



SOCIAL MEDIA SNAPSHOT

FACEBOOK PRIVACY SETTINGS

AUGUST 2010

UPDATED FOR FACEBOOK PLACES



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If you have already adjusted your settings based on the June 2010 recommendations, you may skip ahead to only the slides with new changes*:

- **Slide 9:** New privacy dashboard
- **Slide 14:** Enable/Disable “Places I check into” and “People here now”
- **Slide 16:** Allow/Disallow friends from checking you into places
- **Slide 20:** Allow/Disallow information to be used by your friends’ applications
- **Slide 27:** Allow/Disallow advertisements to use your information & profile photo to target friends



**New updates are indicated by the yellow starburst*

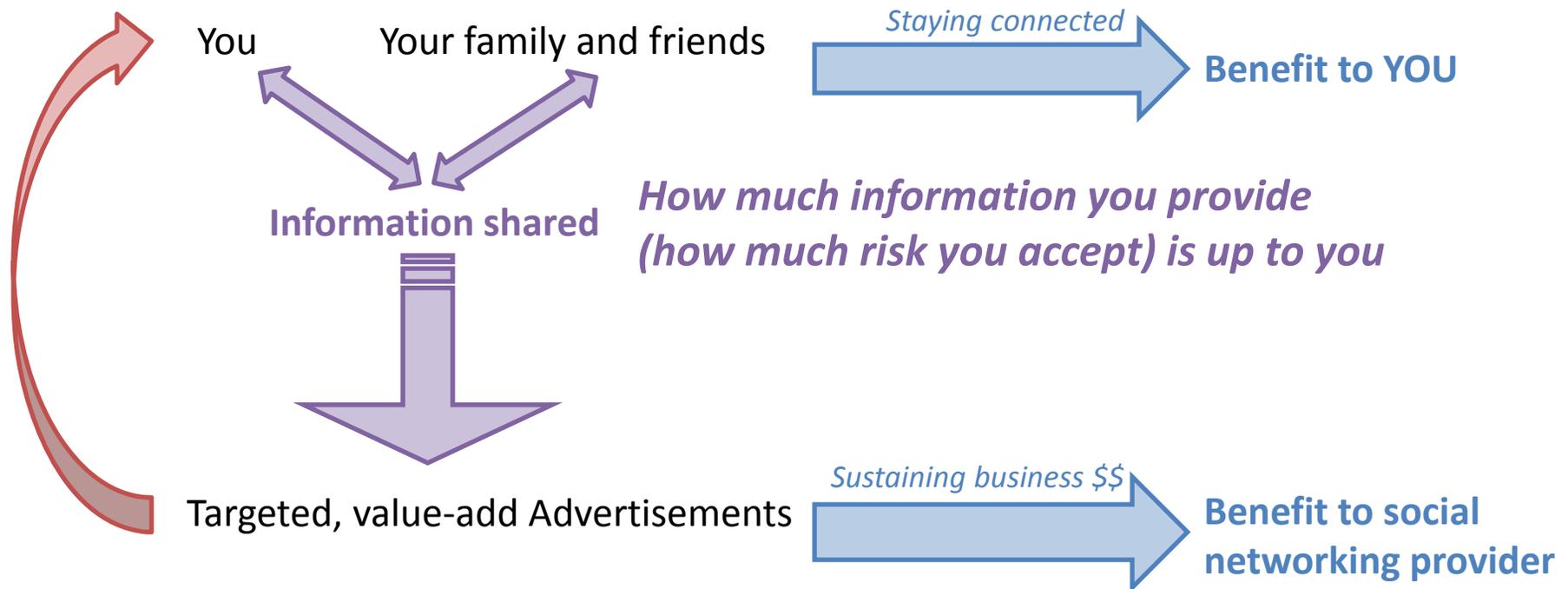


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Social networking will always be a tradeoff between safeguarding your privacy and enjoying the benefits of socializing online



<http://socialmedia.defense.gov/index.php/2009/11/02/is-your-social-media-site-protected/>



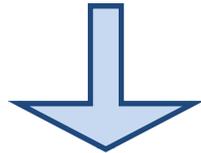
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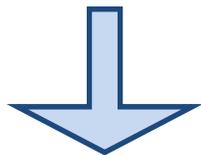
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Most information used by social networking providers & advertisers is intended to provide you value

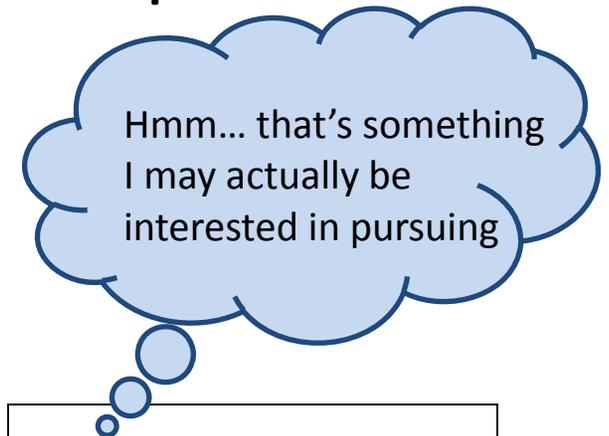
I post an update to Facebook mentioning “teachers”



This information is filtered by the social networking provider and marketed to advertisers to provide offers or services that you may like



RESULT: University of Southern California advertisement appears on my page recommending a master’s degree program to become a teacher



Become a teacher ✕



Get a Master's and teaching credential from the University of Southern California's Master of Arts in Teaching program delivered online

 Like

But when information about us or associated with us is shared publicly, it can foster spam or even malicious behavior

Risks Associated with Sharing Too Much Information

- Operations security violation
- Identify theft
- Home break-ins/theft
- E-mail viruses
- Solicitors / spam



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Facebook is all about sharing—with our friends, family members, shipmates and the general public

1. Some information we want to spread as far and wide as possible (e.g. public affairs messaging & crisis communications)
2. Some information we only want to share with our friends & family
3. And some information we don't want to share with anyone (in particular, information that could compromise OPSEC)!*



*Information that could compromise OPSEC should not be shared anywhere on an unsecured social networking site, regardless of your privacy settings

Even though you should assume that all information you share on Facebook could be made public, there are some precautions you can take to keep the information you want to stay just between friends from being shared publicly



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We encourage Sailors, Navy personnel and their family members to use the following minimum recommended privacy settings on Facebook. It is your decision to share more or less information, just make it an informed decision!

A STEP-BY-STEP GUIDE TO YOUR PRIVACY SETTINGS



What your privacy dashboard should look like when you are finished customizing your settings

Just because the "other" category is selected does not mean the specific recommended settings are in place, so be sure to go through guide.

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				•

Note: These are minimum recommended privacy settings—you may choose to share more or less information if you desire

New!

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



Tracy Johnson
Edit My Profile

News Feed

Messages (88)

Events (5)

Photos

Friends

Applications

Games

Ads and Pages

Groups

Marketplace (18)

Friends Online

News Feed

Top News · Most Recent

What's on your mind?



Adam Conner likes Entourage and 11 other pages.

6 minutes ago

Hide Deanna

Cancel

Start here



U.S. Pacific Command Cooperation Afloat Readiness and Training (CARAT) is a series of bilateral exercises held annually in Southeast Asia to strengthen relationship and enhance force readiness.



Exercise CARAT 2010

8 new photos

Events

What are

5 eve

31 Patio

DeAn

Party

10:00p

Kemp

Down

Danny

See More



Tracy Johnson

Edit Friends

Manage Pages

Account Settings

Privacy Settings

Application Settings

Help Center

Logout

Sponsored

Create an Ad

Update Fans via iPhone

x



Facebook for iPhone app: click "Friends" then click "Pages" on the bottom right to see Pages you admin to update status or photo.

Like

Requests

See All



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Choose Your Privacy Settings ▶ Basic Directory Information

◀ Back to Privacy

Preview My Profile

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 ▼

**Then
change
settings to
match
what's
shown at
left**



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Choose Your Privacy Settings

Basic Directory Information

To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. [View settings](#)

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			■	
Email addresses and IM				■
Phone numbers and address				■

Click here

[Customize settings](#)

This is your current setting.

Applications and Websites

[Edit your settings](#) for using applications, games and websites.

Block Lists

[Edit your lists](#) of blocked people and applications.

Controlling How You Share

[Learn more](#) about your privacy on Facebook.



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Choose Your Privacy Settings ▶ Customize settings

[◀ Back to Privacy](#)

[Preview My Profile](#)

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 [\(See an example\)](#)

Enable

Then change
settings to
match what's
shown at
right

New!

[Edit album privacy](#) for existing photos.



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To select the “only me” option, click on the drop down menu and select “edit” next to “Custom”

Religious and political views

Birthday

Edit album privacy for existing photos.



A pop-up window will appear. Use drop down menu to select “only me”

Also unselect networks*

**Networks include anyone who has associated themselves with that group/organization. By opening your information up to a network, you may share information with people you do not know. See NETWORKS slide (#25) to learn how to leave a network.*

Choose Your Privacy Settings ▶ Customize settings

Things others share

Photos and videos I'm tagged in

Only Me ▼

Can comment on posts

Includes status updates, friends' Wall posts, and photos

Friends Only ▼

Friends can post on my Wall

Enable

Can see Wall posts by friends

Friends Only ▼

Friends can check me in to Places

Disabled ▼

New!

Contact information

Mobile phone

Only Me ▼

Other phone

Only Me ▼

Address

Only Me ▼

IM screen name

Friends Only ▼

██████████@gmail.com

Only Me ▼

**And continue
to change
settings to
match down
the page**



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Choose Your Privacy Settings

Basic Directory Information

To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. [View settings](#)

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			■	
Email addresses and IM				■
Phone numbers and address				■

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

Click here

Applications and Websites

[Edit your settings](#) for using applications, games and websites.

Block Lists

[Edit your lists](#) of blocked people and applications.

Controlling How You Share

[Learn more](#) about your privacy on Facebook.



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Choose Your Privacy Settings ▶ Applications, Games and Websites

◀ Back to Privacy

What you're using

You're using 11 applications, games and websites:



- ✎ Remove unwanted or spammy applications.
- ✘ Turn off all platform applications.

Then remove any applications you do not trust

Game and application activity

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

🔒 Friends Only ▼

And change this setting to "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

Choose Your Privacy Settings ▶ Applications, Games and Websites

◀ Back to Privacy

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 ▼

Click here

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

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 |

Then unselect all

New!

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



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Choose Your Privacy Settings ▶ Applications, Games and Websites

[◀ Back to Privacy](#)

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](#)

Click here

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](#)

Choose Your Privacy Settings ▶ Instant Personalization

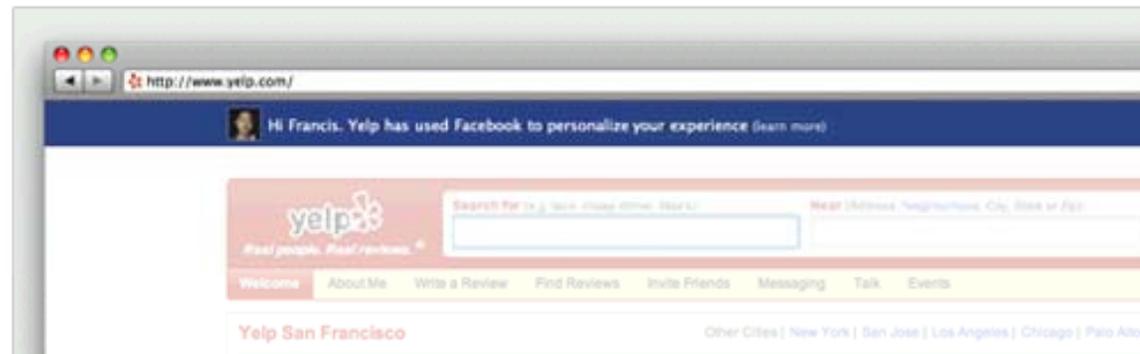
◀ Back to Applications

Instant Personalization

Our goal is to give you a great social and personalized experience with every application and website you use. We've worked with a select set of partners to personalize your experience as soon as you arrive on their sites.

These partner sites (currently limited to [Docs](#), [Pandora](#), and [Yelp](#)) can only access the information and content you've already made available to everyone. All our partners are required to respect your information and we've worked closely with them to make sure they do.

When you arrive at one of these sites, a blue notification bar will appear at the top of the page. Click "No Thanks" if you don't want to have a personalized experience on that site.



Instant personalization is different from [social plugins](#). Social plugin content comes directly from Facebook and no information is shared with the websites themselves.

To turn off instant personalization on all partner sites, uncheck the box below. This will prevent these partners from receiving any of your information through instant personalization, even content you have made available to everyone.

Enable instant personalization on partner websites.

**Then
unselect
this box**

Choose Your Privacy Settings ▶ Applications, Games and Websites

[◀ Back to Privacy](#)

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](#)

Click here



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Choose Your Privacy Settings ▶ Public Search

◀ Back to Applications

Public search

Public search controls whether things you've specifically chosen to share with everyone show up in searches on and off Facebook. It also controls whether people who enter your name in a search engine will see a preview of your Facebook profile. [See preview](#)

To use this feature, first go to [Basic Directory Information](#) and set "Search for me on Facebook" to "Everyone."

Enable public search

Then unselect this box

This feature allows the information you selected to be shared with "Everyone" to be found via Google and other search engines. If you leave public search enabled, content you share with "Everyone" is open to anyone on the web, not just Facebook!



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Check your chart

 Sharing on Facebook

	Everyone	Friends of Friends	Friends Only	Other
My status, photos, and posts			<input checked="" type="checkbox"/>	
Bio and favorite quotations				<input type="checkbox"/>
Family and relationships			<input checked="" type="checkbox"/>	
Photos and videos I'm tagged in				<input type="checkbox"/>
Religious and political views				<input type="checkbox"/>
Birthday			<input checked="" type="checkbox"/>	
Can comment on posts			<input checked="" type="checkbox"/>	
Email addresses and IM				<input type="checkbox"/>
Phone numbers and address				<input type="checkbox"/>

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

**Now
you're
done!**



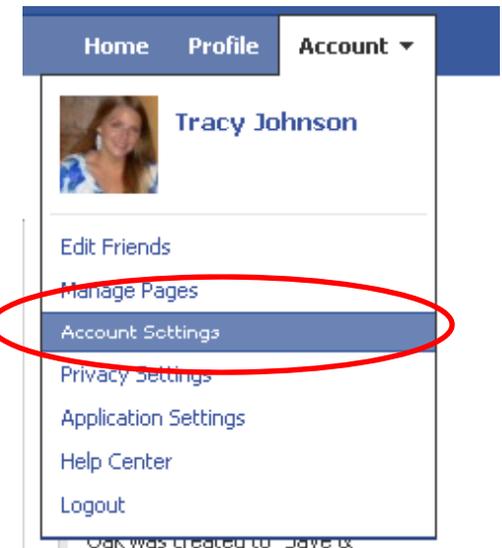
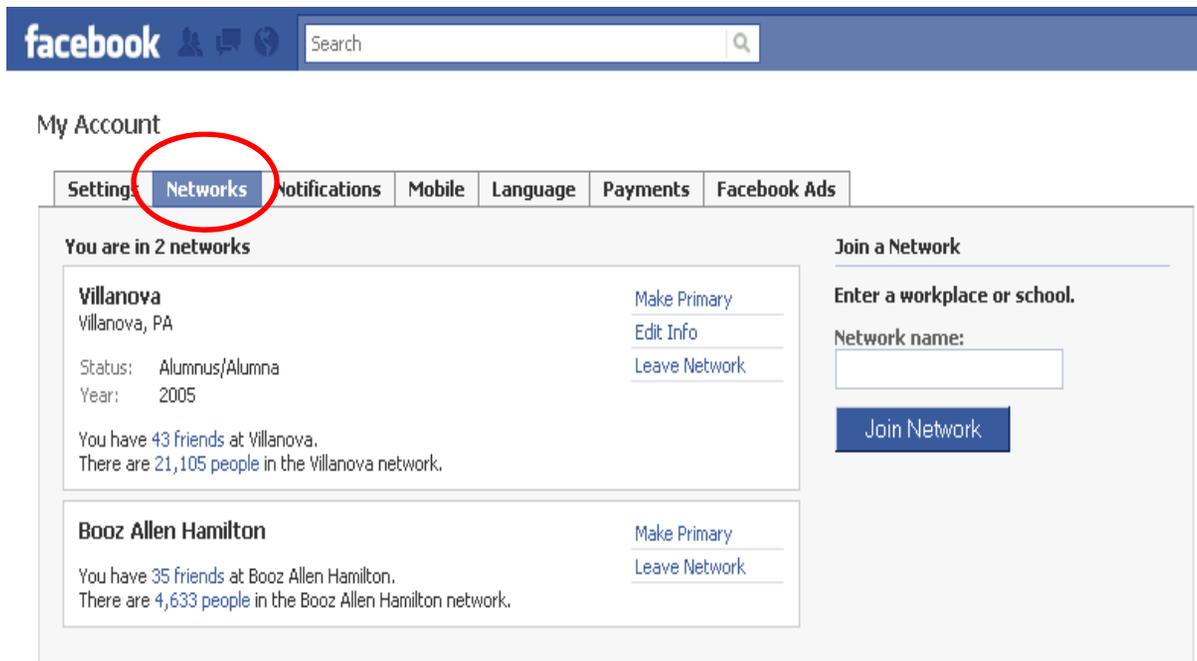
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Networks are a great way to find and connect with people from your organization or school;

HOWEVER, networks can include anyone who has associated themselves with that group/organization, so **by opening your information up to a network, you may share information with people you do not know.**



To join or leave a 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.

Facebook can use your information to target advertisements towards your friends

To disable:

1. Go to "Account Settings"
2. Select the Facebook Ads Tab
3. Select "No one" option for allowing ads from third party applications
4. Select "No one" option for showing my social actions in Facebook Ads

The screenshot shows the Facebook account settings interface for Tracy Johnson. The 'Account' menu is open on the left, with 'Account Settings' highlighted (1). The 'Facebook Ads' tab is selected in the top navigation bar (2). The 'Ads shown by third party applications' section is visible, with two settings highlighted in yellow boxes: 'Allow ads on platform pages to show my information to' set to 'No one' (3), and 'Show my social actions in Facebook Ads to' set to 'No one' (4). Both settings have 'Save Changes' and 'Cancel' buttons. Yellow starburst graphics with the text 'New!' are placed next to each of these settings.



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More on Privacy & OPSEC

- Navy snapshot on OPSEC & social media, <http://www.slideshare.net/USNavySocialMedia/opsec-snapshot>
- Navy snapshot on safe and effective use of social media, <http://www.slideshare.net/USNavySocialMedia/us-navy-safe-and-effective-use-of-social-media>
- Navy guide to Facebook privacy, <http://www.slideshare.net/USNavySocialMedia/navy-privacy-facebook-february-2010-newhomepage-application-settings>
- Facebook guide to Facebook privacy, <http://www.facebook.com/#!/privacy/explanation.php>
- *Facebook and Privacy* page on Facebook, <http://www.facebook.com/fbprivacy>

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