

The
Scottish Adoption
Guide to Facebook
Privacy

S C O T T I S H
a d o p t i o n

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Facebook & Your Family's Privacy

Scottish Adoption have assembled this comprehensive guide to each part of Facebook's Privacy Settings page (accessible via the menu that drops down when you select the downward arrow at the top right of your Facebook page) to help you navigate your way through the various options. Using this guide will help you to understand the settings and what you're sharing with whom.

Facebook's privacy settings are confusing by design, often hiding similar settings in totally different menus and defaulting to unnerving levels of public sharing. Ensuring that you share the right information with the right people can be difficult, and Facebook even has a few specialised settings that will override your other privacy settings if you aren't careful. Luckily you can take control of your own privacy on Facebook fairly quickly once you know what you're looking for.

In this guide you'll find a reference for each section of Facebook's privacy settings with a brief description of what to look for, along with notable settings that you should be aware of.

Although there is no general consensus on how much privacy websites offer their users, this much is reasonably clear: for the most part it is the users themselves who are responsible for their own privacy.

To see what information from your profile can be seen by others click on the down arrow in your profile page next to 'Activity Log' and click on 'View As'. This will show you what people can see when they search for your profile. It will also let you be aware of what needs to be changed with your own privacy settings.

How Your Information Becomes Public

Facebook user information is available to those looking for it in one of two ways:

1. Publically posted information accessible by anyone with a computer and an Internet connection.
2. Private information you allow access to, when you sign up for certain apps or services.

Any post or profile information you choose to share with the public on Facebook is out there for anyone to look up. If you think this sounds pretty harmless, think again. It is possible to collect info you have made public using different social networking sites to construct a precise, almost real-time data stream about places you visit and your activities.

Every profile and cover image that you upload to facebook becomes available to the public regardless of your privacy settings, this is really important to remember. You may also notice that every time you add a profile or cover photo to your page that it is being automatically stored in an album with the previous profile and cover photos that you have used and all of

these can be accessed by the public. To prevent this it is recommended that you delete the photographs from these albums every time you add a new profile or cover image and always be aware of who is also in the profile or cover picture, they may not want their image made public either.

***** NEW UPDATES December 2012 *****

Facebook believe that the better you understand who can see the things you share, the better your experience on Facebook can be and we also believe this is the case. Keep secure online and you can enjoy social media.

The latest updates on facebook include Privacy Shortcuts, an easier-to-use Activity Log, and a new Request and Removal tool for managing multiple photos you're tagged in. They have also added a new in-product education that makes key concepts around controlling your sharing clearer, such as in-context reminders about how stuff you hide from timeline may still appear in news feed, search, and other places. Facebook are trying to be more open and honest with you, the user.

Facebook state on their website that *"We continue to strive toward three main goals: bringing controls in context where you share, helping you understand what appears where as you use Facebook, and providing tools to help you act on content you don't like"*.

1. In Context: More controls right where you need them

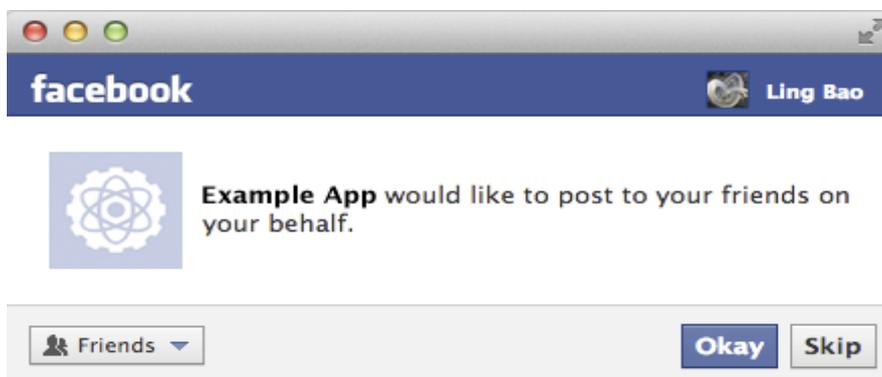
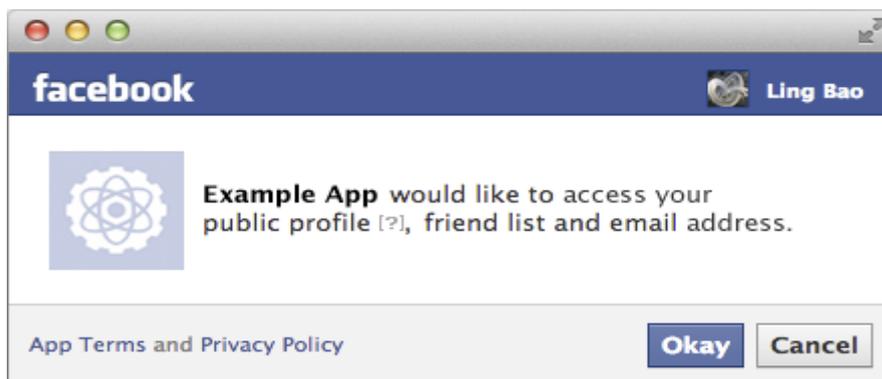
Privacy Shortcuts

Up until now, if you wanted to change your privacy and timeline settings on Facebook, you would need to stop what you're doing and navigate through a separate set of pages. Facebook have announced new shortcuts which you can easily get to. Now, for key settings, you just go to the toolbar to help manage "Who can see my stuff?" "Who can contact me?" and "How do I stop someone from bothering me?" You can also access Help Centre content from these shortcuts.



App Permissions

The first time you log into a new app, it asks for permission to use your info to personalise your experience. Some apps also ask to post to Facebook. Before today, these two requests were part of the same screen and happened at the same time. Soon you'll start to see these requests happen separately, so you have more control over what you share. For example, a person can grant a music app the ability to read their public profile and friends list to personalise their experience in the app, but decline to allow it to post what they listen to onto their Facebook page on their behalf. Many of the apps you use will move to this new model, but some will not – for example, games apps on Facebook.com will not change.



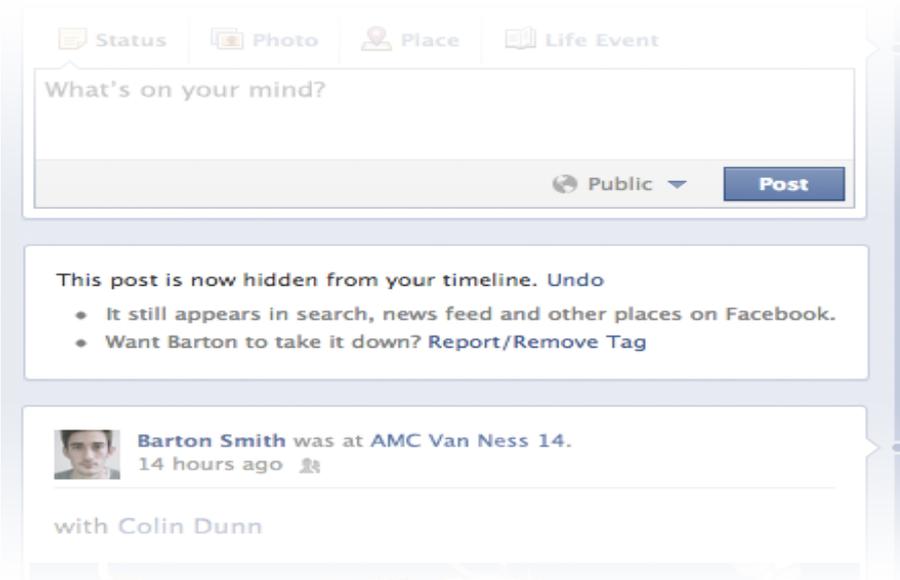
Retiring the old "Who can look up my timeline by name?" setting

Facebook started as a directory service for college students, and today they offer a whole variety of services, such as news feed, photo uploads and mobile messaging. Everyone used to have a setting called "Who can look up my timeline by name," which controlled if someone could be found when other people typed their name into the Facebook search bar. The setting was very limited in scope and didn't prevent people from finding others in many other ways across the site.

Because of the limited nature of the setting facebook have removed it for people who were not using it and have built new, contextual tools, along with education about how to use them.

2. Understanding: In-product education

Along with the overall effort to continue bringing privacy controls up front, Facebook are adding in-context notices throughout Facebook. For example, they have created a series of messages to help you understand, in context, that the content you hide from your timeline may still appear in news feed, search and other places.



Updated Activity Log

Last year they introduced the Activity Log. Activity Log makes it easy to see the things you've posted on Facebook, make changes to the audience of past photos and other posts, and choose what appears on your timeline. This updated Activity Log has new navigation, so you can easily review your own activity on Facebook, such as your likes and comments, photos of you, and posts you've been tagged in. It also has new ways to sort information, for example: Now you can quickly see public photos you're tagged in and have hidden from your timeline, but which still appear in other places on Facebook. A good way to see what is still lurking in the depths of facebook.



3. Action: New tools to manage your content New Request and Removal tool

Within the updated Activity Log, you now have a Request and Removal tool for taking action on multiple photos you're tagged in. If you spot things you don't want on Facebook, now it's even easier to ask the people who posted them to remove them.

Go to the "Photos of You" tab, select multiple photos, and ask friends to take down the shots you don't like – you can even include a message about why this is important to you. The tool also lets you untag multiple photos at once, keeping in mind that while untagged photos don't appear on your timeline, they can still appear in other places on Facebook, such as search, news feed, or your friends' timelines. This shows how important it is to ask to be detagged in photographs that you do not want to be found when others do a search for you.



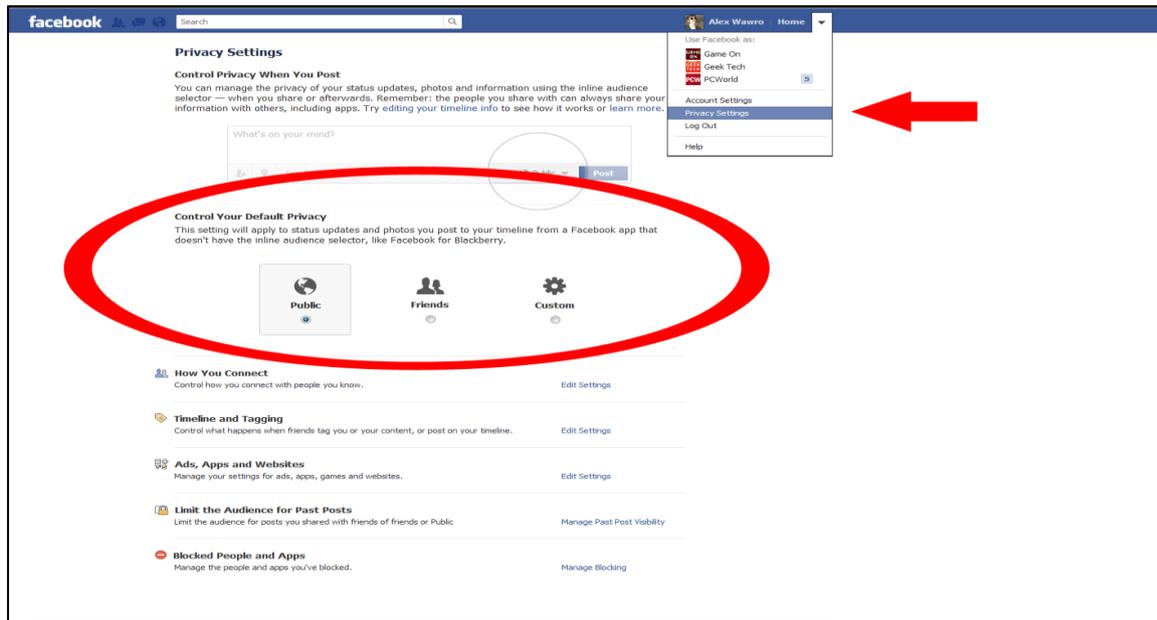
***** NEW UPDATE ENDS *****

1. Default Privacy

Your default privacy setting is the first thing you'll see on your Privacy Settings page. It's also the most important item on the page, since it controls who can and can't see content that you post automatically. Facebook provides three options here:

1. **Public:** lets anyone see your new posts
2. **Friends:** limits access to your content to people you are friends with

3. **Custom:** permits you to take a more detailed approach to your privacy settings



For many users, the Friends privacy setting will be perfectly acceptable, but you may want to experiment with Custom and familiarise yourself with the privacy customisation menu. You can configure the Custom setting to make posts visible to specific people, to custom lists of people, or to any school/work networks that you might be a part of. Just as important as always are friend lists, the feature which enables you to segment all of your friends in to groups and then assign privacy settings to each of them. While it may sound a bit excessive, separating out your Facebook friends into at least a few lists can be extremely valuable. An example setup would be having three friend lists: *Friends*, *Family*, and *Professional*.

The three things to know about privacy settings are:

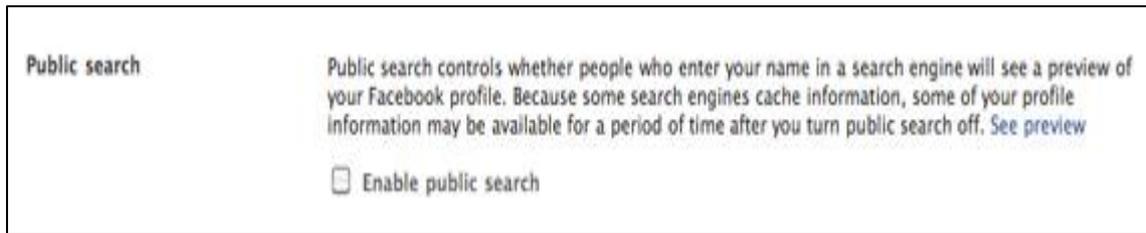
1. You can add each friend to more than one friend group
2. Friend lists should be used like “tags” as used elsewhere around the web
3. Friend Lists can have specific privacy policies applied to them

While this isn’t the quickest step in getting yourself protected on Facebook, it’s a worthwhile one. If you want to modify your friend lists you can do so by visiting [this page](#).

2. Google Search

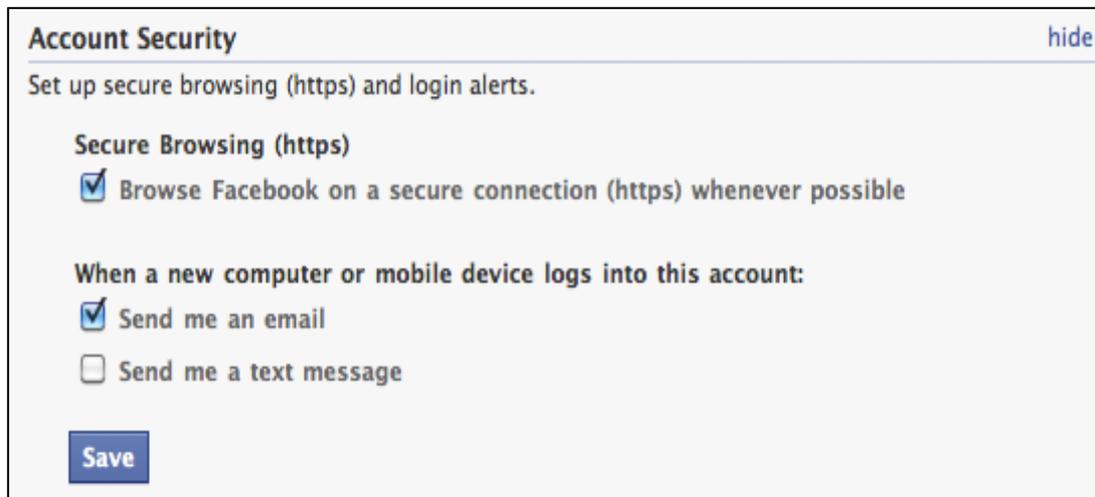
When someone searches your name on Google, your Facebook account will most likely show up in the search results. Sometimes you prefer not to show up in Google every time someone searches for your name. If that’s the case, you’ll want to turn off the public Facebook search results. First visit the Facebook [privacy page](#) and scroll down to and click on “Ads, Apps and Websites” Scroll down to Public Search as pictured below. Next up, simply uncheck the check box next to “Enable public search”. Now you will no longer show

up on Google searches!



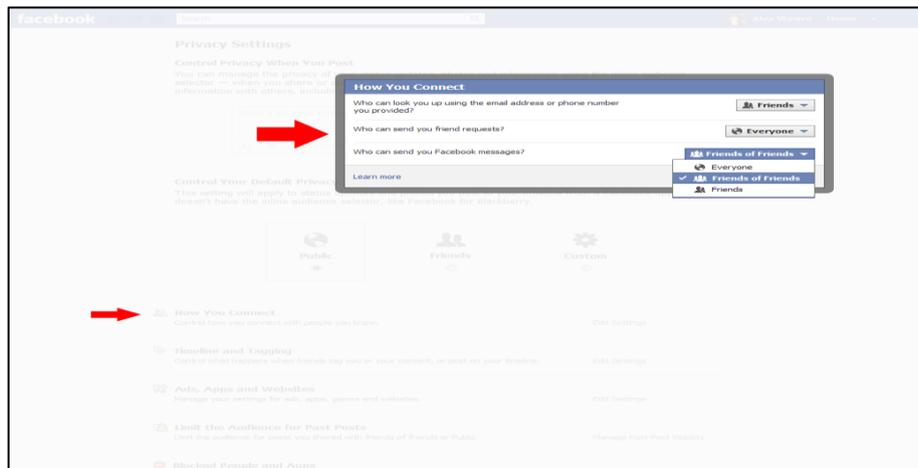
3.Enable HTTPS

If you want to add extra protection to your account security, one of the best things you can do is to enable HTTPS browsing. This increases the security of the way you access Facebook. Although it's not in the privacy settings area, visit the [account settings page](#) then click on Security icon on the left hand side, click on Secure Browsing and un-tick the check the box. While it may slow down your navigation a little, it will dramatically increase your protection.



4. How You Connect

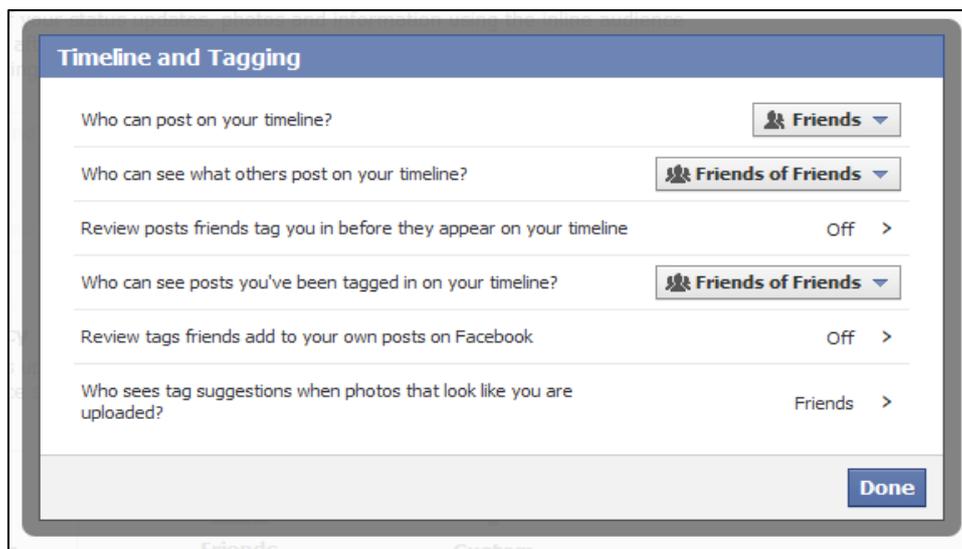
These settings, which control who can view your personal information and who can contact you on Facebook, constitute what most users think of as their Facebook privacy settings. Clearly they're among the most important privacy controls on the site.



All of the settings in the How You Connect section are significant. They determine who can send you a friend request on Facebook, who can message you on the service, and who can see your Timeline. They also control who can see your email address and phone number if you provide that data to Facebook. The settings are structured to give you the same Public, Friends, or Custom options as does the Default Privacy menu and most of them default either to 'Everyone' or to 'Friends of Friends', so you may want to configure them to be a little less permissive.

5. Timeline and Tagging

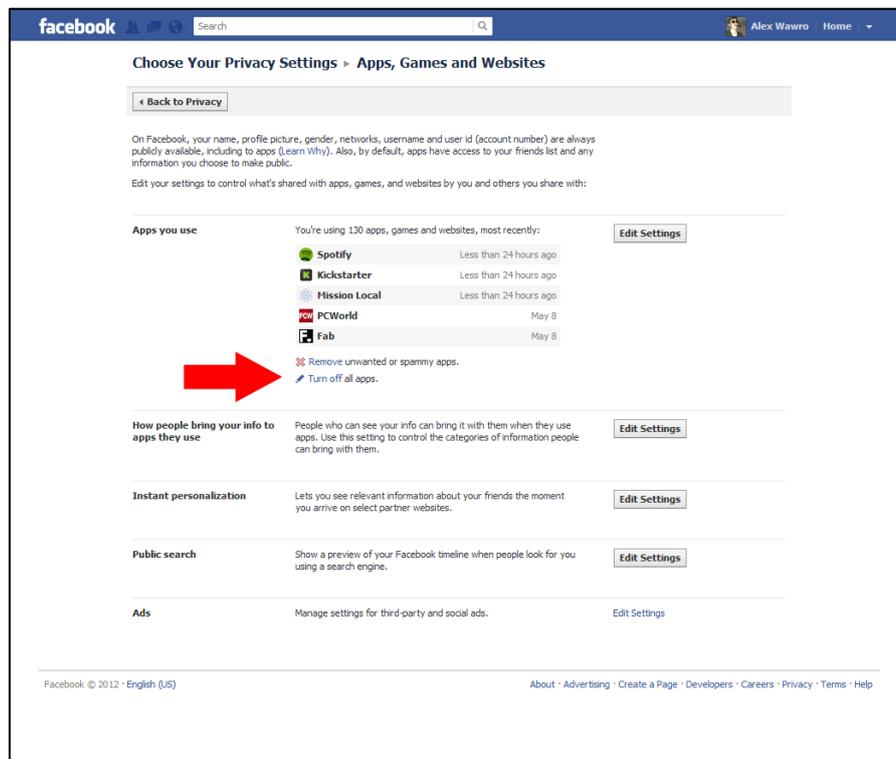
This menu contains the bulk of your Timeline settings, including specifications for who can post on your timeline and who can see those posts. Bear in mind, however, that the actual controls for viewing your Timeline appear in the How You Connect section. You can change who can post on your Timeline and who can see it in the Timeline and Tagging menu.



Another important setting to look at is one that lets you review friend's posts that you've been tagged in before the posting is approved. If you've ever worried that an embarrassing and clearly labelled photo might circulate on Facebook before you can detag it, set 'Review posts friends tag you in before they appear on your timeline' to *enabled* and worry no more.

6. Ads, Apps, and Websites

This section controls how your Facebook profile and personal information interact with things outside Facebook, including Facebook apps, personalised ads, and websites that use Facebook data to customise your experience. If you're worried about Facebook's impact on your privacy, this should be your first port of call.



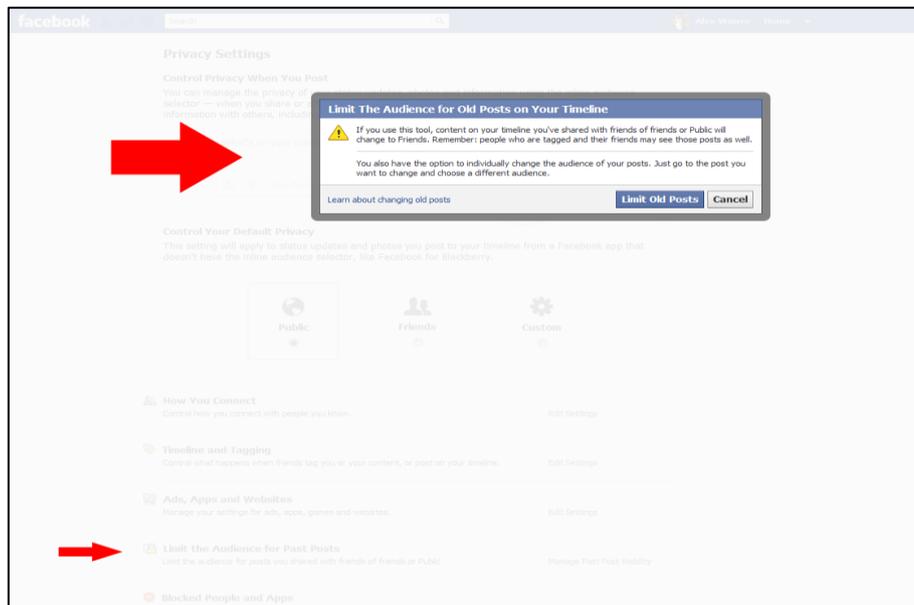
Everything here is worth scrutinising, especially the 'Apps you use' control panel. Here you can review and remove all of the third-party apps you've added to Facebook. You must remove (and confirm removal) of each app separately, unless you elect to delete them all, so can take a while to do.

In the Ads settings, you can turn off social ads and pre-emptively opt out of having your data used in third-party advertising. This section also lets you turn off Facebook "features" such as instant personalisation (which exports your personal data to partner websites) and public search (which allows users whom you haven't friended to see your timeline through search engines, even if you've set your Timeline to be visible to friends only).

7. Limit the Audience for Past Posts

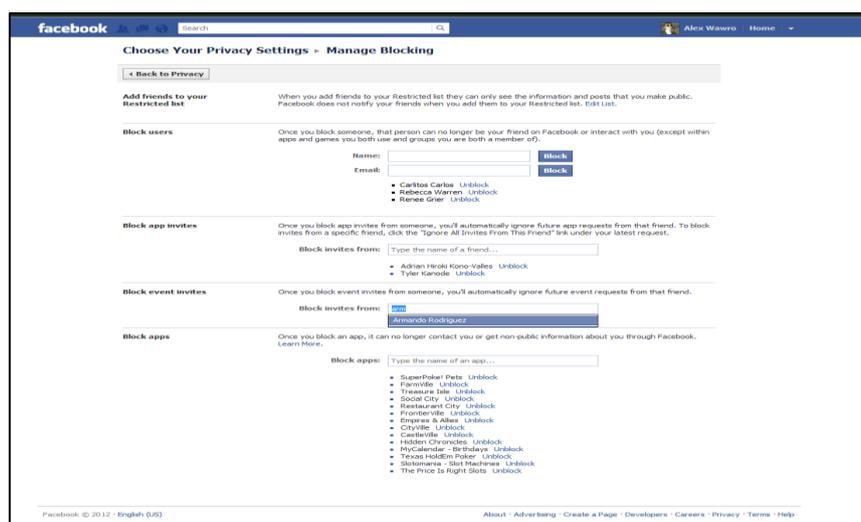
Limit the Audience for Past Posts generates a small pop-up box with text explaining that,

when you confirm that you want to limit the audience for your past posts, Facebook will automatically set all posts in your timeline to be visible only to friends. This will change the status of your previously public timeline posts to friends-only.



8. Blocked People and Apps

The Manage Blocking settings let you selectively block Facebook apps and users from interacting with you. They range from relatively benign settings that help deter an overzealous aunt from inviting you to try Farmville (without offending anyone) to a full global block to prevent abusive users from interacting with you in any way on Facebook. These settings are unlikely to be of much use for you when you first establish your privacy settings, but they may become more useful if friends or apps start spamming your Facebook feed.



The 'Block users' setting is a fantastic tool if you're being harassed on Facebook and want to take care of the situation yourself. Preventing all interactions with a threatening person

through Facebook is easy (be sure to report the harassment to Facebook as well) for most users, though, the less serious settings will be more useful. For example, do you have a friend who sends you endless event invites? Simply enter the person's name in the *Block invites from* field of the 'Block event invites' setting, and Facebook will automatically block any new event invitations from them. Similarly, adding a friend to your restricted list will ensure the person will be able to see only your public posts, effectively unfriending them without causing any upset.

9. Control Who Gets To See What

Create a 'Close Friends' list. Not only will this filter out posts from your News Feed to provide quick access to posts from close friends, this feature also permits you to limit audience to specific posts to your 'Close Friends' list.

On similar lines, you can also create a 'Family' list and many other custom lists. Move the cursor to the side of the 'Friends' tab on the left hand of your Facebook page. Click 'MORE' to add/delete members from your current lists or to create custom lists. Note that any friends not included in any of the above lists will automatically be added to the 'Restricted' list. These contacts will only be able to see posts/info you've made public.

Select which posts/pictures/videos you wish to make public or keep private by clicking the 'Friends' icon on the bottom right of the text box. From the drop-down menu, choose which group you would like to share your post with.

10. Tie Up Loose Ends

Pay attention to the comments you make on any blogs/online forums/websites using your Facebook profile. Most users are surprised by how much data Facebook holds. To view a complete list of all data Facebook has ever had on you, go to 'Account settings' from the dropdown menu on the top right of the Facebook page. A 'General Account Settings' page will appear. Click on 'Download a copy of your Facebook data' and you might be in for a surprise.

Play around with these tips to figure out what privacy settings work best for you. As Facebook continues to innovate, adding new features and functionality don't overlook the privacy bit that evolves along with it.

11. Further Support

If you need any further advice or support in relation to Facebook settings, please contact Scottish Adoption on 0131 553 5060 or email info@scottishadoption.org. We'll be happy to speak to you over the phone or you can arrange a time to come into the office for a 1-1 support tutorial.