

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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Privacy Tips

Excerpt from Facebook's Terms of Use: **WE TRY TO KEEP FACEBOOK UP, BUG-FREE, AND SAFE, BUT YOU USE IT AT YOUR OWN RISK. WE DO NOT GUARANTEE THAT FACEBOOK WILL BE SAFE OR SECURE.**

1. Your Facebook experience begins with "Adding a Friend." Before adding a friend, however, ask yourself; "Knowing that, for the most part, the person I am adding will have access to my information and content, would I trust them alone in my own home with access to all of my possessions and information." If they don't pass this test, consider not adding them. If you choose to add them, apply your privacy settings so as to limit their access to certain areas of your profile.
2. What you post on Facebook is backed up and archived on Facebook servers, indefinitely. If what you post is shared by others (your Friends), it in turn can be shared even further and is beyond your control to retrieve.
3. It's a fact that most employers, colleges and universities, and really anyone considering hiring you or having you on their team, will look to your Facebook profile to arrive at a decision, based on the quality of what you post and the nature and tone of your profile, your "Like" pages, and in some cases, your Friend List.
4. While we all want to be social and open, to a degree, "less is better" when it comes to filling out details about yourself and family members, and the quality of the content that you post (photos, opinions, videos, etc).
5. Consider not posting content (embarrassing photos or videos, personal details, cell or BlackBerry PIN numbers) that can be used against you, or shared with others beyond your Friend list. Also, tagging Friends in photos is immediately shared with their Friends, and, depending on their privacy settings, their Friends of Friends.
6. On your Timeline page, view how your profile appears to the Public (people not on your Facebook Friends List). In the right centre of your Timeline, click the GEAR icon and "View As." Scroll down the page and if privacy is set properly, NO information should appear within any year. If details appear, adjust your settings and posts in Activity Log.
7. To View how each of your Facebook Friends sees you, on the View As page, enter their name at the top in the "Enter a friend's name" box. Make privacy adjustments for specific Friends by creating Friends Lists (next point).
8. Creating Friend Lists allows you to customize the level of exposure to your content that you want each Friend, or groups of Friends, to have into your profile. To create Friend Lists, on your Home (News Feed) page, click Friends on the left side to reveal existing default lists, and at the top, the ability to "+Create List." As lists are unlimited, create as many lists as you wish to separate your different Friends and Interests.
9. On your Timeline Page, click "Update Info" to begin setting privacy for a variety of categories. Click "Edit" to expand each category's settings and adjust each setting to a maximum of Friends, or less. From here, click "About" at the top of the page to reveal additional categories to set privacy in. While all settings are important, the "Friends" setting is critical. Click Friends, which reveals your friend list, then click the "Edit" box at the top and change the setting to "Only Me." Because many of our Friends have minimal or no privacy, we want to limit access to our Friends List. To make your photos private, click "About" and then photos. Adjust each photo album to Friends or less.
10. Now the real work begins. On your Timeline page click "Activity Log." This is visible only to you and contains every post you've made on yours and your Friends profiles since the day you created your Facebook account. It is critical to go through each post and either Hide it, Delete it or reassign its privacy by going to the right-side and making adjustments. Depending on how long you've had Facebook, this will take some time. As well, you can click on the right side to a particular year, then at the top click "Highlights" > "All Stories" and go through the same process.
11. Click the blue down arrow icon in the upper right of any page and choose "Privacy Settings." Set the three large graphic icons to Friends or Custom as these icons control updates you make from your mobile devices, including tablets.

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Privacy Tips cont'd

12. Click "Edit Settings" on "How You Connect." Gauge your own level of comfort in each setting, however, the recommended maximum is, again, "Friends," or as close as possible to Friends. Many people do want to be discovered by old friends and family members. If this is your preference, choose "Everyone."
13. In "Timeline and Tagging" set the choices to Friends > Friends > On > Friends > On. By having your tag settings on, you instruct Facebook to notify you in the event that you've been tagged BEFORE that tagged item appears on your Timeline.
14. Based on the above "On" tag settings, inside the "Activity Log" box on your Timeline page an orange-coloured number reflecting the number of tags you have to review will appear. Click Activity Log and rather than choosing "Approve All" (not recommended), consider whether you want to be tagged and click the check box; "Approve".
IMPORTANT: If you click the "X" (Ignore), this actually keeps you tagged in the photo but does not post it to your Timeline, which is a very misleading option and one that should not exist. The best way to remove a tag of yourself is to click the actual picture, mouse over the picture to reveal "Options," click it and choose "Report/Remove Tag."
15. On "Limit the Audience for Past Posts," click "Manage Past Post Visibility" and then "Limit Old Posts." This brings the privacy setting of everything you've ever posted to your own profile to "Friends." A critical setting.
16. In the "Apps and Websites" choices, click "How people bring your info to apps they use" and deselect **ALL** boxes. Otherwise, the developers of the apps your friends use, even if you don't use them, can access your information in each of the categories.
16. Also on the "Apps and Websites" page, deselect the "Instant Personalization" and "Public Search" boxes. you can view a short video inside of the Instant Personalization page to learn what occurs when the box is selected.
17. Consider not posting status updates that reveal your location or intentions (vacation, dates, who you're with, your emotional state, your "opinion-of-the-day") as, depending on your privacy settings and the settings of your Friends, these can be shared with others.
18. What you write on your Friend's Timelines is viewable to their Friends, and beyond. Consider using the "Message" function on your Friend's Timeline pages. This is a private, email-like function between you and them.
19. If you choose to remove Friends from your list, know that Facebook will never notify that person that you've removed them. It's important from time to time to reevaluate the quality and relativity of our Friends, and it's natural to trim the list to reflect current real-world friendships and relationships.
20. Facebook can be a valuable communication tool on many levels, both personally and professionally - in keeping in touch with friends and family to staying abreast of companies and other organizations and entities that interest us in the world. But recognize that nothing is ever truly private on Facebook, or on any site.

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