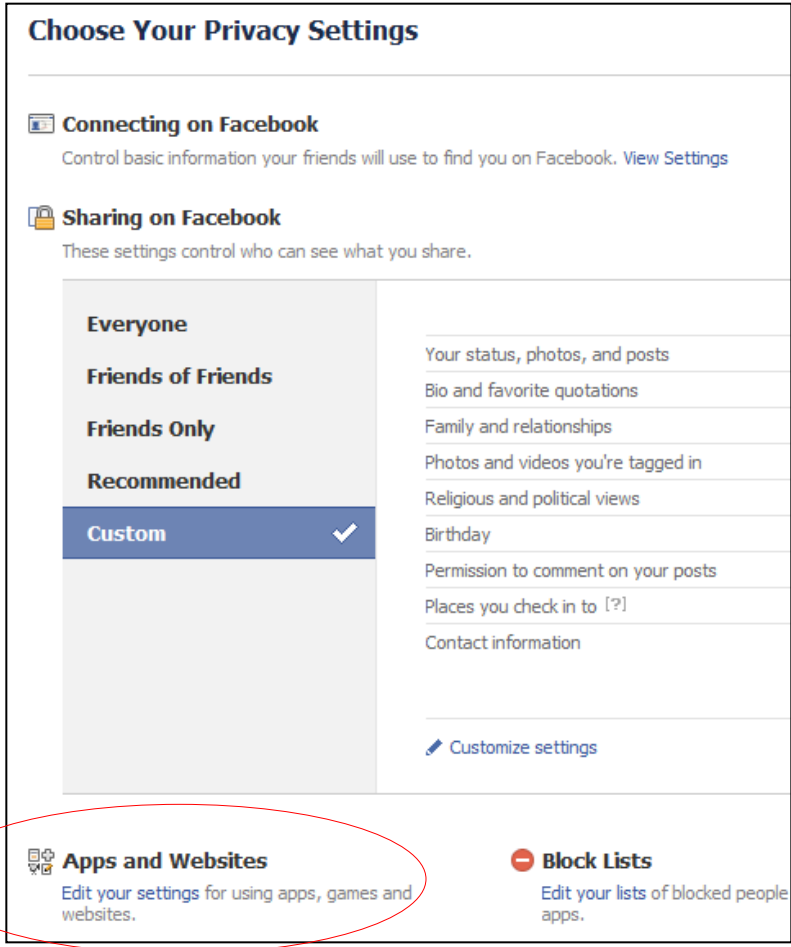
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Step #4: App Remover

- Next, go back to your settings page and click on the “Apps and Websites” link at the bottom of the page.
- By default, apps have access to your friends list and any information you choose to share with everyone.
- This page allows you to delete apps you do not trust.



The screenshot shows the Facebook 'Choose Your Privacy Settings' page. It is divided into two main sections: 'Connecting on Facebook' and 'Sharing on Facebook'. Under 'Sharing on Facebook', there is a list of items to be shared, each with a dropdown menu. The 'Custom' option is selected for all items. At the bottom of the page, there are two links: 'Apps and Websites' (circled in red) and 'Block Lists'.

Choose Your Privacy Settings

Connecting on Facebook
Control basic information your friends will use to find you on Facebook. [View Settings](#)

Sharing on Facebook
These settings control who can see what you share.

Privacy Level	Items to Share
Everyone	Your status, photos, and posts
Friends of Friends	Bio and favorite quotations
Friends Only	Family and relationships
Recommended	Photos and videos you're tagged in
Custom	Religious and political views
	Birthday
	Permission to comment on your posts
	Places you check in to [?]
	Contact information

[Customize settings](#)

Apps and Websites
Edit your settings for using apps, games and websites.

Block Lists
Edit your lists of blocked people apps.



App Remover

- Make sure you remove any unwanted applications and make your game and application activity visible to friends only.

The screenshot shows the Facebook 'What you're using' settings page. At the top, it says 'You're using 11 applications, games and websites:' followed by a row of icons for Amazon, H, a bird, a globe, a blue app, a calendar with '30', a checkmark, Etsy, and a cartoon character. Below this, two options are listed: 'Remove unwanted or spammy applications.' and 'Turn off all platform applications.', both of which are circled in red. The 'Game and application activity' section shows a dropdown menu set to 'Friends Only', also circled in red. Below this are 'Edit Settings' buttons for the 'Info accessible through your friends' and 'Instant personalization' sections.

What you're using

You're using 11 applications, games and websites:

Remove unwanted or spammy applications.

Turn off all platform applications.

Game and application activity

Who can see your recent activity on their games and applications dashboards.

Friends Only

Info accessible through your friends

Control what information is available to applications and websites when your friends use them.

Edit Settings

Instant personalization

Lets you see relevant information about your friends the moment you arrive on select partner websites.

Edit Settings



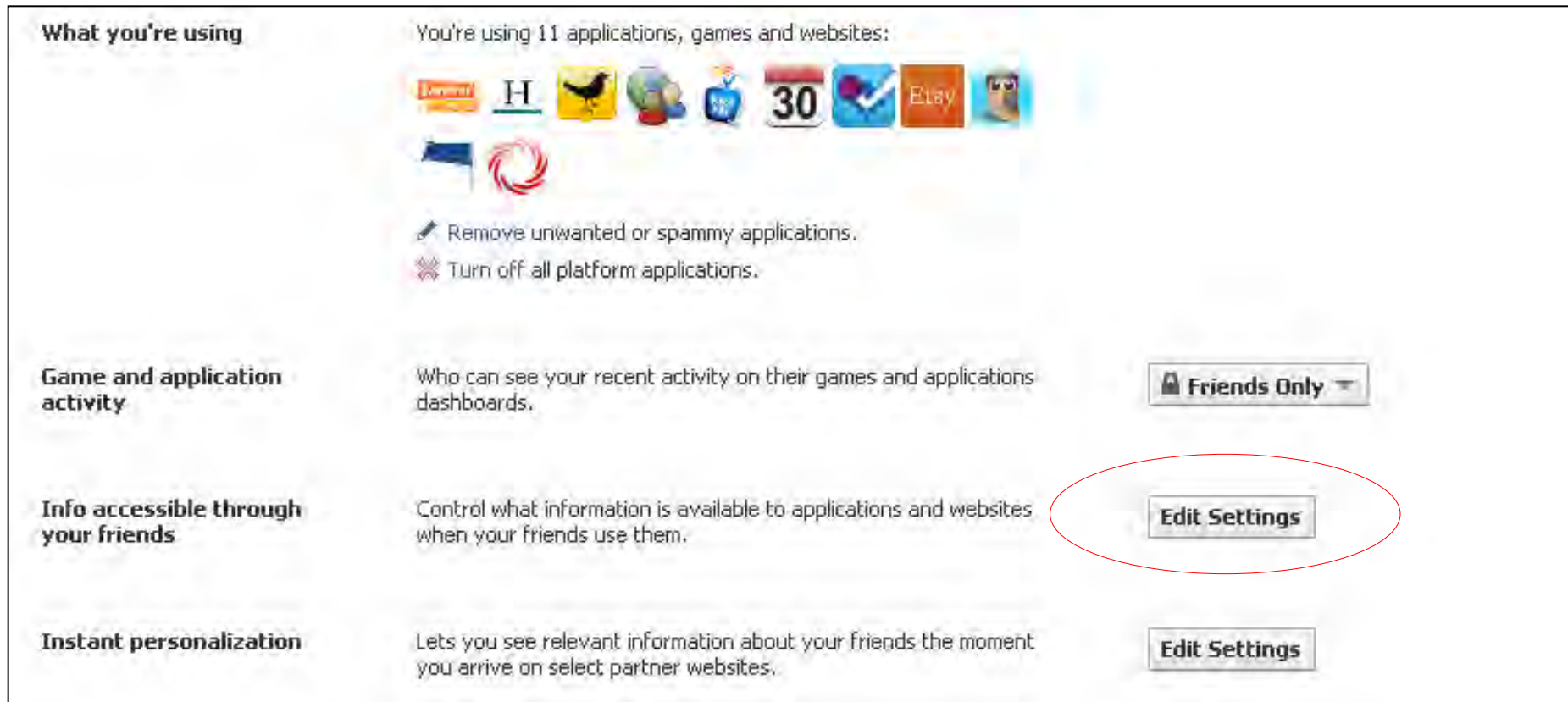
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Step #5: Limited Access

- Make sure you also click on “info accessible through your friends”.



The screenshot shows the Facebook 'What you're using' settings page. At the top, it says 'You're using 11 applications, games and websites:' followed by a row of icons for various apps like Facebook, Hootsuite, and others. Below this are two options: 'Remove unwanted or spammy applications.' and 'Turn off all platform applications.' The page is divided into four sections, each with a description and an 'Edit Settings' button. The 'Info accessible through your friends' button is circled in red.

Section	Description	Control
Game and application activity	Who can see your recent activity on their games and applications dashboards.	Friends Only
Info accessible through your friends	Control what information is available to applications and websites when your friends use them.	Edit Settings
Instant personalization	Lets you see relevant information about your friends the moment you arrive on select partner websites.	Edit Settings



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Limited Access

- Then unselect everything and save your changes.
- Reminder: This is the information applications access through your friends, so be careful what you leave checked.

Info accessible through your friends

Use the settings below to control which of your information is available to applications, games and websites when your friends use them. The more info you share, the more social the experience.

<input type="checkbox"/> Bio	<input type="checkbox"/> My videos
<input type="checkbox"/> Birthday	<input type="checkbox"/> My links
<input type="checkbox"/> Family and relationships	<input type="checkbox"/> My notes
<input type="checkbox"/> Interested in and looking for	<input type="checkbox"/> Photos and videos I'm tagged in
<input type="checkbox"/> Religious and political views	<input type="checkbox"/> Hometown
<input type="checkbox"/> My website	<input type="checkbox"/> Current city
<input type="checkbox"/> If I'm online	<input type="checkbox"/> Education and work
<input type="checkbox"/> My status updates	<input type="checkbox"/> Activities, interests, things I like
<input type="checkbox"/> My photos	<input type="checkbox"/> Places I check in to

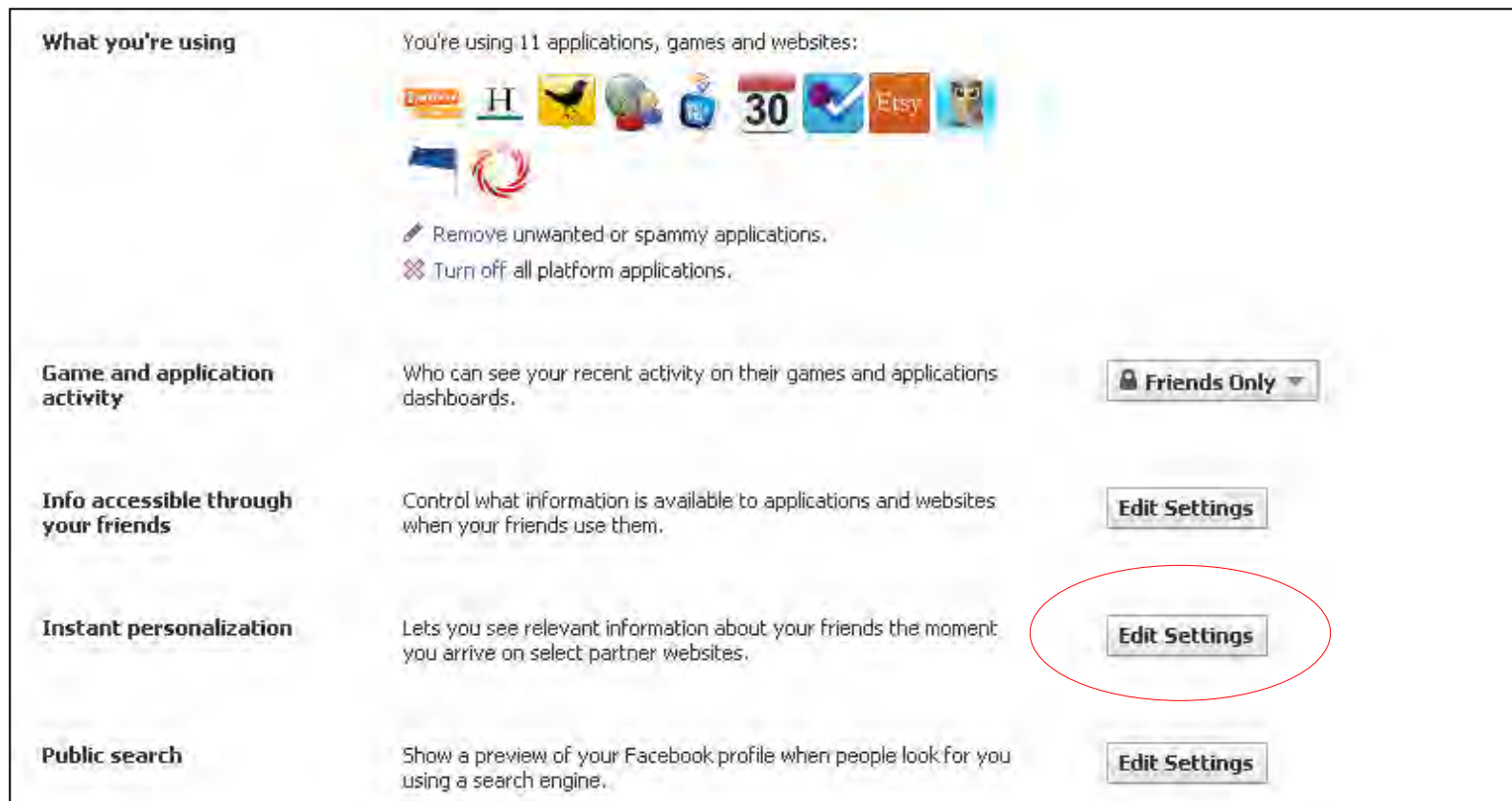
Note: your name, profile picture, gender, networks and user ID (along with any other information you've set to everyone) is available to friends' applications unless you turn off platform applications and websites.

[Save Changes](#) [Cancel](#)




Step #6: Don't Take it Personal

- Next, edit your settings in the “Instant personalization” option.



The screenshot shows the Facebook settings page for 'Instant personalization'. The setting is currently set to 'Off' and is highlighted with a red circle. The 'Edit Settings' button next to it is also circled in red.

Setting Name	Description	Current Value / Action
What you're using	You're using 11 applications, games and websites:  Remove unwanted or spammy applications. Turn off all platform applications.	
Game and application activity	Who can see your recent activity on their games and applications dashboards.	Friends Only
Info accessible through your friends	Control what information is available to applications and websites when your friends use them.	Edit Settings
Instant personalization	Lets you see relevant information about your friends the moment you arrive on select partner websites.	Edit Settings
Public search	Show a preview of your Facebook profile when people look for you using a search engine.	Edit Settings



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Don't Take it Personal

- Uncheck the box that reads “enable instant personalization on partner websites”. This will keep Facebook’s partner companies from accessing your personal information.

Choose Your Privacy Settings ▶ Instant Personalization

[← Back to Apps](#)

Instant Personalization

We've partnered with a few websites to provide you with great, personalized experiences the moment you arrive, such as immediately playing the music you like or displaying friends' reviews. To tailor your experience, these partners only access public information (like your name and profile picture) and information available to everyone.

When you first arrive at the following sites, you'll see a notification message and an option to turn off the personalized experience:

- Bing - Social Search
- Pandora - Personalized Music
- TripAdvisor - Social Travel
- Yelp - Friends' Local Reviews
- Rotten Tomatoes - Friends' Movie Reviews
- Clicker - Personalized TV Recommendations
- Scribd - Social Reading
- Docs - Document Collaboration

To turn off instant personalization on all partner sites, uncheck the box below.

Enable instant personalization on partner websites.



Step #7: Stealth Mode

- The last stop on this page is the “public search” option.

The screenshot shows the Facebook settings page with the following sections:

- What you're using**: You're using 11 applications, games and websites: (Icons for Evernote, H, a bird, a globe, a blue icon, 30, a blue icon, Etag, and a character icon).
Remove unwanted or spammy applications.
Turn off all platform applications.
- Game and application activity**: Who can see your recent activity on their games and applications dashboards. **Friends Only**
- Info accessible through your friends**: Control what information is available to applications and websites when your friends use them. **Edit Settings**
- Instant personalization**: Lets you see relevant information about your friends the moment you arrive on select partner websites. **Edit Settings**
- Public search**: Show a preview of your Facebook profile when people look for you using a search engine. **Edit Settings** (circled in red)



Stealth Mode

- It is recommended that you uncheck the “enable public search” box.
- This will keep your profile from appearing when people search for your name.
- If you leave public search enabled, content you share with “Everyone” is open to anyone on the web, not just Facebook.
- Once you unchecked this function, it will take a short period of time for the change to register and for your profile to stop appearing in searches.

Choose Your Privacy Settings ▶ Public Search

◀ Back to Apps

Public search

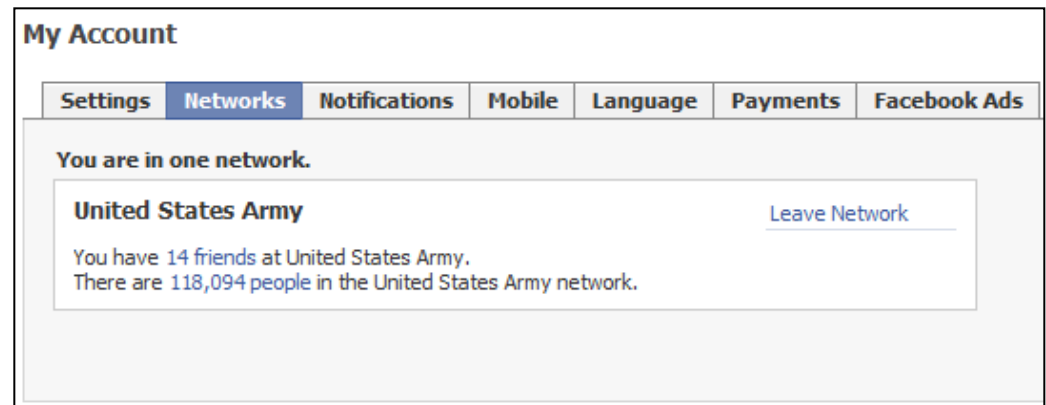
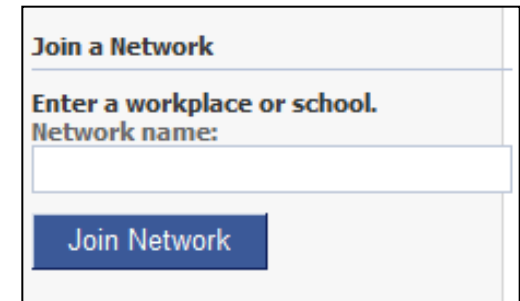
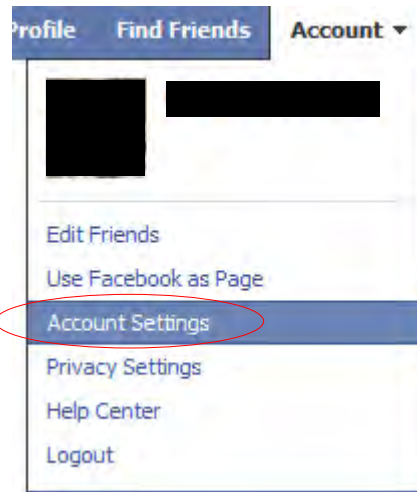
Public search controls whether people who enter your name in a search engine will see a preview of your Facebook profile. Because some search engines cache information, some of your profile information may be available for a period of time after you turn public search off. [See preview](#)

Enable public search



Step #8: Good Networking

- Networks help you stay in touch with old friends, and help you reconnect with people you've lost touch with, but belonging to a network can also be dangerous if you're not careful.
- By opening your information up to a network, you may share information with people you do not know.
- To change your network, go to "Account Settings" then select the "Networks" tab. Select "Leave Network" to remove that network, or type in your workplace or school to search for networks to join.



Step #9: Don't Become a Target

- Facebook can use your information to target advertisements toward your friends.
- Unless you want Facebook to have unique access to your friends and family on Facebook, it's advised that you disable this function.
- You can do this by clicking on "account settings," and selecting the Facebook Ads Tab. Then select the "No one" option for allowing ads from third party applications. Then select the "No one" option for showing my social actions in Facebook Ads.

My Account

Settings Networks Notifications Mobile Language Payments Facebook Ads

Ads shown by third party applications
Facebook does not give third party applications or ad networks the right to use your name or picture in ads. If this is allowed in the future, this setting will govern the usage of your information.

Allow ads on platform pages to show my information to

Save Changes Cancel

Show my social actions in Facebook Ads to

Save Changes Cancel



Summary

- Facebook is an effective tool Army organization members can use to communicate their messages and tell organization stories. Facebook is also a way for Soldiers to stay connected. But Facebook use is not without its risks. Sharing too much information on Facebook can result in OPSEC violations, identity theft, spam, home break-ins and computer viruses.
- Facebook's default privacy settings often leave much of your private information public, so it's important to take a closer look at your privacy settings and see how you can better protect yourself.
- It's up to the individual users to adjust their settings. If users choose not to adjust their settings, they will operate with the default settings which can put a lot of private information out in the open.
- Adjusting your privacy settings to the Army's recommended settings will help you better protect yourself and your personal information.



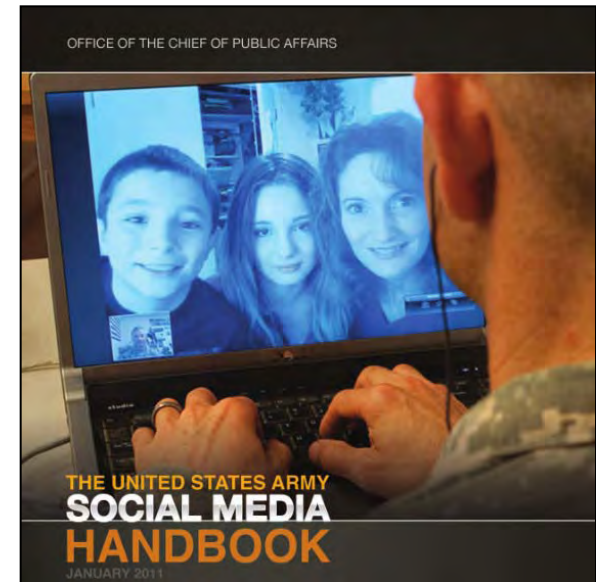
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Additional Resources

- Facebook Guide to Privacy:
<http://www.facebook.com/privacy/explanation.php>
- Facebook and Privacy Page:
<http://www.facebook.com/fbprivacy>
- Army Social Media Handbook:
<http://slidesha.re/es9GLr>



Controlling How You Share

Facebook is about sharing. Our privacy controls give you the power to decide what and how much you share. Learn how to manage who can see your information on and off Facebook. See what's new

[Read our privacy policy](#) · [Learn about privacy and ads](#)



Privacy Controls

[Edit your privacy settings](#)

The settings you choose control which people and apps can see your information. You can share your information with friends, friends of friends or everyone, and we offer presets to help you do that. Or, if you prefer, you can customize your settings.



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Contact information

Have questions? Please feel free to reach out to us at the Online and Social Media Division

Email:
Ocpa.osmd@us.army.mil

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