



**facebook**  
*Privacy*

How to manage what you share on Facebook, NOW

September 2011

# Why do they keep changing the privacy settings?

- This is a dynamic and fast moving environment where the tools evolve on a daily basis to provide you with the best experience and/or to further the goals of individual organizations
- Providing new features that you may find useful **can also have a privacy risk**
- In this brief, we will examine some of the more significant privacy changes to Facebook in the past few months and show you how to update your settings accordingly
- However, this does not exempt you from actively updating your privacy settings in the future as new features or privacy changes are made--You must take responsibility for your own privacy online and educate yourself as new updates are released

# What's new since August 2011:

1. Where you manage your privacy (not all in the “account settings” anymore)
2. Information that can be shared with limited groups of friends
3. What happens when you tag someone or are tagged in a post, photo or video.

Tagging photos (or being tagged in photos) could potentially allow your photo (or a photo of you) to be viewed by people you do not know well.

*Consider the risks carefully before you tag someone: think about your friends list and the friends of your friends who may be able to see the photo after you tag it.*

More on how tagging works (including how to report and remove tags):

<https://www.facebook.com/about/tagging>



**Things to ask yourself before tagging (and before accepting being tagged in a photo):**

- Do you know all of those people well?
- Do you want them to see you in a photo?
- Are you potentially allowing people you do not know to see that photo?

Bottom line (same as always): Don't share your information\* with people you do not know well.

\*Information= personal information, home address, phone number, e-mail address, photos, videos, etc.



*One of several videos from the UK Ministry of Defence encouraging military personnel and their families to be aware of personal security risks associated with social networking sites.*

<http://www.blogs.mod.uk/onlinesecurity/videos.html>

# Step by Step guide for managing your privacy on Facebook, Fall 2011

Start here

The screenshot shows the Facebook interface for a user named Tracy Johnson. The top navigation bar includes 'Home', 'Profile', and 'Account'. The 'Account' dropdown menu is open, with 'Privacy Settings' highlighted. The main content area is titled 'Privacy Settings' and contains two sections: 'Control Privacy When You Post' and 'Control Your Default Privacy'. The 'Control Privacy When You Post' section includes a text input field for a status update, a location selector set to 'San Francisco', and an audience selector set to 'Friends'. The 'Control Your Default Privacy' section features three radio buttons for 'Public', 'Friends', and 'Custom', with 'Friends' selected. Red boxes and a circle highlight the 'Account' menu, 'Privacy Settings' option, and the 'Friends' audience selector respectively.

facebook Search Home Profile Account

Tracy Johnson

Edit Friends  
Use Facebook as Page  
Account Settings  
Privacy Settings  
Help Center  
Log Out

Privacy Settings

Control Privacy When You Post

You can manage the privacy of your status updates, photos and profile info using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try editing your profile to see how it works or learn more.

What's on your mind?

San Francisco Friends Post

Control Your Default Privacy

This setting will apply to status updates and photos you post to your profile from a Facebook app that doesn't have the inline audience selector, like Facebook for Blackberry.

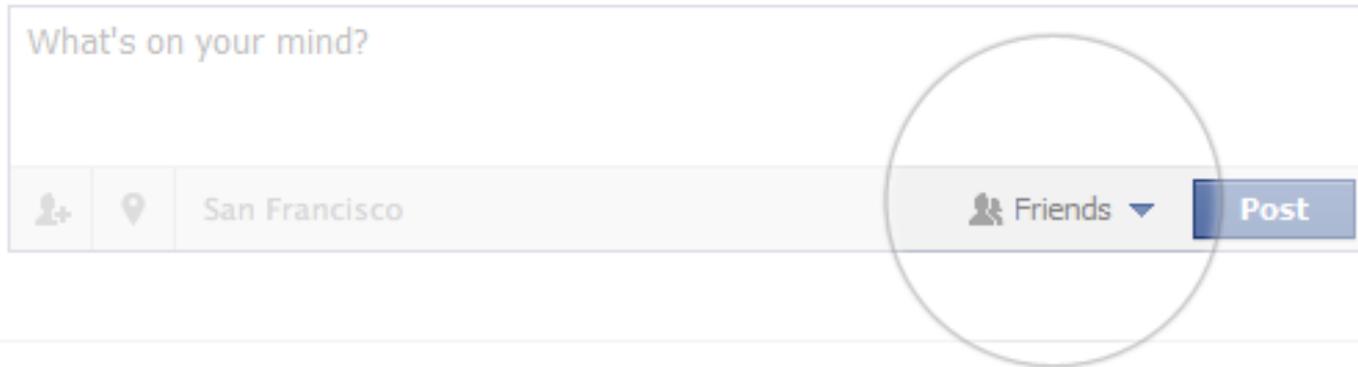
Public Friends Custom

# New: You can now control who sees content you share with EACH post you make

## Privacy Settings

### Control Privacy When You Post

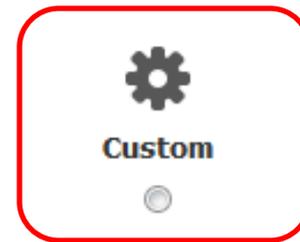
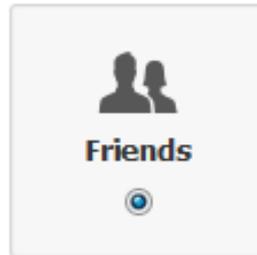
You can manage the privacy of your status updates, photos and profile info using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try [editing your profile](#) to see how it works or [learn more](#).



The image shows a social media post creation interface. At the top is a text input field with the placeholder text "What's on your mind?". Below this is a horizontal bar containing several elements: a person icon with a plus sign, a location pin icon, the text "San Francisco", a person icon with the text "Friends" and a downward arrow, and a blue "Post" button. A large, light gray circle is drawn around the "Friends" audience selector.

## Control Your Default Privacy

This setting will apply to status updates and photos you post to your profile from a Facebook app that doesn't have the inline audience selector, like Facebook for Blackberry.



**Select the custom option as your default setting to ensure you only let your "friends" see updates and DO NOT include networks. Anyone can join a network, so even though they may be affiliated with your organization, they may NOT!**

A screenshot of the Facebook Custom Privacy dialog box. The title bar reads "Custom Privacy". Under the heading "Make this visible to" (with a green checkmark), there is a field "These people:" with a dropdown menu set to "Friends". Below that, under "And these networks:", there are two checkboxes: "Villanova" (unchecked) and a network name obscured by blue scribbles (unchecked). A note below says "Only friends can see this." Under the heading "Hide this from" (with a red X), there is a field "These people:" which is empty. At the bottom right, there are two buttons: "Save Setting" and "Cancel".

## **How You Connect**

Control how you connect with people you know.

[Edit Settings](#)

## **How Tags Work**

Control what happens when friends tag you or your content.

[Edit Settings](#)

## **Apps and Websites**

Control what gets shared with apps, games and websites.

[Edit Settings](#)

## **Limit the Audience for Past Posts**

Limit the audience for posts you shared with more than friends.

## **Blocked People and Apps**

Manage the people and apps you've blocked.

**Edit settings for “How You Connect” and ensure you have the minimum security settings (shown at right). If you choose to keep those you may not know from sending you friend requests or messages, you can choose to make those options more restrictive.**

### How You Connect

Who can look up your profile by name or contact info?

 **Friends of Friends** ▼

Who can send you friend requests?

 **Everyone** ▼

Who can send you Facebook messages?

 **Everyone** ▼

Who can post on your Wall?

 **Friends** ▼

Who can see Wall posts by others on your profile?

 **Friends** ▼

[Learn more](#)

**Done**

Most tagging options are personal preference based on the level of risk you wish to assume, but all Navy personnel should turn the last two options here “Off”

**How You Connect**  
Control how you connect with people you know. [Edit Settings](#)

**How Tags Work**  
Control what happens when friends tag you or your content. [Edit Settings](#)

**Apps and Websites**  
Control what gets shared with apps, games and websites.

**Limit the Audience for Past Posts**  
Limit the audience for posts you shared with more than friends.

**Blocked People and Apps**  
Manage the people and apps you've blocked.

### How Tags Work

<b>Profile Review</b> of posts friends tag you in before they go on your profile (note: tags may still appear elsewhere on Facebook)	Off >
<b>Tag Review</b> of tags that friends want to add to your posts	Off >
<b>Profile Visibility</b> of posts you're tagged in once they're on your profile	<input checked="" type="checkbox"/> Custom ▾
<b>Tag Suggestions</b> when friends upload photos that look like you	Off >
<b>Friends Can Check You Into Places</b> using the mobile Places app	Off >

[Done](#)

### Custom Privacy

**Make this visible to**

These people:  ▾

And these networks:  Villanova  Booz Allen Hamilton

**Hide this from**

These people:

[Save Changes](#) [Cancel](#)

If you do not want others to see photos you are tagged in, select the “Custom” option for “Profile Visibility” and choose “Only Me” from the drop down menu. Ensure the network boxes are unselected as well.

 **How You Connect**  
Control how you connect with people you know. [Edit Settings](#)

 **How Tags Work**  
Control what happens when friends tag you or your content. [Edit Settings](#)

 **Apps and Websites**  
Control what gets shared with apps, games and websites. [Edit Settings](#)

 **Limit the Audience for Past Posts**  
Limit the audience for posts you shared with more than friends.

 **Blocked People and Apps**  
Manage the people and apps you've blocked.

To edit “Apps and Websites” a new window will pop up.

### Choose Your Privacy Settings ▶ Apps, Games and Websites

[← Back to Privacy](#)

On Facebook, your name, profile picture, gender, networks, username and user id (account number) are always publicly available, including to apps ([Learn Why](#)). Also, by default, apps have access to your friends list and any information you choose to make public.

Edit your settings to control what's shared with apps, games, and websites by you and others you share with:

#### Apps you use

You're using 71 apps, games and websites, most recently:

[Edit Settings](#)

 <b>KAYAK</b>	Today
 <b>GetGlue</b>	Today
 <b>Meetup</b>	Today
 <b>Plancast</b>	Yesterday
 <b>GrubHub</b>	Yesterday

 Remove unwanted or spammy apps.

 Turn off all platform apps.

Based on your preference, you may edit the apps you use here.

#### How people bring your info to apps they use

People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with 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](#)

On Facebook, your name, profile picture, gender, networks, username and user id (account number) are always publicly available, including to apps (Learn Why). Also, by default, apps have access to your friends list and any information you choose to make public.

Edit your settings to control what's shared with apps, games, and websites by you and others you share with:

**Apps you use** You're using 71 apps, games and websites, most recently: [Edit Settings](#)

- KAYAK** Today
- GetGlue** Today
- Meetup** Today
- Plancast** Yesterday
- GrubHub** Yesterday

Remove unwanted or spammy apps.  
 Turn off all platform apps.

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**How people bring your info to apps they use** People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with 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](#)

**Select "Edit Settings" for "How people bring your info to apps they use" and unselect all boxes.**

### How people bring your info to apps they use

People on Facebook who can see your info can bring it with them when they use apps. This makes their experience better and more social. Use the settings below to control the categories of information that people can bring with them when they use apps, games and websites.

<input type="checkbox"/> <b>Bio</b>	<input type="checkbox"/> <b>My photos</b>
<input type="checkbox"/> <b>Birthday</b>	<input type="checkbox"/> <b>My videos</b>
<input type="checkbox"/> <b>Family and relationships</b>	<input type="checkbox"/> <b>My links</b>
<input type="checkbox"/> <b>Interested in</b>	<input type="checkbox"/> <b>My notes</b>
<input type="checkbox"/> <b>Religious and political views</b>	<input type="checkbox"/> <b>Hometown</b>
<input type="checkbox"/> <b>My website</b>	<input type="checkbox"/> <b>Current city</b>
<input type="checkbox"/> <b>If I'm online</b>	<input type="checkbox"/> <b>Education and work</b>
<input type="checkbox"/> <b>My status updates</b>	<input type="checkbox"/> <b>Activities, interests, things I like</b>

If you don't want apps and websites to access other categories of information (like your friend list, gender or info you've set to everyone), you can turn off all Platform apps. But remember, you will not be able to use any games or apps yourself.

[Save Changes](#) [Cancel](#)

## Choose Your Privacy Settings ▶ Instant Personalization

[◀ Back to Apps](#)

## Choose Your Privacy Settings ▶ Apps, Games & Websites

[◀ Back to Privacy](#)

On Facebook, your name, profile picture, gender, networks, username and user avatars are publicly available, including to apps ([Learn Why](#)). Also, by default, apps have information you choose to make public.

Edit your settings to control what's shared with apps, games, and websites by:

### Apps you use

You're using 71 apps, games and websites.

 KAYAK	
 GetGlue	
 Meetup	Today
 Plancast	Yesterday
 GrubHub	Yesterday

✕ Remove unwanted or spammy apps.

🔧 Turn off all platform apps.

### How people bring your info to apps they use

People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with them.

### 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](#)

### Instant Personalization

We've partnered with a few websites to provide you with great, personalized experiences the moment you arrive, such as immediately playing the music you like or displaying friends' reviews. To tailor your experience, these partners only access public information (like your name and profile picture) and information available to everyone.

When you first arrive at the following sites, you'll see a notification message and an option to turn off the personalized experience:

- Bing - Social Search
- Pandora - Personalized Music
- TripAdvisor - Social Travel
- Yelp - Friends' Local Reviews
- Rotten Tomatoes - Friends' Movie Reviews
- Clicker - Personalized TV Recommendations
- Scribd - Social Reading
- Docs - Document Collaboration

To turn off instant personalization on all partner sites, uncheck the box below.

Enable instant personalization on partner websites.

**Go here and select or unselect the box for "instant personalization" based on whether or not you want sites like Bing and Pandora to use information from Facebook to make recommendations for you on THOSE sites.**

[Edit Settings](#)

## Choose Your Privacy Settings ▶ Apps, Games and Websites

◀ Back to Privacy

On Facebook, your name, profile picture, gender, networks, username and user id (account number) are always publicly available, including to apps ([Learn Why](#)). Also, by default, apps have access to your friends list and any information you choose to make public.

Edit your settings to control what's shared with apps, games, and websites by you and others you share with:

### Apps you use

You're using 71 apps, games and websites, most recently:

Edit Settings

K KAYAK

Today

## Choose Your Privacy Settings ▶ Public Search

◀ Back to Apps

### Public search

Public search controls whether people who enter your name in a search engine will see a preview of your Facebook profile. Because some search engines cache information, some of your profile information may be available for a period of time after you turn public search off. [See preview](#)

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

Enable public search

### How people bring your info to apps they use

### 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

Go here and unselect the "Enable public search" option so that your Facebook page does not come up on search engines when searching for you online.

When finished, go "Back to Privacy" to complete the rest of the setting changes.



### How You Connect

Control how you connect with people you know.

[Edit Settings](#)



### How Tags Work

Control what happens when friends tag you or your content.

[Edit Settings](#)



### Apps and Websites

Control what gets shared with apps, games and websites.

[Edit Settings](#)



### Limit the Audience for Past Posts

Limit the audience for posts you shared with more than friends.

[Manage Past Post Visibility](#)



### Blocked People and Apps

Manage the people and apps you've blocked.

[Manage Blocking](#)

## Limit The Audience for Old Posts on Your Profile



If you use this tool, content on your profile you've shared with more than your friends (ex: Public posts) on your Wall will change to Friends. Remember: people who are tagged and their friends may see those posts as well.

You also have the option to individually change the audience of your posts. Just go to the post you want to change and choose a different audience.

[Learn about changing old posts](#)

[Limit Old Posts](#)

[Cancel](#)

## How You Connect

Control how you connect with people you know.

[Edit Settings](#)

## How Tags Work

Control what happens when friends tag you or your content

[Edit Settings](#)

## Choose Your Privacy Settings ▶ Manage Blocking

[← Back to Privacy](#)

## Apps and Websites

Control what gets shared with apps, games and websites.

## Limit the Audience for Past Posts

Limit the audience for posts you shared with more than frier

## Blocked People and Apps

Manage the people and apps you've blocked.

### Block users

Once you block someone, that person can no longer be your friend on Facebook or interact with you (except within apps and games you both use and groups you are both a member of).

Name:  [Block](#)

Email:  [Block](#)

You haven't added anyone to your block list.

### Block app invites

Once you block app invites from someone, you'll automatically ignore future app requests from that friend. To block invites from a specific friend, click the "Ignore All Invites From This Friend" link under your latest request.

Block invites from:

You haven't blocked invites from anyone.

### Block event invites

Once you block event invites from someone, you'll automatically ignore future event requests from that friend.

Block invites from:

You haven't blocked event invites from anyone.

### Blocked apps

Once you block an app, it can no longer contact you or use your information. To block an app, go to the app's Facebook Page and click the "Block App" link on the left.

 [Docs Unblock](#)

 [Pandora Unblock](#)

 [Yelp Unblock](#)

 [CityVille Unblock](#)

**You can block individual people or application invitations through this screen.**

facebook Home Profile Account

Search

General

**Security**

Notifications

Applications

Mobile

Payments

Facebook Ads

You can also visit your [privacy preferences](#) or [edit your profile](#) to control who sees the info there.

## Security Settings

<b>Secure Browsing</b>	Secure browsing is currently <b>enabled</b> .
<b>Login Notifications</b>	Email notifications are <b>enabled</b> .
<b>Login Approvals</b>	Approval is <b>required</b> when logging in from an unrecognized device.
<b>Recognized Devices</b>	No recognized devices.
<b>Active Sessions</b>	Logged in from <b>Mc Lean, VA, US</b> .

[Deactivate your account.](#)

Tracy Johnson

[Edit Friends](#)

[Use Facebook as Page](#)

**[Account Settings](#)**

[Privacy Settings](#)

[Help Center](#)

[Log Out](#)

**Moving on to “Account Settings”, check your security settings to enable secure browsing when possible, login notifications, and require approvals for unrecognized locations.**

facebook Home Profile Account

Search

General

**Security**

Notifications

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You can also visit your [privacy preferences](#) or [edit your profile](#) to control who sees the info there.

## Security Settings

<b>Secure Browsing</b>	Secure browsing is currently <b>enabled</b> .	<a href="#">Edit</a>
<b>Login Notifications</b>	Email notifications are <b>enabled</b> .	<a href="#">Edit</a>
<b>Login Approvals</b>	Approval is <b>required</b> when logging in from an unrecognized device.	<a href="#">Edit</a>
<b>Recognized Devices</b>	No recognized devices.	<a href="#">Edit</a>
<b>Active Sessions</b>	Logged in from <b>Mc Lean, VA, US</b> .	<a href="#">Edit</a>

[Deactivate your account.](#)

Also in “Account Settings”, go to the “Mobile” tab and unselect the boxes to share phone number with friends and allow friends to text you from Facebook.

The screenshot shows the Facebook 'Mobile Settings' page. On the left sidebar, the 'Mobile' menu item is highlighted with a red box. In the main content area, the 'Mobile Settings' section is titled. Below the title, it says 'Your registered phones:' followed by a list of one phone number, which is redacted with blue scribbles and has a 'Remove' link next to it. Below this, it states 'You have 1 registered phone, but none are activated for text messaging.' and 'Activate text messaging on new or registered phone'. To the right of this section, there is a grey box for 'Already received a confirmation code?' containing a 'Confirmation code' input field and a 'Confirm' button. Below this box, two checkboxes are present: 'Share my phone number with my friends' and 'Allow friends to text me from Facebook'. Both checkboxes are currently unchecked and are enclosed in a red box. At the bottom of the page, there is a link to 'Learn more about using Facebook on your phone at Facebook Mobile.'

Tracy Johnson  
[Edit My Profile](#)

FAVORITES

News Feed

Messages

Events 8

Friends

PAGES

U.S. Navy 20+

News Feed

Top News Pages

Update Status Add Photo Ask Question

What's on your mind?

JTF CapMed  
 The new Fort Belvoir Community Hospital and the new Walter Reed National

Upcoming Events See All

What's the event?

8 event invitations

Lunch & Dinner with Celeb...  
Happening Now

Tracy Johnson Edit Profile

View My Profile View As...

Basic Information

- Profile Picture
- Friends and Family
- Education and Work
- Philosophy
- Arts and Entertainment
- Sports
- Activities and Interests
- Contact Information

You can also visit your privacy preferences to adjust other settings.

Current City: Washington, District of Columbia

Hometown: Annapolis, Maryland

I Am: Female

Birthday: Aug 15

Show only month & day in my profile.

Interested In: Women Men

Public

Friends

Only Me

Custom

Note, the two-person icon indicates you are sharing with "Friends" while the one-person icon indicates sharing with only yourself. No profile information should be shared with "Public".

Save Changes

Every piece of profile information can now have different sharing settings.

Select "Edit My Profile" and ensure that your Basic Information is shared only with your Friends.

You must do this for each piece of information you input on your profile!

Continue on to each tab down the left hand side and ensure that there is a minimum setting of “Friends” for each piece of information in your profile.

- Basic Information
- Profile Picture
- Friends and Family
- Education and Work
- Philosophy
- Arts and Entertainment
- Sports
- Activities and Interests

**Contact Information**

The minimum privacy/sharing setting for your contact information is “Only Me”. Please go in and make that change for each item on this tab.

The screenshot shows the Facebook profile edit page for Tracy Johnson. The 'Contact Information' tab is selected. A dropdown menu is open, showing privacy settings: Public, Friends, Only Me (checked), and Custom. The page includes fields for Emails, IM Screen Names, Phones, Address, City/Town, Zip, Neighborhood, and Website. A 'Save Changes' button is at the bottom.

For more information on Facebook privacy including guides for parents, teachers and teens, visit: <https://www.facebook.com/safety/>

For questions about OPSEC, safety, or privacy of Navy personnel, follow Naval Operations Security on Facebook (<https://www.facebook.com/NavalOPSEC>) or contact them directly at [OPSEC@Navy.mil](mailto:OPSEC@Navy.mil)