



What are you doing right now?

**DAVE AWL** Author

Is ready to show you all the ins and outs of Facebook...

# facebook me!

**SECOND EDITION**

*A Guide to Having Fun with  
Your Friends and Promoting Your  
Projects on Facebook*



**Connect with old friends** and make new ones using Facebook's social networking tools.



**Share photos** with your friends with the easy Photos application.

## **Facebook Me! A Guide to Socializing, Sharing, and Promoting on Facebook, Second Edition**

Dave Awl

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Find us on the web at [www.peachpit.com](http://www.peachpit.com).  
To report errors, send a note to [errata@peachpit.com](mailto:errata@peachpit.com).  
Peachpit Press is a division of Pearson Education.

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ISBN-13: 978-0-321-74373-2

ISBN-10: 0-321-74373-3

9 8 7 6 5 4 3 2 1

Printed and bound in the United States of America

# Acknowledgments

Getting the chance to write a book about Facebook the first time was an unexpected adventure. Getting to update it with a second edition is an honor and a privilege for which I'm indebted to all the readers who've embraced it (especially everyone who recommended it to their friends, both on and off Facebook).

Toppermost thanks for this edition are due to my ace editorial and production team. Editor Rebecca Gulick did a terrific job of helping me solve problems and calming my occasional eruptions of authorial hysteria. My development editor for this edition was my old friend Corbin Collins, who first started me on the road to becoming a Peachpit author a decade ago. As I just told him in an e-mail, his two cents are always worth at least a Groucho Marx seven-cent nickel. Becky Morgan and Becca Freed were my editors for the first edition, and their invaluable work in helping to shape the structure and style of this book continues to pay off in the current edition.

Thanks to my production editor Myrna Vlado for making sure my layouts were seaworthy; to my proof-reader Suzie Nasol for her typo-spotting prowess; to Charlene Charles-Will and Danielle Foster for design; to Sara Todd and Laura Pexton Ross for helping get the word out; and to Nancy Davis, editor in chief, and Nancy Ruenzel, publisher of Peachpit Press. And continued gratitude to Sharon Steuer and Sandee Cohen, who mentored me in the Way of the Peachpit Author.

Part of the *Advertising and Promoting* chapter was originally published in somewhat different form on the CreativePro site as the article "12 Tips for Creative Pros on Facebook." Thanks to CreativePro editor-in-chief Terri Stone for once again giving me a place to develop ideas I used in this book.

Thanks to everyone at Becker Professional Education, especially Yasmeen Schuller, Diana Davis, Sue Burns, Tamika Nurse, and Carla Carry, for helping me learn by putting theory into practice.

Thanks to every single person who gave me permission to use their name and photo in this book (even if I didn't manage to fit you in somewhere); and especially to Matt Solomon, Bill Vanstone, Leah Clue Vanstone, Jill Bernard, Dan Telfer, Robbie Q. Telfer, Pip Lilly, Aaron Smith, Ellie Maybe, Rachel Claff, and various members of the Neo-Futurists for providing or helping me create key shots. Thanks to everyone who gave me useful input, especially Jennifer Senft, Shaina Lyn-Waitsman, Yehudit Hannah Cohn, Ben Frisch, Ian Belknap, Leigh Barrett, John Szymanski, Lola H de Santos, and Jason Katzwinkel.

Thanks to the friends who help me make it through—especially Jim Farruggio, Sara Miller Acosta, Danielle Christoffel, Lynne Shotola, Lori Dana, Kevin Spengel, Tim Clue, Kathryn Lake, Tom Doyle, John Hansen, Andy Heaton, Kristin Amondson Sassi, Lisa Buscani, Diana Slickman, John Pierson, Ayun Halliday, Sandie Stravis, Jorjet Harper, and Dan Loughry, as well as Richard Cooper, Elizabeth Hoffman, Yvonne Studer, Chris Bell, and Janis Van Court of The Kraken, and all the Earthlings. Thanks to my dear friends Tracey Bettermann Wetzstein and Kathy Zant for dragging me onto Facebook in the first place. All of you guys are (still) the reason the Confirm button was invented.

And once again, I'm grateful beyond words for the love and support of my family: my siblings, Jane and Earl, and Stephen and Sarah; my dad, Richard; and most of all, my mom, Charlotte.

*Chicago, November 2010*

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# The Preliminaries

## Preface to the Second Edition

Hello, and welcome to the shiny new second edition of *Facebook Me!* And pardon my Swedish, but boy howdy have things changed since I wrote the first edition in the fall of 2008. In those days, people over 35 were just discovering Facebook; these days it's one of the most popular sites on the web. Its tools for sharing content have made it one of the first places people turn for news and info, while its population has rocketed past the half-billion mark.

And all the while, Facebook has been steadily adding new features to its site, and redesigning the old ones. In response, this book has been fully updated and expanded with new content to bring you up to speed on everything that's changed. It responds to the various privacy controversies with more detailed coverage of Facebook's privacy settings and advice for keeping your Facebook experience as secure as possible.

This edition also includes a brand-new chapter (*Advertising and Promoting on Facebook*) that shows you how to apply the principles of social media marketing to Facebook's specific user culture, in order to win new fans and customers and build stronger bonds with existing ones. And because the intersection of the personal and the professional on Facebook remains an area of keen concern, I've pumped up the *Facebook at Work* chapter with more guidance and tips on how to keep your profile professional—and use it as a tool to advance in your career.

## Introduction

Life on Facebook is full of surprises. In fact, I'm still surprised that I'm on Facebook at all, let alone writing a book about it.

I was not an early adopter of Facebook, to put it mildly. The truth is, I had to be dragged clicking and screaming into the ranks of its users. Like you—I'm guessing—I joined Facebook when I got an invite from someone I couldn't say no to. Two such people, in fact, on the same afternoon.

In the fall of 2007, members of my old college speech team had started joining Facebook—a large, far-flung group of people I love but had difficulty keeping in touch with in the two decades after I graduated. But within a month of joining Facebook, I felt like my old friends were back in my life. I knew where they lived and who they were married to or dating, had seen pictures of their kids and animal companions—and through the magic of Facebook's News Feed, I knew what they'd done over the weekend, what was making them laugh out loud, and what songs were stuck in their heads on a given morning.

That's the single best argument I can think of for joining Facebook and checking it daily: the fact that it can help you stay connected with, and bring you closer to, the people you miss and wish were more of a presence in your life.

My goal for this book is to give you strategies for using Facebook intelligently and effectively. It's easy enough to sign up and create a profile—but how do you get the most out of your Facebook experience? How do you use it to make fascinating new friends,

build new bridges to people you love but have fallen out of touch with, share the latest news with all your friends, effectively spread the word about your band or your graphic design business, and generally become the rich and famous rock star you were always destined to be?

Well, okay, that last one might be a little beyond the scope of this book. But the rest of it is definitely on the menu.

## How to Use This Book

The structure of this book is fairly self-explanatory. It starts by covering the basics—how to set up your profile, configure your privacy settings, and so forth; then moves on to explore Facebook’s various tools for communicating and interacting; and then wraps up with some more advanced topics like how to promote creative and business projects, and the workplace politics of Facebook.

One caveat: Facebook changes a lot. The folks at Facebook are always tinkering with and fine-tuning its interface. As with the previous edition, during the time I was writing this book, new features were added and controls were changed on an almost daily basis. So by the time this book makes it into your hands, Facebook may have evolved quite a bit from the version I’ve written about here. Some of the screen shots and specific instructions you see in these pages may not precisely match what you see on your screen when you log in. Some features I talk about may have been renamed, moved, or removed from Facebook altogether. That’s one of the occupational hazards of writing a book about a web site—especially one that changes as continuously as Facebook does.

The best advice I can give you is not to get too hung up on the specifics as you read this book. My goal is to familiarize you with the general way Facebook works and the kinds of tools it offers. The screen shots

and instructions presented here are intended as illustrations and exercises to help you figure out the larger principles behind Facebook’s various features—how to use its News Feed, Pages, Groups, Events, photos, videos, links, and so forth creatively and effectively. Once you understand what it’s possible for you to do on Facebook, and get the basic hang of the place, you should be able to use the visual cues provided by Facebook’s interface itself to figure out how to get from point A to point B—even if point B isn’t exactly where it was the last time you looked.

Facebook generally offers multiple ways to do the same thing—so in the interests of space and not publishing a book that weighs more than your refrigerator, I’ve usually chosen to explain one expeditious method for accomplishing each given task, rather than describing all 17 possible workflows—or in some cases, maybe playflows. (Is that a word? Can I coin it?)

In deference to my subject matter, I will end this introduction with a ceremonial use of the Facebook third person:

“Dave Awl has written you a book about Facebook. He hopes you like it.”

### COLOPHON

This book was written and laid out on an Apple iMac partially covered by layers of indecipherable sticky notes, using Adobe InDesign CS3. Screen shots were taken using Snapz Pro X. The main fonts are Warnock Pro for body copy, and the Serif and the Sans for headings.

### ON THE WEB

Visit [DaveAwl.com](http://DaveAwl.com) for news and updates related to this book. And look for the official *Facebook Me!* Page on Facebook, to connect with the author and other readers of this book. You can also follow Dave on Twitter at [twitter.com/DaveAwl](https://twitter.com/DaveAwl).

# 4

## Privacy and Security

If you keep even half an eye on the news, you're aware that privacy and security are critically important issues online—and that's especially true in the social networking world. On sites like Facebook and MySpace, you can expose yourself to identity theft or fraud, just as with online shopping or banking sites. But on social networking sites, you also risk embarrassment or even censure if you wind up revealing the wrong details to the wrong people. Because you're on Facebook to make connections and share information, it can be easy to cross the line into revealing too much information. Sometimes it's hard to figure out where the line even is.

But don't panic. As long as you exercise a little caution, there's no reason the time you spend on Facebook should be any more perilous than a night on the town with friends. In both cases, it's important to keep your wits about you, know the lay of the land, and think before you share too much info with people you don't know very well.

In this chapter I'll give you tips on how to balance self-expression with discretion, and I'll explain the settings that Facebook provides to help you protect your privacy. But before we discuss Facebook's privacy and security tools, let's start by talking about the one you bring to the party yourself: your common sense.



## An Ounce of Discretion Is Worth a Ton of Privacy Settings



Most people have many different sides—and they often choose to share those sides with different sets of people. You might talk music with one set of friends who tend to share your taste, and sports with another set of friends. You might avoid talking politics or religion with certain friends because you know you don't see eye-to-eye with them.

But on Facebook, your friends will all see the same persona, consisting of whichever parts of your personality you use Facebook to express. Unless you use Facebook's privacy settings to carefully separate your social groups, as we'll discuss later in this chapter, friends with whom you don't normally discuss politics will see your political comments. Friends who have different taste in music from you might discover your passionate love of Barry Manilow or Night Ranger.

Family and friends mix together on Facebook, too. You may have friends with whom you tend to engage in salty repartee that you'd never want your mom to overhear, but if she's one of your Facebook friends, she very well might.

There can also be academic and professional repercussions to how you express yourself on Facebook. Colleges have revoked admissions for students because of inappropriate postings on Facebook and MySpace, and employers increasingly check out the profiles of job candidates before making hiring decisions. Chatting about conditions at your current office can be a pitfall, too: If your boss is friends with anyone in the conversation, he or she could overhear the whole thing.

You shouldn't necessarily let those considerations stifle your self-expression on Facebook, but when you post, it might help to imagine that you're speaking to a large and diverse group at a party, rather than to a few intimate friends at your kitchen table.

It's true that using Facebook's privacy settings can provide some control over who sees what. But don't let those settings lull you into a false sense of security. Words and images posted on the Internet have a way of reaching a wider audience than originally intended, and once they do, trying to recall or

erase them is like trying to put the proverbial toothpaste back in the tube. Or maybe more like trying to put Silly String back in the can.

The fact is, there's only one way to absolutely guarantee that a photo, video, or snatch of ribald banter won't be seen by more people than you want it to: Don't post it online in the first place.

Facebook's official privacy policy puts it this way: "Although we allow you to set privacy options that limit access to your information, please be aware that no security measures are perfect or impenetrable. We cannot control the actions of other users with whom you share your information. We cannot guarantee that only authorized persons will view your information. We cannot ensure that information you share on Facebook will not become publicly available. We are not responsible for third party circumvention of any privacy settings or security measures on Facebook."

In other words, Facebook's privacy and security tools can greatly *reduce* the chance that your information will be seen by the wrong eyes, but they can't rule it out entirely. You may be a Yoda-like master of Facebook's privacy settings (clicked all the pop-up menus, you have!), but your info can still get away from you. For example, a trusted friend could easily fail to realize that a photo you posted was intended to be seen by only a very select audience, and might repost it somewhere else or e-mail it to a group of mutual friends—or people you don't even know.

Remember also that law enforcement officials can get a court order to view Facebook profile information—and these days, they sometimes set up "plain-clothes" Facebook profiles to investigate and track illegal activity online. I've also heard one anecdotal account of a job seeker being asked by her prospective employers to log into Facebook and then leave the room while they re-viewed her profile. If your potential bosses get to look at your profile the way you see it, privacy controls become irrelevant.

The bottom line is if you're truly worried that a bleary-eyed photo of you holding a plastic cup at a party could get you in trouble if it were seen by a prospective employer, an admissions board, or certain very conservative relatives, the safest approach is to simply not post it at all.

That doesn't mean you should censor yourself excessively or squelch every playful impulse. But you should consider the risks and benefits, and find a reasonable middle ground for self-expression that's within your personal comfort zone.



### The Facebook Privacy Wars

In the time since I wrote the first edition of this book in 2008, there have been a number of high-profile controversies about privacy on Facebook. Facebook has sometimes pushed its members in the direction of sharing more info publicly than many users are comfortable with (for example, by setting the default for sharing content to Everyone rather than Friends Only). Many individuals and advocacy organizations (such as the ACLU and the Electronic Frontier Foundation) have at times questioned whether Facebook's privacy tools were truly effective, and some have questioned whether Facebook's commitment to protecting users' privacy is sincere. In response, Facebook has revised its privacy controls, attempted to make them easier to understand, and reiterated its commitment to protecting user privacy.

Trying to cover the Byzantine history of these controversies, and Facebook's various missteps and corrections, would require far more time and space than the scope of this book allows me. But when all is said and done, I think the best response is to reiterate the advice I've given from the beginning: Remember that the Internet is the Internet, and anytime you post content or information online (whether it's on Facebook, a personal blog, or anywhere else), you surrender some control over its privacy.

Your first, best, and strongest privacy control is your own prior restraint. If you're truly worried about keeping your home address or your phone number private, then by all means err on the side of caution and don't post it online. All in all, the safest approach you can take to privacy on Facebook is to simply think of your profile as a public website—just like a blog or a personal home page—and then restrict what you decide to post there accordingly.

## Friend Management: The Key to Choosing Your Audience

Unless you keep your Friends list small and exclusive, you'll find yourself friending and being befriended by more than just the dear old friends you'd trust with your house keys and your unlocked diary.

There will also be co-workers, casual acquaintances, friends of friends you met at a party, and old schoolmates you lost track of years ago, as well as all sorts of other gray-area cases. You may even be using Facebook to make friends with interesting new people you don't know very much about at all, just yet.

Fortunately, Facebook's Friend List feature (as explained in the *Friends* chapter) is a great tool for sorting and grouping your friends. And by organizing your friends according to your degree of intimacy with them, you can use your Friend Lists to filter how much and what you reveal to whom.

### The Three-Level System

One simple system you can use is to sort your growing Facebook circle into three basic lists.

Start by creating one list that's just for your nearest and dearest: the inner-circle friends who already know all your business, and whom you trust enough to grant total security clearance to your Facebook profile. Call this list something like Trusted Friends.

Next, create a second list for all the people in the middle. The people you don't know well enough to let them see you with your hair in curlers, or share your home address with, but also don't have any reason to feel wary of. Call this list something like Casual Friends or Acquaintances. This will probably be the biggest list and the one you add people to by default.

Finally, create a third list for people you don't know very well, aren't entirely sure how much you trust, or just want to keep an eye on until you have a better sense of what makes them tick. You can call this list something like Restricted Access or Watch List. (I call mine PIDRK, which stands for "People I Don't Really Know," but you might not find unwieldy acronyms as entertaining as I do.)

Once you've got those lists set up, it's time to perform a simple triage operation. Go through your All Friends list (choose Account > Edit Friends in the blue bar and then choose All Friends from the menu at the top of the page), and assign everyone to one of those three lists.



*Adding a friend to the Trusted Friends list.*

Going forward, each time you add a new friend, you should automatically assign them to the appropriate list.

Here's another refinement: If you have family members whom you love and trust but still don't want seeing certain photos or comments you post, you might create a fourth list for them, called Family Members.

Once you get the hang of them, you can use Facebook's custom Friend Lists to sort your friends into as many different levels of security clearance as you want (up to Facebook's maximum of 100 lists), and as you'll see, there are lots of ways to put your custom lists to work.

## Privacy Settings: Controlling Who Sees What

Facebook gives you some very specific settings for controlling what parts of your Facebook life are visible and who gets to see them.

Your home base for most of the settings you'll want to change is the Privacy Settings page. To find it, choose Privacy Settings from the Account menu in the blue bar.

The current incarnation of the Privacy Settings page was launched after a number of high-profile controversies about privacy on Facebook, and in response to a widespread feeling that many users didn't understand exactly how much of their profile info they were sharing by default on Facebook, or how to control that.

In creating this version of the page, Facebook had a difficult balancing act to pull off: serving the needs of two very different types of users. On the one hand, Facebook has a history of providing very specific, customizable controls for users who want to be able to choose the exact audience for each kind of content on their profiles. So Facebook wanted to keep those granular privacy controls available for those who've come to depend on them.



### Friend Lists vs. Groups

One of the reasons Facebook launched its revamped Groups feature in the fall of 2010 was to provide another solution to the privacy and audience issue that I address in this section. Facebook's new Groups give you another way to post content where only certain groups of your friends can see it. However, I still think Friend Lists are the superior tool for controlling who sees what you post. For one thing, anyone who joins a new-style Group can add other members to it—so you never have complete control over who makes up your posting audience in a Group. Whereas with Friend Lists, you (and only you) are 100% in charge of who gets put on each list.

Part of the reason Facebook launched the new Groups is because they found most users didn't really understand Friend Lists and never bothered to create any. But the fact that you're reading this book sets you apart from the herd—it means you're willing to make the effort to learn about Facebook and how to get more out of it. If you're also willing to take the time to set up Friend Lists and learn how to use them, it'll pay off for you in convenience and control.



*Choose Privacy Settings from the Account menu in the blue bar.*



**TIP:** Don't panic! The Simplified and Customized settings mentioned here will be explained in detail in the upcoming "How to Control Who Sees Content You Share" section, a few pages hence.

On the other hand, Facebook also needed to provide a solution for users who found those granular controls confusing and complicated.

Facebook's solution to this problem is to provide two levels of privacy controls for content you share:

- **Simplified settings:** Four easy options to choose from, setting Privacy for your entire account with one click
- **Customized settings:** The advanced controls that let you pick and choose privacy levels for each part of your account

Additionally, Facebook provides a separate set of controls for what it calls your Basic Directory Information—which consists of information that can help friends find you on Facebook, such as your location, work or school, friends, and interests. I'll cover all of those settings in the pages ahead.

To get us started, here's what Facebook's Privacy Settings page looks like by default when you first arrive at it, with a brand-new account:

## Choose Your Privacy Settings

---

 **Basic Directory Information**

To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. [View settings](#)

 **Sharing on Facebook**

	Everyone	Friends of Friends	Friends Only
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			•
<input checked="" type="checkbox"/> Let friends of people tagged in my posts see them.			
<a href="#">Customize settings</a>			 This is your current setting.

 **Applications and Websites**

[Edit your settings](#) for using applications, games and websites.

 **Block Lists**

[Edit your lists](#) of blocked people and applications.

 **Controlling How You Share**

[Learn more](#) about your privacy on Facebook.

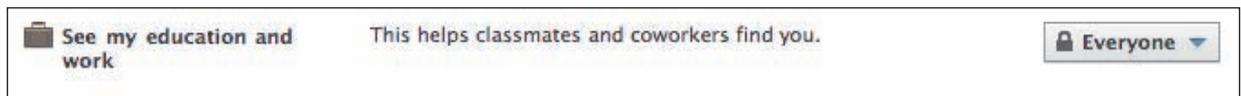
## How to Customize Your Basic Directory Information

The very first item at the top of the Privacy Settings page, Basic Directory Information, consists of a bunch of information and settings that Facebook assumes you'll want to make public—primarily because doing so helps your various friends and acquaintances track you down and connect with you on Facebook, so your network can keep growing.

By default, then, these settings are all set to “Everyone”—meaning that anyone on the Internet can see the basic information here, and contact you via Inbox messages or friend requests. And if you're fine with that, you don't have to do anything with these controls.

But of course, not everyone on Facebook wants to be found by people they're not already Facebook friends with. So by clicking the View Settings link in this area, you can set a specific level of privacy for each of these controls.

Here's an example: Scroll down to the control labeled See My Education and Work.



By default, its pop-up menu is set to Everyone, which means that your Education and/or Work information is visible to the general public. If you want to restrict it, click the pop-up menu and you'll see four choices: Everyone, Friends of Friends, Friends Only, and Customize.

The next step down in visibility from Everyone is the Friends of Friends option: This information will be open to all of your Facebook friends, *plus* any friend of one of your Facebook friends. It's more restrictive than Everyone because a person has to share at least one mutual friend with you before this info is visible to them.

The next setting, Friends Only, is fairly self-explanatory: Only people you've added as a friend on Facebook will be able to view your information.

The fourth setting, Customize, opens the Custom Privacy dialog. The settings here are a little more complex but very useful, giving you more options for controlling who can see your information. If you want to slice up your profile information and serve different segments to different audiences, this is the place to do it.



**TIP:** You can control who can see your list of friends on Facebook using the “See my friend list” setting on the Basic Directory Info page. Keep in mind that the ability to look at your Friends list or send you an Inbox message may help a long-lost friend identify whether you're the person they used to know—or just someone with a similar name.



*The options in the pop-up menu for each privacy control. (But note that the top three controls, which control how people can contact you, don't include the Customize option.)*



**NOTE:** For info on the three controls at the top of the Basic Directory Settings page, see the upcoming section “How to Control Who Can Contact You on Facebook.”

### Friends of Friends

The theory behind the Friends of Friends option is that someone who shares a friend with you is part of your larger social circle, and someone you have a good chance of meeting socially. And at least one person you know made the decision to add this person as a friend, for whatever that's worth. Keep in mind, though, that sharing a mutual friend with you is not a guarantee that someone is trustworthy, because lots of people on Facebook make friends with people they don't know very well. Here's a little thought experiment: think of someone you know who you don't really trust, and wouldn't want to share your info with on Facebook. Then see if you can think of anyone you're friends with who is also friends with that person. If the answer is yes, you might want to avoid the Friends of Friends setting.

The top part of the Custom Privacy dialog controls who your information is visible to: You can choose Friends of Friends, Friends Only, Only Me, or Specific People, which will open a field where you can type the names of specific friends or any Friend Lists you've created. Your info will then be visible only to those people.

The bottom part of the dialog allows you to exclude specific people—which effectively hides the info in question from those people. Just type the names of the people or Friend Lists you want to hide your info from. When you're all done, click the Save Setting button to exit the dialog.

## How to Control Whether You Show Up in Search Results—on Facebook and on Search Engines

The first setting on the Basic Directory Info Page controls who can find you by searching on Facebook.

The default setting is Everyone, which means anyone who searches Facebook can find you. (This doesn't mean they can see your profile—just the search result itself.) You can restrict your search visibility with the other choices in this menu, which work the same way as the privacy controls already discussed. (But note that there's no Customize option for this one—the three choices in the menu are Everyone, Friends of Friends, and Friends Only.)

You can also control whether your Facebook profile shows up on search engines like Google or Bing. By default, Facebook creates a Public Search

Listing for all personal profiles belonging to users who are over the age of 18. By default this listing doesn't display your entire profile—just a preview showing some of your basic directory information. The privacy settings you choose for the various parts of your profile determine what can be accessed by search engines—only those parts of your profile for which you choose the Everyone setting can turn up in public search engine results.

 **NOTE:** If you're a minor (meaning your age is listed on Facebook as under 18), no public search listing will be created for you, regardless of whether you enable the public search listing checkbox.

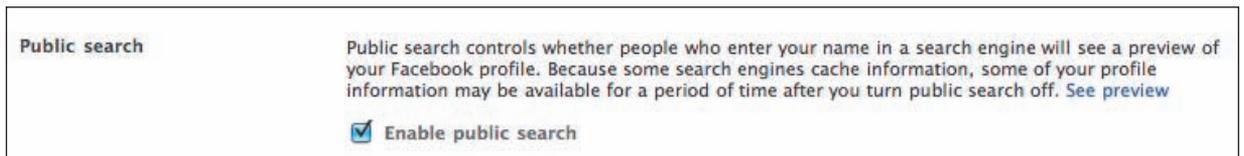
But if you don't want your profile to be found on search engines at all, you can make it completely off-limits to them by turning off your public search listing. To do this, go to the main Privacy Settings page (Account > Privacy Settings) and look for the “Applications and Websites” area.



Click the “Edit your settings” link to go to the Applications, Games, and Websites page and scroll down to the Public Search area.



Click the “Edit Settings” button to go to the Public Search page.



On the Public Search page, deselect the “Enable public search” checkbox shown above, and your public search listing will be removed.

If you'd like to see what your public search listing looks like, you can take a look at it by clicking the “See preview” link. (It's semi-hidden at the end of the paragraph of text just above the checkbox in the shot above.)

## How to Control Who Can Contact You on Facebook

There are two settings toward the top of the Basic Directory Info page that control how (and whether) people can contact you if you aren't already friends with them on Facebook—by sending you friend requests or Inbox messages. Like the search control, there's no Customize option for these

controls—your choices are Everyone, Friends of Friends, and (for Inbox messages) Friends Only.

	<b>Send me friend requests</b>	This lets real world friends send you friend requests. If not set to everyone, it could prevent you from connecting with your friends.	Everyone ▾
	<b>Send me messages</b>	This lets friends you haven't connected with yet send you a message before adding you as a friend.	Everyone ▾

As you can see, Facebook does a pretty good job of explaining right on the page why it's helpful to leave these controls set to Everyone. You might be tempted to restrict the ability of people you're not friends with to send you Inbox messages in order to prevent spam, but that isn't really a problem—Facebook is pretty aggressive about preventing users from sending Inbox messages to large numbers of people.

### Setting Privacy for Specific Posts

In addition to the global privacy settings discussed here, Facebook also gives you the opportunity to choose the audience for each and every post you make, by applying a custom privacy setting in the Publisher. For all the details on how to do that, see the *Sharing Content on Facebook* chapter.

## How to Control Who Sees Content You Share

Now that you've got your Basic Directory Info locked down, it's time to look at the main part of the Privacy Settings page: the Sharing on Facebook area. This is where the two levels of privacy controls (Simplified versus Customized) I talked about earlier come into play.

**Sharing on Facebook**

	Everyone	Friends of Friends	Friends Only
Everyone			
Friends of Friends			
Friends Only			
<b>Recommended</b> ✓			
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			•
<input checked="" type="checkbox"/> Let friends of people tagged in my posts see them.			
Customize settings			This is your current setting.

In the shaded column on the left, you can see the four Simplified settings: Everyone, Friends of Friends, Friends Only, and Recommended. Over on the right, you can see a table listing the various elements of your profile that are controlled by these settings: everything from content you post on your Wall (the “My status, photos, and posts” item) to your birthday and contact info.

The Recommended option shown here is chosen by default, and it applies the settings Facebook thinks most people will want. The bullets in the three columns of the table (Everyone, Friends of Friends, and Friends Only) show you who can see which parts of your profile using this option:

- **Everyone** can see your status, photos, and other Wall posts; your bio and favorite quotations; and your family and relationships
- **Friends of Friends** can see photos and videos you’re tagged in, your religious and political views, and your birthday
- **Friends Only** are allowed to comment on your posts, can see places you check into using Facebook’s Places feature, and can see your contact info.

Clicking any of the other Simplified settings on the left-hand side will move the bullets around in the three columns to reflect your new setting. For example, if you choose Friends Only, then all of these profile elements will be visible to only your friends (and you’ll see all of the bullets appear under the Friends Only column heading). Choosing Everyone moves all the bullets into the Everyone column. But note that the Friends of Friends setting behaves somewhat unexpectedly here: Some of the bullets move into the Friends of Friends column, but a few of the most sensitive pieces of data, such as your birthday and contact info, remain in the Friends Only column.

That covers the four Simplified settings. But what if you want precise control over each one of these profile elements? What if you’d like to choose exactly which column each bullet goes into? That’s where the Customized controls come in.

To tailor your settings exactly the way you want, click the “Customize settings” link at the bottom of the table. You’ll arrive at the Customize Settings page, where you’ll see a separate Privacy control for each of the items in the table, with a pop-up menu just like the ones on the Basic Directory Info page. From there you can assign the exact level of privacy you want to each kind of information.

Notice that there are even separate controls for each part of your contact information—your mobile phone number, your e-mail address, and your home address, for example—so that if you choose to share those things you can choose exactly who gets to see them.



**TIP:** The checkbox labeled “Let friends of people tagged in my posts see them” means that if you tag your friend Peggy in a status update, Peggy’s friend Joyce will be able to see the posting in her News Feed and on Peggy’s Wall—even if Joyce isn’t one of your own Facebook friends. Leaving this setting enabled is logical because one of the primary reasons for tagging someone else is to allow the posting to appear on their Wall.



#### **Public vs. Private Channels: Know the Difference**

One of the biggest mistakes newcomers to Facebook make is not knowing the difference between which means of communication on Facebook are private, and which are public. I can’t tell you how many news stories I’ve seen where someone got in serious trouble—in some cases losing their job or jeopardizing a court case—because they posted something in a public area of Facebook that should have been confined to a private message. Even rock stars have fallen into this trap: Courtney Love made headlines in March of 2010 when she accidentally shared her mobile phone number with the world by posting it on the Wall of an entertainment mogul—clearly misunderstanding the nature of a Facebook Wall. So in case you need a cheat sheet, here’s the breakdown:

- **Private:** Inbox messages (except for messages addressed to groups of people) and Chat sessions between individuals.
- **Public** (subject to privacy settings): Wall posts and any content you post using the Publisher, such as status updates, Notes, Links, photos, and videos.

**NOTE:** Although Facebook automatically generates News Feed stories about many actions that you take on Facebook, such as making a new friend or Liking a Page, there are certain kinds of actions that Facebook never announces in the News Feed. Among them: sending Inbox messages (which are private, as opposed to Wall posts); viewing profiles, photos, and Notes (Facebook doesn't report on your reading and browsing habits); and removing people as friends.

### “ ” Social Plugins and Instant Personalization

If you're logged into Facebook when you visit other websites, you may see various widgets and boxes called Social Plugins that display Facebook activity. For example, the site for a newspaper might display which friends of yours have Liked certain articles. Social Plugins don't share any info about you with the sites that host them, but if you don't want to see them, you can simply log out of Facebook.

When you visit certain sites with whom Facebook has partnered, such as Bing, Yelp, and Pandora, you might also see a feature called Instant Personalization, which draws on information you've made publicly available via the Everyone setting (if any) to customize what you see. If you want to opt out of Instant Personalization completely, you can do so by going to the Privacy Settings Page, clicking “Edit your settings” under Applications and Websites, and then clicking the Edit Settings button for Instant Personalization.

Social Plugins and Instant Personalization are discussed in more detail in the *Sharing Content on Facebook* chapter.

## How to Use Friend Lists to Fine-Tune Your Control

Privacy settings are one of the places where organizing your friends into Friend Lists (as I encouraged you to do at the beginning of this chapter) really pays off. As we've seen, many of the controls in both the Basic Directory Info and the Sharing on Facebook areas include the Customize command, which opens the Custom Privacy dialog. And by plugging your Friend Lists into the Custom Privacy dialog, you can make specific content visible or invisible to entire categories of people you're friends with on Facebook. You could choose to set your work e-mail so that it's only visible to co-workers, for instance, or choose to hide the photos you're tagged in from certain family members.

Here's an example: Say you want to set your mobile phone number so that it's only visible to your Trusted Friends list. Go to the Privacy Settings page, click Customize Settings, and scroll down to the Mobile Phone setting in the Contact Information area. From the pop-up menu, choose Customize to open the Custom Privacy dialog.

Then, in the top part of the dialog, under “Make this visible to,” choose Specific People from the pop-up menu.



A field will open that lets you enter the specific people you want to be able to see your mobile phone number. You could type a bunch of friends' names, of course, but it's easier to type the name of the Trusted Friends list you've created for this very purpose.



The “Hide this from” field in the bottom of the dialog works the same way, only it subtracts people from the audience instead of adding them. This is where you get to put up the velvet rope that blocks access to specific parties. Anyone you enter there will be excluded from viewing the info in question, *regardless* of whether they belong to any of the categories or Friend Lists you

granted access to in the top of the dialog. So if you already have a Friend List called Restricted Access, for example, here's where you can put it to good use.

## How to Preview What Your Profile Looks Like to Other People

Once you've got your privacy settings all set up the way you want them, Facebook gives you the ability to view your profile as any specific person you're friends with will see it—so you can make sure you're getting the results you intend. So, for example, if you've set your controls so that Uncle Leonard can't see photos you're tagged in, you can take a look at your profile through Uncle Leonard's bifocals and make sure he's seeing what you expect him to.

Here's how: Go to the Privacy Settings page and click Customize Settings. At the top of the page, click the Preview My Profile button.

On the Preview My Profile page, type Uncle Leonard's name in the field.

### Privacy Settings for Photos and Videos

You can edit privacy settings for photo albums or videos on the Edit Info page for the album or video in question. As with applications and the various information on your profile, you can use Networks and Friend Lists to specify exactly who you do and don't want to see what you've posted. See the *Photos and Videos* chapter for full details on creating and editing photo albums and videos.



The Preview My Profile button



Presto! The profile preview shown in the lower part of the page will magically change to reflect the privacy settings that apply to Uncle Leonard.

## How to Block People

If you don't want any contact with someone else who's on Facebook, you can block them on the Privacy Settings page. (This is an especially important step to perform if someone has harassed or threatened you in any way—right before you report that person to Facebook. See the upcoming section “Reporting Abuse” for how to do that.) Blocking someone on Facebook not only prevents them from using Facebook to contact or communicate with you on Facebook, it makes you virtually invisible to them—like Harry Potter's magic cloak.

To block someone, go to the Privacy Settings page and find the Block Lists area at the bottom. Click the “Edit your lists” link to go to the Block List page.

### Privacy Settings for Applications

Looking for info on how to set the privacy options for applications? That's all covered in the *Applications and Other Add-Ons* chapter.



**Block users**

Once you block someone, that person can no longer be your friend on Facebook or interact with you (except within applications and games you both use).

Name:  Block This User

Email:  Block This User

You haven't added anyone to your block list.

 **TIP:** If you need to reverse the blocking process in the future, you can do so by coming back to this page and clicking Unblock next to the person's name.

In the “Block users” area, type the name or e-mail address of the person you want to block in the box and click Block This User. Facebook will show you a results page listing people who match what you typed, so that you can pick the precise person whom you want to block. Click Block Person next to the appropriate listing, and presto! You're done.



*An example of a Social Ad, which mentions that two of my Facebook friends are fans of the artist in question*

## What's the Deal With Social Ads?

From time to time, you may see ads in the sidebar that mention the fact that one or more of your friends have (for example) Liked a certain Page on Facebook or have clicked to confirm that they'll be attending a certain Event. And by the same token, your friends may see ads that mention your own actions. Facebook calls this form of advertising Social Ads.

It's important to note that only people who are already your confirmed friends on Facebook will be able to see you appear in Social Ads.

From a privacy standpoint, this isn't much different from the stories that show up in the News Feed mentioning that you've Liked a Page or will be attending an Event. The only differences are that Social Ads appear in the sidebar, and somebody somewhere has paid for them.

## Facebook Security 101

Here are some basic tips for a safer and more secure Facebook experience. These are mostly common sense, but even if you're a veteran Facebooker, it doesn't hurt to be reminded of them.

- Choose a secure password for your Facebook account (one that uses both numbers and letters, isn't a word that can be found in a dictionary, and isn't something anyone else could guess). Change your password regularly and *never* share it with anyone else.
- Be careful about whom you friend. See the “Stranger Danger” and “To Friend or Not to Friend” sidebars in the *Friends* chapter for some

perspective on this. And remember that online, people aren't always who they seem to be.

- Be suspicious of links to external sites, and don't enter your passwords or other sensitive info unless you're certain the site you're on is legitimate.
- If someone uses Facebook to threaten or harass you, report them to Facebook immediately. (See the following section for how to do that.)

## Reporting Abuse

If you see hateful, abusive, or otherwise objectionable content that violates Facebook's terms, you can report it anonymously to Facebook. You can also anonymously report individuals who post offensive content, or who harass or threaten you or any other Facebook users. Facebook will investigate, and if the complaint is legitimate, Facebook will take the appropriate steps to warn or remove the parties responsible.

Clicking the X (Hide or Remove) link next to any Wall posting opens a pop-up menu that includes a Report as Abuse link, which allows you to send a report to Facebook. (You may need to mouse over to the right side of the posting to see the X.) If you spot a profile with objectionable content, you can click the Report This Person link toward the bottom of the profile. Groups have a similar link (Report Group) on their pages that you can use to report objectionable Groups, and so do Pages, photos and Notes.

## Phishing Lessons

The term *phishing* refers to a kind of online fraud in which criminals try to trick people into revealing their passwords, credit card numbers, and other sensitive data. You may already be familiar with phishing e-mails, which are spam messages disguised to look like e-mail from your bank or other sites you do business with, such as PayPal and eBay. Clicking a link in a phishing e-mail takes you to a fake site that's mocked up to look like the real thing, where the phishers hope you'll trustingly enter your information.

You can often identify phishing e-mails because they don't address you by your real name the way your bank would, or because they're littered with typos and bad grammar. (For some reason that escapes me, highly literate people rarely seem to choose phishing as a career path.) Threats are another giveaway—phishing e-mails often claim that dire consequences will occur if you don't do what's requested. It's all just an attempt to intimidate you into clicking that bogus link.

 **WARNING:** If you use a shared computer or access Facebook from a public space, make sure to deselect the “Keep me logged in” checkbox when you log in to Facebook. And don't forget to log out when you finish your Facebook session. Otherwise you may wind up giving the next person to use the computer complete access to your Facebook account.

 **What's “Objectionable”?**  
Obviously, deciding what's objectionable can be subjective, but Facebook's terms expressly prohibit nudity, pornography, harassment, and unwelcome contact. Objectionable content, according to Facebook, includes “content that *we deem* to be harmful, threatening, unlawful, defamatory, infringing, abusive, inflammatory, harassing, vulgar, obscene, fraudulent, invasive of privacy or publicity rights, hateful, or racially, ethnically or otherwise objectionable.” In other words, the definition of *objectionable* is ultimately up to Facebook's judgment.



*An example of the Report as Abuse link in the pop-up menu for the X (Remove) link next to a Wall posting*

### Become a Fan of Facebook Security

The Facebook Security Page is a good central resource for information about phishing, viruses, and other security topics. You can find it easily by typing *Facebook Security* into Facebook's search box.

By clicking the Like button at the top of the page, you'll be signed up for updates from Facebook related to security and safety topics. (And your News Feed will most likely mention that you've become a fan of Facebook Security, helping to spread the word about this resource to your friends. One good deed for the day done!)

I've also found the official Facebook Page for the computer security firm Sophos to be a useful resource for news and info on Facebook security issues. You can find it by searching for *Sophos* in the blue bar.

On Facebook, phishing commonly takes the form of a message or Wall posting that *appears* to come from someone on your Friend List—but in reality, your friend's account has been compromised, and the message has been sent by scamsters using the login information they stole from your friend. The phishers are hoping you'll trust the message because you trust your friend, and click the link and enter your information before you have time to realize that the message is, well, phishy. If you take the bait, and the phishers gain access to your own user name and password, very shortly your other friends will start to get phishing messages that appear to come from you.

## What Phishing Looks Like

If you see a posting like this appear on your Wall, you'll know the friend who supposedly posted it got phished.



Note the telltale signs of a dodgy post: the all caps, the bad punctuation and spelling. And of course, the most important clue of all—the whole point of the post is to get you to visit a spammy web site, which is no doubt crawling with viruses, malware, and other nastiness.

## Phighting Back: Tips for Not Getting Phished

Phishing is common enough on Facebook that sooner or later you'll come across it, if you haven't already.

Education is your best weapon against phishers—once you know how phishing works, you're less likely to take the bait. So here's a bucketful of tips to help you keep from getting phished:

- Make sure your browser is up to date and secure. Current browsers are getting better at identifying and warning you about suspicious sites. Make sure you've got the most up-to-date version of whatever browser you're using.
- Don't click any links, especially links to external web sites, if you're not sure where they go. And pay attention to the URL in your browser. Mouse

over the link before you click it, and look at the URL that appears in the status bar of your browser. If it doesn't match the address the link is supposed to take you to, that's a reason to be suspicious.

- Be suspicious of any Wall posts or messages that don't sound like the friend who supposedly wrote them. If the grammar, spelling, or syntax isn't what you'd expect from the person you know, that's a red flag.
- Set up a security question for your Facebook account. If phishers do manage to take control of it, Facebook's User Operations team can help you restore your access by having you provide the answer to your security question. (You can set your security question on the Account > Account Settings page.)
- Remember that Facebook will never ask you to provide your password in an e-mail or Inbox message.
- Help police Facebook by watching your friends' backs—if it looks like a friend of yours has been phished, let them know immediately.

## What to Do If You Get Phished

If you discover that your Facebook account has been accessed by phishers, there are three steps to take immediately.

1. **Reset your password** on the Account > Account Settings page. (As mentioned earlier, if your login information no longer works, you may need to provide Facebook with the answer to your security question so they can restore access to your account.)
2. **Report abuse to Facebook.** Click the Help link in the footer on any Facebook page. Then type the words *report phishing* in the search box for a link to the form where you can submit a phishing report to Facebook.
3. **Run antivirus software** to check your computer for any malware you may have picked up.



**TIP:** One caveat regarding security questions: Make sure the answer to your question isn't something that anyone else could guess or discover from publicly available information. If someone can find out the name of your pet by Googling your name, for example, then don't use the name of your pet.

## Beware of Links Bearing Trojans

Phishing isn't the only reason to be careful where you click on Facebook. Facebook has also had problems with viruses. One notorious example was called Koobface—technically a worm delivered by means of a Trojan horse—which spread via Inbox message spam on Facebook.

If you got one of those messages—which could appear to come from a friend whose computer had been infected—you saw a link to an online video player. Once you arrived at the video page, a message informed you that you

wouldn't be able to play the video without downloading an upgrade to your video software. But if you clicked the link, you'd wind up downloading the Trojan and potentially infecting your own computer.

I've seen this one in action myself. One morning I woke up and logged onto Facebook to find a message in my Inbox from an old college friend. It was just a one-sentence message, of the "Hey, look at this" variety, with a link included. I was still half asleep and not thinking suspiciously, so I clicked the link. (Only later, when I was little more awake, did it occur to me that the friend in question almost never sent me messages littered with misspellings, smileys, and LOLs.)

After clicking, here's what I saw:

The screenshot shows a Facebook video player interface. At the top, there are navigation tabs for Home, Videos, Channels, and Community. Below these is a search bar with a dropdown menu set to 'Videos' and a 'Search' button. To the right is an 'Upload' button. The main content area features a video player with the title 'Secret video by'. Below the title, there is a rating section showing four stars and a half star, with '24 ratings' and a 'Views: 941' count. The video player itself is black and displays a message: 'Your version of Flash player is out of date. Please download this update.' with a 'Download' button. To the right of the video player is a user profile section with a profile picture, name, and bio: 'From: .', 'Joined: 1 year ago', and 'Videos: 5'. There is a 'Subscribe' button. Below the profile is an 'Added: August 09, 2007 (more info)' section, an 'Embed:' section with a 'Customize' link, and a code block: '<object width="425" height="344"><param name="movie" val'. At the bottom right, there are links for 'More From:' and 'Related Videos'.

Fortunately, I'd read about this particular Trojan, so I knew enough not to download the bogus video software. And now you do, too.

## Clickjacking 101

One kind of spam-generating scam that's spread rapidly on Facebook in recent months is *clickjacking*. Clickjacking is a way of tricking you into clicking on something you didn't really mean to click on, by using malicious code to create an invisible button or link that's hidden underneath other content. Simply put, you think you're clicking on something innocuous, but instead you wind up clicking on the hidden link or button, which then triggers an action you didn't mean to take.

On Facebook, the form this takes has been dubbed *Likejacking*, because the object of the scam is to get you to click a hidden Like button, sending out a News Feed story saying that you Liked a Page or a link that you haven't, in fact, Liked. When your friends see the story in their News Feed, they click on it too, and the whole thing perpetuates itself virally.

Here's an example of how it works: You click on a posting on someone's Wall, and it takes you to a website where you're encouraged to click on a button to play a video clip (usually something sensational like "OMG LADY FINDS BABY ALLIGATOR IN HER HAPPY MEAL BOX!!! CLICK TO WATCH VIDEO!!!!") But when you click what appears to be the Play button, instead of playing the video, your click is actually recorded as Liking a bogus Page.

The best precautions you can take to fight the clickjackers are the obvious ones:

- Keep a close eye on your Wall and immediately delete any postings that don't belong there.
- Be careful about clicking on links to external websites, and clicking on links you find on sites you're not familiar with.
- Distrust any messages that contain excessive capital letters and multiple exclamation marks (this is a good rule for life in general).

For those who want a stronger level of protection, there's one other step you can take. If you use Firefox as your web browser, you can add a free extension called NoScript that prevents any scripts from being executed without your consent. Because clickjacking depends on the use of scripts, this effectively protects you from getting clickjacked—unless you relax your guard and enable the wrong site. (The downside, of course, is that you'll spend a lot of time tediously approving the sites you visit that aren't malicious, but security always comes at a cost.) You can find NoScript at [www.noscript.net](http://www.noscript.net).



### Can a Status Update Get You Burglarized?

Security experts have long warned that announcing online when you're away from home might serve as an invitation to thieves. And indeed, in recent months there have been news reports of Facebook users being burglarized by people in their Friends lists after posting status updates mentioning that they were on vacation or just out for the evening. In September of 2010, it was reported that New Hampshire police had busted a burglary ring that was responsible for more than 50 break-ins, and specialized in targeting people based on their Facebook postings.

So a little caution would seem to be in order. If you want to be on the safe side, avoid announcing in advance where you're going and when. Instead, wait till you get back home, and then post your concert or vacation pictures and tell everyone what a great time you had. And if you use Facebook's Places feature, which allows you to broadcast your whereabouts by checking into locations using your mobile phone, you might want to restrict its visibility to only your Trusted Friends list on the Privacy Settings page.



### If You're a Parent

If you have children of Facebook-using age, the first thing you should do is visit Facebook's Safety Center at [www.facebook.com/safety](http://www.facebook.com/safety), and read through the materials there. You can also become a fan of the Facebook Safety Page ([facebook.com/fbsafety](http://facebook.com/fbsafety)) to see regular updates on safety-related topics.

Make sure to talk with your children about the potential dangers that can arise online. Have them familiarize themselves with the basic safety and security tips in this chapter, as well as on Facebook's Safety page. And stress that they should report inappropriate messages and behavior to you as well as to Facebook.

Facebook doesn't allow children under 13 to access Facebook—and suggests that parents consider carefully whether children over 13 should be supervised when they use Facebook.

Just as you need to look out for your own privacy rather than depending on Facebook's settings, you can't assume (and Facebook doesn't guarantee) that the site is "entirely free of illegal, offensive, pornographic or otherwise inappropriate material, or that its members will not encounter inappropriate or illegal conduct from other members." Members are encouraged to report any such material, and full instructions on how to do so are given on the Safety page.

Finally, if you have children on Facebook who are minors, be sure to read the "If You're Under 18" section, and have your kids read it, too.

## If You're Under 18

If you're legally a minor—or if you have family members who are minors using Facebook—you need to pay extra attention, and give extra weight, to the security warnings and safety tips in this chapter.

The sobering reality is that people online are not always who they pretend to be, and predators do use the Internet to stalk and "groom" underage victims. Online bullying is also a sad reality, and people have been known to assume false identities for this purpose.

Facebook does its best to identify fake profiles and shut them down—and in fact has sometimes taken criticism for being too aggressive in its approach. But Facebook's security team isn't omniscient, and despite its efforts, fake profiles do get created and do get used for some dishonorable purposes.

In addition to the general security and safety tips shared elsewhere in this chapter, minors on Facebook should take these precautions:

- Don't post your address or phone number online, anywhere. Don't trust Facebook's privacy settings to limit access to them. Let e-mail be your first point of contact for anyone who doesn't already have your number.
- Don't friend anyone you don't already know and trust.
- Make sure you familiarize yourself with Facebook's privacy settings, and set them carefully. Check them every so often to make sure you're still comfortable with the level of privacy you've chosen.
- Don't arrange to meet anyone offline for the first time without other people you know and trust being present and knowing in advance about the meeting.
- Don't feel obligated to post an actual photo of yourself as your main profile pic. Your profile picture can show up in all sorts of places on Facebook other than your profile itself (including search listings, Groups, third-party apps, and more), so it may be seen by people you aren't friends with. Lots of people on Facebook use an avatar other than their own photo—such as an image of a pet, a favorite possession, or even an illustration—that says something about them but doesn't compromise their privacy.
- Block anyone who sends you inappropriate communications (see the info on how to block people earlier in this chapter) and report them to Facebook (see "Reporting Abuse"). And as Facebook says on its Safety page, "We strongly encourage users under the age of 18 to talk to their parents or a responsible adult immediately if someone online says or does something to make them feel uncomfortable or threatened in any way."

## Keeping a Low Profile

Lurking is a time-honored tradition on the Internet. Some people are shy. Others need to fly under the radar for reasons related to their careers or personal lives.

If you're one of those people, you may wonder whether it's possible to lurk quietly on Facebook at all, given that Facebook's default approach is to announce what people do.

But it is possible to keep a low profile on Facebook, by setting your privacy controls to the maximum and declining to post any personal info on your profile.

Once you've followed the steps below, nobody you haven't explicitly chosen to be friends with on Facebook will be able to tell you're on Facebook at all. And even your friends won't see much information about you, if any. You can lurk to your heart's content.

Of course, you'll be missing out on most of the fun of Facebook, which is about interaction, after all—but fortunately, all of the steps are reversible if and when you decide to come out of your shell.

So here's your step-by-step guide to Facebooking on the down-low:

1. Set all of your Basic Directory Information and Sharing controls to the narrowest possible setting (in most cases Friends Only) on the Privacy Settings page.
2. Be sure to set your Search Visibility to Friends Only (the narrowest possible setting) on the Basic Directory Info page, and turn off your public search listing if it was enabled.
3. You may also want to delete personal info from your profile, using the Edit links on your Info tab, if you've entered any. The only info you can't erase from your profile is your name. Everything else—your location, your birthday, your bio—is optional. (Note that although you may not be able to remove your gender, you can hide it so it isn't displayed.)
4. On the Applications You Use page, deauthorize all applications. (See the *Applications and Other Add-Ons* chapter for how to do this.)
5. Leave any networks you've joined. You can do this by visiting the Account > Account Settings > Networks page.



### There's No One Watching the Watchers

For the record, there's no way you can see who's visited your profile on Facebook, or for anyone else to know that you've been looking at their profile (unless you deliberately leave behind some evidence, like a comment or a Wall post). This has been a perennial kind of scam on Facebook: Over time there have been an abundance of bogus applications, Pages, and Groups on Facebook claiming that they can show you who's been looking at your profile—and making that claim is a solid-gold clue that whoever made it is untrustworthy. Facebook acts to remove these scams as soon as it becomes aware of them.



**WARNING:** One thing I *don't* recommend you do is use a pseudonym on Facebook, or create multiple profiles—that's a violation of Facebook's terms and can get your profile(s) shut down, without warning, and you may even find yourself permanently banned. (See the *Signing Up and Setting Up Your Profile* chapter.)

## Quitting Facebook

Some people resist joining Facebook precisely because of the popular misconception that once you set up a Facebook profile, you can never remove your information. I have one friend who starts singing the lyrics from “Hotel California” (*you can check out any time you like/but you can never leave*) anytime the word Facebook is mentioned.

So in case you’re afraid of being assigned a permanent residence at the Hotel Facebook (and having an Eagles song stuck in your head for all eternity), I’m going to tell you exactly how to pack up and leave Facebook if you ever decide you need to.

There are two ways to leave Facebook:

- 1. Deactivating temporarily.** If you choose this option, you’ll vanish from Facebook for the time being, but the door will be open if you want to come back at some point in the future.

To temporarily deactivate your Facebook account: Go to Account > Account Settings and click the Deactivate link. Fill out the form letting Facebook know why you’re deactivating, and then click the Deactivate button to confirm.



**NOTE:** If you choose temporary deactivation, you can reactivate your account at any time by logging in to Facebook with your e-mail and password.



**TIP:** While you’re deactivated, your friends will no longer see you in their Friends lists. You might want to let them know you’re deactivating, so that they don’t think you’ve defriended them.

- 2. Permanently deleting your account.** If you choose this option, you’ll be submitting a request to Facebook to permanently remove your profile from Facebook. This step is not reversible (that’s why it’s called “permanent”).

To erase your Facebook account forever, click Help in the footer and then type *Delete* in the Help Center’s search field. Click “How do I permanently delete my account?” on the results page, read the instructions, and click the link to the Delete Account form.

**Are you sure you want to deactivate your account?**

Deactivating your account will disable your profile and remove your name and picture from anything you've shared on Facebook.

Reason for leaving (Required):

- I have another Facebook account.
- I don't feel safe on Facebook.
- I have a privacy concern.
- I don't find Facebook useful.
- This is temporary. I'll be back.
- I get too many emails, invitations, and requests from Facebook.
- I don't understand how to use Facebook.
- I spend too much time using Facebook.
- Other

Please explain further:

*The options on the Account Deactivation form let you tell Facebook why you're leaving.*

**Delete My Account**

If you do not think you will use Facebook again and would like your account deleted, we can take care of this for you. Keep in mind that you will not be able to reactivate your account or retrieve any of the content or information you have added. If you would like your account deleted, then click "Submit."

*The dialog for deleting your account warns you that this step is permanent.*

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