Social Media Guide: How to Create, Manage and Use Safely

Who we are…

How we got here…

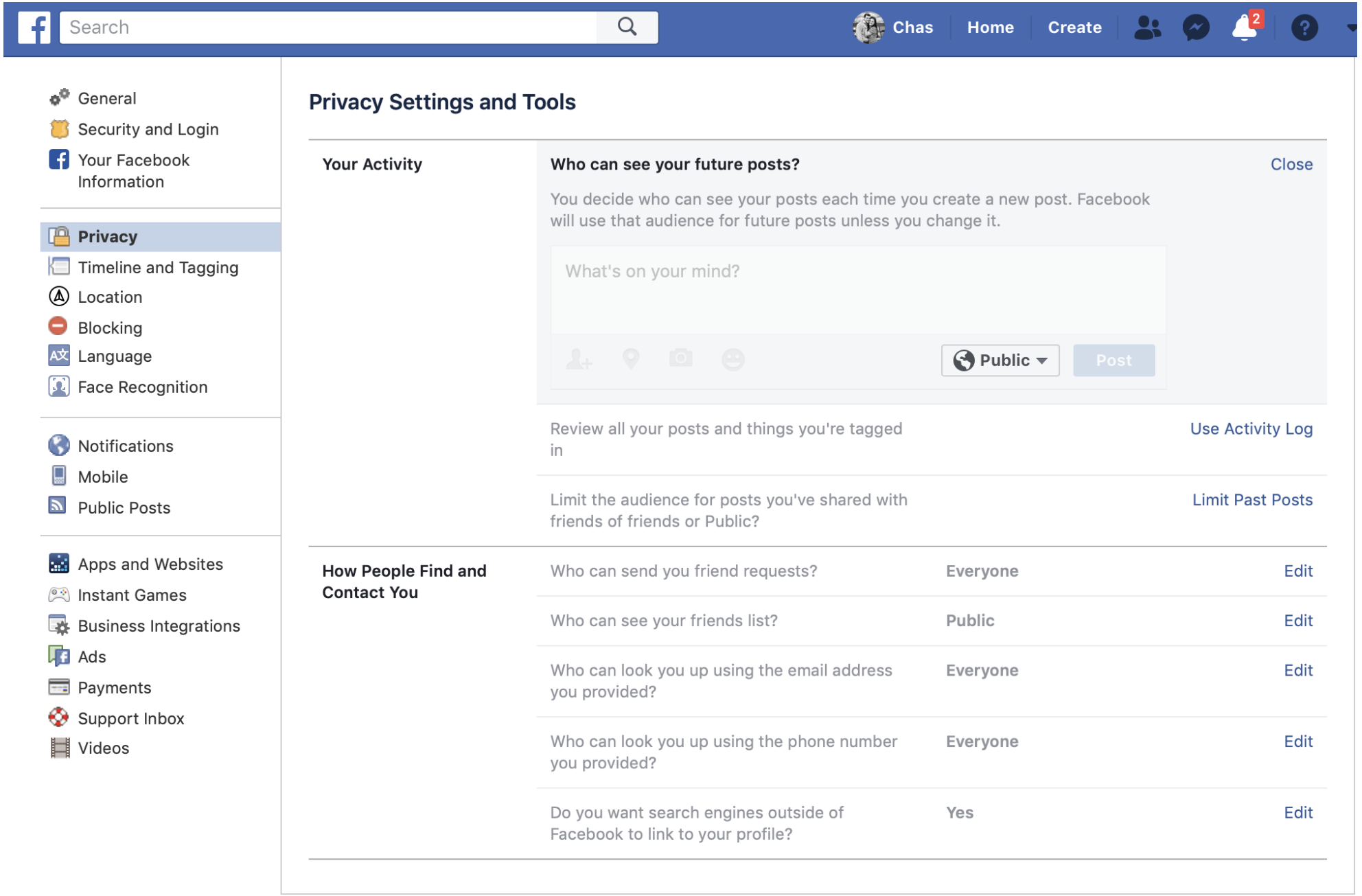
Why we are passionate about this…

Questions so far?

Privacy Settings and Tools

- Your Activity

- How People Find and Contact you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Security and Login
Your Facebook Information
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Face Recognition
Notifications
Mobile
Public Posts
Apps and Websites
Instant Games
Business Integrations
Ads
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Support Inbox
Videos
Privacy Settings and Tools
Your Activity
Who can see your future posts?
Close
You decide who can see your posts each time you create a new post. Facebook will use that audience for future posts unless you change it.
What's on your mind?
Public
Post
Review all your posts and things you're tagged in
Use Activity Log
Limit the audience for posts you've shared with friends of friends or Public?
Limit Past Posts
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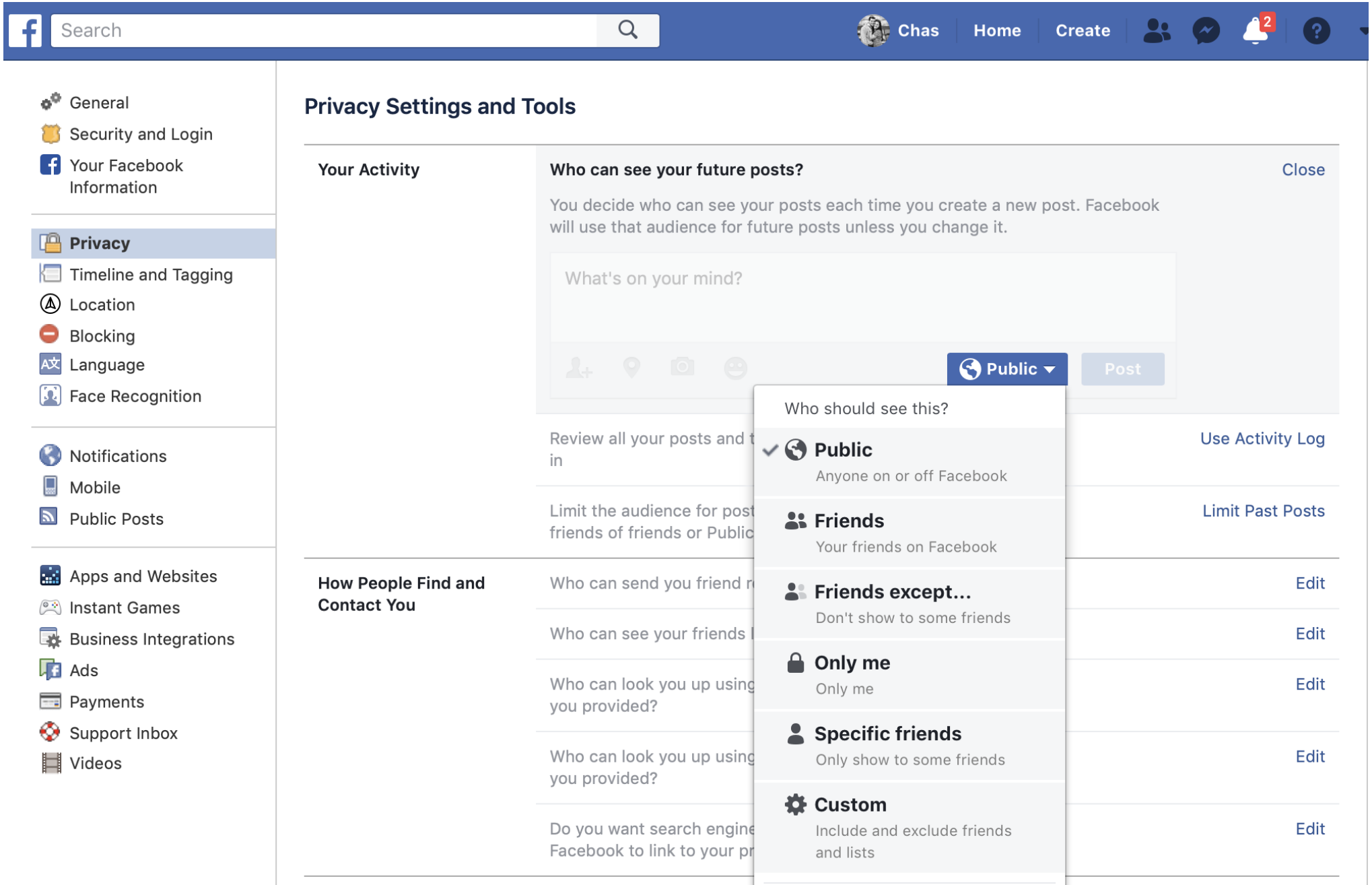
Who can send you friend requests?
Everyone
Edit
Who can see your friends list?
Public
Edit
Who can look you up using the email address you provided?
Everyone
Edit
Who can look you up using the phone number you provided?
Everyone
Edit
Do you want search engines outside of Facebook to link to your profile?
Yes
Edit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Friends except...
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Only me
Only me
Specific friends
Only show to some friends
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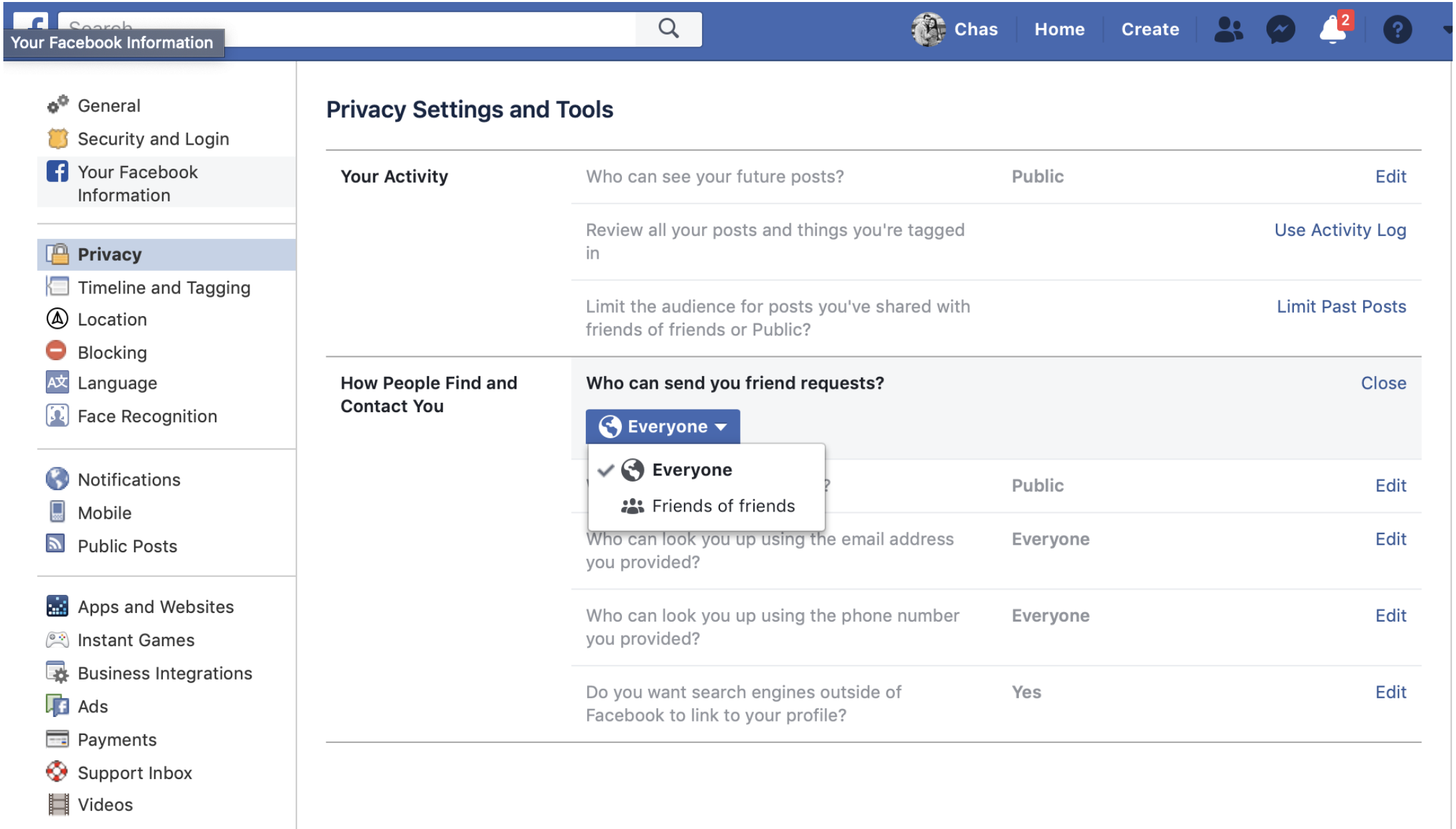
- Videos

Privacy Settings and Tools

Your Activity	Who can see your future posts?	**Public**	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
How People Find and Contact You	**Who can send you friend requests?**		Close
	Everyone		
	Who can see your friends list?	**Public**	Edit
	Who can look you up using the email address you provided?	**Everyone**	Edit
	Who can look you up using the phone number you provided?	**Everyone**	Edit
	Do you want search engines outside of Facebook to link to your profile?	**Yes**	Edit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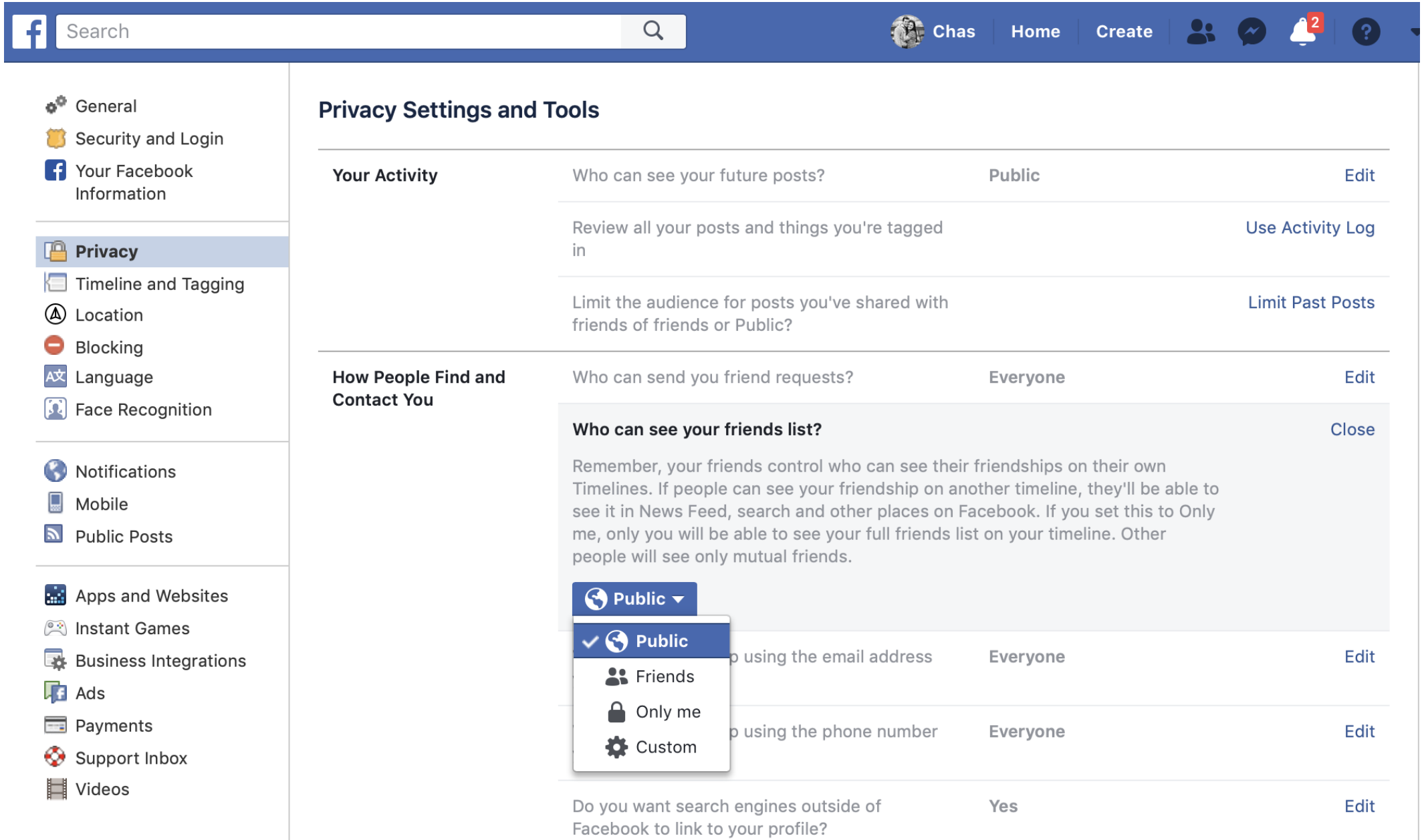
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Remember, your friends control who can see their friendships on their own Timelines. If people can see your friendship on another timeline, they'll be able to see it in News Feed, search and other places on Facebook. If you set this to Only me, only you will be able to see your full friends list on your timeline. Other people will see only mutual friends.
Public
Public
Friends
Only me
Custom
using the email address
Everyone
Edit
using the phone number
Everyone
Edit
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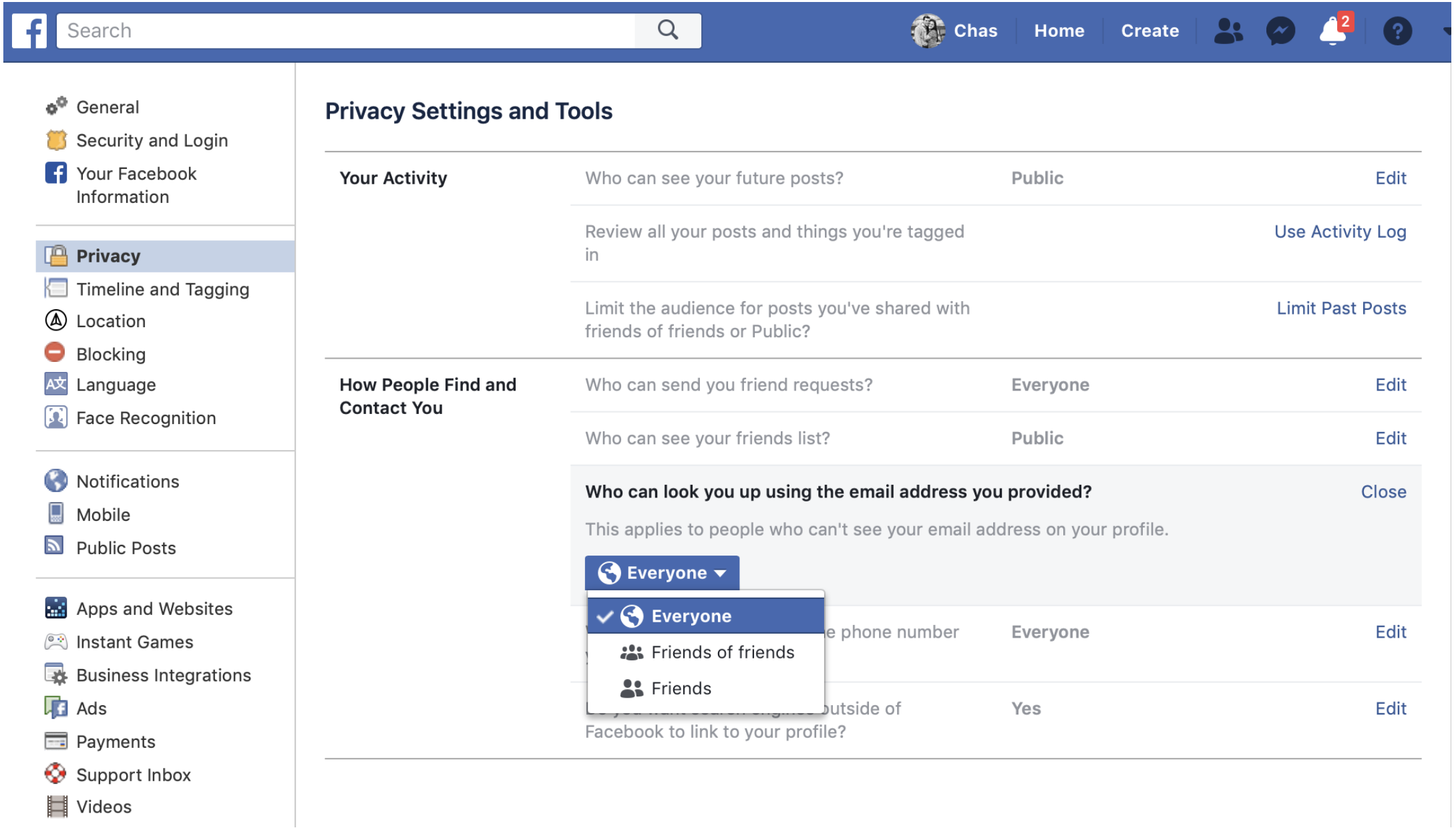
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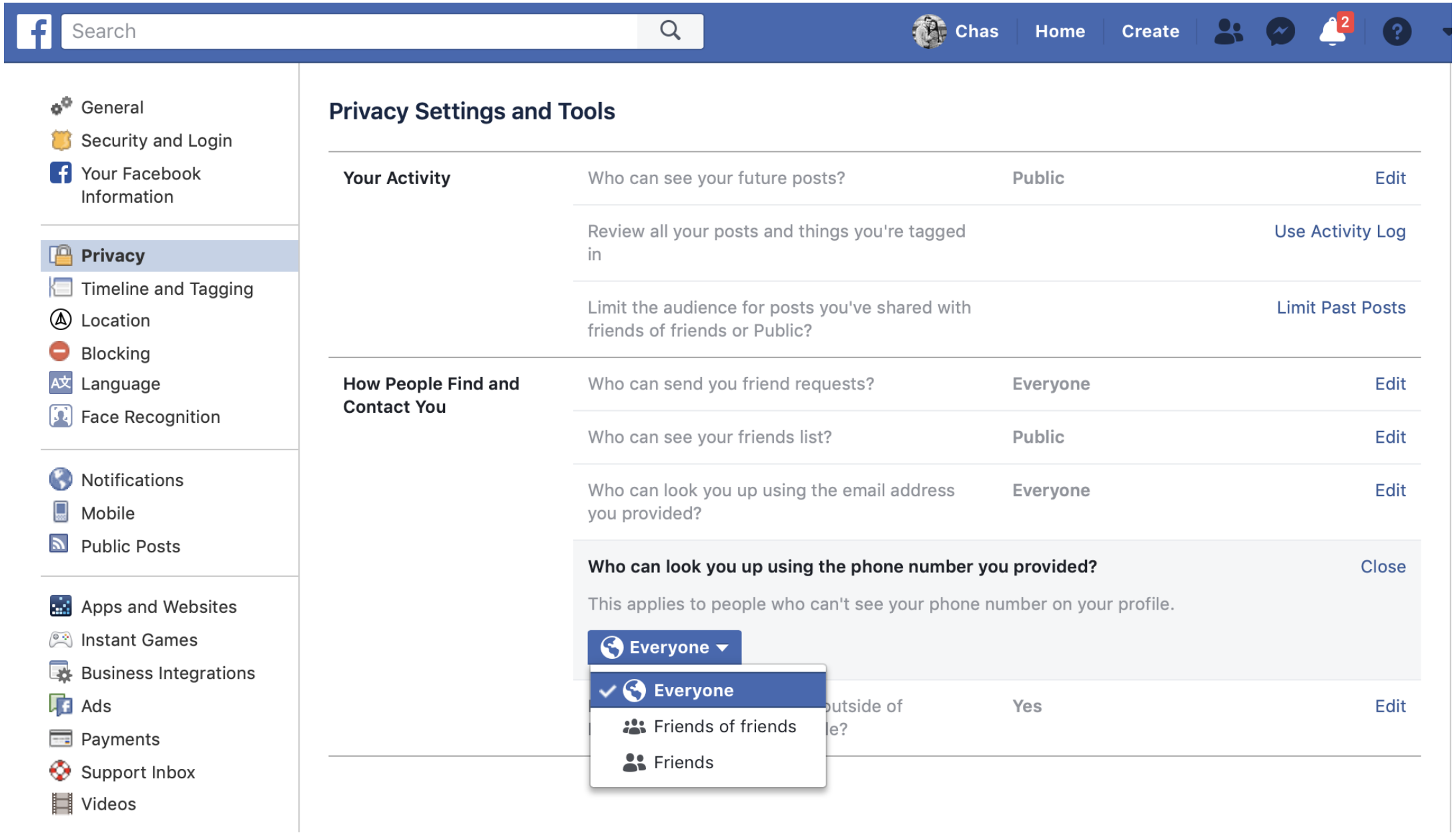
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Everyone
Friends of friends
Friends
Yes
Edit

Facebook Ads

Search

Chas | Home | Create

Your ad preferences

Learn what influences the ads you see and take control over your ad experience.

Learn about Facebook Ads

- Your interests
- Advertisers
- Your information
- Ad settings
- Hide ad topics
- How Facebook ads work

Privacy and Security Features

- Two-Factor Authentication

- Private vs. Public Account

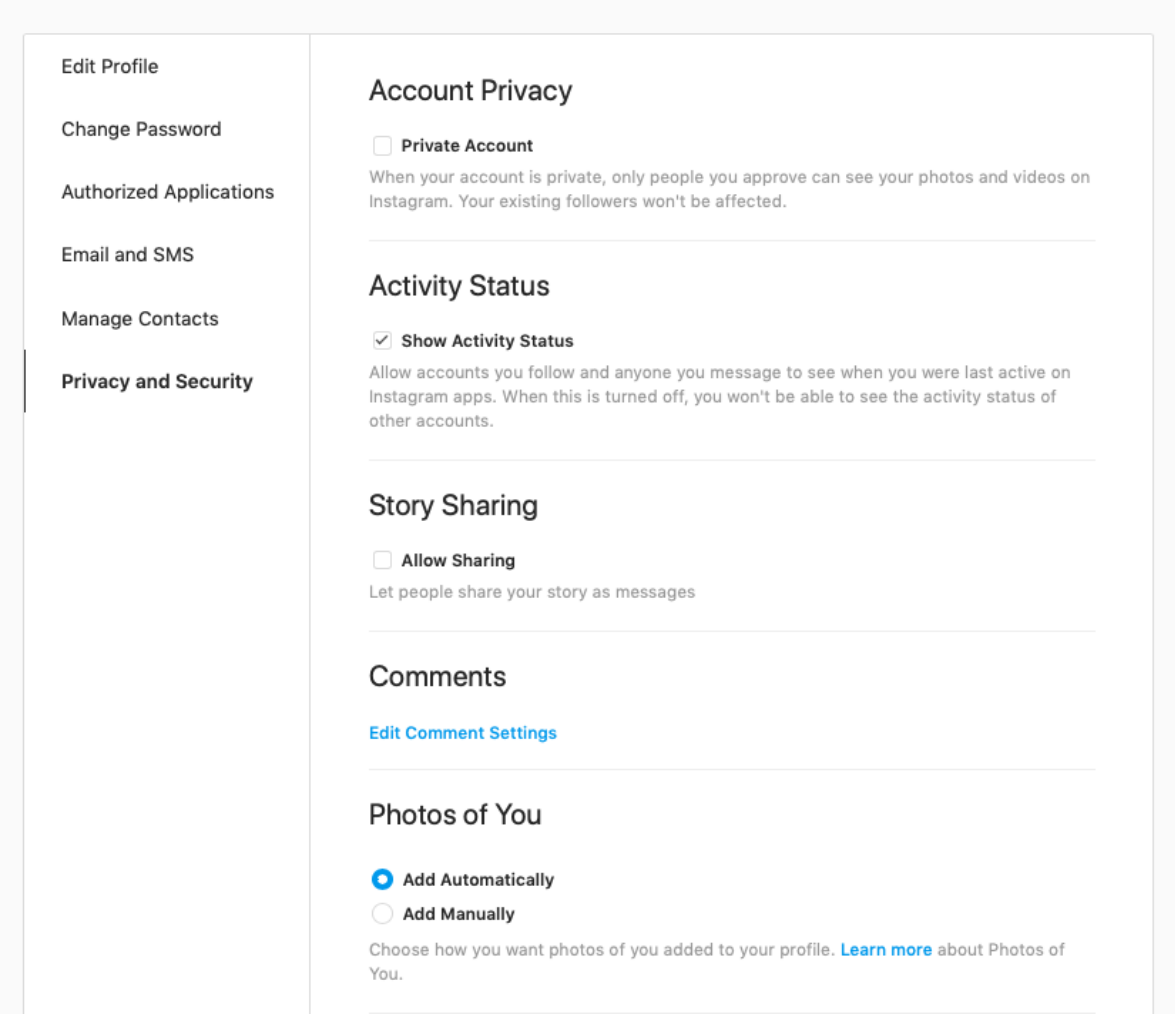
Two-Factor Authentication

- Click on Settings
- Then on the left toolbar,

click on Privacy and Security

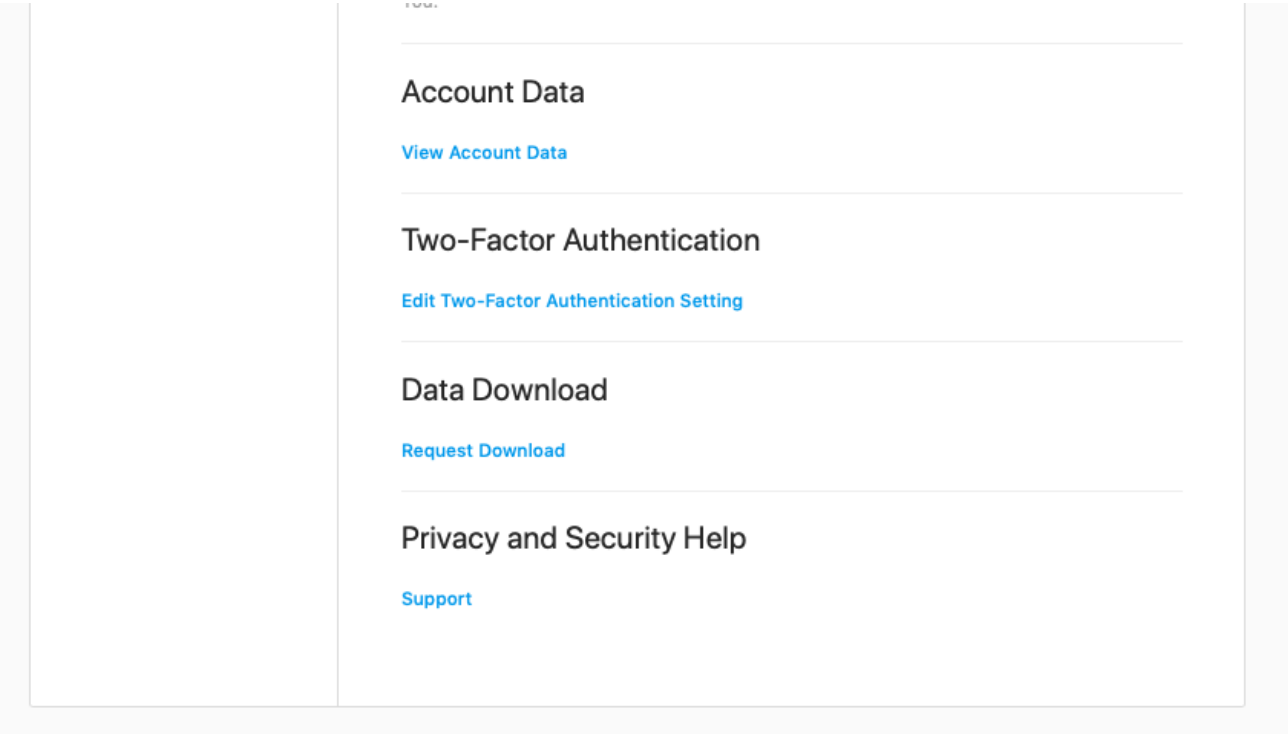
- Scroll down about halfway until

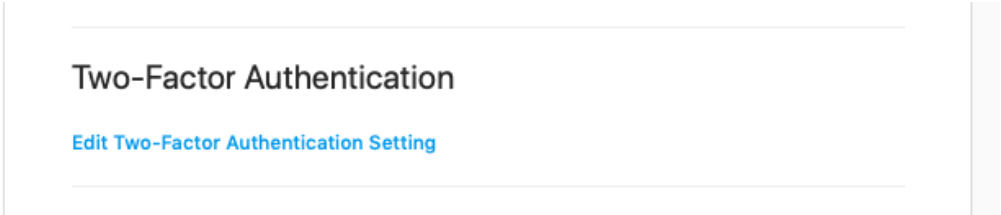
you see Two-Factor Authentication



Two-Factor Authentication

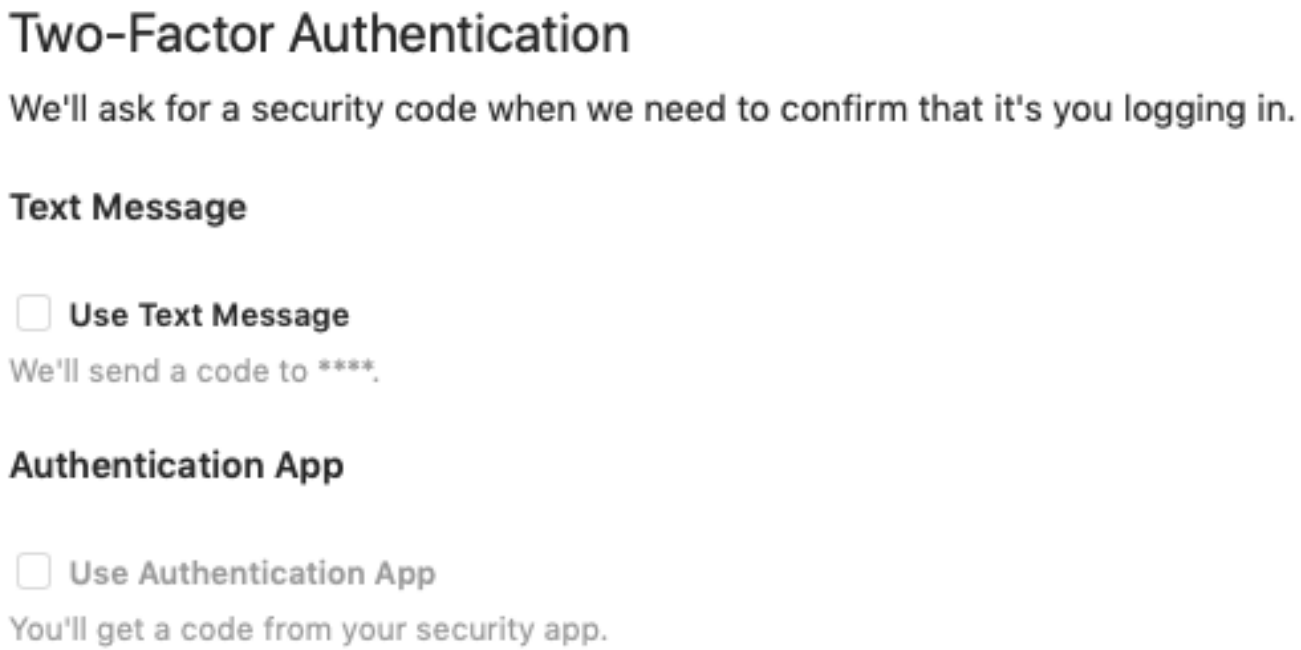
- Click on “Edit Two-Factor Authentication Setting”





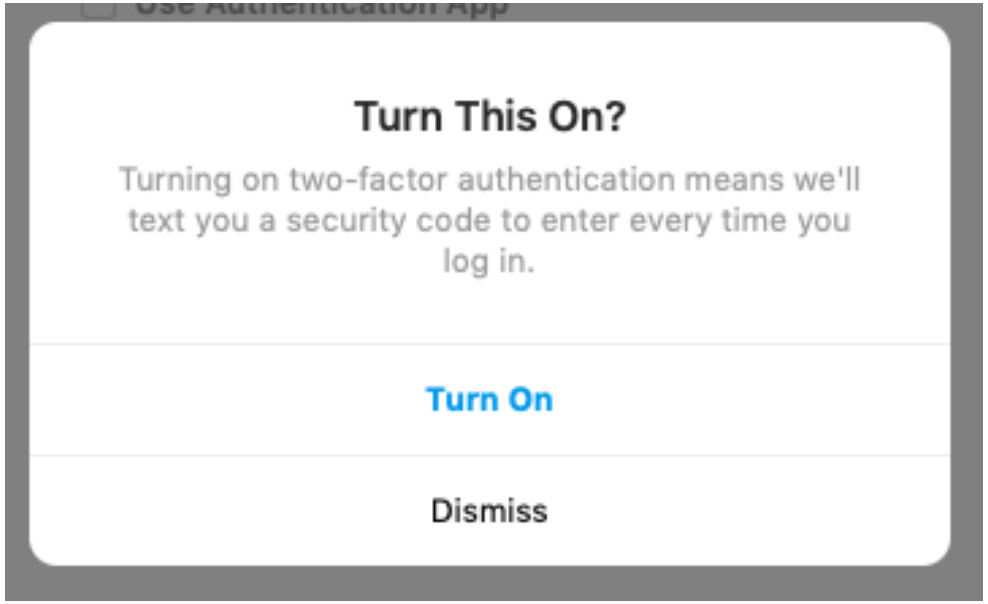
Two-Factor Authentication

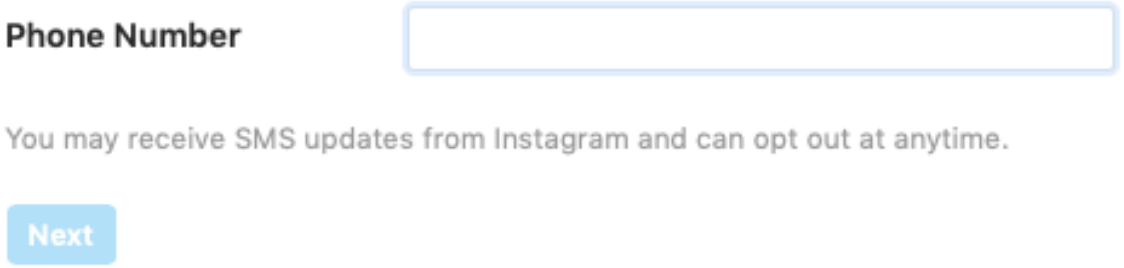
- Check the box “Use Text Message” and it will enable the code to be sent to the phone number associated with your Instagram account.



Two-Factor Authentication

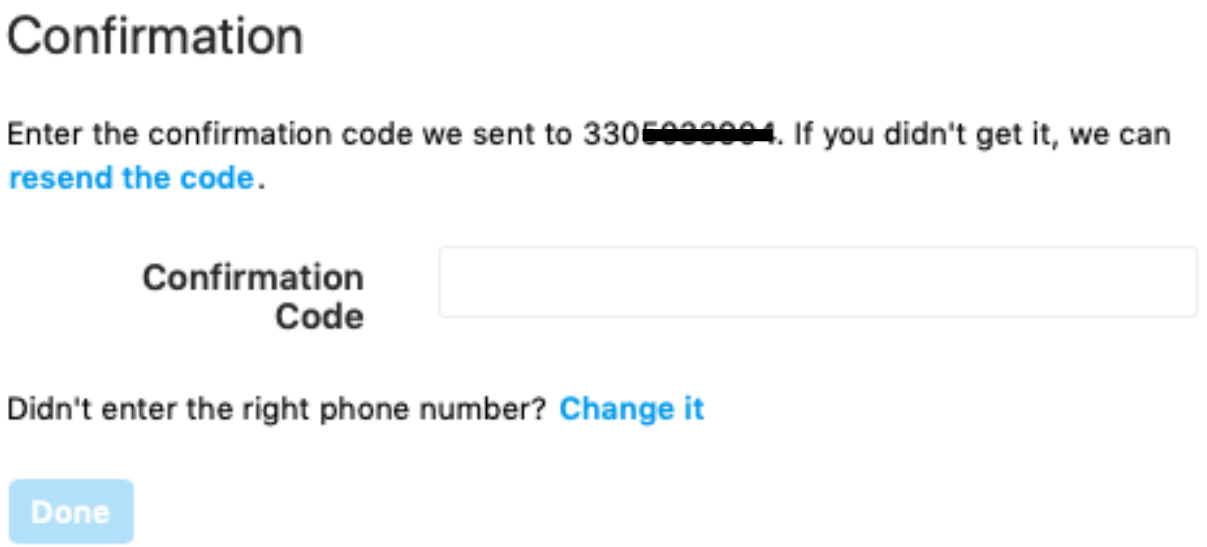
- You will then be prompted to “Turn On” the authentication.
- The next screen will have you enter your phone number associated with the security code.
- When you select “Next,” you will receive the security code as a text on your phone.





Two-Factor Authentication

- You will enter the confirmation code that you received via text here and click done.
- Moving forward, you will receive this text every time you or someone tries to access your account.

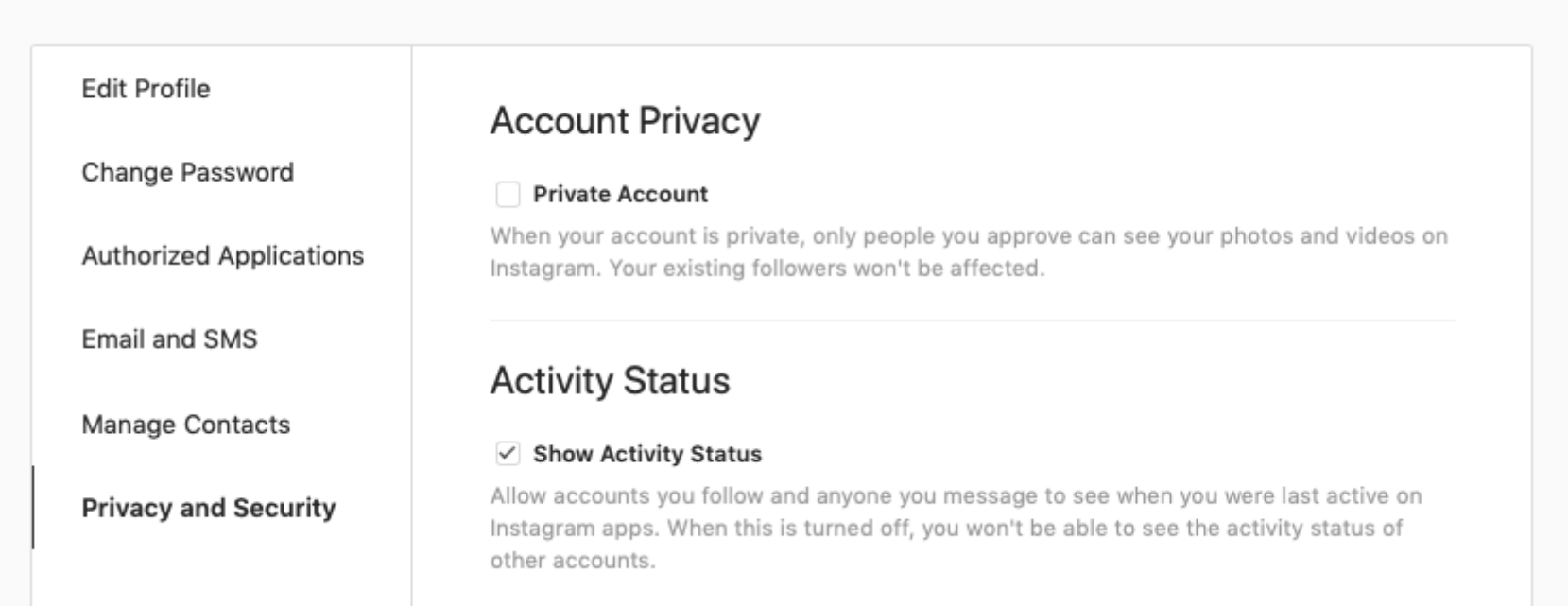


Private vs. Public Account

- Private Account
  - People will send requests to follow your account.
  - Only people you approve can see your photos and videos.
  - You will not receive any messages without the option of approving the message from that sender.
  - The message will be viewable to you to see the content until you decide to accept it.
- Public Account
  - Anyone can view your account.
  - Anyone can follow you.
  - This will open your account up to be searched by brands for marketing purposes.
  - You will see more sponsored ads directed towards you.

Private vs. Public Account

- Under settings, click on Privacy and Security.
- At the top of the screen, it will say Account Privacy and underneath will be a box for a private account.
- Check the box and your account is now private.



Settings and Privacy

- Privacy
  - Tweet Privacy
  - Tweet Location
  - Photo Tagging
  - Discoverability
  - Address Book
  - Personalization and Data
  - Twitter for Teams
  - Direct Messages

Home Moments Notifications Messages Search Twitter Tweet

Chas Williams
@cwilliams3

- Account
- **Privacy and safety**
- Password
- Mobile
- Email notifications
- Notifications
- Find friends
- Muted accounts
- Muted words
- Blocked accounts
- Apps and devices
- Widgets
- Your Twitter data
- Accessibility

Privacy and safety

Privacy

Tweet privacy

☐ Protect your Tweets

If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. Learn more.

Tweet location

☑ Tweet with a location

If selected, you can add a location to your Tweets, such as your city or precise location, from the web and via third-party applications. This setting does not affect Twitter for iOS or Android. Learn more

Delete location information

Location labels you've added to your Tweets will no longer be visible on Twitter.com, Twitter for iOS, and Twitter for Android. These updates may take some time to go into effect.

Photo tagging

◉ Allow anyone to tag you in photos
○ Only allow people you follow to tag you in photos
○ Do not allow anyone to tag you in photos

Discoverability

☑ Let others find you by your email address
☑ Let others find you by your phone number

This setting will take effect once you add a phone number. Add now

Learn more about how this data is used to connect you with people.

Address book

Manage your contacts

Contacts you've uploaded to Twitter from your address book.

Home Moments Notifications Messages

Search Twitter

Tweet

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Privacy policy Cookies Ads info Brand
Blog Status Apps Jobs Advertise
Marketing Businesses Developers

Personalization and Data

Allow all Edit

Control how Twitter personalizes content and collects and shares certain data.

Twitter for teams

- (•) Allow anyone to add you to their team
- ( ) Only allow people you follow to add you to their team
- ( ) Do not allow anyone to add you to their team

Organizations can invite anyone to Tweet from their account using the teams feature in TweetDeck. Learn more.

Direct Messages

- [ ] Receive Direct Messages from anyone

If selected, you will be able to receive messages from any Twitter user even if you do not follow them.

- [x] Send/Receive read receipts

When someone sends you a message, people in the conversation will know when you have seen it. If you turn off this setting, you will not be able to see receipts from other people. Learn more

Settings and Privacy

- Safety
  - Search
  - Tweet Media

Safety

Search

- [x] Hide sensitive content

This prevents Tweets with potentially sensitive content from displaying in your search results. Learn more

- [x] Remove blocked and muted accounts

Use this to eliminate search results from accounts you've blocked or muted.

Learn more

Tweet media

- [x] Display media that may contain sensitive content
- [ ] Mark media you Tweet as containing material that may be sensitive

Privacy and Data

- Search Privacy
  - External Pinterest Partners
    - Example: Google
- Personalization
  - Internal ads delivered within the Pinterest interface

- Edit profile
- Account settings
- Claim
- Notifications
- **Privacy & data**
- Security
- Apps

Privacy & data

Cancel Done

Decide how much privacy you want on Pinterest and what kind of data we should use when we make content recommendations. **Learn more**

Search Privacy

Hide your profile from search engines (Ex. Google). **Learn more**

Personalization

Use sites you visit to improve which recommendations and ads you see. **Learn more**

Use information from our partner to improve which recommendations and ads you see. **Learn more**

Key Takeaways

- Each platform is required to have settings and information about what they are doing with your information.
- Facebook now lets you view Business Page ads and who they are targeting.
- Never “Sign in using your Facebook” account.
  - You will be giving Facebook access to your information on a third party site.
- We will see major shifts and continued push for more privacy regulations in the future.
- Always be on alert and pay attention to activity within your account.

Questions?