



**facebook**

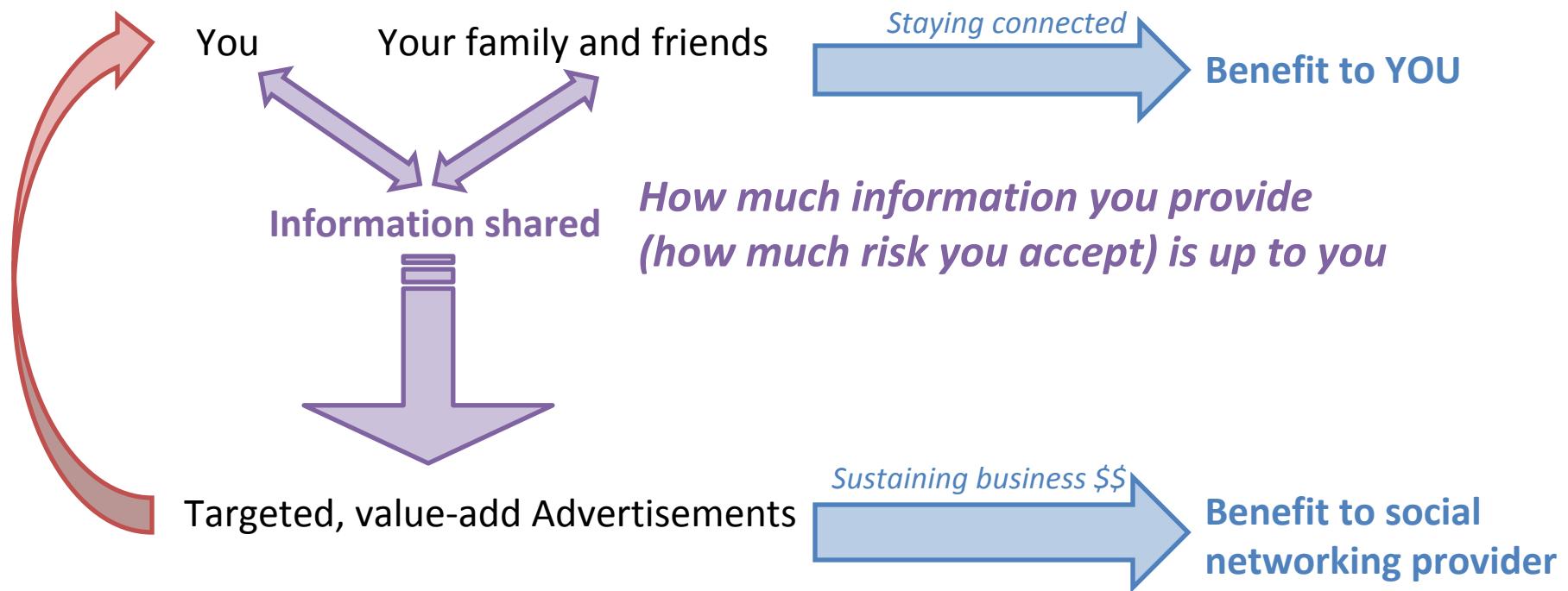


# SOCIAL MEDIA SNAPSHOT

## FACEBOOK PRIVACY SETTINGS

JUNE 2010

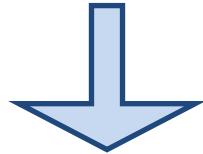
# Social networking will always be a tradeoff between safeguarding your privacy and enjoying the benefits of socializing online



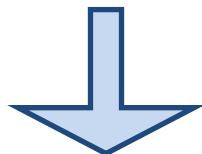
<http://socialmedia.defense.gov/index.php/2009/11/02/is-your-social-media-site-protected/>

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

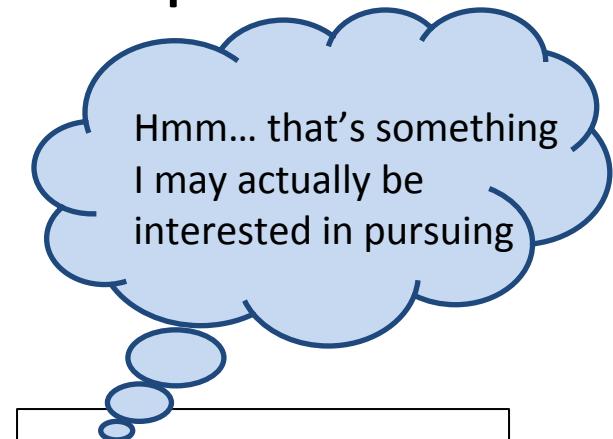
I post an update to Facebook mentioning “teachers”



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** ×

A screenshot of a Facebook-style advertisement. At the top, it says "Become a teacher". Below that is a photo of a woman standing in front of a whiteboard. The whiteboard has various text and diagrams, including "Master of Arts", "BEd", "CETL", "CETL Online", "CETL Contact", "CETL Courses", "CETL Faculty", "CETL Staff", "CETL Student Support", and "CETL News". The main text of the ad reads: "Get a Master's and teaching credential from the University of Southern California's Master of Arts in Teaching program delivered online". At the bottom, there is a blue "Like" button.

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 publically, 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



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)!\*



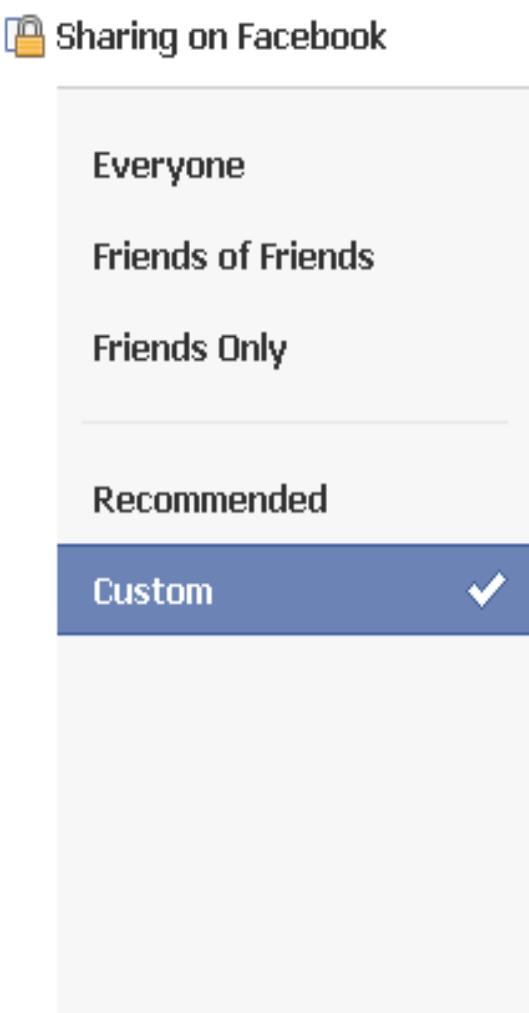
\*Information that could compromise OPSEC should not be shared anywhere on an unsecured social networking site, regardless of your privacy settings

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 publically.

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.**

	Everyone	Friends of Friends	Friends Only	Other
My status, photos, and posts			<input type="checkbox"/>	<input checked="" 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"/>
<b>Note: These are minimum recommended privacy settings—you may choose to share more or less information if you desire</b>				

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



 NAVY.mil  
Official Website of the UNITED STATES NAVY

## SOCIAL MEDIA SNAPSHOT



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



**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

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



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



# NAVY.mil

Official Website of the UNITED STATES NAVY

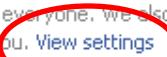
# SOCIAL MEDIA SNAPSHOT

## 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

Recommended

Custom

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.

## 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.

 **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

## 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
Everyone				
Friends of Friends				
Friends Only				
Recommended				
Custom	✓			
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.



## 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

Then change  
settings to  
match what's  
shown at  
right

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 ▾

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

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.



Custom Privacy

✓ Make this visible to

These people:  (circled in red)

Only selected networks and I can see this.

And these networks:  Villanova (circled in red)  
 Booz Allen Hamilton (circled in red)

✗ Hide this from

These people: Enter a Name or List

Save Setting Cancel

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

And

continue  
to change

settings to  
match  
down the  
page

Enable

Can see Wall posts by friends

Friends Only ▾

Contact information

Mobile phone

Only Me ▾

Other phone

Only Me ▾

Address

Only Me ▾

IM screen name

Friends Only ▾

[REDACTED] @gmail.com

Only Me ▾



**NAVY.mil**

Official Website of the UNITED STATES NAVY

**SOCIAL MEDIA SNAPSHOT**

## 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

Recommended

Custom

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.



# NAVY.mil

Official Website of the UNITED STATES NAVY

## SOCIAL MEDIA SNAPSHOT

## 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.

- Bio
- Birthday
- Family and relationships
- Interested in and looking for
- Religious and political views
- My website
- If I'm online
- My status updates
- My photos
- My videos
- My links
- My notes
- Photos and videos I'm tagged in

**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**

## 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](#)

Click here



### Public search

Show a preview of your Facebook profile when people look for you using a search engine.

[Edit Settings](#)

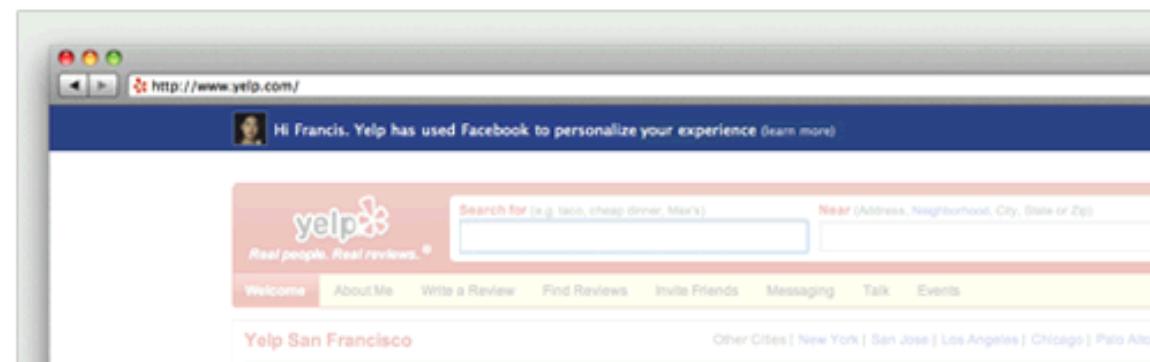
[◀ Back to Applications](#)

## 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.



Then  
unselect  
this box

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.

## 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.

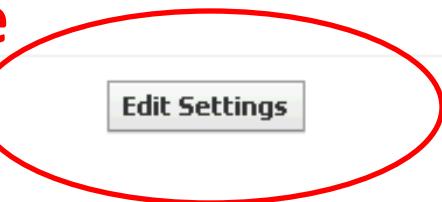
[Edit Settings](#)

**Click here**

### Public search

Show a preview of your Facebook profile when people look for you using a search engine.

[Edit Settings](#)



## 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!*

# Check your chart

 Sharing on Facebook

Everyone

Friends of Friends

Friends Only

Recommended

Custom 

**Now  
you're  
done!**

	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.



**NAVY.mil**

Official Website of the UNITED STATES NAVY

**SOCIAL MEDIA SNAPSHOT**

# 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.**

The screenshot shows a Facebook 'My Account' page. At the top, there's a navigation bar with 'facebook' and icons for search and notifications. Below it is a 'Search' bar. Under 'My Account', there's a menu with tabs: 'Settings' (highlighted with a red circle), 'Networks' (highlighted with a red circle), 'Notifications', 'Mobile', 'Language', 'Payments', and 'Facebook Ads'. The 'Networks' tab is active, showing that the user is in 2 networks: 'Villanova' and 'Booz Allen Hamilton'. For each network, there are details like location, status (e.g., 'Alumnus/Alumna'), year (e.g., '2005'), and friend counts ('43 friends' at Villanova, '35 friends' at Booz Allen Hamilton). There are also buttons to 'Make Primary', 'Edit Info', and 'Leave Network'. To the right, there's a 'Join a Network' section with a form to 'Enter a workplace or school' and a 'Join Network' button.

The screenshot shows a sidebar from a Facebook account settings page. At the top are 'Home', 'Profile', and 'Account' buttons. Below is a profile picture of a woman and the name 'Tracy Johnson'. A red oval highlights the 'Account Settings' link in the sidebar, which is also highlighted with a blue background. Other links in the sidebar include 'Edit Friends', 'Manage Pages', 'Privacy Settings', 'Application Settings', 'Help Center', and 'Logout'. A small note at the bottom says 'Oak was created to save tx'.

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.

# 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>

**Questions?** Contact CHINFO Emerging Media Integration (OI-5)

**CDR Scott McIlnay**

Director, Emerging Media Integration (OI-54)  
Department of the Navy, Office of Information  
Office:(703) 692-4718  
Email: [scott.mcilnay@navy.mil](mailto:scott.mcilnay@navy.mil)  
Twitter: @smcilmay

**LT Lesley Lykins**

Deputy, Emerging Media Integration (OI-54A)  
Department of the Navy, Office of Information  
Office:(703) 695-6915  
Email: [lesley.lykins@navy.mil](mailto:lesley.lykins@navy.mil)  
Twitter: @lyfsg8