



PASTORAL RESPONSE  
TO SUBSTANCE MISUSE

# Facebook The Good ,The Bad & The Ugly



- **Social Networking. . . It's the way the 21st century communicates today. Want to know what it really means?**
- Social networking is the grouping of individuals into specific groups, like small rural communities or a neighbourhood group. Although social networking is possible in person, especially in the workplace, universities, and secondary schools, it is most popular online.

- When it comes to online social networking, websites are commonly used. These websites are known as social sites. Social networking websites function like an online community of internet users. Depending on the website in question, many of these online community members share common interests in hobbies, religion, politics and alternative lifestyles. Once you are granted access to a social networking website you can begin to socialize. This socialization may include **reading the profile pages of other members and possibly even contacting them. (This means other members can also access your details)**



As I'm sure you're aware, there are dangers associated with social networking including data theft and viruses, which are on the rise. The most prevalent danger though often involves online predators or individuals who claim to be someone that they are not. Although danger does exist with networking online, it also exists in the real world, too. Just like you're advised when meeting strangers at clubs and bars, school, or work -- you are also advised to proceed with caution online.

We are more likely to give out information about ourselves online a lot quicker than when we are in company with people.

- Would you go up to a group of strangers in a park or a pub and show them photos of your children, brothers or sisters ?
- Would you tell total strangers you are going away on holidays and leave the impression your home may be empty for this time ?
- At times when we are online this is what we could be doing unknowing to ourselves

# Be aware

- By being aware of your cyber-surroundings and who you are talking to, you should be able to safely enjoy social networking online. It will take many phone conversations to get to know someone, but you really won't be able to make a clear judgment until you can meet each other in person. Just use common sense and listen to your inner voice; it will tell you when something doesn't feel right about the online conversations taking place.

- Social Networking can be very useful and a great way to re-connect with people who you may have lost touch with but if you are going to join a Social Network site such as Facebook and are going to share information and photos there are rules we need to keep for our and others safety and privacy. In the following slides we will see how best to do this.
- We will use Facebook as an example as its most popular.

# How Old ? The Legal age for Facebook

- Facebook requires individuals to be at least 13 years old before they can create an account. In some jurisdictions, the age limit may be higher. Providing false information to create an account is always a violation of our Rights and Responsibilities. This includes accounts registered on the behalf of under 13 year old children by older parties.

# How can I gain access to or delete my child's account if they are 13 years or older?

The following is how Facebook answers this question

- We appreciate your concern for your child's use of our website, but unfortunately we cannot give you access to the account or take any action on the account...
- We appreciate your concern for your child's use of our website, but unfortunately we cannot give you access to the account or take any action on the account at your request. We are generally forbidden by privacy laws against giving unauthorized access to someone who is not an account holder. Please note that all users ages 13 and older are considered authorized account holders and are included in the scope of this policy.

We encourage parents to exercise any discretion they can on their own computers and in overseeing their kids' internet use. If you are a parent, you might also consider using software tools on your own computer in order to do so. Please do a search for computer-based Internet control technology on your preferred search engine to discover options that you may wish to pursue.

Please also talk to your kids, educate them about internet safety, and ask them to use our extensive privacy settings.



# Social Networking: Facebook & Your Internet Safety

300 million active users

50% of our active users log on to  
*Facebook* in any given day

# facebook

☐ Remember Me

[Forgot your password?](#)

Login

Facebook helps you connect and share with the people in your life.



## Sign Up

It's free and anyone can join

Full Name:

Your Email:

New Password:

I am:

Birthday:

Why do I need to provide that?

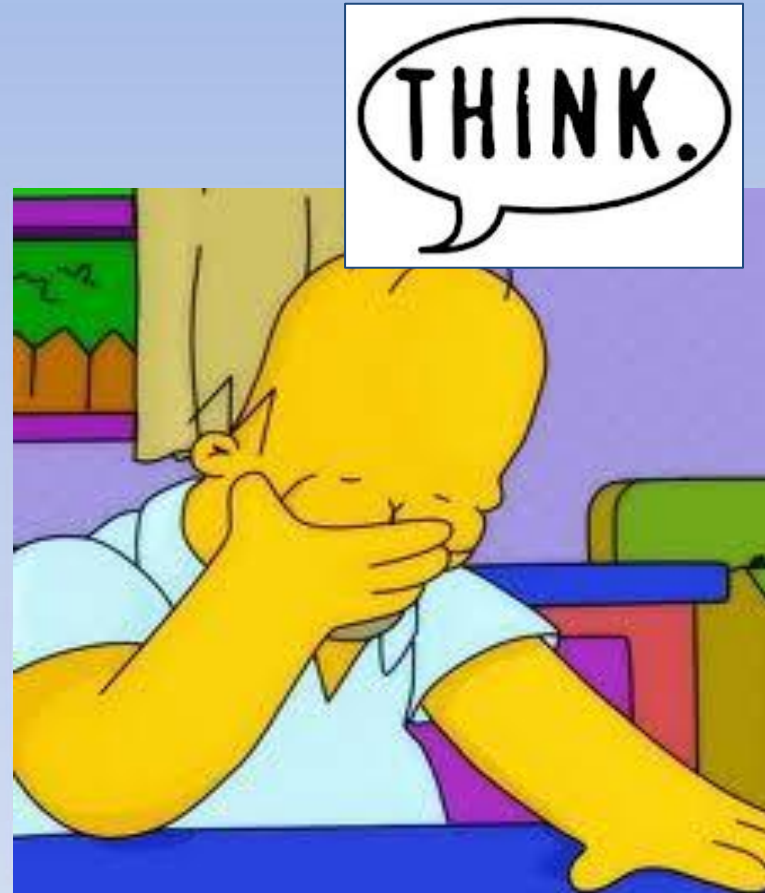
Sign Up

[To create a page for a celebrity, band or business, click here.](#)

# facebook

# Rules to Live By...THINK!

- **T**hink before you post
- **H**ave your Privacy Settings Customized
- **I**D theft...change your screen name!
- **N**ever Accept Friend Requests from People You Don't Know PERSONALLY



# Anonymous Facebook quotes

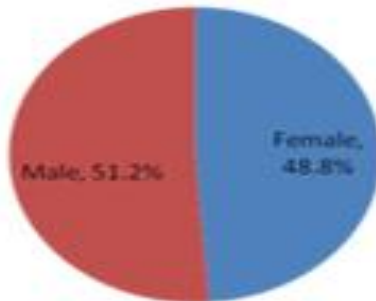
- You should have two Facebook accounts. One for each face.
- Tell a therapist, not Facebook.
- Face your problems, not Facebook it.
- Facebook should have a “I don’t know you” as an option to ignore a friend request.
- The greatest thing about Facebook, is that you can quote something and totally make up the source

**“Being on FaceBook is living out loud. Whatever you or your friends do or say on FaceBook — everyone will know. Parents, employers — everyone.”**

[Laura Bergells](#)

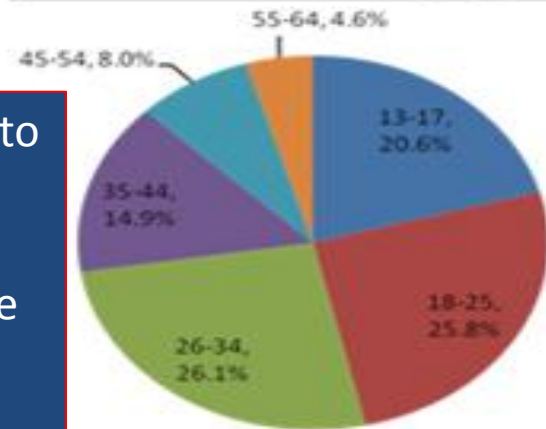
# Facebook Users Age Statistics

## Facebook Users by Gender

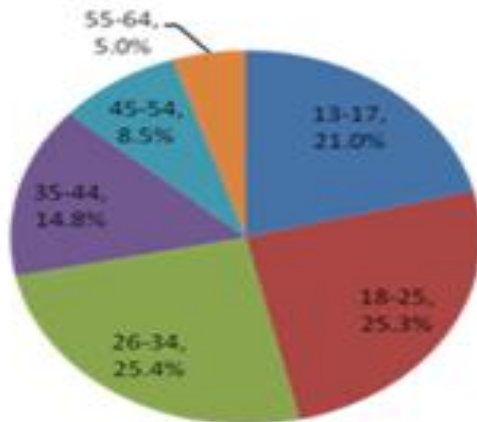


If we look at the slide to the right age 13-17 is 20% (we have no idea how many of these are under 13)

## Facebook Users by Age

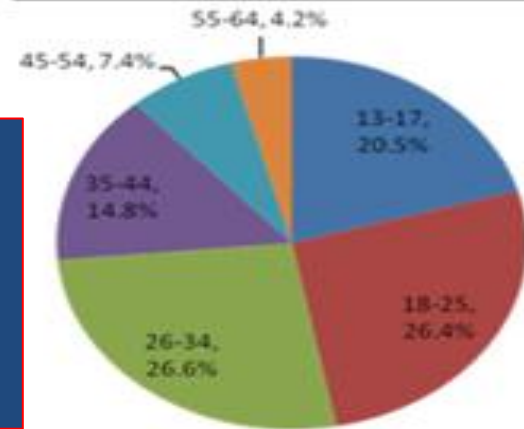


## Facebook Users - Female



In fact we have no idea how many under 13's have put any age they chose

## Facebook Users - Male



- Here are the statistics shared about Facebook in Ireland:
  - 1.58m is the number of monthly active Users in Ireland  
(Population of 4.8M)
- - 124 is the average number of friends on Facebook in Ireland  
(Can many people name 124 Friends)
- - Over 467k users access Facebook on mobile in Ireland.



How Many of these mobile users  
are Children ?

There are many examples of people losing their jobs due to statements on Facebook

- **13 workers sacked by Virgin Atlantic in UK**
- In 2008 thirteen flight attendants from Virgin Atlantic lost their jobs because of their comments on Facebook about the company. They had been chatting away about the bad work conditions and the safety of some of the planes. They were not too complimentary about some of the passengers either.
- The company stated that the staff had been sacked because they broke staff policies because their comments on Facebook amounted to 'totally inappropriate behaviour.

# Future Employers looking up Facebook

- It is thought some employers before offering a job look up Facebook to see if they can access a persons details and photo's .While some peoples accounts are private many others don't control their account with the privacy options. This is usually due to people not understanding how to use and change privacy settings.
- The Following slides will give people information how to manage Facebook & privacy

# For anyone who doesn't know this is all that has to be filled in to sign up to Facebook

Welcome to Facebook — Log in, sign up or learn more - Windows Internet Explorer

http://www.facebook.com/index.php?style=lo&lh=Ac84u5jLPCb1fkBI

File Edit View Favorites Tools Help

Google face Search More >>

Welcome to Facebook — Log in, sign up or learn ...

facebook

Email or Phone Password Log in

Keep me logged in Forgotten your password?

## Your Facebook Timeline

Tell your life story with a new kind of profile. [Learn more.](#)



### Sign Up

It's free and always will be.

First Name:

Surname:

Your Email:

Re-enter Email:

New Password:

I am: Select Gender:

Birthday: Day:  Month:  Year:

Why do I need to provide my date of birth?

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

[Sign Up](#)

[Create a Page](#) for a celebrity, band or business.

English (UK) English (US) Gaeilge Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी ...

Facebook © 2012 · English (UK) Mobile · Find Friends · Badges · People · Pages · About · Create an Advert · Create a Page · Developers · Careers · Privacy · Cookies · Terms · Help

Internet | Protected Mode: On 100%

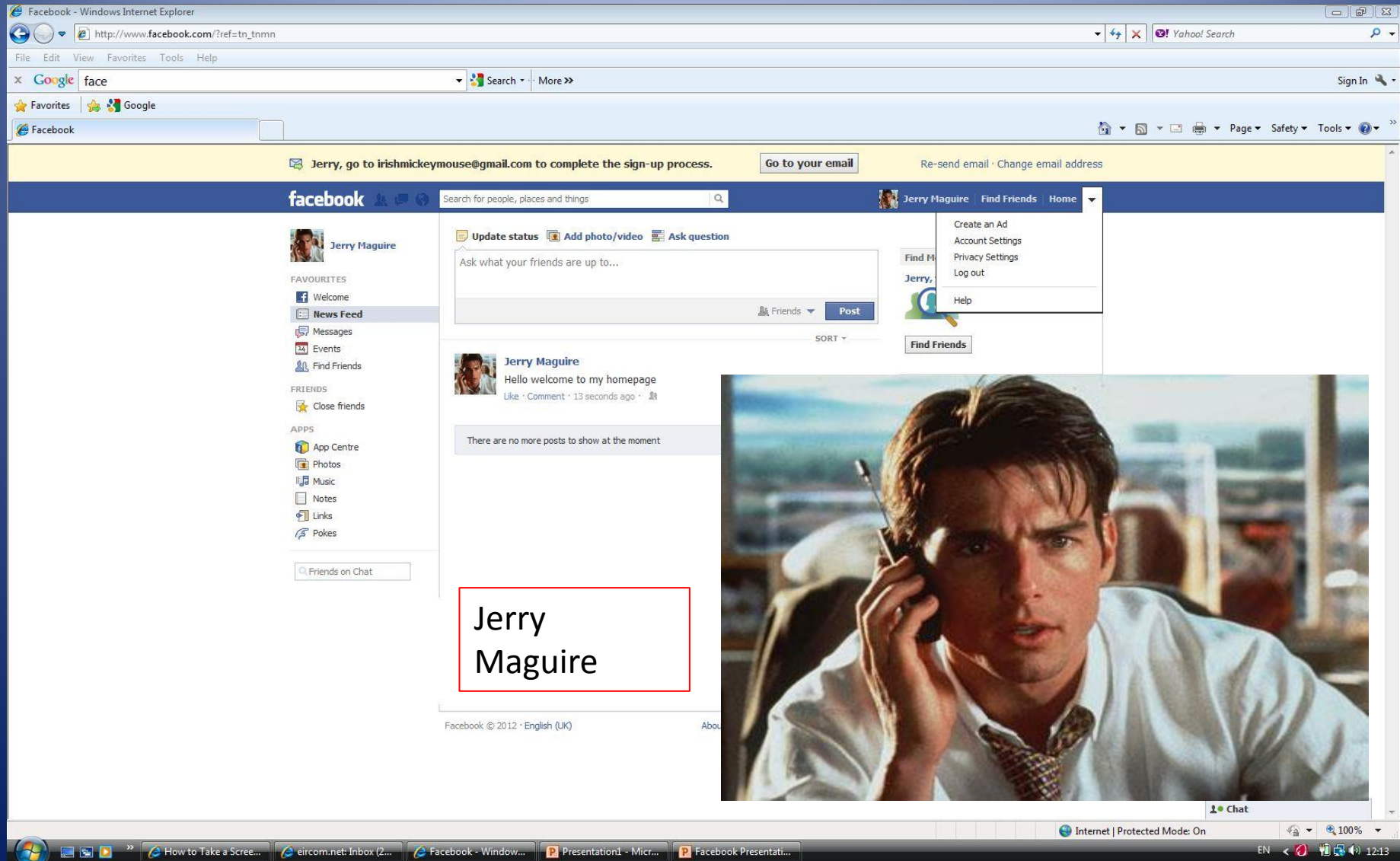
How to Take a Screenshot eircom.net: Inbox (3) Privacy settings - Wi-Fi Welcome to Facebook Presentation1 - Micro...

5 easy steps and anyone can have a Facebook account

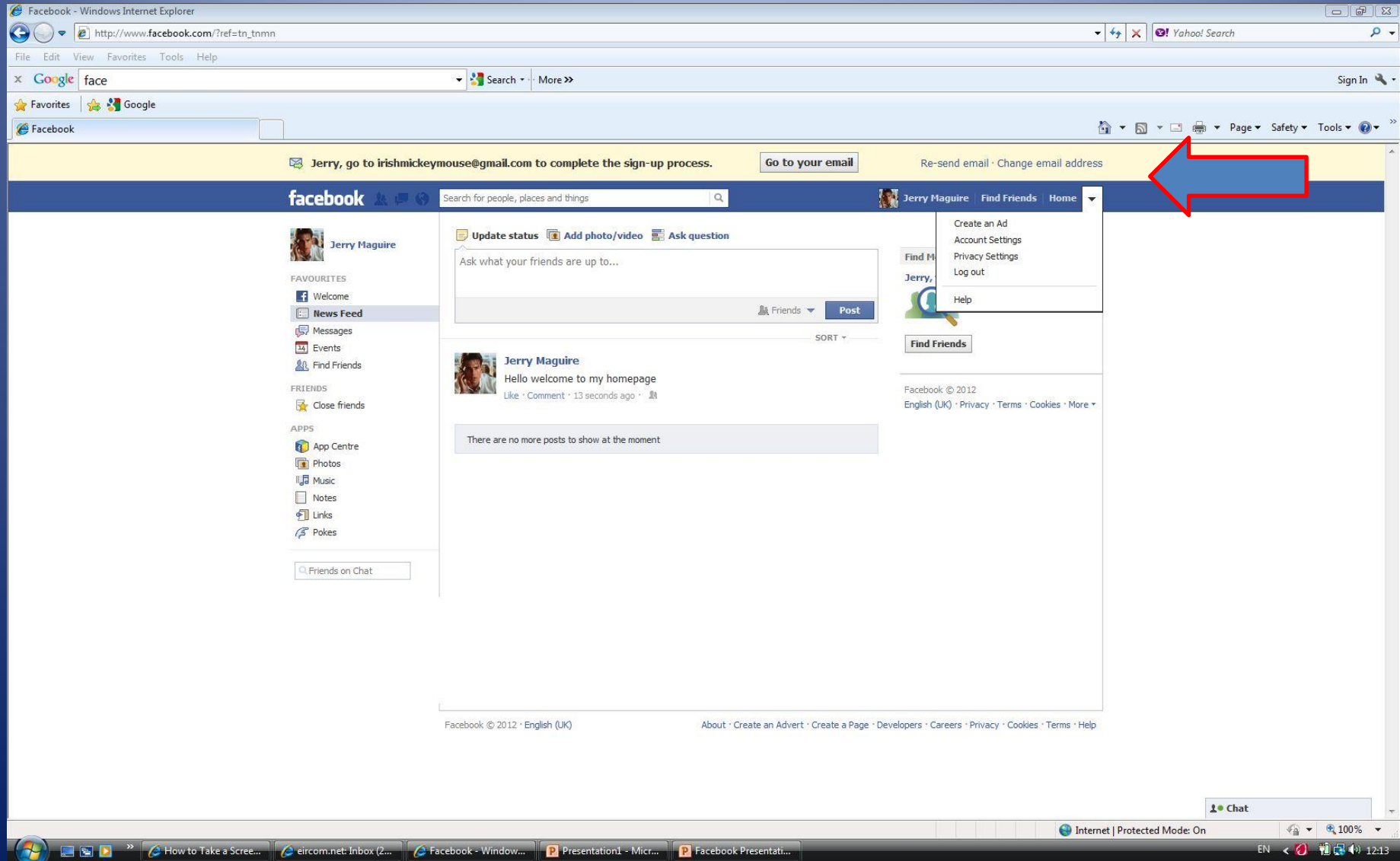
**"On Facebook, 273 people know I'm a dog.  
The rest can only see my limited profile."**



For the purpose of this presentation I have made up a fictitious account in the name of Jerry Maguire from the Movie starring Tom Cruise , this is an example of how people can easily have a false profile.

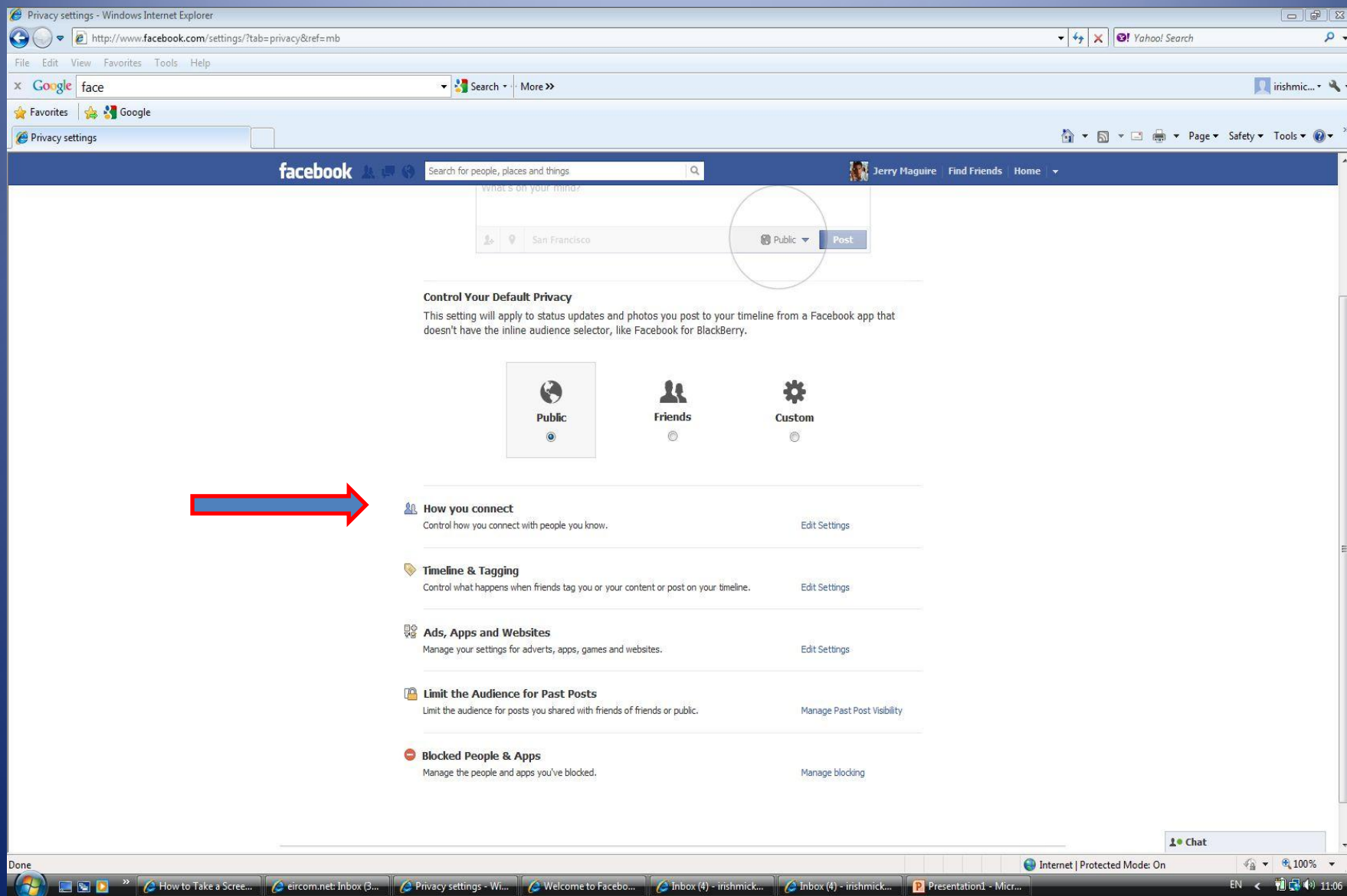


To start changing our privacy settings Click on the ▾  
Symbol next to Home and a drop down menu will appear

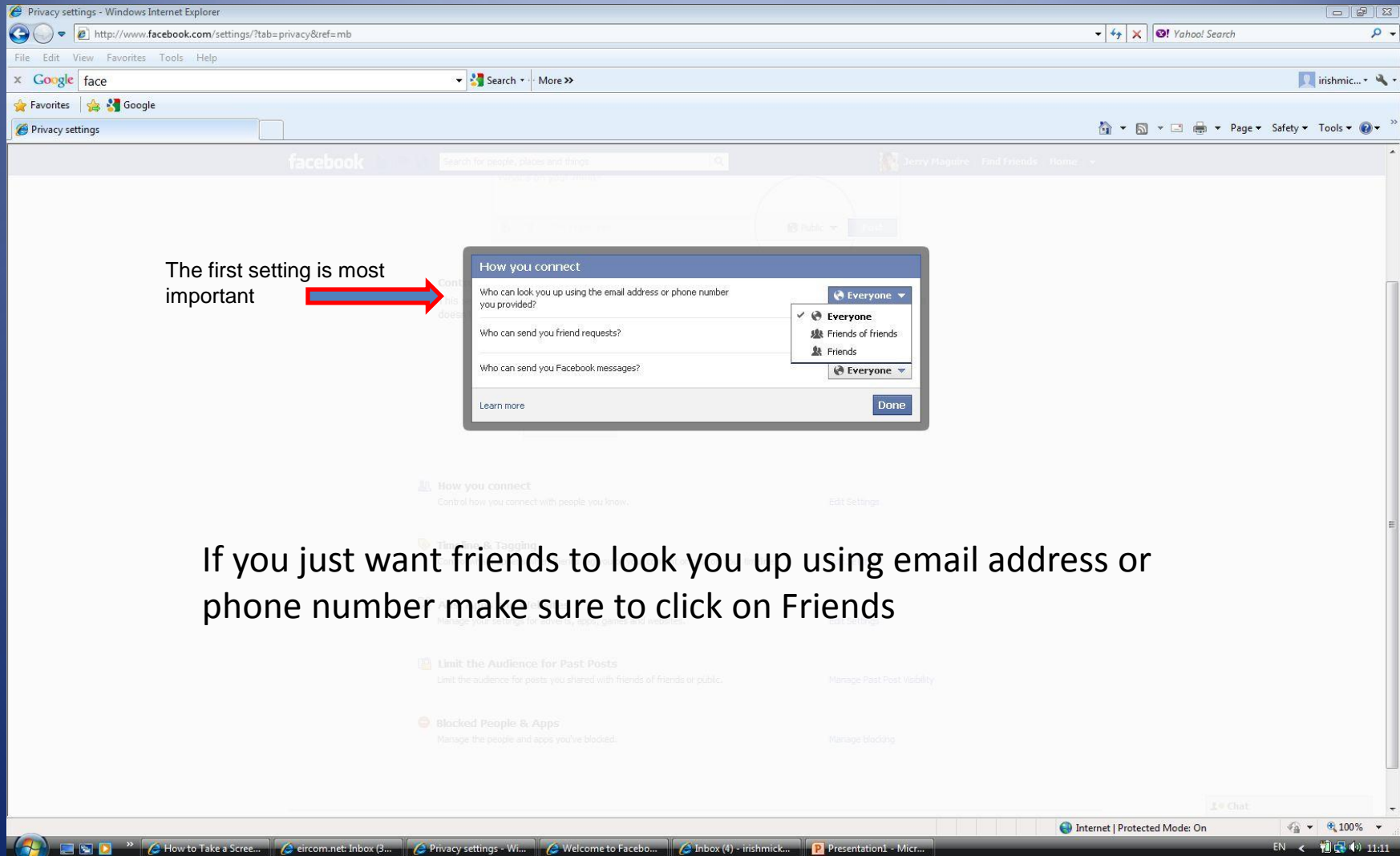


# Click on Privacy settings and this menu appears

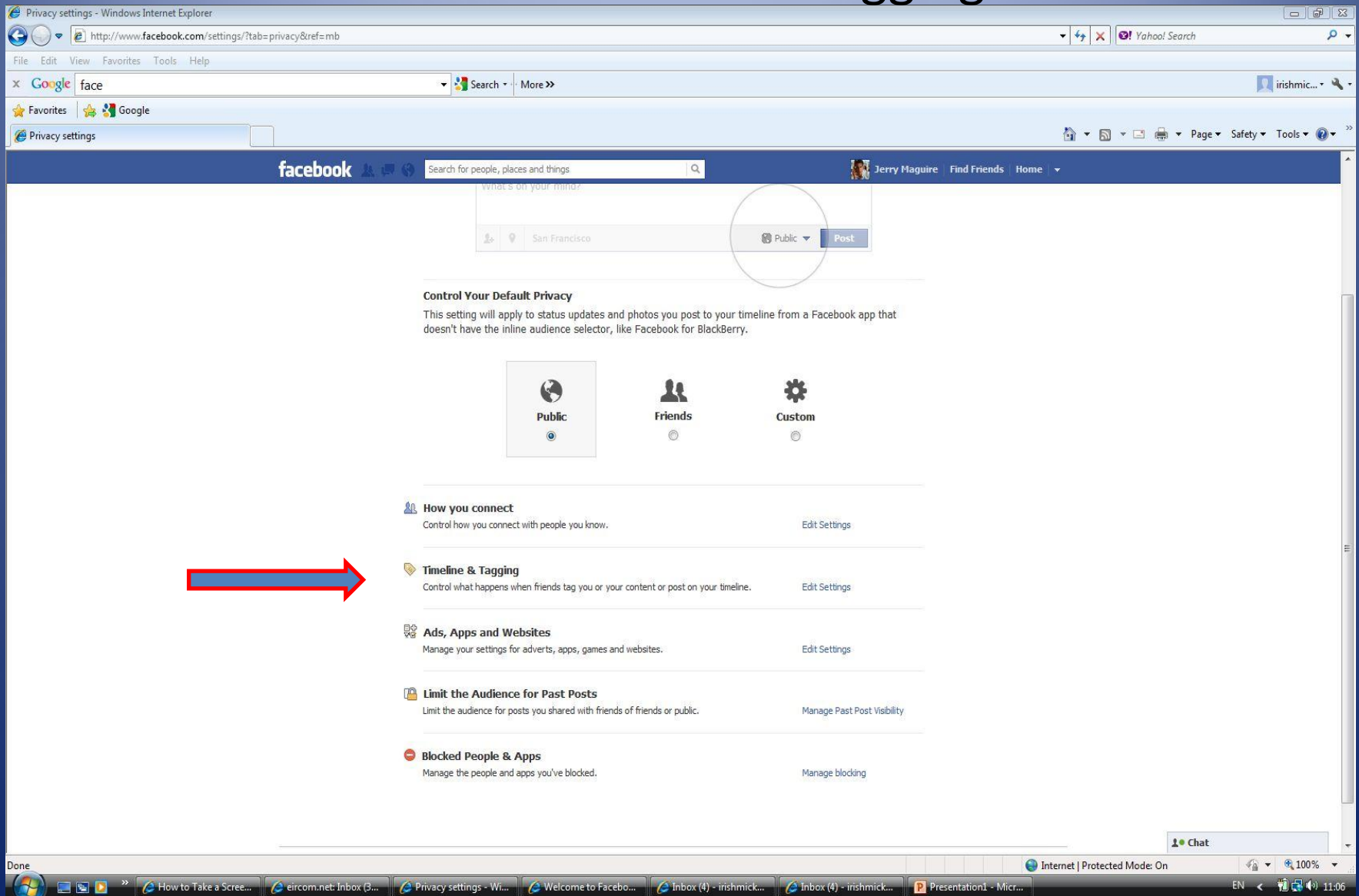
## Click on How to Connect



# This menu asks you to choose which setting you want

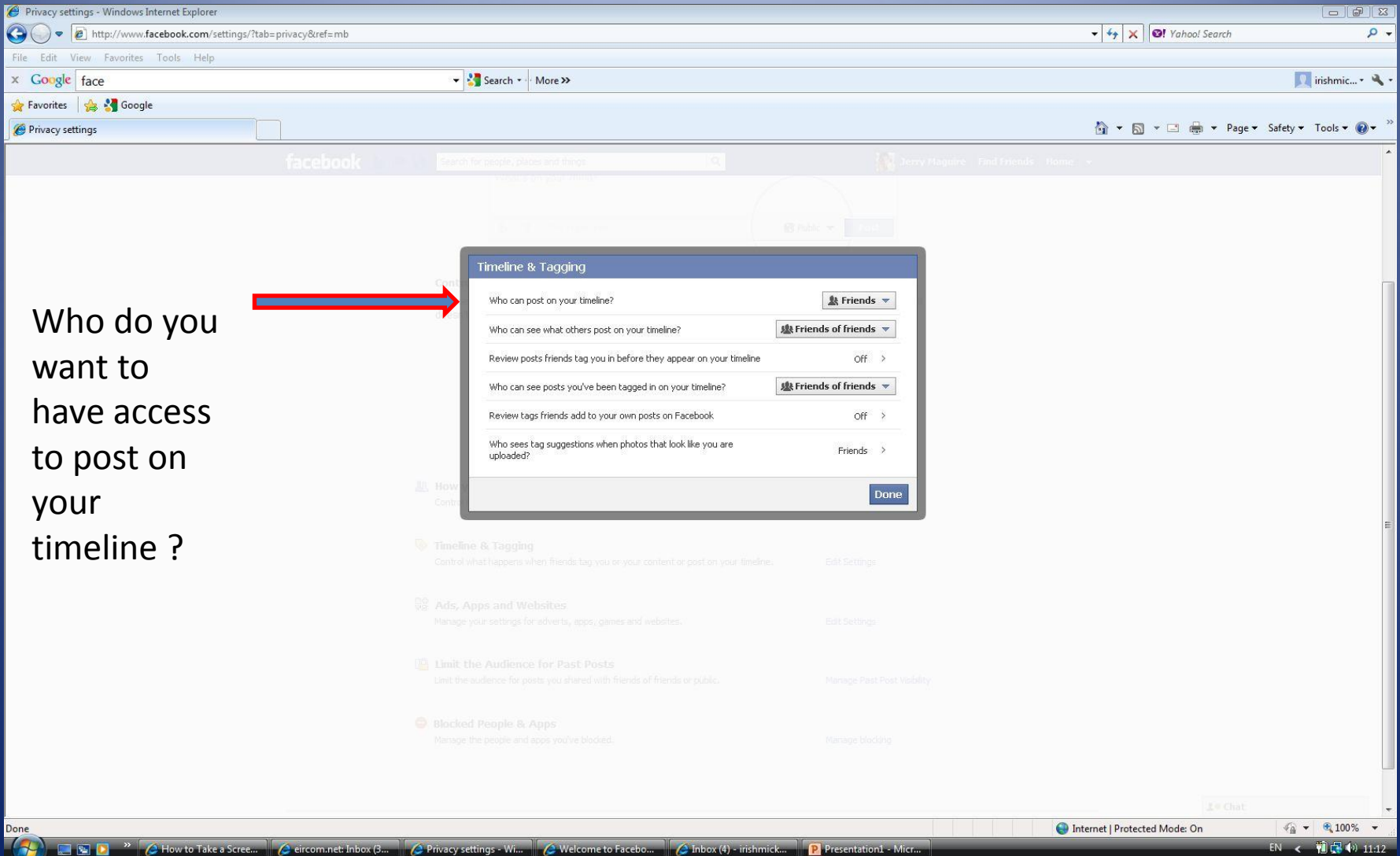


# Next on the menu appears Click on Timeline & Tagging



# This is important and time should be taken choosing the right option

Who do you want to have access to post on your timeline ?



# This is important and time should be taken choosing the right option

Who can see what others post to your timeline ?



Privacy settings - Windows Internet Explorer

http://www.facebook.com/settings/?tab=privacy&ref=mb

File Edit View Favorites Tools Help

Google face Search More

Privacy settings

facebook Search for people, places and things

Jerry Maguire Find Friends Home

Timeline & Tagging

Who can post on your timeline? Friends

Who can see what others post on your timeline? Friends of friends

Review posts friends tag you in before they appear on your timeline Off

Who can see posts you've been tagged in on your timeline? Friends of friends

Review tags friends add to your own posts on Facebook Off

Who sees tag suggestions when photos that look like you are uploaded? Friends

Done

Timeline & Tagging

Control what happens when friends tag you or your content or post on your timeline. Edit Settings

Ads, Apps and Websites

Manage your settings for adverts, apps, games and websites. Edit Settings

Limit the Audience for Past Posts

Limit the audience for posts you shared with friends of friends or public. Manage Past Post Visibility

Blocked People & Apps

Manage the people and apps you've blocked. Manage blocking

Internet | Protected Mode: On

100%

11:12

# This is important and time should be taken choosing the right option

Review  
posts  
friends Tag  
you in first.



**Timeline & Tagging**

Who can post on your timeline? Friends

Who can see what others post on your timeline? Friends of friends

Review posts friends tag you in before they appear on your timeline Off >

Who can see posts you've been tagged in on your timeline? Friends of friends

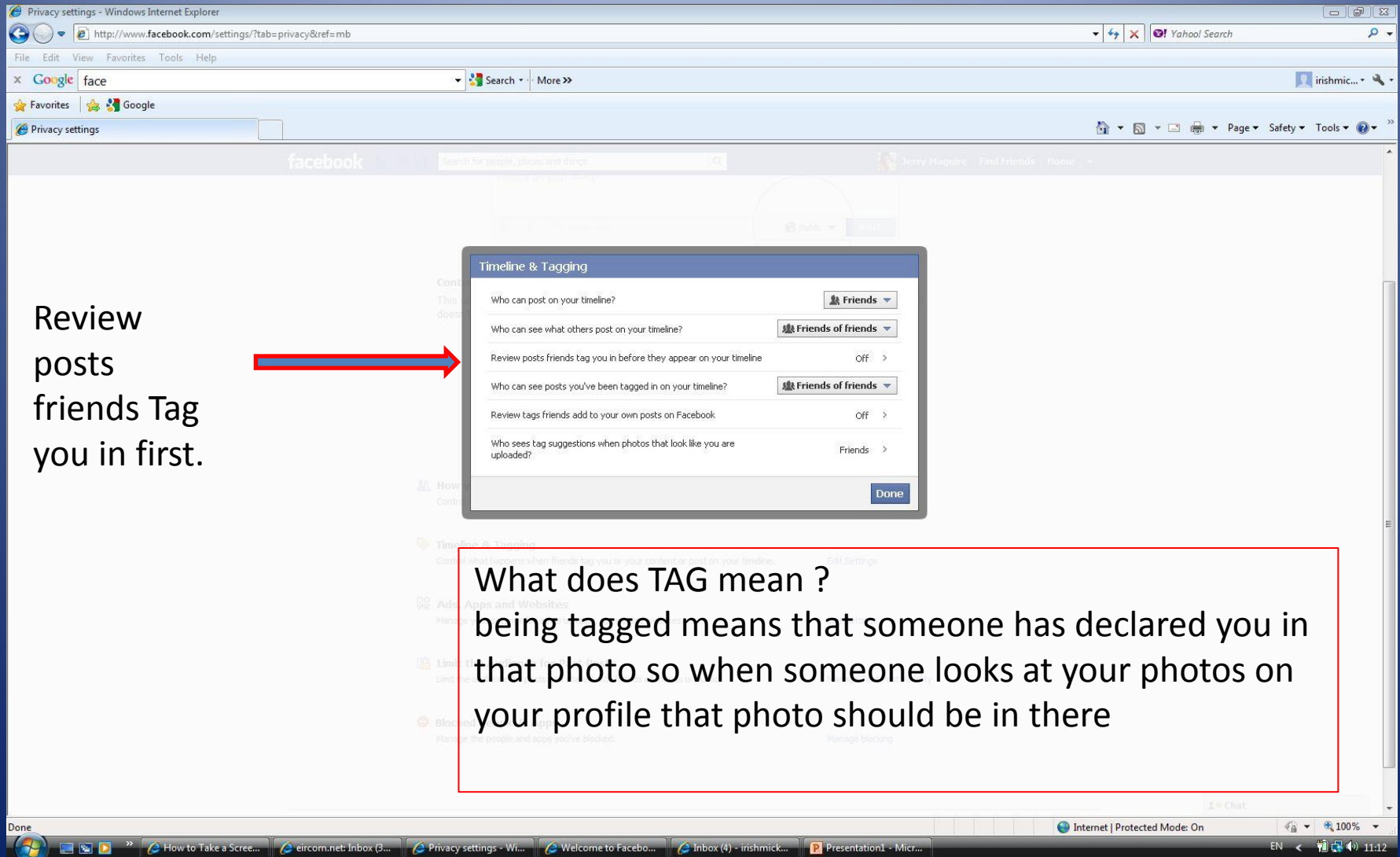
Review tags friends add to your own posts on Facebook Off >

Who sees tag suggestions when photos that look like you are uploaded? Friends >

Done

What does TAG mean ?

being tagged means that someone has declared you in that photo so when someone looks at your photos on your profile that photo should be in there



# When you click on edit settings this menu appears

The screenshot shows a Windows Internet Explorer browser window displaying the Facebook Privacy settings page. The address bar shows the URL [http://www.facebook.com/?ref=tn\\_tnmn#/settings/?tab=privacy](http://www.facebook.com/?ref=tn_tnmn#/settings/?tab=privacy). The Facebook navigation bar at the top includes the logo, a search bar, and the user's name "Jerry Maguire". Below the navigation bar, the "Privacy settings" section is visible. A modal window titled "Control Your Default Privacy" is open, showing the "Timeline Review" settings. The "Timeline Review" section explains that it controls whether posts you're tagged in need manual approval before appearing on your timeline. It includes a toggle switch set to "Enabled" and a "Back" button. Below this, there's a preview of the "Posts and info to Review" section, showing a list of posts with an "Approve All" button circled in white. A red arrow points from the "Friends" dropdown menu in the navigation bar to the "Timeline Review" modal window. To the right of the modal window, a red-bordered box contains text explaining the purpose of enabling this feature.

facebook

Search for people, places and things

Jerry Maguire Find Friends Home

San Francisco Friends Post

**Control Your Default Privacy**

This section controls the default privacy settings for your profile. You can choose who can see your posts, photos, and other information.

**Timeline Review**

Timeline Review controls whether you have to manually approve posts you're tagged in before they go on your timeline. When you have a post to review, the Needs Review tab will appear on your timeline.

Note: You can still be tagged, and tags may appear elsewhere on Facebook.

Enabled  
✓ Enabled  
Disabled

facebook

Cynthia Daily Activity Log 2012 April

Posts and info to Review

✓ Approve All

How to Control Your Privacy

**Ads, Apps and Websites**

Manage your settings for adverts, apps, games and websites. Edit Settings

**Limit the Audience for Past Posts**

Limit the audience for posts you shared with friends of friends or public. Manage Past Post Visibility

**Blocked People & Apps**

Manage the people and apps you've blocked. Manage blocking

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Chat

Internet | Protected Mode: On

Done

How to Take a Screenshot

eircom.net: Inbox (2...)

Privacy settings - Wi...

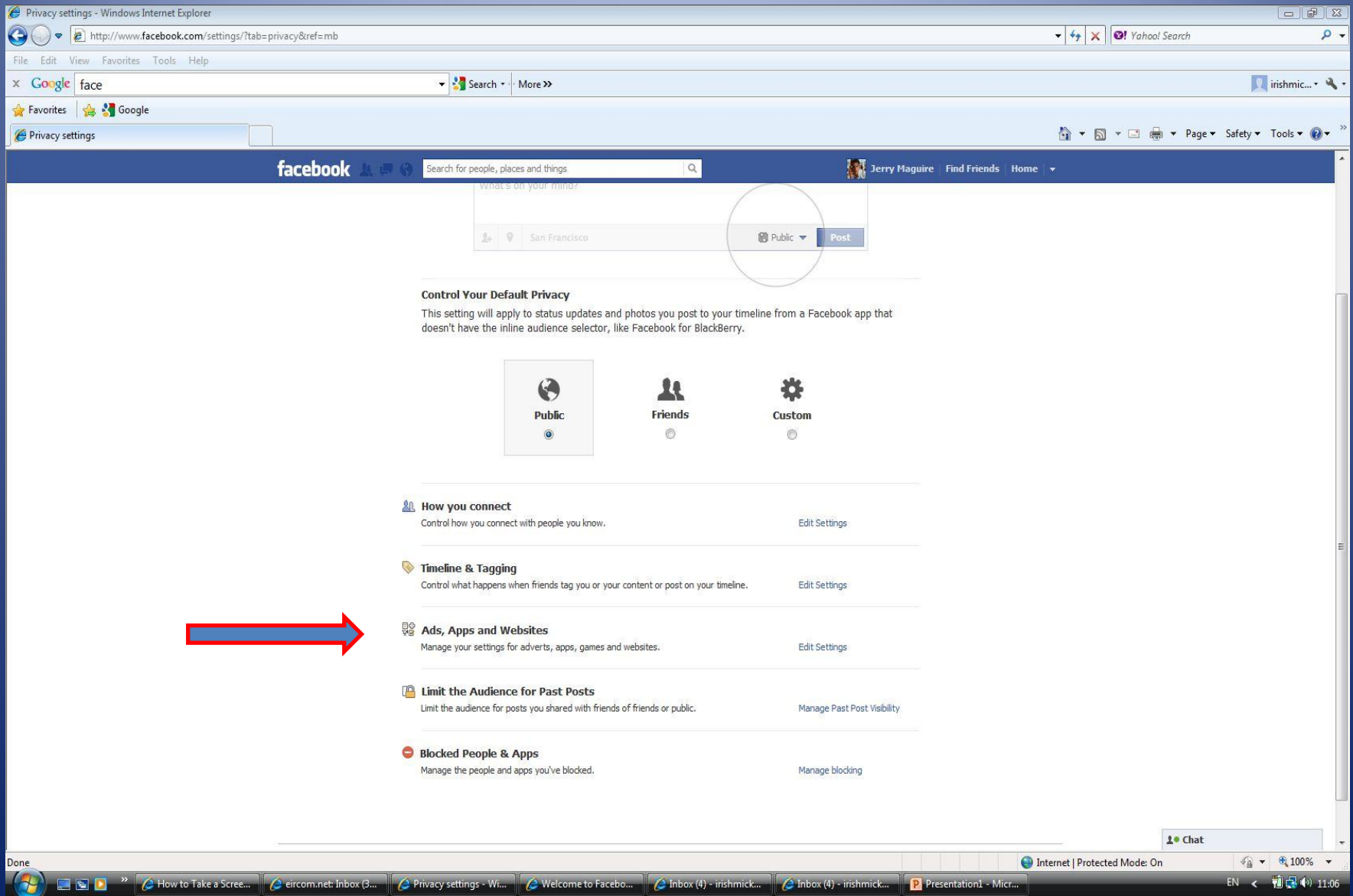
Presentation1 - Micr...

Facebook Presentati...

EN 12:46

Its best to enable this so you can review what pictures people put up of you and **TAG** you before everyone else see's them

# Next on the menu appears Click on Ads, Apps and websites



On Facebook, your name, profile picture, gender, networks, username and user id are always publicly available, including to apps. Also, by default, apps have access to your friends list and any information you choose to make public

App Centre - Windows Internet Explorer

http://www.facebook.com/?email\_confirmed=1#/appcenter/songpop?fb\_source=appcenter

facebook Search for people, places and things Jerry Maguire Find Friends Home

**App Centre**

All Web Mobile

Games

- Action & Arcade
- Adventure
- Board Game
- Card Game
- Casino
- Family
- Puzzle
- Simulation
- Sports
- Strategy
- Trivia
- Word Game

Entertainment

- Facebook
- Lifestyle
- Music
- News
- Photos & Video
- Sports
- Travel & Local
- Utilities

Requests

My Apps

**SongPop** ★★★★★

Games, Trivia

Are you ready to rock? Listen to song clips to test your music recognition - then send challenges to your friends! Prove that you're a true music master with SongPop, the best FREE music app!

Play with songs by your favorite artists, explore new genres, and rediscover nostalgic classics with our fun quizzes!

Connect with Facebook to find and play with your friends, or create random matches with music-loving strangers!

Play game Send to Mobile

By clicking "Play game" or "Send to Mobile" above, this app will receive:

- Your basic info [?]
- Your email address (jerrymaguire92@gmail.com)
- Your birthday

This app may post on your behalf, including your high scores, achievements you earned and more.

Who can see posts this app makes for you on your Facebook timeline: [?]

Everyone

By proceeding, you agree to SongPop's Terms of Service and Privacy policy

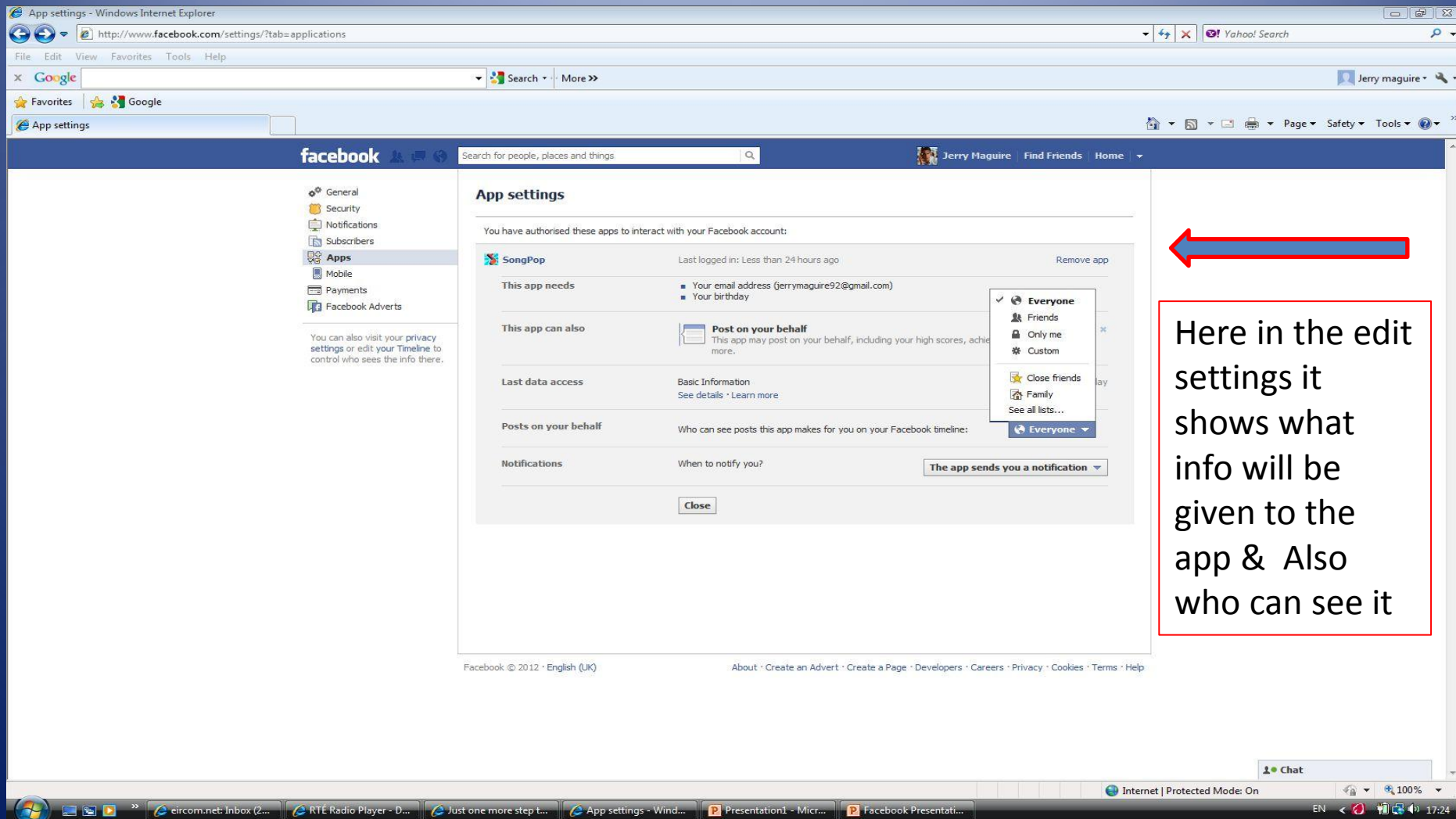
Visit App Page  
Share  
Block  
Report a Problem

**By clicking play game this app will receive**

- Your basic info
- Your email address
- Your birthday

Internet | Protected Mode: On 100% 17:18

This is important as it shows after you press like or play a game the app will possibly use your email address and can post on your wall on your behalf if you do not change your settings.



The screenshot shows a Windows Internet Explorer browser window displaying the Facebook 'App settings' page for the 'SongPop' app. The browser's address bar shows the URL 'http://www.facebook.com/settings/?tab=applications'. The Facebook interface includes a search bar, a navigation bar with 'Jerry Maguire', 'Find Friends', and 'Home', and a left sidebar with settings categories like General, Security, Notifications, Subscribers, Apps, Mobile, Payments, and Facebook Adverts. The 'Apps' category is selected. The main content area is titled 'App settings' and lists authorized apps. The 'SongPop' app is highlighted, showing it was last logged in 'Less than 24 hours ago'. Below this, it lists permissions: 'This app needs' (Your email address (jerrymaguire92@gmail.com), Your birthday) and 'This app can also' (Post on your behalf). A dropdown menu is open for 'Post on your behalf', showing options: Everyone (selected), Friends, Only me, Custom, Close friends, Family, and See all lists... The 'Last data access' section shows 'Basic Information' with a link to 'See details · Learn more'. The 'Posts on your behalf' section shows 'Who can see posts this app makes for you on your Facebook timeline:' with a dropdown set to 'Everyone'. The 'Notifications' section shows 'When to notify you?' with a dropdown set to 'The app sends you a notification'. A red arrow points to the 'Post on your behalf' dropdown menu. A red box highlights the text 'Here in the edit settings it shows what info will be given to the app & Also who can see it'. The bottom of the page shows the Facebook footer with copyright information and links to About, Create an Advert, Create a Page, Developers, Careers, Privacy, Cookies, Terms, and Help. The Windows taskbar at the bottom shows several open applications: eircom.net: Inbox (2...), RTE Radio Player - D..., Just one more step t..., App settings - Wind..., Presentation1 - Micr..., and Facebook Presentati... The system clock shows 17:24 on 12/12/2012.

App settings - Windows Internet Explorer

http://www.facebook.com/settings/?tab=applications

File Edit View Favorites Tools Help

Google Search More >>

App settings

facebook Search for people, places and things Jerry Maguire Find Friends Home

General Security Notifications Subscribers Apps Mobile Payments Facebook Adverts

You can also visit your privacy settings or edit your Timeline to control who sees the info there.

**App settings**

You have authorised these apps to interact with your Facebook account:

**SongPop** Last logged in: Less than 24 hours ago Remove app

**This app needs**

- Your email address (jerrymaguire92@gmail.com)
- Your birthday

**This app can also**

**Post on your behalf**  
This app may post on your behalf, including your high scores, achievements, and more.

**Last data access**  
Basic Information  
See details · Learn more

**Posts on your behalf**  
Who can see posts this app makes for you on your Facebook timeline:  
Everyone

**Notifications**  
When to notify you?  
The app sends you a notification

Close

Everyone  
Friends  
Only me  
Custom  
Close friends  
Family  
See all lists...

Here in the edit settings it shows what info will be given to the app & Also who can see it

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Internet | Protected Mode: On

EN 17:24

# In this app below it shows the app will use a lot of your details

The screenshot shows a Windows Internet Explorer browser window displaying the Facebook App Centre page for the TripAdvisor app. The browser's address bar shows the URL: [http://www.facebook.com/settings/?tab=privacy&ref=mb#!/appcenter/tripadvisor?fb\\_source=appcenter](http://www.facebook.com/settings/?tab=privacy&ref=mb#!/appcenter/tripadvisor?fb_source=appcenter). The Facebook header includes the name "Jerry Maguire" and navigation links for "Find Friends" and "Home".

On the left, the "App Centre" sidebar lists various app categories: Games, Entertainment, Facebook, Lifestyle, Music, News, Photos & Video, Sports, Travel & Local (highlighted), Utilities, Requests, and My Apps.

The main content area features the TripAdvisor app profile, which includes a banner with travel-related images (Statue of Liberty, Eiffel Tower, Taj Mahal, and a mountain) and the TripAdvisor logo. Below the banner, there are buttons for "Go to App" and "Send to Mobile".

The app's description states: "Create your travel map and show off all your adventures with more than 100 million Facebook travelers. Pin all the cities you've already visited and add the ones you still want to visit. You can even share all the great places you've visited in each city -- famous landmarks, museums, and more. Then compare your travels to all your friends." Below this, there are sections for "Cities" (listing 14 cities), "Ratings" (showing 3.5 stars), and "Visited Badges" (showing a progress bar for 50 out of 100 cities).

On the right side of the app profile, there is a list of permissions the app requests:

- By clicking "Go to App" or "Send to Mobile" above, this app will receive:
- Your basic info [?]
- Your email address (irishmickymouse@gmail.com)
- Your hometown
- Your location
- Friends' hometowns
- Friends' locations

Below the permissions list, there is a section for privacy settings:

This app may post on your behalf, including cities you wanted to go to, attractions you wanted to go to and more.

Who can see posts this app makes for you on your Facebook timeline: [?]

Everyone

By proceeding, you agree to TripAdvisor's Terms of Service and Privacy policy

At the bottom right, there are links for "Share", "Block", and "Report a Problem".

Two red arrows point to the permissions list and the privacy settings section, highlighting the specific details the app requests.

1. Your Basic Info
2. Email address
3. Your hometown
4. Friends hometown
5. Friends locations

People on Facebook who can see your info can bring it with them when they use apps. This makes their experience better and more social. Use the settings below to control the categories of information that people can bring with them when they use apps, games and websites.

Privacy settings - Windows Internet Explorer

http://www.facebook.com/settings/?tab=privacy&ref=mb#!/settings/?tab=privacy&section=apps&h=AQMFDTwjnxWM48Q

File Edit View Favorites Tools Help

Google face Search More >>

Privacy settings

facebook Search for people, places and things Jerry Maguire Find Friends Home

### Choose your privacy settings > Apps, games and websites

[Back to privacy](#)

On Facebook, your info is publicly available, including information you choose to share.

Edit your settings to control when you use apps, games and websites to remove unwanted app data.

Apps you use

How people bring your info to apps they use

#### How people bring your info to apps they use

People on Facebook who can see your info can bring it with them when they use apps. This makes their experience better and more social. Use the settings below to control the categories of information that people can bring with them when they use apps, games and websites.

<input checked="" type="checkbox"/> Bio	<input checked="" type="checkbox"/> My videos
<input checked="" type="checkbox"/> Birthday	<input checked="" type="checkbox"/> My links
<input checked="" type="checkbox"/> Family and relationships	<input checked="" type="checkbox"/> My notes
<input type="checkbox"/> Interested in	<input checked="" type="checkbox"/> Hometown
<input type="checkbox"/> Religious and political views	<input checked="" type="checkbox"/> Current location
<input checked="" type="checkbox"/> My website	<input checked="" type="checkbox"/> Education and work
<input checked="" type="checkbox"/> If I'm online	<input checked="" type="checkbox"/> Activities, interests, things I like
<input checked="" type="checkbox"/> My status updates	<input checked="" type="checkbox"/> My app activity
<input checked="" type="checkbox"/> My photos	

If you don't want apps and websites to access other categories of information (like your friend list, gender or info you've made public), you can turn off all Platform apps. But remember, you will not be able to use any games or apps yourself.

[Save Changes](#) [Cancel](#)

**Instant personalisation** Lets you see relevant information about your friends the moment you arrive on select partner websites. [Edit settings](#)

**How people bring your info to apps they use**

People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with them.

[Edit settings](#)

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Done

How to Take a Screenshot · eircom.net: Inbox (3...) · Privacy settings - Wi... · Welcome to Facebook... · Inbox (4) - inshmic... · Presentation1 - Micr...

Internet | Protected Mode: On

EN 11:21

Chat

If you tick the boxes of information you don't want your friends to bring your info to apps they use

The screenshot shows a Windows Internet Explorer browser window displaying the Facebook privacy settings page for 'Apps, games and websites'. The address bar shows the URL: <http://www.facebook.com/settings/?tab=applications#/settings/?tab=privacy&section=apps&h=AQMFDTwjnxWM48Q>. The page title is 'Choose your privacy settings > Apps, games and websites'. A modal window titled 'How people bring your info to apps they use' is open, displaying a list of information categories with checkboxes. The categories are:

- ☐ Bio
- ☐ Birthday
- ☐ Family and relationships
- ☐ Interested in
- ☐ Religious and political views
- ☐ My website
- ☐ If I'm online
- ☐ My status updates
- ☐ My photos
- ☐ My videos
- ☐ My links
- ☐ My notes
- ☐ Hometown
- ☐ Current location
- ☐ Education and work
- ☐ Activities, interests, things I like
- ☐ My app activity

Below the list, a note states: 'If you don't want apps and websites to access other categories of information (like your friend list, gender or info you've made public), you can turn off all Platform apps. But remember, you will not be able to use any games or apps yourself.' The modal window has 'Save Changes' and 'Cancel' buttons. The background page shows sections for 'Apps you use', 'Instant personalization', 'Public search', and 'Adverts'. The Windows taskbar at the bottom shows several open applications, including 'eircom.net: Inbox (2...)', 'Just one more step t...', 'Privacy settings - Wi...', 'Presentation1 - Micr...', and 'Facebook Presentati...'. The system clock shows 17:43 on 11/11/2012.

# In this part it shows how relevant information about your friends shows when you arrive on partner websites

The screenshot shows the Facebook privacy settings page for 'Apps, games and websites'. A red arrow points to the 'Instant personalisation' setting. The page is titled 'Choose your privacy settings > Apps, games and websites'. It includes a 'Back to privacy' link and an introductory paragraph about privacy settings. Below this, there are five settings sections, each with an 'Edit settings' button:

- Apps you use:** You're not currently using any apps, games or websites. Visit the apps dashboard or Games dashboard to get started. ☐ Turn off your ability to use apps, plugins, and websites on and off Facebook. After you turn this off, we will not store information about you when you use apps or websites off Facebook.
- How people bring your info to apps they use:** People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with them.
- Instant personalisation:** Lets you see relevant information about your friends the moment you arrive on select partner websites.
- Public search:** Show a preview of your Facebook timeline when people look for you using a search engine.
- Adverts:** Manage settings for third-party and social adverts.

The footer of the page includes 'Facebook © 2012 · English (UK)' and links for 'About', 'Create an Advert', 'Create a Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'. The Windows taskbar at the bottom shows several open applications, including 'How to Take a Screenshot', 'eircom.net: Inbox (3...)', 'Privacy settings - Wi...', 'Welcome to Facebo...', 'Inbox (4) - irishmick...', and 'Presentation1 - Micr...'.

Just as your News Feed on Facebook is built uniquely for you, instant personalisation sites let you easily bring your friends and interests with you.

Partners adhere to Facebook's guidelines and may only use your public information to serve you a personalised experience. Public information includes your name, profile picture, gender, networks and other information you've made public.

When you first arrive on a participating site, you will see a notification and a way to turn off the customised experience in one click. Your information can only be used to present you with a more personalised experience and cannot be transferred to advertisers or used for any other purposes.

You control what information is available to these partners by managing the information set in your privacy settings. Or you can turn off instant personalisation altogether, at which time your information will no longer be instantly available to any partner sites. Find out more about instant personalisation in the [Help Centre](#)

The screenshot shows a Windows Internet Explorer browser window with the address bar displaying a Facebook privacy settings URL. The page title is 'Privacy settings - Windows Internet Explorer'. The Facebook interface shows the 'Choose your privacy settings > Instant personalisation' section. A modal window titled 'Understanding instant personalisation' is open, explaining the feature and showing examples of personalized content like movie reviews and a video with Paul WS Anderson. The modal window includes a 'Close' button.

Privacy settings - Windows Internet Explorer

http://www.facebook.com/settings/?tab=applications#/settings/?tab=privacy&section=applications&field=instant\_personalization&h=AQMFDTwjnxndWM48Q

File Edit View Favorites Tools Help

Google Search More >>

Privacy settings

facebook

Choose your privacy settings > Instant personalisation

Back to apps

Understanding instant personalisation

Similar to the way News Feed displays the people and things you care about, instant personalisation helps you find friends and interesting content on other websites. We've partnered with a few companies, like Pandora and TripAdvisor, to make these sites more fun and useful from the moment you arrive.

Learn more

With Paul WS Anderson

Director talks to us about his faves and working with

AT HONOR ROLL

Best and Worst Roundups First Clip: Let Me In Top 25 School Movies

FRIENDS ACTIVITY

Sandra Huang reviewed 12 Angry Men (Twelve Angry Men)

Want to see it? I would 100% recommend it! I remember some class at Stanford watched this... perhaps negotiation? have you seen it? Is it a good ... [more]

14 hours ago via Rotten Tomatoes

Sandra Huang reviewed I Love You, Man

Jason Segel is hilarious. loved Paul Rudd since clueless.

15 hours ago via Rotten Tomatoes

Sandra Huang reviewed Life Is Beautiful (La Vita è bella)

Want to see it? still need to see this. bought the vid in Taiwan, but realized it was in Italian and had Chinese subtitles... so yeah, need to ... [more]

15 hours ago via Rotten Tomatoes

Kelly Hansen reviewed Eat Pray Love

Close

Facebook © 2012 - English

Internet | Protected Mode: On

100%

17:48

# To turn off instant personalisation on the partner sites mentioned in this list uncheck the box

Privacy settings - Windows Internet Explorer

http://www.facebook.com/settings/?tab=applications#!/settings/?tab=privacy&section=applications&field=instant\_personalization&h=AQMFDTwjnxWM48Q

File Edit View Favorites Tools Help

Google Search More >>

Privacy settings

facebook Search for people, places and things Jerry Maguire Find Friends Home

### Choose your privacy settings ▸ Instant personalisation

Back to apps

#### Instant personalisation

We've partnered with a few websites to provide you with great, personalised experiences the moment you arrive, such as immediately playing the music you like or displaying friends' reviews. To tailor your experience, these partners only access public information (like your name and Profile picture) and other information you've made public.

When you first arrive at the following sites, you'll see a notification message and an option to turn off the personalised experience:

- Bing - Social search
- Pandora - Personalised music
- TripAdvisor - Social travel
- Yelp - Friends' local reviews
- Rotten Tomatoes - Friends' movie reviews
- Clicker - Personalised TV recommendations
- Scribd - Social reading
- Docs - Document collaboration
- Zynga - Social Games (The Ville, Zynga Slingo and 9 other games)
- Kixeye - Social Games (War Commander and Battle Pirates)
- EA - Social Games (SimCity Social)

To turn off instant personalization on all partner sites, uncheck the box below.

☒ Enable instant personalisation on partner websites.

Facebook © 2012 · English (UK)

What is Instant Personalisation ?

We've (Facebook) partnered with a few websites to provide you with great, personalised experiences the moment you arrive, such as immediately playing the music you like or displaying friends' reviews. To tailor your experience, these partners only access public information (like your name and Profile picture) and other information you've made public

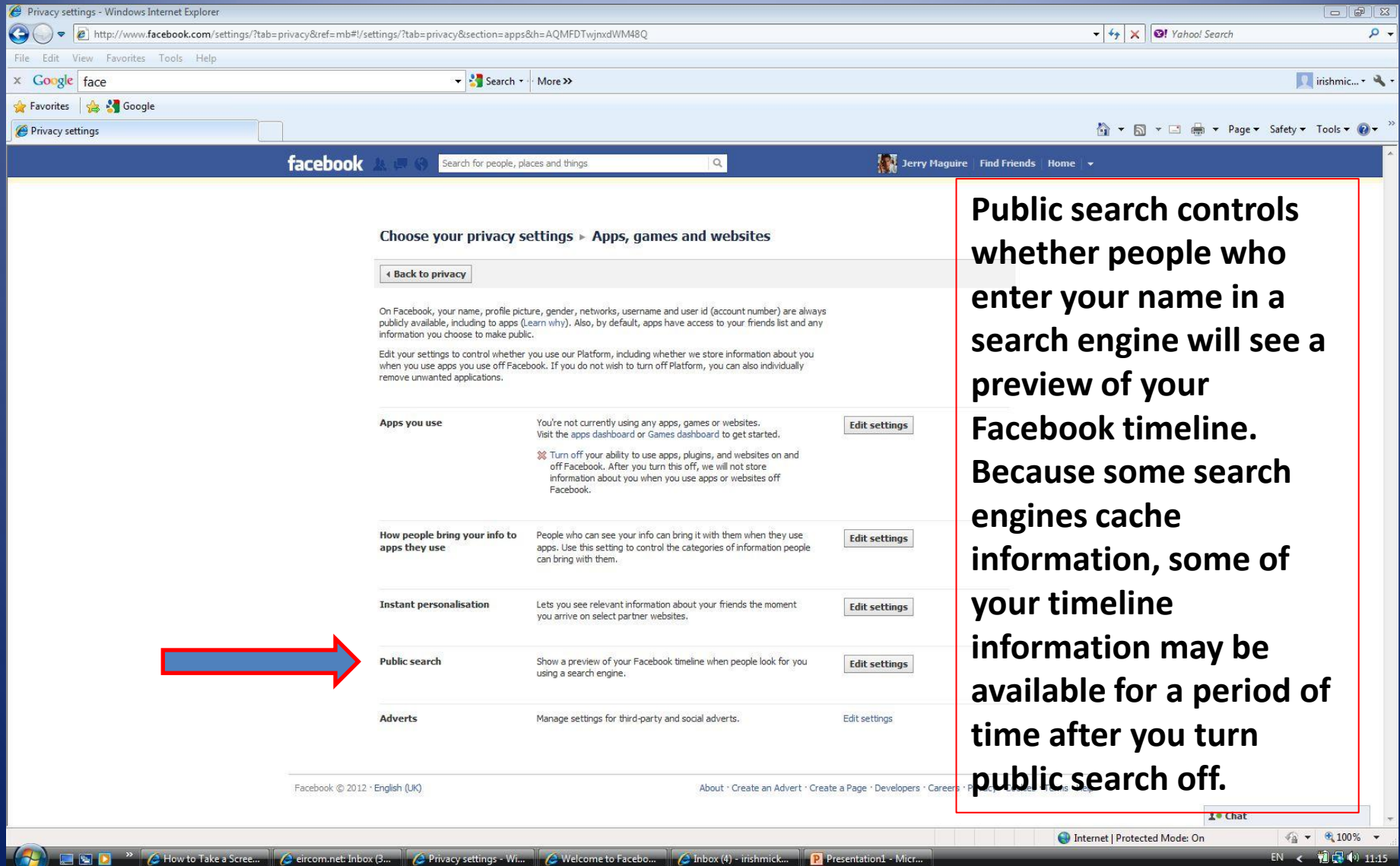
Done

Just one more step t... Privacy settings - Wi... Presentation1 - Micr... Facebook Presentati...

Internet | Protected Mode: On

EN 17:55

# In this section you can change the setting so that when people look for you on a search engine e.g. Google



The screenshot shows the Facebook privacy settings page in a Windows Internet Explorer browser. The address bar displays the URL: <http://www.facebook.com/settings/?tab=privacy&ref=mb#/settings/?tab=privacy&section=apps&h=AQMFDTwjnxWM48Q>. The page title is "Privacy settings - Windows Internet Explorer". The Facebook header shows the user's name "Jerry Maguire" and navigation links "Find Friends", "Home", and "Privacy settings". The main content area is titled "Choose your privacy settings > Apps, games and websites". A red arrow points to the "Public search" setting, which is currently set to "Show a preview of your Facebook timeline when people look for you using a search engine." The other settings listed are "Apps you use", "How people bring your info to apps they use", "Instant personalisation", and "Adverts".

**Public search controls whether people who enter your name in a search engine will see a preview of your Facebook timeline. Because some search engines cache information, some of your timeline information may be available for a period of time after you turn public search off.**

# Next up we have Public Search

Privacy settings - Windows Internet Explorer

http://www.facebook.com/settings/?tab=privacy&ref=mb#!/settings/?tab=privacy&section=applications&field=public\_search&h=AQMFDTwjnxWM48Q

File Edit View Favorites Tools Help

Google face Search More >>

Privacy settings

facebook Search for people, places and things Jerry Maguire Find Friends Home

If you don't want the public to see your timeline from another search engine e.g Google do not tick this box

Choose your privacy settings > Public Search

Back to apps

Public search

Public search controls whether people who enter your name in a search engine will see a preview of your Facebook timeline. Because some search engines cache information, some of your timeline information may be available for a period of time after you turn public search off. See preview

☐ Enable public search

When you click on edit settings this menu appears

Public search

Show a preview of your Facebook timeline when people look for you using a search engine.

Edit settings

Done

Internet | Protected Mode: On

11:31

# In this section it deals with Adverts on Facebook

The screenshot shows the Facebook Privacy settings page for 'Apps, games and websites'. The browser is Windows Internet Explorer. The page title is 'Choose your privacy settings > Apps, games and websites'. A 'Back to privacy' link is at the top left. The main content area lists several settings:

- Apps you use:** You're not currently using any apps, games or websites. Visit the apps dashboard or Games dashboard to get started. [Edit settings](#). A red 'X' icon indicates that the ability to use apps, plugins, and websites on and off Facebook is turned off. A note states: 'Turn off your ability to use apps, plugins, and websites on and off Facebook. After you turn this off, we will not store information about you when you use apps or websites off Facebook.'
- How people bring your info to apps they use:** People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with them. [Edit settings](#)
- Instant personalisation:** Lets you see relevant information about your friends the moment you arrive on select partner websites. [Edit settings](#)
- Public search:** Show a preview of your Facebook timeline when people look for you using a search engine. [Edit settings](#)
- Adverts:** Manage settings for third-party and social adverts. [Edit settings](#)

At the bottom of the page, there is a footer with 'Facebook © 2012 · English (UK)' and links for 'About', 'Create an Advert', 'Create a Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'. A 'Chat' button is in the bottom right corner.

Two red arrows with blue outlines are used as annotations:

- A large arrow points from the left towards the 'Adverts' section.
- A smaller arrow points from the right towards the 'Edit settings' link for the 'Adverts' section.

A red-bordered box on the right contains the text: **Click on edit settings**

Facebook does not at the moment give third party business permission to use you photos but it does say **it may in the future** and this setting is important if you don't want that to be allowed

The screenshot shows the Facebook Ads settings page in Internet Explorer. The browser's address bar displays the URL: <http://www.facebook.com/settings/?tab=privacy&ref=mb#!/settings?tab=ads>. The page title is "Facebook Adverts - Windows Internet Explorer". The Facebook header shows the user's name "Jerry Maguire" and navigation links "Find Friends" and "Home". The left sidebar contains a list of settings categories: General, Security, Notifications, Subscribers, Apps, Mobile, Payments, and Facebook Adverts (which is highlighted). Below the sidebar, a message states: "You can also visit your privacy settings or edit your Timeline to control who sees the info there." The main content area is titled "Facebook Adverts" and contains two sections: "Adverts shown by third parties" and "Adverts and friends". The "Adverts shown by third parties" section explains that Facebook does not give third-party applications or ad networks the right to use the user's name or picture in ads, and that the setting chosen will determine how the information is used. It also mentions that social context on third-party sites, including in ads, is provided through Facebook social plugins. A red arrow points to the link "Edit third party advert settings" in this section. The "Adverts and friends" section explains that everyone wants to know what their friends like, and that Facebook pairs ads with friends to help find products and services of interest. It lists several facts: social ads show an advertiser's message alongside actions like liking a Page; privacy settings apply to social ads; Facebook doesn't sell user information to advertisers; only confirmed friends can see actions alongside an ad; and if a photo is used, it's the user's profile photo, not from their photo albums. A link "Edit social adverts setting" is provided at the bottom of this section. The footer of the page shows "Facebook © 2012 · English (UK)" and various links: "About", "Create an Advert", "Create a Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help". The Windows taskbar at the bottom shows several open applications: "How to Take a Screenshot", "eircom.net: Inbox (3...)", "Facebook Adverts - ...", "Welcome to Facebo...", "Inbox (4) - irishmic...", and "Presentation1 - Micr...". The system clock shows the time as 11:33.

Facebook Adverts - Windows Internet Explorer

http://www.facebook.com/settings/?tab=privacy&ref=mb#!/settings?tab=ads

File Edit View Favorites Tools Help

Google face Search More >>

Facebook Adverts

facebook Search for people, places and things Jerry Maguire Find Friends Home

General Security Notifications Subscribers Apps Mobile Payments Facebook Adverts

You can also visit your privacy settings or edit your Timeline to control who sees the info there.

### Facebook Adverts

#### Adverts shown by third parties

Facebook does not give third party applications or advert networks the right to use your name or picture in adverts. If we allow this in the future, the setting you choose will determine how your information is used.

You may see social context on third party sites, including in adverts, through Facebook social plugins. Although social plugins enable you to have a social experience on a third party site, Facebook does not share your information with the third party sites hosting the social plugins. Learn more about social plugins.

[Edit third party advert settings](#)

#### Adverts and friends

Everyone wants to know what their friends like. That's why we pair adverts and friends — an easy way to find products and services you're interested in, based on what your friends share and like. Learn more about social adverts.

Here are the facts:

- Social adverts show an advertiser's message alongside actions you have taken, such as liking a Page
- Your privacy settings apply to social adverts
- We don't sell your information to advertisers
- Only confirmed friends can see your actions alongside an advert
- If a photo is used, it is your profile photo and not from your photo albums

[Edit social adverts setting](#)

Facebook © 2012 · English (UK)

About · Create an Advert · Create a Page · Developers · Careers · Privacy · Cookies · Terms · Help

Chat

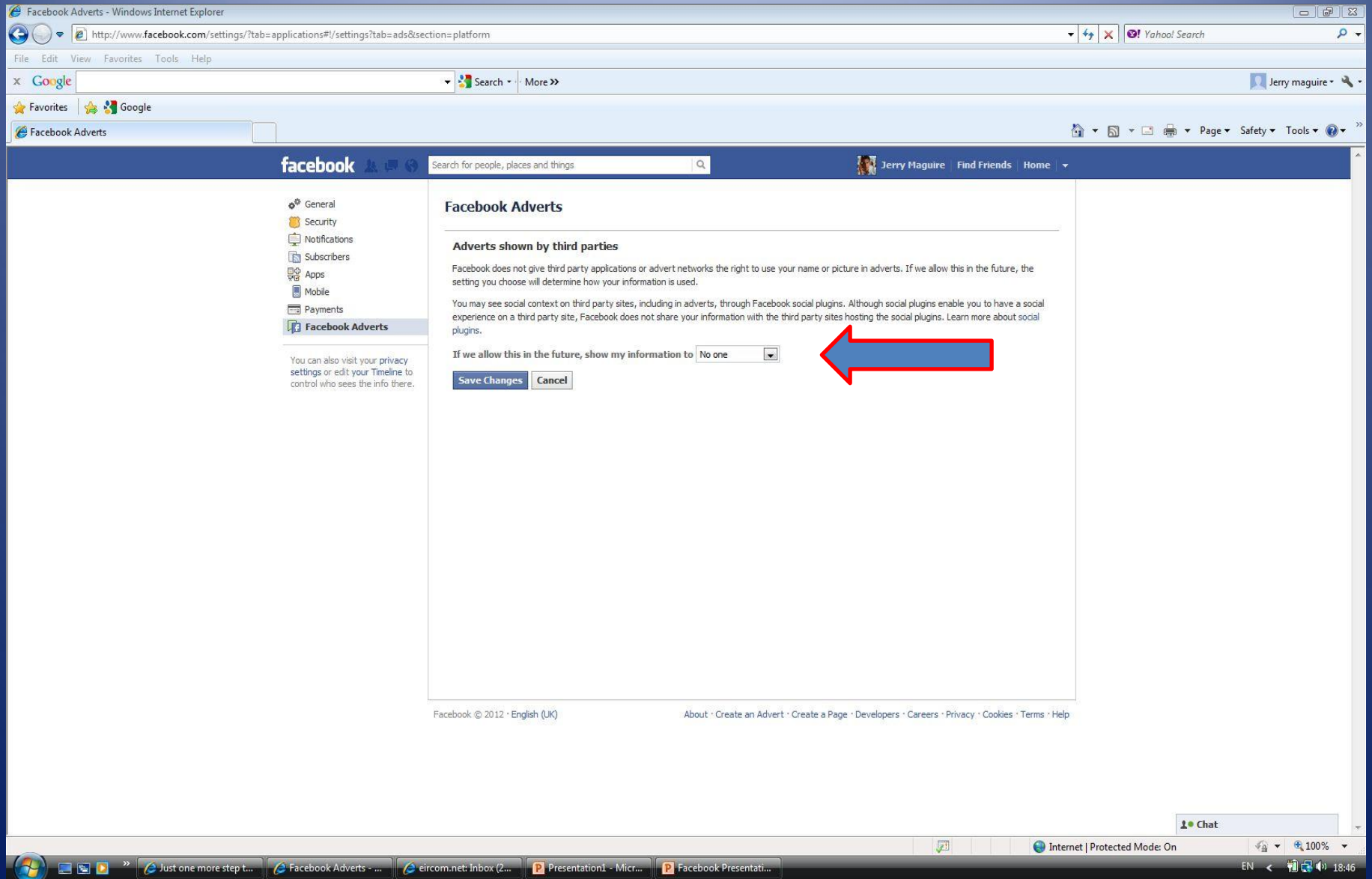
Done

How to Take a Screenshot eircom.net: Inbox (3...) Facebook Adverts - ... Welcome to Facebo... Inbox (4) - irishmic... Presentation1 - Micr...

Internet | Protected Mode: On 100%

EN 11:33

After clicking on the edit third party adverts , make sure the box is marked **NO ONE** if you don't do this your photos may one day be used without your permission



# Savage Chickens

by Doug Savage



## Important to read carefully

Adverts appear on your timeline that are either aimed at you at your friends who have liked them, The info you give Facebook like hobbies, music, and likes. This can mean if a young person has signed up to Facebook with the wrong age they can get adverts suitable for older people.

### Adverts and friends

Everyone wants to know what their friends like. That's why Facebook pair adverts and friends — an easy way to find products and services you're interested in, based on what your friends share and like.

Here are the facts: Social adverts show an advertiser's message alongside actions you have taken, such as liking a Page

Your privacy settings apply to social adverts

We don't sell your information to advertisers

Only confirmed friends can see your actions alongside an advert

**If a photo is used, it is your profile photo** and not from your photo albums

## Important information



You know that Facebook friend who's really a professional contact and you added only out of politeness? With Facebook's new approach to integration, you'll soon know far more about that person than you might want to: their music tastes, their activities, what they're reading – and in the future, probably even where they are (Facebook's Foursquare-like location services **are probably on their way**).

By doing so, Facebook isn't just changing a web service – they're the changing the ideal of privacy. What's worse, they seem to be making changes while banking on the idea that the bulk of their user base won't even be aware of the downsides. It's underhanded and it's no way to continue to build the service.

Making a more accessible web is a noble thing to do. But Facebook's attempts here have fallen short of the mark by unfairly and excessively encroaching on users' privacy. And unless they make changes soon, they could find themselves on the receiving end of a backlash from users. [www.techni.com](http://www.techni.com)

Facebook has gone on the stock exchange in 2012 this means it now has a duty to the people who bought shares to make a profit and like all business they will push to the limits on what they can legally do when it comes to users Facebook privacy. They have all this information available but how many of us read through settings or a user manual. In this case we have to as we would not allow total strangers to look at our private details or hand a photo of ourselves or a family member to a stranger but this is what we may allow Facebook to do on our behalf.

# The Good

- Facebook can be great for setting up meetings, swapping recipes, finding information on an event, family events and sharing family photos.
- If you're a snooping sort, and your kids are naïve enough to Friend you Facebook can also be a great way to see what they are up to and with who of course they will probably see this a way to spy on them.
- Facebook helps people stay in touch with friends and relatives they rarely see. Now, instead of the twice-a-year phone call covering all the bases you can have contact on a daily basis.
- Facebook has been great for getting back in touch with long-lost friends, too, because it makes the whole process informal. Before, you had to have a reason, followed by a lengthy discussion of what happened to you in the intervening decades. Now you don't need a reason, and you can cover the missing years in a few brief private messages

# The Good

- There are also many groups, pages and networks that you can join to connect with people that have similar interests. As well as joining them, you can create them yourself
- If you lonely family and friends are just a click away
- Many Business and charities use Facebook to advertise or look for donations
  - An example of this is an animal charity who has rehomed many lost dogs through posting pictures of the dog that has been found and an owner knowing to look up the local rescues Facebook page
- In the busy world we live in it can be a way of getting reminders of events or birthdays we may forget

# Conclusion

Facebook is a social network site that is part of everyday life we need to understand the different account & Privacy settings before we make a decision whether to set up a profile of our own. If it is kept to just family and close friends it can be very enjoyable and useful. The alternative is to have a more open profile with many people friends / strangers but to keep any posts or photos private.

There is also information available from us for anybody who is or knows anyone who may be addicted to Facebook. This contains signs to look for in a persons use of Facebook and these could also be a guide to any internet addiction .

# Things to Remember

- Change your Facebook password often
- Never use a password that is close to or an exact match of a password used for financial transactions online
- Never use the same password as any email account
- When posting photos or notes, check the permissions levels and ensure that they are aligned with your profile privacy settings.
- As you access Facebook.com from home, a coffee shop, or the office, use https instead of http when entering the URL.
- Under the Settings menu, check the Applications Settings regularly and clean out those you're not using.
- Under the Privacy settings menu, you have the option to block users on Facebook.
- Always ensure that the URL is [www.facebook.com](https://www.facebook.com) and not something that looks like Facebook.com.cn.

# Quitting Facebook? Delete, Don't Just De-Activate Your Account

- You can easily deactivate your account in Facebook from the **Settings** page. But deactivation will retain all your profile information within Facebook, including pictures, friends,

To Delete a Facebook account permanently you have to go to the Facebook Help Centre and fill out a form

- If you login to Facebook, your deletion request is automatically cancelled.
- There doesn't seem to be any way to confirm that your request was completed.
- Even after permanent deletion, [Facebook says](#) that copies of your photos may remain on their servers for technical reasons.

# Parents Have Rules to Follow Online, Too

- Model good behavior.
- Pay attention.
- Practice what you preach
- Establish limits.
- Encourage balance.
- Make kids accountable.
- Explain what's at stake.
- Do your homework.
- Don't be techno-phobic.
- Lighten up, embrace their world and enjoy the possibilities together.