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PRIVACY 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. What you post on the Internet exists forever and you simply can’t control who might see your content. Any online profile you create, on any site, should reflect respect, and act as “Your Best Foot Forward.” Facebook is 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 “Edit Your Profile” section turns into searchable keywords 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. 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 stored by another person and used in another venue, when you least expect it. Also, consider whether to “tag” your Friends in any photos as, depending on their Privacy Settings, that photo will be sent out to their Friends’ News Feeds - and beyond. Ask their permission to tag.
5. In the upper right corner is the “Account” tab. This is your settings tool kit. Here you can Edit (remove) Friends, set all Privacy Settings, access the Help page and adjust your Account Settings. Begin by clicking “Privacy Settings.”
6. There are two sections; “Basic Directory Information” (BDI) and “Sharing on Facebook.” Click “View Settings” in BDI and move all settings to their tightest; Friends Only or less (Custom), if available.
7. On the main privacy settings page at “Sharing on Facebook”, disregard the four presets of settings and click on “Customize Settings.” There are two sections to be concerned with; “Things I Share” and Things Others Share.” Move each setting to “Friends Only” or less. Set “Photos and Videos I’m Tagged In” to “Only Me.” This prevents tagged pictures from appearing in other people’s News Feeds. On “People Here Now,” uncheck the enable box. Then, in “Friends Can Check me into Places” click “Edit Settings” and choose “Disabled.”
8. Third-party applications like “Bumper Stickers” or “Farmville,” automatically provide the developer of that application with most of the information throughout your profile. To limit the information that flows out of your Profile to the developer’s database, at the bottom left of the Privacy Settings under “Applications and Websites,” click “Edit Settings” and uncheck ALL boxes inside of the “Info accessible through your friends.”
9. To remove your name from Google Searches as having a Facebook account, also in “Applications and Websites” uncheck “Enable Public Search” in the Public Search option.
10. Most employers, colleges and universities, and anywhere someone will want you 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, some companies and universities are insisting that you open your profile to analyze and evaluate the choices you make on the content you’ve posted in your profile!
11. Consider not posting Status Updates that reveal locations, dates and overall timelines. Because all Status Updates are searchable depending on your Privacy Settings, do not include words like “Vacation” or “Leaving.”
12. Know that what you write on your Friend’s Wall can be viewed by all of their Friends. Consider using the “Send a Message” function 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 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 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 interests 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: