

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background. The background of the entire slide is a close-up photograph of a silver metal padlock with a blue handle, resting on a white computer keyboard. The padlock is closed and its shackle is looped through the keys.

facebook®

# SOCIAL MEDIA SNAPSHOT

FACEBOOK PRIVACY SETTINGS

FEBRUARY 2011

*UPDATED FOR HTTPS*

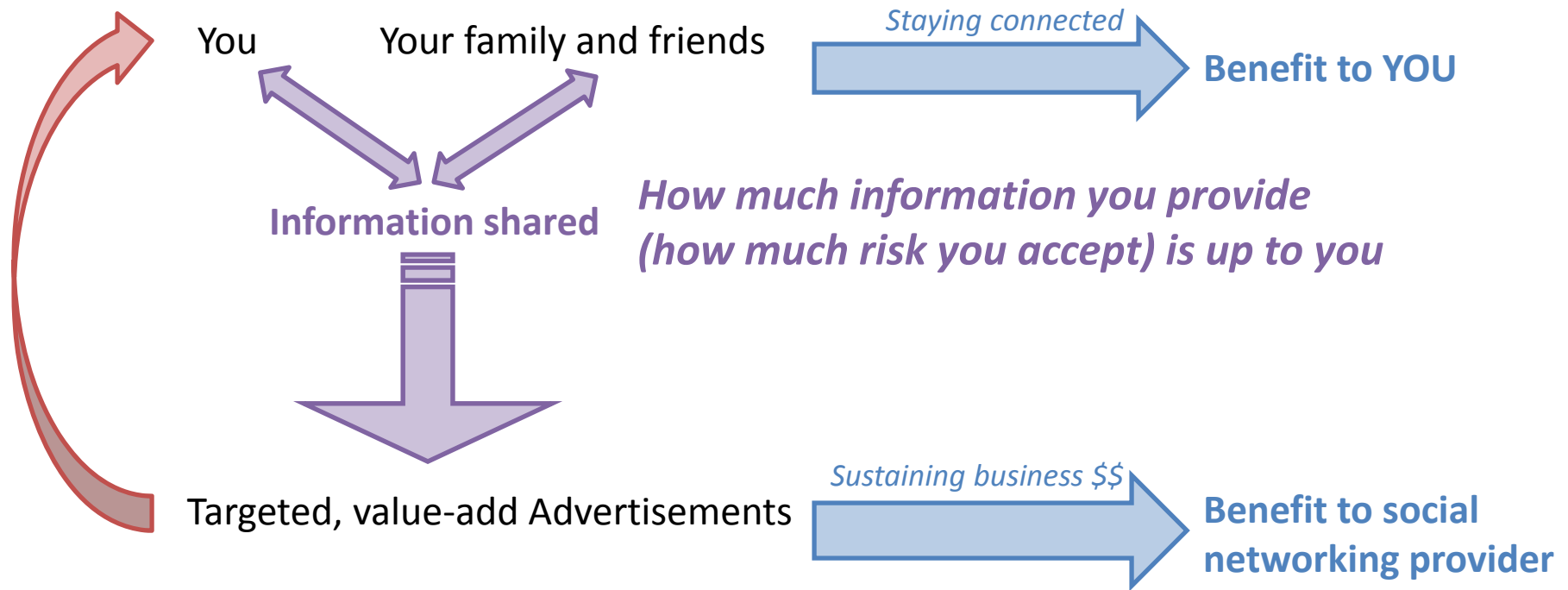
If you have already adjusted your settings based on the [August 2010 recommendations](#), you may skip ahead to only the slides with new changes\*:

- Slides [27 & 28](#): Enable HTTPS layer of security
- Slide [29](#): Additional security features

*\*New updates are indicated by the yellow starburst*



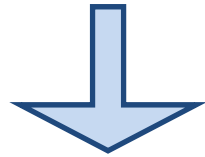
# Social networking will always be a tradeoff between safeguarding your privacy and enjoying the benefits of socializing online



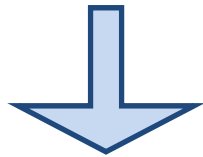
<http://socialmedia.defense.gov/index.php/2009/11/02/is-your-social-media-site-protected/>

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

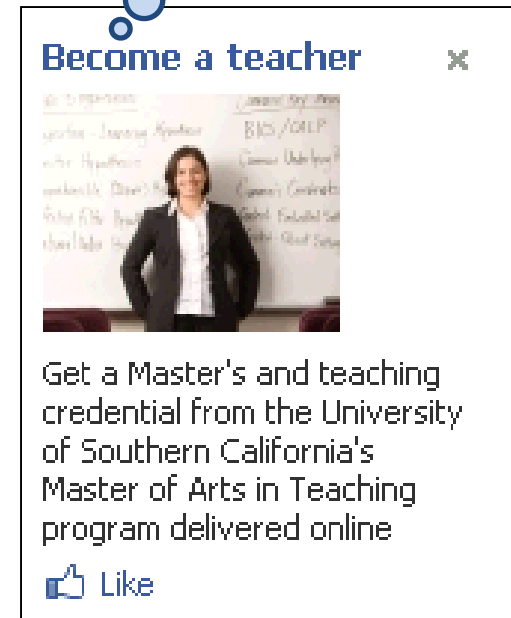
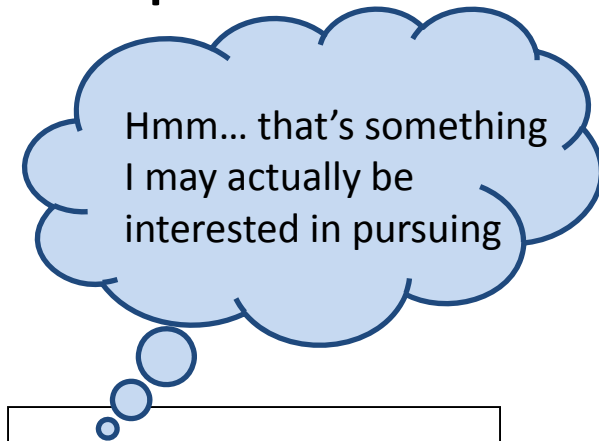
I post an update to Facebook mentioning “teachers”



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** ✕

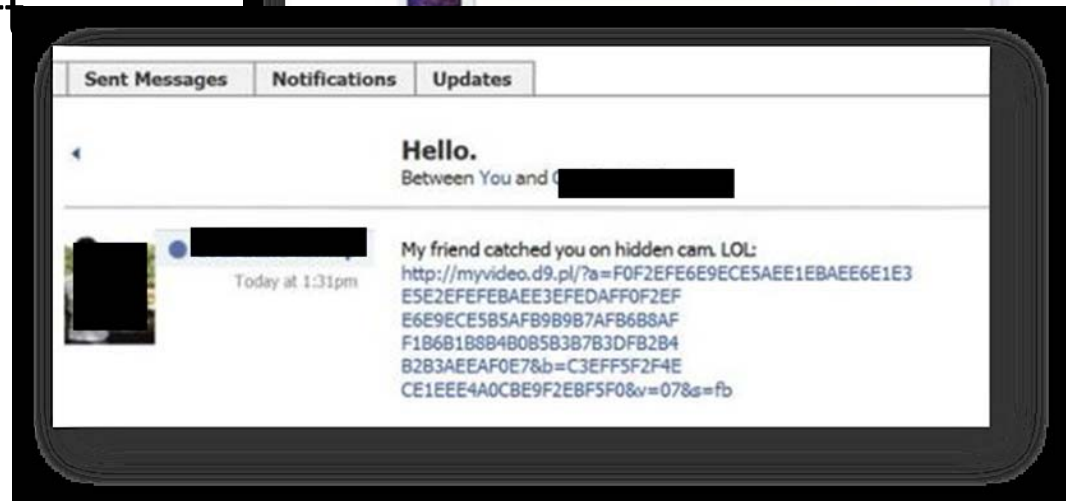
Get a Master's and teaching credential from the University of Southern California's Master of Arts in Teaching program delivered online

 Like

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

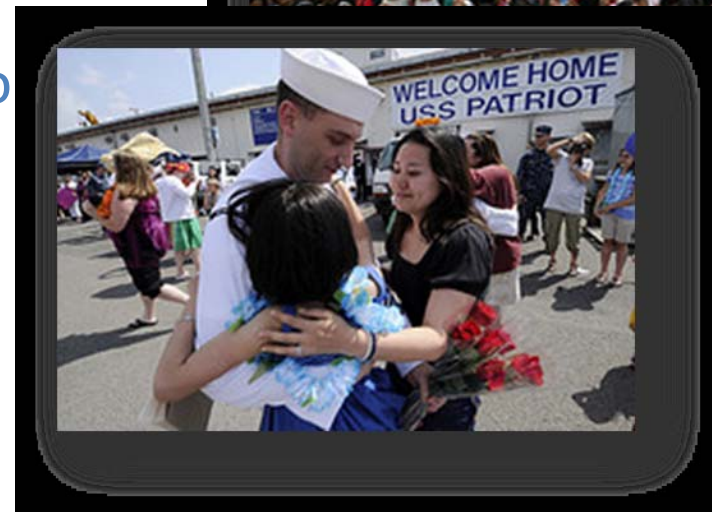
## Risks Associated with Sharing Too Much Information

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



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

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				•

[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

 **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

Start here

**Events**

- What are...
-  5 eve
-  31 Patio
- DeAn...
- Party
- 10:00p
- Kamp
- 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

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

## 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](#)

**Click here**

### Sharing on Facebook

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

[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.

◀ 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.

 <b>Search for me on Facebook</b>	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 ▼
 <b>Send me friend requests</b>	This lets real world friends send you friend requests. If not set to everyone, it could prevent you from connecting with your friends.	 Everyone ▼
 <b>Send me messages</b>	This lets friends you haven't connected with yet send you a message before adding you as a friend.	 Everyone ▼
 <b>See my friend list</b>	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 ▼
 <b>See my education and work</b>	This helps classmates and coworkers find you.	 Friends Only ▼
 <b>See my current city and hometown</b>	This helps friends you grew up with and friends near you confirm it's really you.	 Friends Only ▼
 <b>See my interests and other Pages</b>	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**

## 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	Everyone	Friends of Friends	Friends Only	Other
Friends of Friends	My status, photos, and posts		■	
Friends Only	Bio and favorite quotations			■
Recommended	Family and relationships		■	
Custom <input checked="" type="checkbox"/>	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.

◀ 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

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

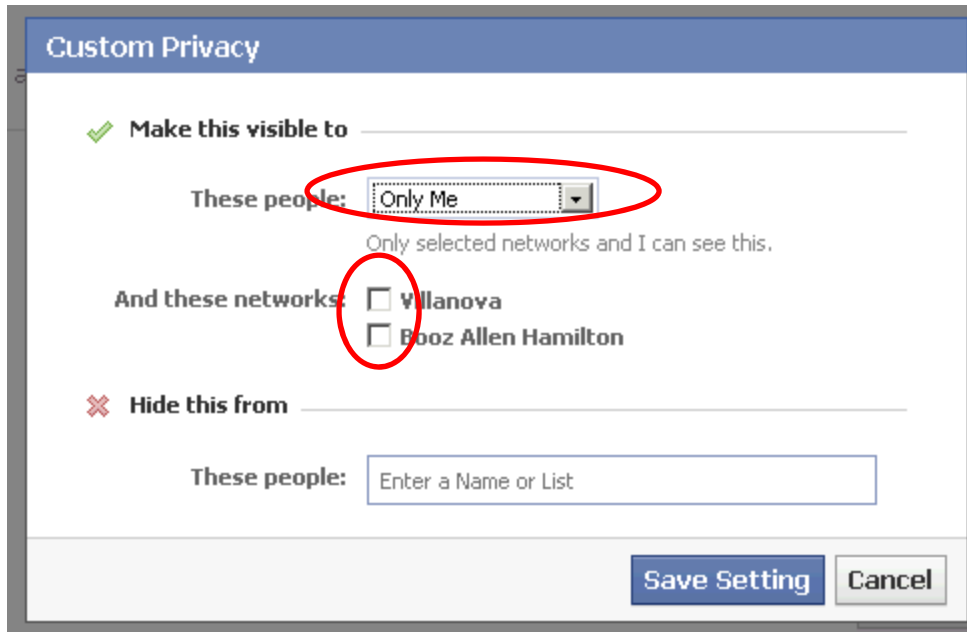
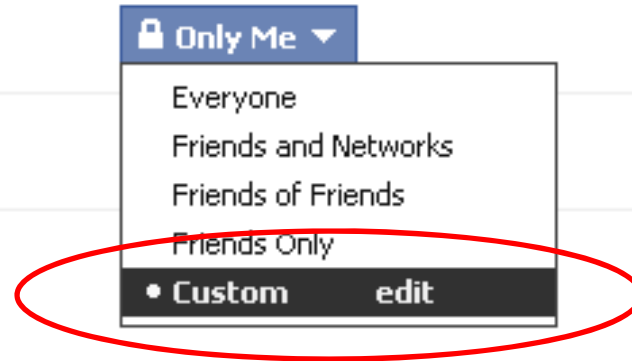
Then change settings to match what's shown at right

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.*

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 ▼

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**

## 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.

← 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

◀ 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**

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



**NAVY.mil**

Official Website of the UNITED STATES NAVY

**SOCIAL MEDIA SNAPSHOT**

[◀ 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](#)

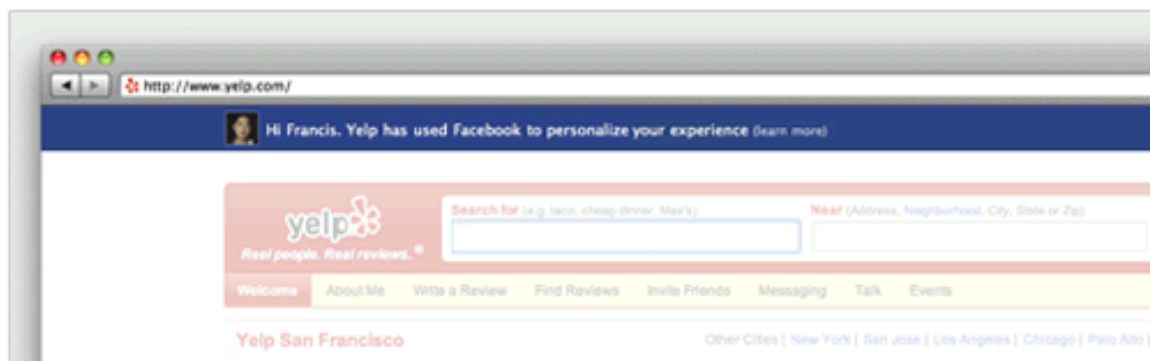
◀ Back to Applications

## 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

[◀ 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**

## 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."

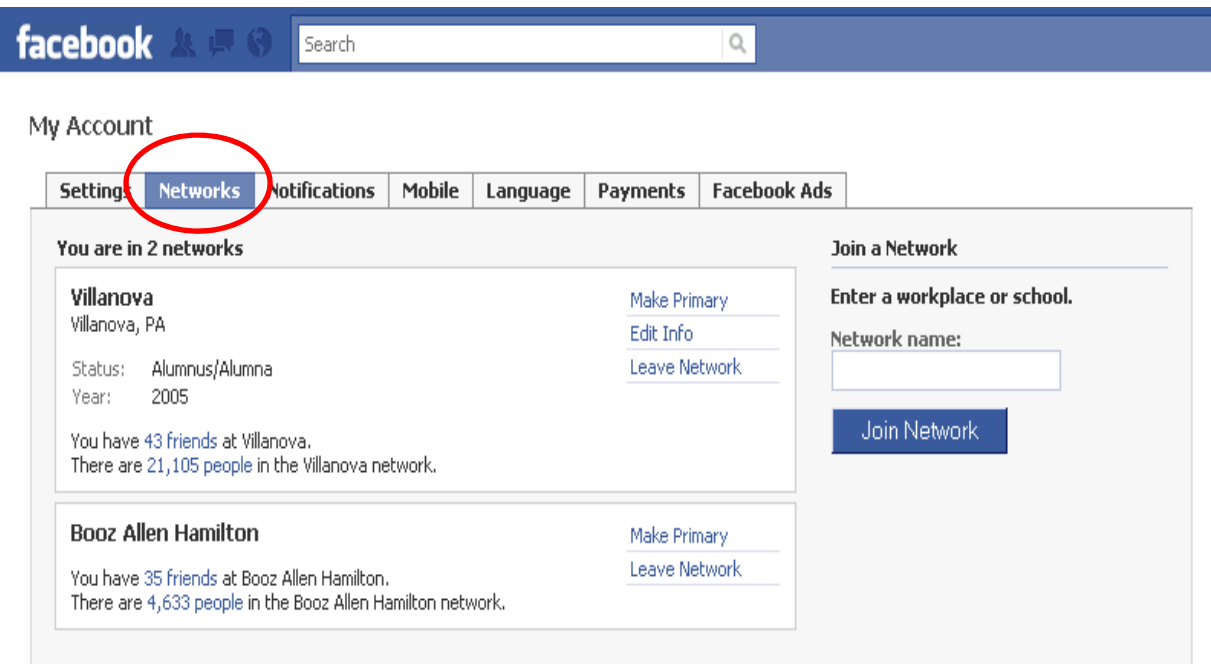
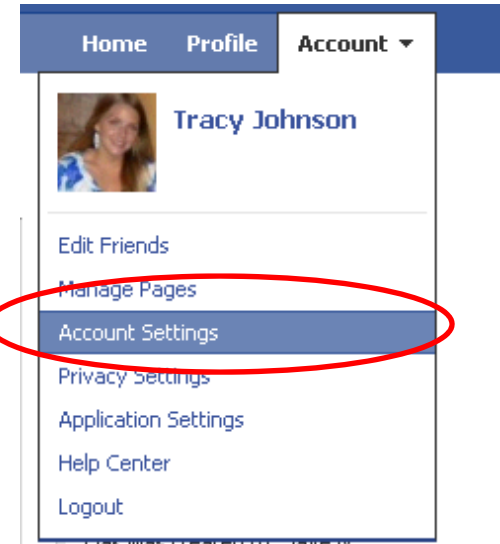
Enable public search

**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!*

# 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. On the left, the 'Account' dropdown menu is open, with 'Account Settings' highlighted and circled in red, labeled with a red '1'. The main content area shows the 'Facebook Ads' tab selected and circled in red, labeled with a red '2'. Below this, the 'Ads shown by third party applications' section is visible. The first setting, 'Allow ads on platform pages to show my information to', is set to 'No one' and is circled in red, labeled with a red '3'. The second setting, 'Show my social actions in Facebook Ads to', is also set to 'No one' and is circled in red, labeled with a red '4'. Both settings have 'Save Changes' and 'Cancel' buttons below them.

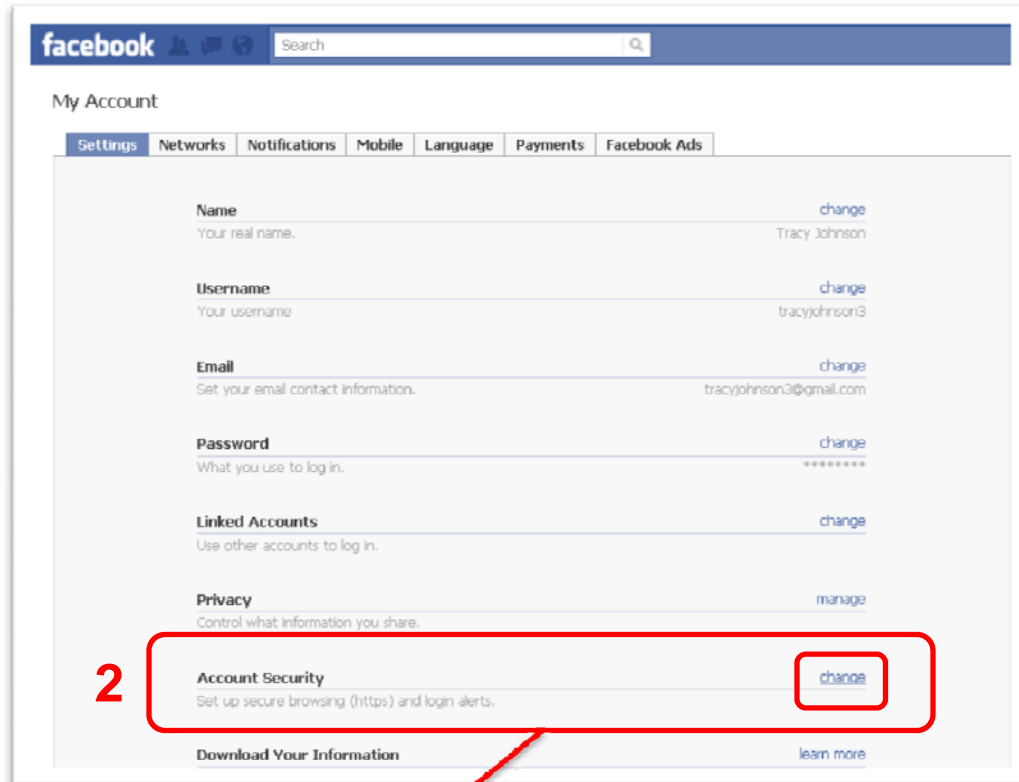
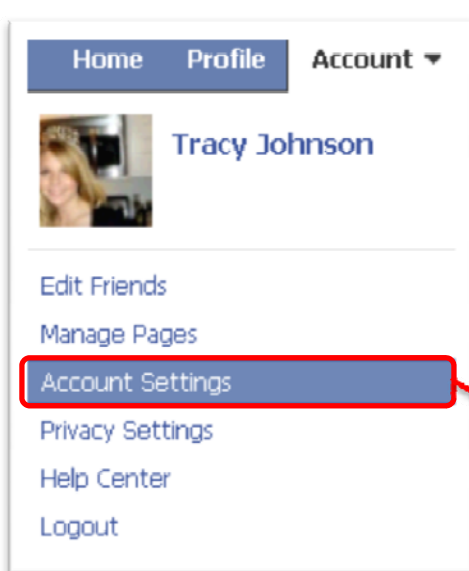
# Facebook has enabled an added layer of security called **HTTPS** that you can enable to further protect your private information

**WHAT IS HTTPS?** According to LifeHacker.com:

*HTTPS is a significantly more secure version of HTTP, which is the protocol you generally use to load up your webpages (whether you're aware of it or not). HTTP stands for Hypertext Transfer Protocol, so HTTPS stands for the same thing but with Secure on the end of it. This is because, as [Wikipedia will tell you](#), HTTPS is "a combination of the Hypertext Transfer Protocol with the SSL/TLS protocol to provide encrypted communication and secure identification of a network web server." ...**It basically means you're protecting your private information from people who want to steal it** using readily available tools like [Firesheep](#). It means when you enter your password or your phone number or anything personal on Facebook—or any other site offering HTTPS — **that data will be encrypted** as it flies through the great tubes of the internet. -- <http://lifehacker.com/5745086/why-should-i-care-about-https-on-facebook-or-other-web-sites>*

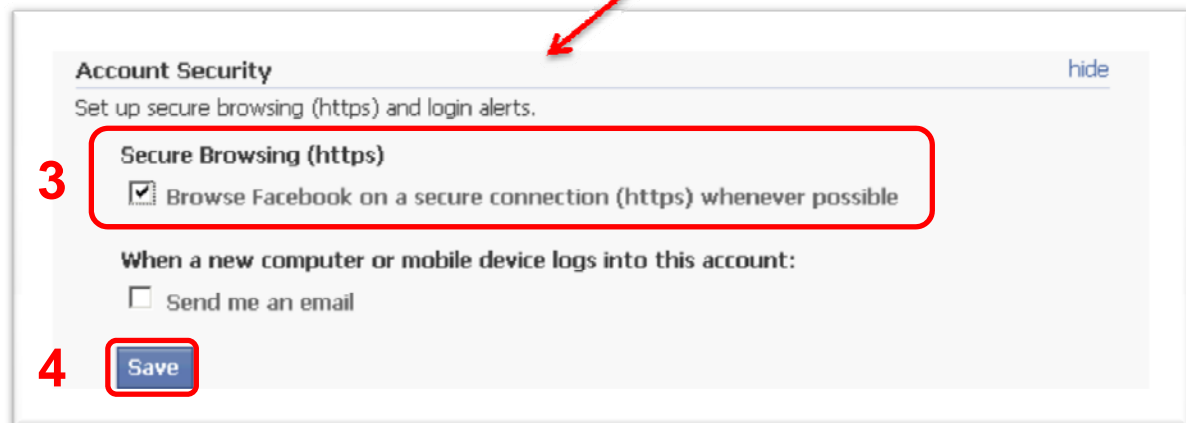


**New!**



## To enable HTTPS:

1. Go to "Account Settings"
2. Under "Account Security" select the "change" hyperlink
3. Check the "Browse Facebook on secure connection (https) whenever possible" box
4. Save



# In the same “account settings” section, you can also manage your information in a few different ways

## Account Security [hide](#)

Set up secure browsing (https) and login alerts.

### Secure Browsing (https)

Browse Facebook on a secure connection (https) whenever possible

### When a new computer or mobile device logs into this account:

Send me an email

1

Save

## Account Activity

View your recent account activity. If you notice an unfamiliar device or location, click "end activity"

*Note: Locations and device types reflect our best guesses based on your ISP or wireless carrier.*

### Most Recent Activity

Location: [Unknown Location \(Approximate\)](#)

Device Type: Firefox on WinXP

[Download Your Information](#)

2

[learn more](#)

[Deactivate Account](#)

3

[deactivate](#)

You can also:

1. Choose to be notified via email when a new computer or mobile device logs on to your account
2. Download all of your information in Facebook (emailed to you). You can save it to keep a backup and also evaluate it to determine if you're comfortable with what you are sharing.
3. Deactivate your account if you decide to stop using Facebook but want the option to use it again in the future. This does not delete your account, so you can reactivate at a later time if you choose

**New!**

# 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>

For use outside the Coast Guard network

- Facebook guide to Facebook privacy, <http://www.facebook.com/#!/privacy/explanation.php>
- *Facebook and Privacy* page on Facebook, <http://www.facebook.com/fbprivacy>

# Navy Emerging Media Integration



Official Navy Website

[www.navy.mil](http://www.navy.mil)

Navy Social Media Directory

[www.navy.mil/socialmedia](http://www.navy.mil/socialmedia)

Navy Social Media

Resources Page

[www.chinfo.navy.mil](http://www.chinfo.navy.mil)

Navy Emerging Media  
on Slideshare

[www.slideshare.net/USNavySocialMedia](http://www.slideshare.net/USNavySocialMedia)

THIS SNAPSHOT AVAILABLE HERE

# Navy Emerging Media Integration

Adapted for USCG use

AMERICA'S  
**NAVY**  
A GLOBAL FORCE FOR GOOD™

End