

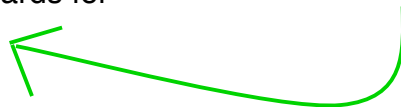
FACEBOOK: Privacy Guide

What's the big deal?

Your pictures, location, the things you like, the place you work, comments to family and friends, anything you put on Facebook is by default visible to the 800 million users of Facebook. Facebook gives users control over the way their personal information is shared, but you are not prompted to view or alter these settings when you sign up. That is why it is so important to know where and how to control your privacy on Facebook.

“Facebook’s policies, more than those of any other company, are helping define the standards for privacy in the Internet age.”

The New York Times



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Use common sense.

Never share your phone number or compromising pictures.

Don't complain about work or spread gossip.

Treat Facebook as a public forum and never say or do anything that you would not say or do in front of a crowd of people.

You only control your own security settings. Comments you make on other people's walls may be visible to everyone. When a friend comments on something you have said, it may show up on their friend's news feeds. Proceed with caution.



Abe Lincoln Going to the theater tonight with the missus... got private box seats, baby!

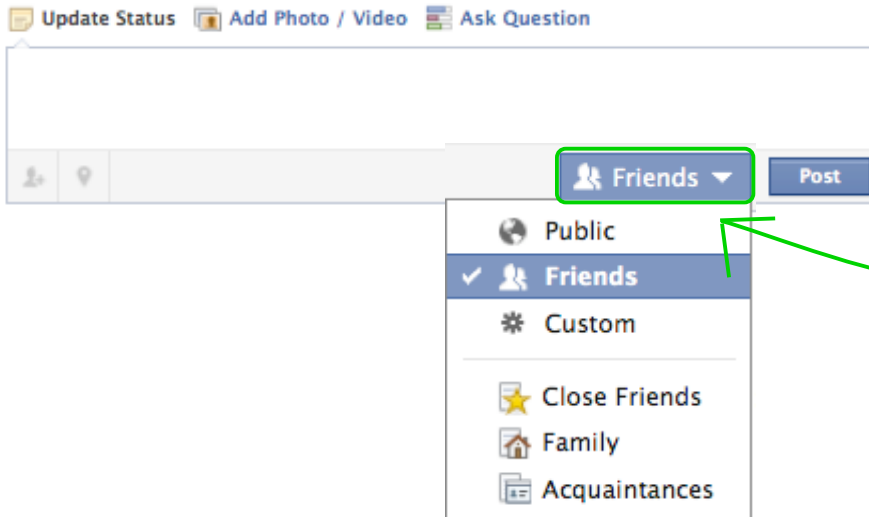
145 years ago · [Comment](#) · [Like](#)

John Wilkes Booth likes this.

2

Select your audience every time you post.

Every time you post a message or photo on Facebook, you have the option to select who will see it. This tool is called the “inline audience selector.”



Inline audience selector

You can select to make this specific post visible to everyone on Facebook, only visible to friends, or even keep it hidden from specific people.

- Public** or **Everyone** → Your post will be visible to everyone on the Internet.
- Friends** → Your post will be visible to all of your Facebook “friends.”
- Custom** → Your post will be visible to specific people or groups of people.
- Friends of Friends** → Your post will be visible all of your friends and anyone they are friends with.

Available under custom

 A screenshot of the 'Custom Privacy' settings dialog box. The title bar says 'Custom Privacy'. There are two main sections:

- Make this visible to:** A green checkmark icon is to the left of the text. Below it is a dropdown menu labeled 'These people or lists:' with the selection 'Specific People or Lists...'. There is an empty text input field below the dropdown.
- Hide this from:** A red 'x' icon is to the left of the text. Below it is a text input field labeled 'These people or lists:'.

 A note in the center says 'Note: Anyone tagged can also see this post.' At the bottom, there are two buttons: 'Save Changes' and 'Cancel'.

Custom privacy options

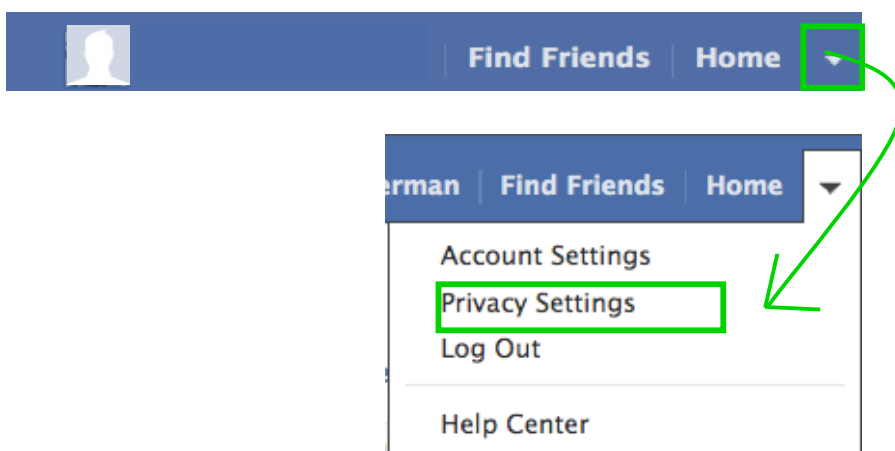
3

Control your privacy settings.

You can make similar choices about who can post on your wall, see your profile, and much more under your privacy settings.

There are many choices, not all of which will be relevant to you. As your use of Facebook changes, so will your privacy needs. Make sure your privacy settings match your needs, by reviewing these settings every few months.

You can access your account and privacy settings by clicking on the downward arrow in the far right corner of your navigation bar.



Your privacy settings are split into three sections. The first explains the “inline audience selector” covered above. The second controls your default setting. This is your basic level of privacy on Facebook.

Control Privacy When You Post

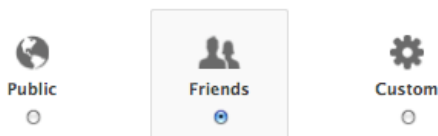
You can manage the privacy of your status updates, photos and information using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try [editing your profile](#) to see how it works or [learn more](#).



Inline 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.



Default privacy setting

The third section allows you to specify different levels of privacy for different activities and interactions. Each category governs several different privacy options.

-  **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](#)

How You Connect

This is the most important and relevant category to beginners. In this category you can decide who can look up your profile, send you messages, or post on your wall. As with the “inline audience selector,” you can choose different categories of people and sometimes individuals.

How You Connect

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

Who can send you friend requests?

Who can send you Facebook messages?

Who can post on your Wall?

Who can see Wall posts by others on your profile?

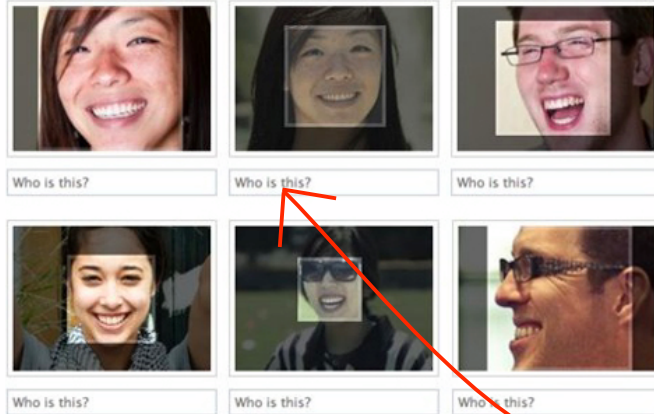
Access Facebook's privacy guides by clicking on "learn more."

How Tags Work

This category controls “tags” or labels that identify you in a friend’s photo or post. For example, someone can post a photo on Facebook that you are in and “tag” it. When you are “tagged” in a photo, anyone who views that photo will see your name displayed as a link to your profile.

Tag Your Friends

This will quickly label your photos and notify the friends you tag. [Learn more](#)



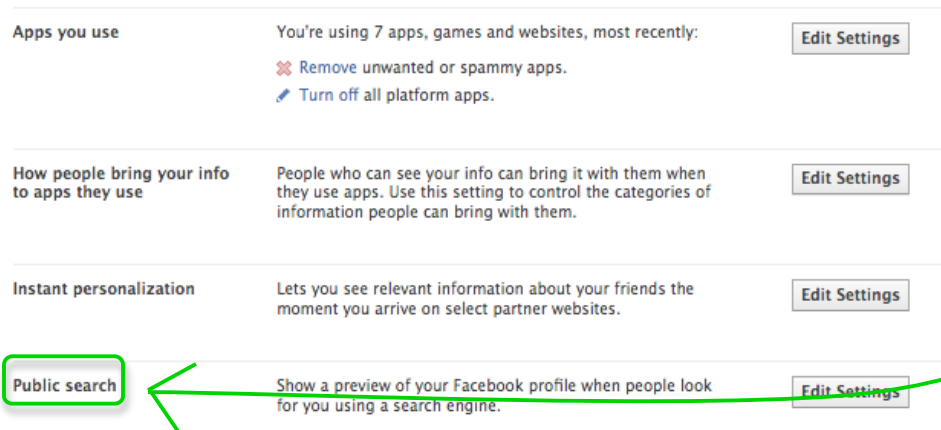
WARNING

Facebook now uses face recognition software to prompt your friends to tag you whenever they add photos.

Apps and Websites

This category controls how your information interacts with apps and games inside Facebook, as well as external websites. This is mostly for advanced users of Facebook.

However, you will want to review these to make sure your friends’ apps aren’t accessing information you’d rather keep private. You may also want to consider the “public search” option, which allows anyone to view a preview of your profile.



Public search option

Limit the Audience for Past Posts

This option allows you to change the settings for posts you added yesterday, a week ago, even years ago to match your current settings.


Blocked People and Apps

This category allows you to specifically keep certain people from contacting you or interacting with you in any way.

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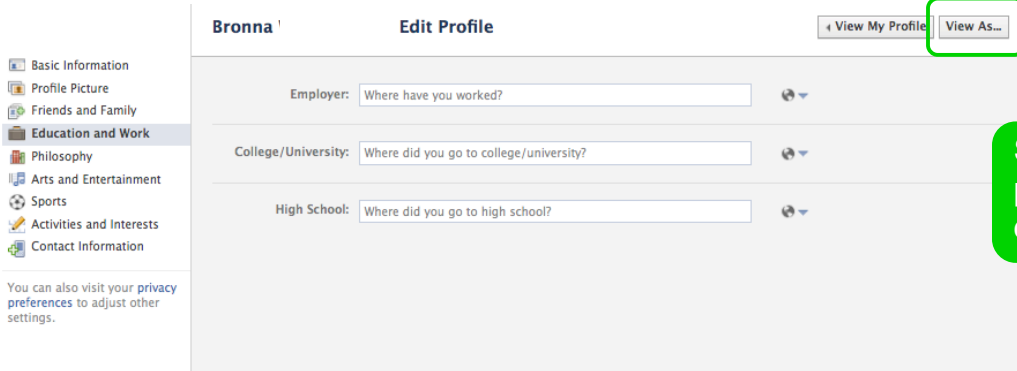
Control your profile and photos.

A new feature in Facebook allows you to choose the audience for individual pieces of information in your profile.



The image shows a Facebook profile page for Bronna Wasserman. The profile includes a cover photo, a profile picture, and a bio: "Married to Kenneth", "Born on December 31, 1946", and "Add where you work". The "Work and Education" section is visible, with an "Edit" button. The "Info" tab is selected in the left sidebar. The "Edit Profile" view is shown below, with the audience selection dropdown menu open, showing options: Public, Friends, Only Me, Custom, Close Friends, Family, and Acquaintances.

You can see how your choices look to other people, by using the “View as...” feature. Facebook will display your profile as it appears to strangers or a particular “Friend.”



You can also accept or reject photo “tags” directly from the photo page. If you reject a tag, Facebook will give you the options to simply remove the “tag,” ask the person to take the photo down, or block the person entirely.

