



SAFE SOCIAL NETWORKING (Facebook style)

BILL HURLEY

WEAC EDITOR

AND SOCIAL MEDIA STRATEGIST

TOPICS



- ***Facebook Overview***
- ***Privacy Overview: Being Smart***
- ***Friends Lists***
- ***Customize Your Settings***
- ***Create or Edit Your Profile***
- ***Keeping a Low Profile***
- ***Blocking People***
- ***Using Notes to Send Specific Comments to Specific People***
- ***Handouts and Links***

WHY FACEBOOK?

- **It's the King of the Internet.**
- **It is the No. 1 place people spend time on the Internet**
- **In August, people spent 41.1 million minutes on Facebook, compared to 39.8 million minutes on ALL of Google's sites, including YouTube, gmail, Google news and much more.**



WHY FACEBOOK?

- It's fun.
- It keeps you connected with people – friends, family, business associates - and issues.
- It's easy.

WHY NOT FACEBOOK?

- It's part of an elaborate conspiracy to invade your privacy, strip you of your dignity, trick you into doing things you don't want to do with people you don't know, rob you blind, steal your identity and ruin your life forever.

WHY NOT FACEBOOK?

- It's part of an elaborate conspiracy to invade your privacy, strip you of your dignity, trick you into doing things you don't want to do with people you don't know, rob you blind, steal your identity and ruin your life forever.
- Or not.



FACEBOOK PRIVACY

- You control what you put on Facebook, from everything to nothing.
- You can control – at least to some extent – who sees what.
- Still ... **THINK BEFORE YOU POST!**

WE CONTROL WHAT WE POST

The Joy of Tech™

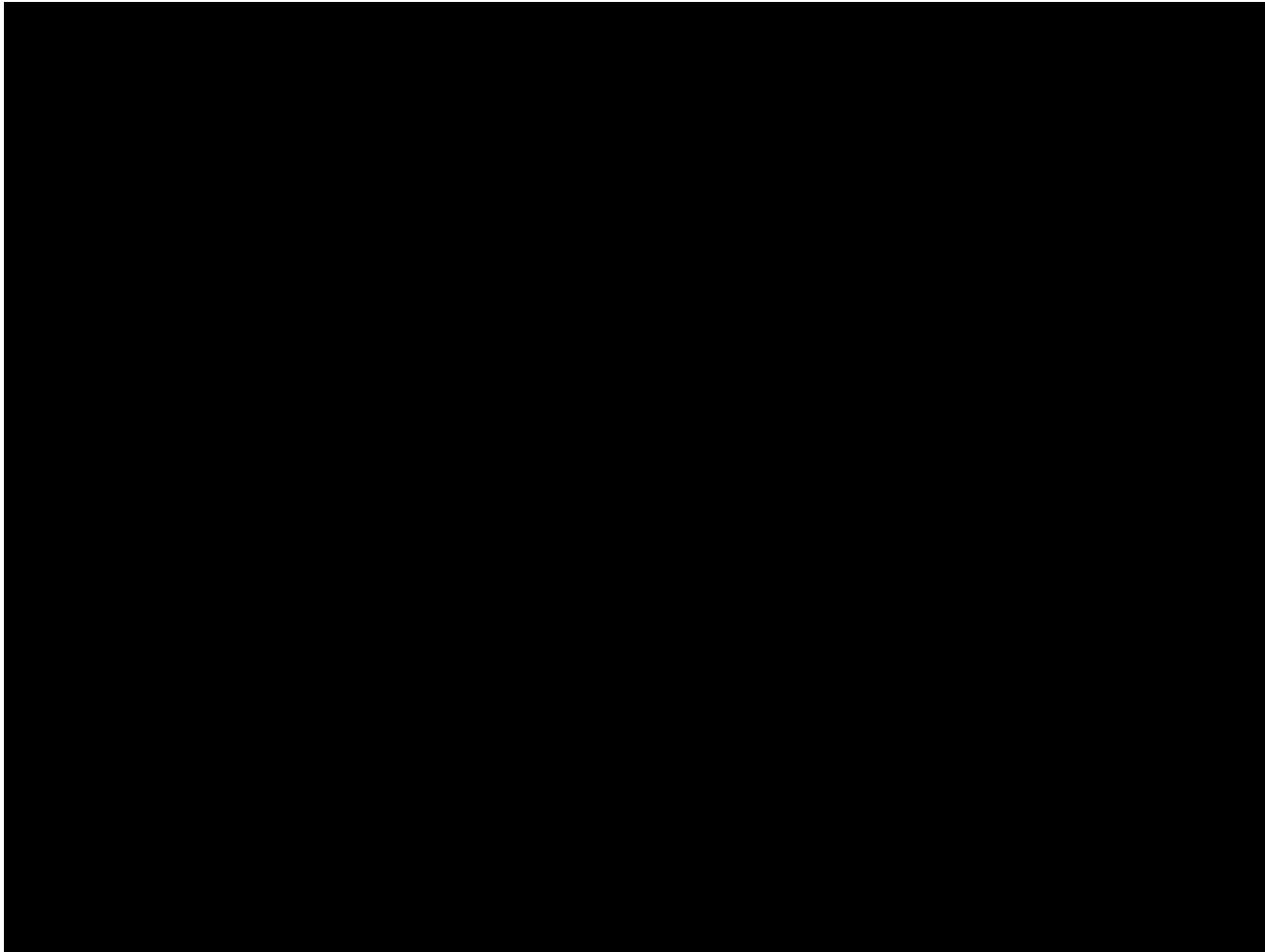
by Nitrozac & Snaggy



Signs of the social networking times.



BE SMART ABOUT WHAT YOU POST



http://www.youtube.com/watch?v=zU8m-4_CmtU



FIRED BECAUSE OF FACEBOOK

facebook  Search

Fired Because of Facebook 

Wall Info Discussions Photos


Signs of the social networking times.

Information

Category:
Internet & Technology - News

Description:
'Always practice safe Facebooking.'

A group to post stories about people who have been fired because of their actions on Facebook and other social networking sites. For some this will be amusing, for others, a lesson in what not to post online.

Please add any news stories or personal experiences to the group.

 **Corbett Jamison Wittenbach** Fired for not being "the caliber of person that we like to hire" "What you act like in your personal life reflects negatively on us as a company."
23 hours ago · Flag

 **Anja Vanschi** Fired for posting "F... them nuggets" on a friends page. I was a manager at McDonalds for 3 years.. Gone!
September 15 at 3:35am · Flag

 **Travis Megale Yikes.**
Monday at 12:42am · Flag

 **Jennifer Caster** I didn't get fired but I got in trouble yesterday for posting something I was mad about on facebook. Someone tattled on me. I didn't list any names of the people involved and my profile doesn't list the company I work for. It's stupid.
September 14 at 5:22pm · Flag

 **Travis Megale** Be careful and ... tell your friends about this page. :)
Monday at 12:42am · Flag



FACEBOOK PRIVACY

- When you create a Facebook account, you create your own Facebook profile.
- Be aware that the information you put on this profile - if you choose to make it widely available and click to allow other applications to use it - can be easily and quickly spread throughout the CyberWorld.



FACEBOOK PRIVACY

- So there are two key factors that affect your potential for experiencing privacy issues:
 1. How much information do you put on your profile?
 2. How much access do you give others to see that information?
- The key is to find the right balance between protecting your privacy and providing enough information so that you can get what you want out of Facebook.

FACEBOOK PRIVACY TIPS

- Do not post your address or phone number.
- Don't "friend" anyone you don't know and trust.
- Consider using an avatar instead of a photo of yourself if you are concerned about your photo showing up in places you can't even imagine.



FACEBOOK PRIVACY TIPS

- **Never share your Social Security number.**
- **Overall, don't share anything you would not be willing to share with a stranger on the street.**
- **Familiarize yourself with Facebook privacy settings and set them carefully.**

CREATE FRIENDS LISTS

- You decide who are going to be your Facebook “friends”
- It could be one person or 10,000.
- Select carefully.
- Then sort your friends into groups – for example ... family, church friends, golf friends, former co-workers, high school buds, political friends, etc.

SORT FRIENDS

On Facebook click on “Friends” menu

The screenshot shows the Facebook interface for user Bill Hurley. The left sidebar contains navigation options: News Feed, Messages (32), Friends (31), and a partially visible 'Add Friends' button. The 'Friends (31)' option is highlighted with an orange circle. Below this is a 'Friends Online' list with names like Dawn Weidenmoyer H... and Brad Lutes. The main News Feed area shows a search bar at the top, followed by a 'What's on your mind?' prompt. The first post is from WEAC Editor's Blog with the title 'Back-to-school story pays off for Brewers fan'. The second post is a comment by Linda Anderson Harsche on a video from CNN about a Vietnam vet. The third post is by Patrick Rumaker with the text 'Book 'em, Danno! Murder one.'.



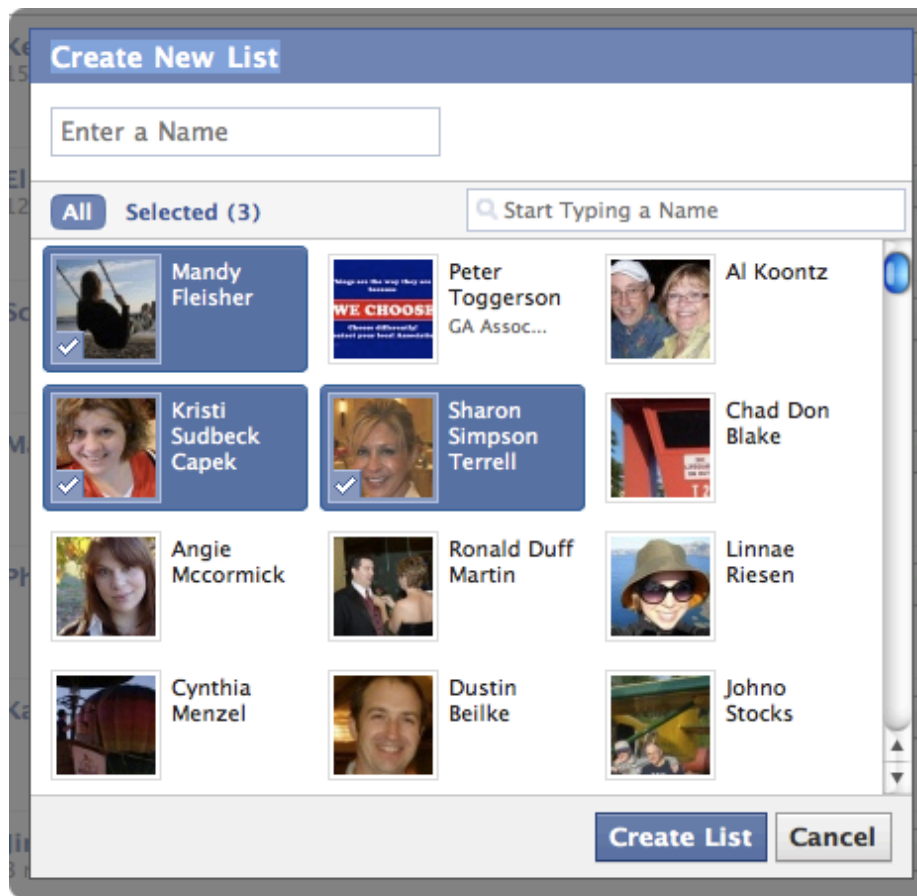
CREATE A LIST

At the top of the page you can set up lists of friends by clicking this button



CREATE A LIST

Enter a name and select friends to add to your new list:



THEN CUSTOMIZE YOUR SETTINGS

Go to Account – Privacy Settings – Customize Settings

The screenshot shows the Facebook interface for a user named Bill Hurley. The top navigation bar includes 'facebook', a search bar, and links for 'Home', 'Profile', and 'Account'. The 'Account' dropdown menu is open, showing options like 'Edit Friends', 'Manage Pages', 'Account Settings', 'Privacy Settings', 'Application Settings', 'Help Center', and 'Logout'. The 'Privacy Settings' option is highlighted. Below the navigation bar, the page title is 'Choose Your Privacy Settings'. There are two main sections: 'Basic Directory Information' and 'Sharing on Facebook'. The 'Sharing on Facebook' section has a sidebar with radio button options: 'Everyone', 'Friends of Friends', 'Friends Only', 'Recommended', and 'Custom' (which is selected with a checkmark). The main content area shows a table of settings for various items, with columns for 'Everyone' and 'Friends of Friends'. At the bottom, there is a 'Customize settings' link and a note 'This is your current setting.' Two orange arrows originate from the text above: one points to the 'Account' dropdown menu, and the other points to the 'Customize settings' link.

| | Everyone | Friends of Friends |
|---------------------------------|----------|--------------------|
| My status, photos, and posts | • | |
| Bio and favorite quotations | • | |
| Family and relationships | | • |
| Photos and videos I'm tagged in | | • |
| Religious and political views | | • |
| Birthday | | • |
| Can comment on posts | | • |
| Places I check in to [?] | | • |
| Contact information | | • |



CUSTOMIZE YOUR SETTINGS

In each category select who can view your profile information

Choose Your Privacy Settings ▶ Customize settings

◀ Back to Privacy Preview My Profile

Customize who can see and comment on things you share, things on your Wall and things you're tagged in.

| | | |
|----------------|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Things I share | Posts by me Default setting for posts, including status updates and photos | Everyone ▼ ✓ Everyone Friends of Friends Friends Only Customize |
| | Family | |
| | Relationships | |
| | Interested in and looking for | Friends Only ▼ |
| | Bio and favorite quotations | Everyone ▼ |
| | Website | Friends Only ▼ |
| | Religious and political views | Friends Only ▼ |
| | Birthday | Friends Only ▼ |
| | Places I check in to | Friends Only ▼ |
| | Include me in "People Here Now" after I check in Visible to friends and people checked in nearby (See an example) | <input checked="" type="checkbox"/> Enable |



CUSTOMIZE YOUR SETTINGS

Type names or lists to Make Visible To or Hide From



CREATE OR EDIT YOUR PROFILE

To edit, go to Profile – Edit My Profile

The image shows a screenshot of a Facebook profile page for Bill Hurley. The page layout includes a top navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. The profile header shows the name 'Bill Hurley' and tabs for Wall, Info, Photos, Boxes, Video, Notes, and a plus sign. Below the header is a status update box with the text 'What's on your mind?' and an 'Attach' section with icons for photos, videos, dates, and links. To the left of the main content is a sidebar with a profile picture, a link to 'View Photos of Me (5)', and a link to 'Edit My Profile'. Below this are sections for 'Information' (Relationship Status: Married, Current City: Sun Prairie, WI) and 'Friends' (145 friends, See All). The main content area displays two posts by Bill Hurley. The first post is about a 'Back-to-school story pays off for Brewers fan' and the second is about 'Your success stories can inspire others - and maybe win you a prize!'. To the right of the profile is a 'Create an Ad' section with three advertisements: 'Sub-Zero and Wolf', 'Jersey Shore iPhone App?', and another one partially visible. An orange arrow points from the text 'To edit, go to Profile – Edit My Profile' to the 'Profile' link in the top navigation bar. Another orange arrow points from the same text to the 'Edit My Profile' link in the left sidebar.

facebook Search Home Profile Account

Bill Hurley

Wall Info Photos Boxes Video Notes +

What's on your mind?

Attach: Share

View Photos of Me (5)
Edit My Profile

Information

Relationship Status:
Married

Current City:
Sun Prairie, WI

Friends

145 friends See All

Ann Kidwell Kurzios
Steve Lemken
Kristin Collett

Andrew Laura Christina

Bill Hurley

Back-to-school story pays off for Brewers fan Two Rivers teacher Lois Stapleton (wearing the white Brewers shirt) hit a home run earlier this month when she was selected as one of nine members to win multiple Milwaukee Brewers tickets from weac.org. And all she had to do was share her story on our Back-to-School Stories forum....

about an hour ago · Comment · Like · Share

Bill Hurley

Your success stories can inspire others - and maybe win you a prize! North Fond du Lac teacher Monica Jones tells her education success story in very simple terms: "Development of superb rapport with a student with severe mental health issues." Monica was one of six WEAC members randomly selected last week as a winner of a \$10 iTunes gift card for entering her suc...

Yesterday at 12:36am · Comment · Like · Share

RECENT ACTIVITY

Bill likes Green Bay Education Association (GBEA) and WKOW 27.

Bill likes #unionmember | Join the #unionmember tweet-a-thon! on unionmember.org.

Bill and Frances Courtney are now friends. · Comment · Like

Create an Ad

Sub-Zero and Wolf

Win Your Sub-Zero Dream Kitchen. Enter Now!

Win your Sub-Zero and Wolf Dream Kitchen. Become a fan of the top-rated culinary soulmates, get design ideas, see beautiful kitchens.

Laura DeVries, Johno Stocks, and Candace Lilyquist like this.

Like

Jersey Shore iPhone App?

"The Situation," the bronzed and big-mouthed roomie from "The Jersey Shore" has

CREATE OR EDIT YOUR PROFILE

Go to:

- Profile
- Edit My Profile (on the left side of the page)



CREATE OR EDIT YOUR PRIVACY SETTINGS

Go to:

- Account
- Privacy Settings



KEEPING A LOW PROFILE

- **Disable public search.**
- **To do this, go to Account – Privacy Settings – Edit Your Settings (under Applications and Websites).**
- **Unless you do this, Facebook shows your name and profile picture to everyone who looks you up using Facebook’s search feature, or even using a search engine such as Google.**



KEEPING A LOW PROFILE

- **While you are there [Account – Privacy Settings – Applications and Websites - Edit Your Settings] manage applications, games, etc.**

BLOCKING ANNOYING AND BAD PEOPLE

- **In Account – Privacy Settings, click Block Lists – Edit your lists.**
- **Type in the name of the person you want to block.**
- **OR go to their Profile Page and click “Report/Block This Person” at the bottom left of the page.**

USING NOTES TO SEND SPECIFIC COMMENTS TO CERTAIN PEOPLE

- **Create a note by going to Account – Applications Settings - Notes.**
- **Write a Note.**
- **After writing your note, near the bottom click on the dropdown box with the word Everyone, then click Customize.**
- **Select whom to make this note visible to and whom to hide it from.**

Things to Remember When Using Facebook....

- Always watch out for updates to Facebook. Generally, Facebook will alert you on your Homepage about new updates to Account and Privacy settings. Pay attention.
- If you have concerns about Privacy and Account updates keep up with Facebook's blog where they regularly preview and collect comments on upcoming changes.
<http://blog.facebook.com/>
- Facebook is your friend. This is supposed to be a fun, useful tool and Facebook makes money by selling your attention to advertisers so they want you to be happy. Facebook is a service and if at any point you don't like it anymore, just turn it off.
- Don't forget about the Help Center (see next slide).



The Facebook Help Center

<http://www.facebook.com/help/>

The screenshot shows the Facebook Help Center interface. At the top, there is a blue navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. Below this, the main content area is divided into several sections:

- Using Facebook:** A grid of icons for Sign Up, Login and Password, Friends, Networks, Search, Mobile, Profile, Messages and Inbox, Wall, Chat, Home and News Feed, Suggestions, Privacy, Security, Warnings, Intellectual Property, Accessibility, and Troubleshooting.
- Facebook Applications and Features:** A grid of icons for Photos, Video, Groups, Events, Like, Notes, Links, Credits, Gifts, Birthdays, Chat, Mobile, Pages for Businesses, and Application Support.
- Ads and Business Solutions:** A grid of icons for Facebook Ads, Business Solutions, Brand Resource Center, Pages for Businesses, Facebook Platform, Facebook Connect, and Business Accounts.
- Social plugins and personalization:** A section with a megaphone icon and text: "Connect with your friends on your favorite websites. Social plugins pull information directly from Facebook, and the third-party site has no access to the data being displayed to you. [Learn about the different ways you'll see Facebook across the web.](#)"
- New profile connections:** A section with a megaphone icon and text: "Profile connections include the people and Pages you're connected to on Facebook and are the main way to express yourself on your profile. [Learn more about the new Community Pages and profile connections.](#)"
- Fake password reset spam:** A section with a warning icon and text: "Avoid opening attachments in suspicious emails. Find other [security best practices.](#)"
- Hacked accounts and spam:** A section with a warning icon and text: "If you believe your account has been hacked or phished, take action [here.](#)"



HANDOUTS AND LINKS

- Do's and Don'ts to Protect Your Career
- Simple Steps to Social Media
- Stay Informed With WEAC Email Alerts
- www.weac.org/socialmedia
- www.facebook.com/myweac
- www.twitter.com/weac
- www.youtube.com/weacvideo
- www.flickr.com/weac

THANK YOU!

• hurleyb@weac.org

