



# 101

## PRIVACY AND SAFETY TIPS

1. Your Facebook experience begins with "Adding a Friend." Before Adding a Facebook Friend, ask yourself: **"Would I trust this person to the level that I'd leave them alone in my home with mine and my family's most valuable possessions and information?"** If they don't pass the Trust test, don't add them. Period!
2. Remember that what you put on the Internet stays there forever. You can do your best to hide your information and pictures, but you can't control who might see them. Any online profile you create, on any site, should reflect respect, your achievements and act as "Your Best Foot Forward." Facebook is all about choices; the choices you make reflect who you are, what you think about in the world, and what you value, as does the quality of your Friends' List.
3. Facebook archives all of information you add to your profile. Never add telephone numbers or your home address to your profile. Also, every word you add into the "Personal Information" section of "Edit Your Profile" turns into a searchable keyword throughout Facebook. While many people value the ability to be searchable on Facebook (business people, people wishing to find old friends, networking) as a rule, less information is always safer.
4. If you add a third-party application to Facebook like "Bumper Stickers" or "Farmville," you automatically provide the developer of that application with your Publicly Available information – and all of your Facebook friends' information. While applications often enrich our social experience, know that your information is moving beyond your own profile. Also, your Publicly Available Information is passed to the developers of Applications your Friends use.
5. Don't post any pictures or comments that are embarrassing of you or of your friends that could lead to you, or them, being cyber-bullied. Your photos can be copied and held by another person, and then used against you in the future, when you least expect it. Also, it's unwise to "tag" your Friends in any photos as that photo will be sent out to their Friends' list, depending on their Privacy Settings.
6. In your **Privacy Settings** under **"Profile Information,"** set "Photos and Videos of Me," to "Only Me."
7. **SET all Privacy Settings** to "Only Friends," or tighter (Specific Friends or "Hide This From").
8. On your Home Page click Account>Privacy Settings>Search, uncheck the Public Search Results box titled "Allow." Otherwise, your name is submitted to Google and other search engines as you having a Facebook account.
9. Most employers, colleges and universities, and anywhere someone will want you to be in their organization (summer camp, swimming instructor, dance instructor, etc) will check your Facebook profile, in detail, to see the quality of what you are posting. In fact, as of April 2009 some companies and universities are insisting that you open your profile right in the interview to allow their experts to analyze and evaluate your profile!
10. Consider using your Status Update sparingly. Updating your status with where you intend to be can be a risk as you're revealing locations and/or timelines. And because all Status Updates are searchable, depending on your Privacy Settings, do not include words like "Vacation" or "Leaving."
11. Consider not using your own picture as your profile picture as it can be copied and reproduced.
12. Be careful of what you write or post on your Friend's Wall. Your Friend's Wall can be viewed by all of their Friends. Consider using the "Send a Message" function when communicating as it is private between you and your Friend only - and is not publicly displayed.
13. Facebook is a valuable communications tool to connect with friends and family, and to post and search for information that will help you identify many opportunities to move forward in your personal and professional life. Recognize, however, that nothing is truly private on Facebook. Apply your settings properly (above) - and your experience should be very enjoyable.
14. **A note on Twitter:** One of the fastest growing sites, Twitter is an excellent mechanism for companies to engage with their customers and for people to follow any interest or subject that interest them. It is rapidly being utilized as a marketing engine for many companies. Twitter, however, has zero privacy settings (except for one setting) and the user's 140-character "Tweets" are displayed across the Internet and on all search engines. [www.twitter.com](http://www.twitter.com):

**CONTACT INFORMATION**  
**Chris Vollum; Workshop Facilitator**  
**Email: [socialmediatrust@gmail.com](mailto:socialmediatrust@gmail.com)**