

SOCIAL MEDIA PROTECTION

A Handbook for Privacy & Security Settings

2019 Issue





ABSTRACT

Cyber-enabled financial fraud is a sophisticated scam often targeting unwitting individuals who do not have a good understanding of the military construct, benefits, or rank structure. Because of this lack of knowledge, threat actors use the digital identities of U.S. service members to carry out their scam. Threat actors conduct Open Source Intelligence (OSINT) operations on Social Media Networks and the Internet to harvest photographs and biographies of the individuals who they are going to impersonate. The best way to combat these threat actors is to strengthen the security and privacy settings of the top social media networks. This handbook is a step-by-step guide covering good cyber-hygiene practices and the steps you need to take to strengthen the security and privacy settings for Facebook, Instagram, Twitter, and LinkedIn.

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SOCIAL MEDIA PROTECTION

A HANDBOOK FOR PRIVACY & SECURITY SETTINGS

CYBER SECURITY SAFE PRACTICES

Your digital identity is comprised of your true name, usernames, online search activities, electronic transactions, date of birth and purchasing history or behavior. Every time you connect to the Internet, or use your mobile phone, or digital device, you leave a trail that can be tracked. Intentionally shared personal data, such as social media postings, blog pages, e-mail, cell and Skype calls, media applications (YouTube) and online purchases all represent your active digital footprint. Online data is collected on you every time you access the Internet. A cell phone can store geographical locations that pinpoint routes you travel, your home or hotel, among places. Practicing good cyber hygiene and security is no easy task. You have to be conscious of the risks that are out there and what steps you can take to mitigate and minimize your digital footprint. This handbook is going to cover general cyber hygiene practices that you should keep up with. Everything in this handbook is designed to lean more to the hypervigilance of security and privacy. As the user, you have the choice to make the changes outlined in this handbook that will align with your comfort level. A key take away with the Internet or social media, everything comes with a level of Assumed Risk.

DISCLAIMER

The security and privacy settings information contained in this handbook are comprised of the best information at the time of publication and does not guarantee 100% safety or privacy. Cybersecurity practices and Social Networking Security configurations are continuously evolving in response to adversarial tactical changes in cyber space and as Social Media Networks update their user interfaces.

Passwords and Passphrases

First and foremost, this is a topic that everyone needs to tighten up on. You first need to ask yourself these two very important questions, “how often do you change your password?” and “are you using the same password for multiple accounts?” Let’s face it, everyone has used the same password for multiple accounts and very rarely do they change their passwords. Changing passwords is inconvenient and remembering new passwords can be difficult. Whether you are at home or at work, security is critical to protecting highly personal accounts. One of the first things everyone needs to do is ensure that their passwords or passphrases are lengthy, unique and safely stored. It is essential to fortify accounts by adopting strong authentication or if the option is available, use two-factor authentication, which adds another layer of protection. Passphrases are the keys to your personal digital identity, whether at work or in the home, and you need to do everything possible to keep people from learning your passphrase.

Passphrases can be inconvenient, but if you want to keep your information safe, this is an important step to your personal security. Here are some steps:

1. Make your passphrase a sentence: A strong passphrase is a sentence that is at least 12 characters long. Focus on positive sentences or phrases that you like to think about and are easy to remember (e.g. “B3@rs eat fish!”)
2. Unique account, unique passphrases: Having separate passphrases for every account helps to thwart cybercriminals. At a minimum, separate your work and personal accounts and make sure that your critical accounts have the strongest passphrase.
3. Write it down and keep it safe: Everyone forgets their passwords. By keeping your passphrases written down and secured in a safe place, like a safe, will prevent you from locking yourself out of your account. Alternatively, you can use a password or passphrase manager to keep track of your passwords.

TWO-FACTOR AUTHENTICATION:

Two-Factor Authentication provides an extra layer of security beyond your username and password/passphrase to protect against account hijacking. When it comes to user authentication in computer security there are three factors for authentication: something you know (like a password), something you have (like your cell phone), and something you are (your fingerprint). Two-factor means using two of these options. For example, you can use two-factor authentication with USAA. When you log in, you are prompted to provide a password (something you know) then you will receive a text message to your cell phone (something you have) that will have a special pin/access code that you would have to enter before you can access the account.

ACCOUNT SECURITY QUESTIONS:

Account security questions are a common staple with any account you create; however, the problem is much like your passwords. You probably use the same answers for your security questions. This is a bad habit to develop and you need to really think outside of the box. A social engineer can piece together answers to your security question by monitoring the conversations within your social network. They will look for postings or commentary on things like; your pet's name was, when someone wishes you a happy birthday or anniversary, what your likes and hobbies are, what you like to eat, the schools you attended, etc. Don't feel bad, most accounts give the user the same security questions and for convenience, most every user will provide the same answers. Now a really radical and outside of the box thinking is to ***“Provide Knowingly False Answers”*** to your security questions. For example, if the question is: What is your favorite food? You can answer with “trash or garbage.” This is probably something that you would never post on your social media account.

VIRTUAL PRIVATE NETWORKING (VPN)

A Virtual Private Network gives you online privacy and anonymity by creating a private network from a public internet connection. VPNs mask your Internet protocol (IP) address so your online actions are virtually untraceable. Most important, VPN services establish secure and encrypted connections to provide greater privacy than even a secured Wi-Fi hotspot. Virtual Private Networks are often used by corporations to protect sensitive data.

STEALTH OR INCOGNITO MODE

Internet browsers offer private browsing options to avoid being tracked, some of the more privacy and security conscious people use privacy tools such as the Tor browser to browse incognito; however, there is no need to go to that extreme, especially if you value good browsing speeds. The most obvious change you'll notice after a privacy browsing session is that it doesn't show up under the History tab in your browser. But you may also notice less tracking from advertisers. You can use Google Chrome Incognito, Firefox In-Private Browser, Microsoft Edge In-Private Browser, and Safari.

DEVICE PROTECTION WHEN TRAVELING

Most people do not think about this when they are traveling. There are many ways that nefarious actors can steal data from your devices, whether you are in a hotel room, at Starbucks, renting a vehicle, or just charging your device. Here are a few tips that you can use:

1. Turn off your Wi-Fi and Bluetooth.
2. Do not connect to the media center in any rental car. Meaning do not link your phone via Bluetooth to the car radio.
3. Do not connect to any free Wi-Fi or hotspot.
4. If you need to charge your device, use the power outlet. Avoid any USB ports in a car, hotel, and airport.

5. Do not access banking information while you are traveling outside the United States.

Basically, if you don't own it, don't plug into it!

Social Networking Safety Tips

Social networking sites allow people to interact with others and find people with similar interests or backgrounds. Social networking sites enjoy worldwide popularity, underscoring the need to understand potential risks associated with the use of these sites. A person's online activities may inadvertently expose excessive information about their identity, location, relationships, and affiliations, creating an increased risk of identity theft, stalking, or targeted violence. A safer social networking experience is available by accepting some basic assumptions and following a few recommendations.

ASSUMPTIONS

1. Once something is posted on a social networking site, it can quickly spread. No amount of effort will erase it – the Internet does not forget.
2. You are not anonymous on the Internet.
3. There are people on the Internet who are not who they purport to be and will take advantage of you if afforded the opportunity.
4. Participating in more social networking sites increases your attack surface and overall risk.
5. Everyone on the Internet can see what you post, from where you post it, who your friends and associates are, the comments your friends make and your “witty” replies.
6. An embarrassing comment or image will come back to haunt you... one day...when you least expect it...at the least opportune time.
7. There is a complete record of your online activity...somewhere.
8. Do not post anything you would be embarrassed to see on the evening news.
9. Do not accept friend/follower requests from anyone you do not know; independently verify identities.
10. Avoid using third-party applications; if needed, do not allow them to access your social networking accounts, friends list or address books.

RECOMMENDATIONS

1. Do not post personally identifiable information.
2. Be cautious about the images you post. What is in them may be more revealing than who is in them. Images posted over time may form a complete mosaic of you and your family.
3. Do not allow others to tag you in images they post. Doing so makes you easier to locate and accurately construct your network of friends, relatives and associates.
4. Securely configure your social networking accounts to minimize who can see your information.

5. Do not use check-ins. If check-ins are enabled, disable them. Do not post your specific location.
6. Be cautious when accessing online accounts from public Wi-Fi connections. Someone might have installed software capable of capturing your login credentials and other sensitive information.
7. Do not use the **save password, remember me** or **keep me logged in** options from public or shared computers.
8. Limit social networking to personal use. If you have a professional/business page, do not cross your personal life and business life between the two accounts.
9. Do not use the same password for all of your accounts. Make sure the passwords for your financial sites are not permutations of your other passwords.
10. Do not use your social networking site to log in to other sites. Create another user account on the new site instead.
11. Use strong, unique passwords. Consider passphrases for an additional level of safety.
12. Keep anti-virus software current.
13. Do not arrange meetings with people you meet online.

Social media is the preferred online resource for scammers to steal photographs and implement online impersonations, which can take three forms, Confidence Based/Romance Relationship, Sales Scheme, and Advance Fee Scheme.

CONFIDENCE BASED/ROMANCE RELATIONSHIP

Scammers defraud victims by pretending to be Service Members seeking romance or who are in need of emotional support and companionship. In these scams, cybercriminals often derive information for their fictionalized military personas from official military websites and social networking websites where military families post information about their loved ones. Scammers gather enough detailed personal information, including pictures, to concoct believable stories tailored to appeal to a victim's emotions and then lure unsuspecting victims (most often women) into sending money to help them with transportation costs, marriage processing expenses, medical fees, communication fees such as laptops and satellite telephones. They typically promise to repay the victim when they finally meet; however, once the victim stops sending money, the scammer is not heard from again.

SALES SCHEME

Most frequently carried out on sites that facilitate sales of various products, scammers lure victims by offering goods well below market price. Most scams involve vehicle sales, house rentals or similar big-ticket items. The scammer advertises an item for sale, at a too-good-to-be-true price, and describes it in the broadest of terms. A person showing interest is soon contacted by the "seller" who claims to be a Service Member with a military unit that is being deployed abroad. The scammer

uses the pending deployment to explain the need for a quick sale and, hence, the below market sales price. The scammer insists that money changes hands quickly using some untraceable and irrevocable means such as Western Union, MoneyGram or gift cards. Unsurprisingly, the merchandise is never received and the scammer is not heard from again.

ADVANCE FEE SCHEME

These schemes defraud potential victims by promising big profits in exchange for help in moving large sums of money (or gold, oil, or some other commodity or contraband). Claiming to be high-ranking or well-placed government/military officials or the surviving spouse of former government leaders, the perpetrators offer to transfer significant amounts of money into the victim's bank account in exchange for a small fee. Some use photographs and biographical information of high-profile American military officials obtained from the Internet. Scammers that receive payment are never heard from again.

FACEBOOK

Facebook, Inc. is the top rated online social media and social networking service company based in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. There are approximately 2.6 billion Facebook users worldwide. Facebook is the predominant social media platform that social engineers will use to conduct research on their targets. Configuring Facebook for a more secure social networking experience. This step by step guide is designed to provide the most privacy configurations for Facebook.

Settings

To access your **Settings** at the top of your Facebook page, select the upside down **Arrow**.

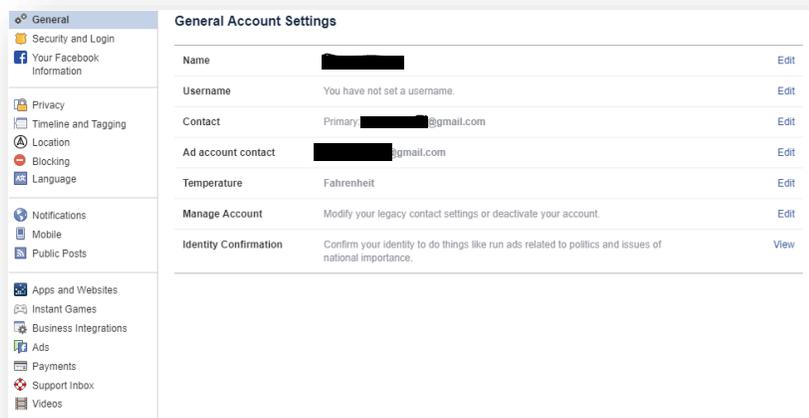


General Account Settings

General Account Settings are used to configure your basic information within your Facebook profile. There are more advanced features to your information that will be covered in this handbook.

To access General account settings:

1. Click  at the top right of any Facebook page.
2. Click Settings.
3. Click **General**.



NAME

You can change the name of your Facebook account to just about anything; however, Facebook's rules require that the name be your actual name. In Facebook's own words, "Facebook is a community where everyone uses the name they go by in everyday life. This makes it so that you always know who you're connecting with and helps keep our community safe." Facebook, and likely every other social networking site, does not make a serious effort to verify anyone's identity.

The alternate name feature can be used for an unmarried name so friends can locate you (e.g., Susan Smith (Jones) or a nickname or diminutive of your given name). Once a name change is made, you are required to wait a period of time before another name change can be made.

1. Click  at the top right of any Facebook page.
2. Click Settings.
3. Click **General**.
4. Select **Name**.
5. Make changes as necessary and click **Review Change**.



Name

First

Middle

Last

Please note: You won't be able to change your name within the next 60 days. Make sure not to add any unusual capitalization, punctuation, characters, or random words. [Learn more.](#)

Other Names

6. Facebook presents a preview of how your name change will appear on your timeline.
7. Check an acceptable variant, enter your password, and click **Save Changes**.



EMAIL

When you created your Facebook account, your registration was verified through email or text message. That means that Facebook sent an email message to the email address you provided. That email message had a web link you had to click to verify your email address. This is also where you change your email address if the address you registered with Facebook is disabled or retired for any reason or if you want to receive emails in a different mailbox.

To change your email, from the General Account Settings menu:

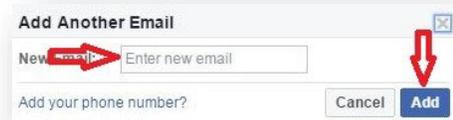
1. Click  at the top right of your Facebook page.
2. Click **Settings**.
3. Click **General**.
4. Click **Contact**.



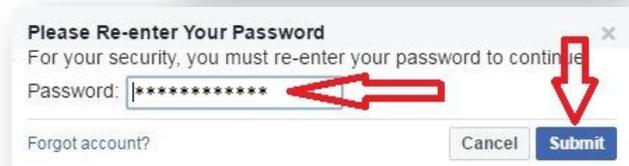
5. Click **Add another email or mobile number**.



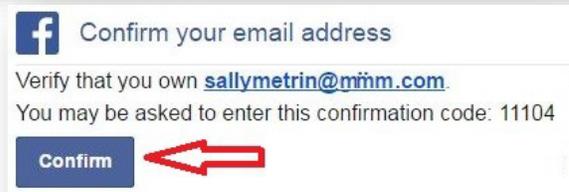
6. Enter a new **email address** in the box.
Click **Add**.



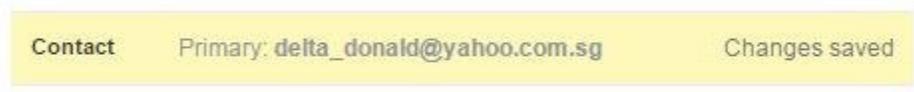
7. Enter your password and click **Submit**.



8. Facebook will send an email to the new email address confirming the change and a notification of the change to the email address of record. It will look like this. Click **Confirm**.



9. Return to the General Settings area. If



you see this message, the changes were successful.

DELETE AN EXISTING EMAIL

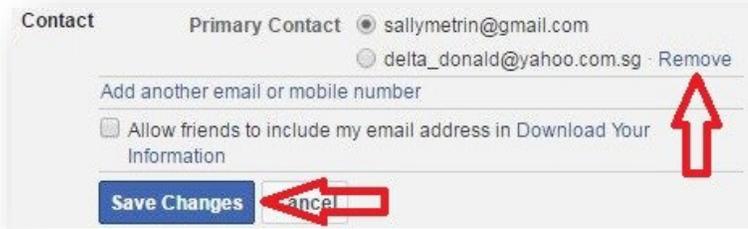
Facebook will not allow the removal of an email if it is the primary email or it is the only email. If you do not have a secondary email, you must add one. Follow the instructions in the section immediately above to add a secondary email address. Then, to delete an email address, from the General Settings menu:

1. Click  at the top right of your Facebook page.
2. Click **Settings**.
3. Click **General**.
4. Click **Contact**.



5. Click **Remove** next to the address you want to remove.

6. Click **Save Changes**. If you have chosen to remove an email address and save changes, you will receive an email at the removed email address notifying you of the change.



Manage Account

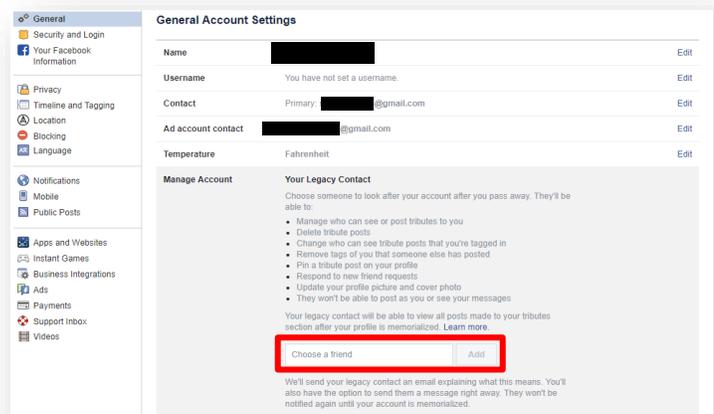
Under the Manage Account Settings you can choose to deactivate your account, delete your account after your death, or assign someone to look after your account in the event you passed away. The designated person can:

1. Manage who can see or post tribute to you.
2. Delete tribute posts.
3. Change who can see tribute posts that you are tagged in.
4. Remove tags of you that someone else has posted
5. Pin a tribute post to your profile.
6. Respond to new friend requests.
7. Update your profile picture and cover photo.
8. Most importantly they will not be able to pretend to be you or see your messages.

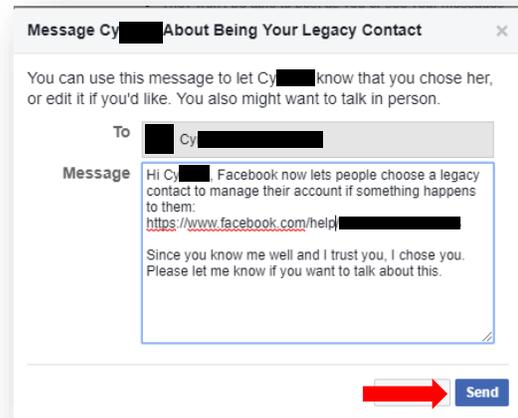
STEPS TO DESIGNATE A FRIEND TO MANAGE YOUR ACCOUNT.

1. Click  at the top right of your Facebook page.
2. Click **Settings**.
3. Click **General**.

4. Select **Manage Account**.
5. Type in the name of your friend.
6. Click **Add**.

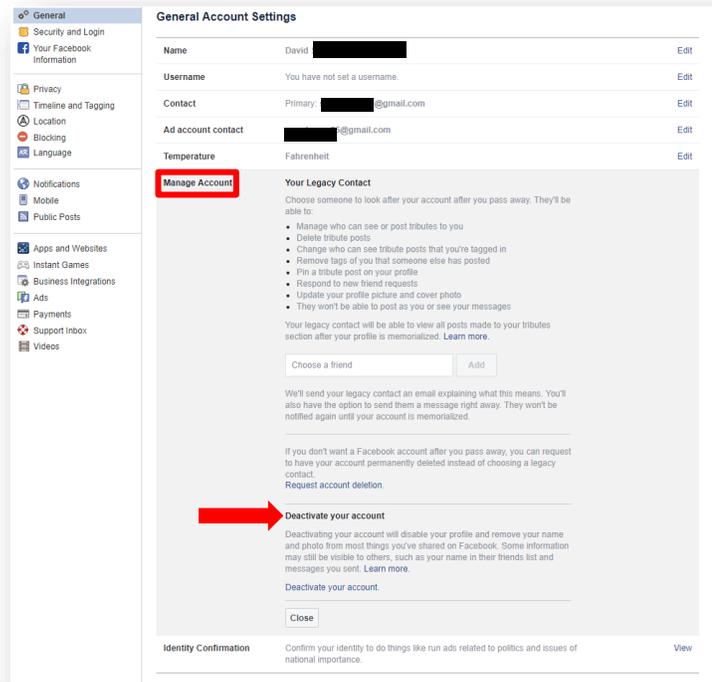


7. A window will appear that will send the message to your friend that you have designated them to manage your account after your death.
8. Read the Message and Click **Send**.

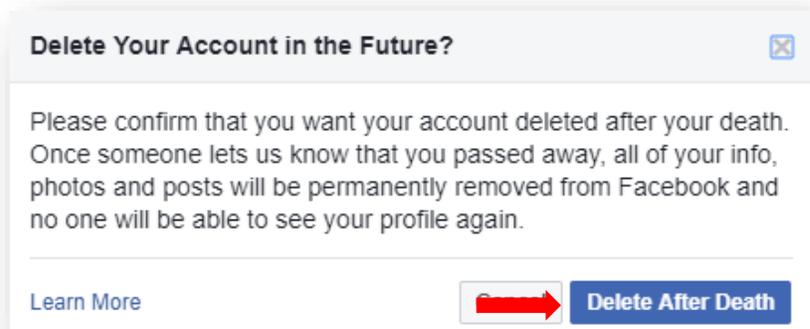


HOW TO REQUEST YOUR ACCOUNT BE DELETED AFTER YOUR DEATH.

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **General**.
4. Select Manage Account and **Request account deletion**.



5. A dialog box will appear.
6. Select **Delete After Death**.

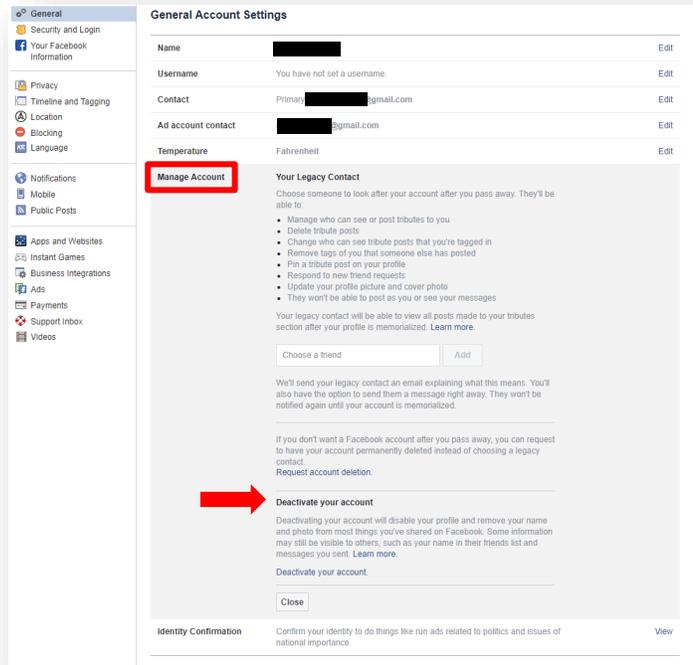


If you change your mind at any point, you can go back into the settings and select **Keep Your Facebook Account**.

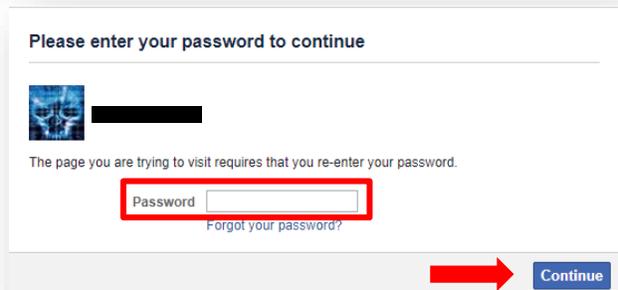
HOW TO DEACTIVATE YOUR ACCOUNT

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **General**.
4. Select **Manage Account**.
5. Click **Deactivate Your Account**.

Note: Deactivating your account will only disable your account and prevent your name and photo from being searchable. **It will not delete your account or content.**



6. You will be prompted to enter your password to deactivate your account.
7. Click **Continue**.



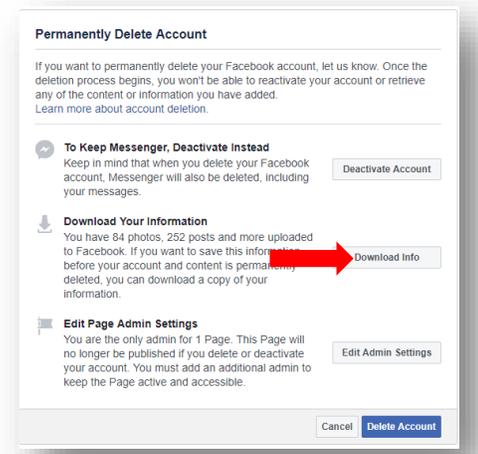
HOW TO DELETE YOUR ACCOUNT

Before deleting your account, you may want to log in and download a copy of your information (like your photos and posts) from Facebook. After your account has been deleted, you won't be able to retrieve anything you've added.

To permanently delete your account:

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Select Your Facebook Information.
4. Select Delete Your Account and Information, then click Delete My Account.
5. You will be given three options:
 - To Keep Messenger, Deactivate Instead

- Download Your Information
 - Edit Page Admin Settings
6. Enter your password, click **Continue** and then click **Delete Account**.



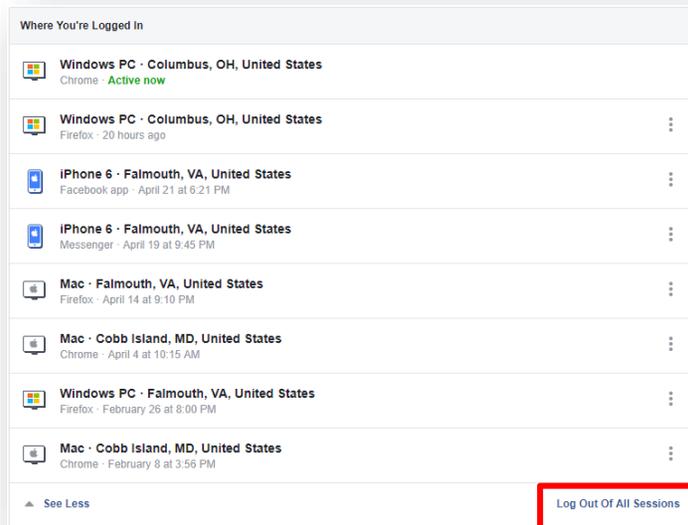
Facebook has implemented an option of **Identity Confirmation** under the **General Account Settings**. It is recommended that you **DO NOT** enable this feature. Facebook is requesting a copy of your driver's license, birth certificate, passport, medical bill, green card, etc., as a means to verify the validity of your account in the happenstance that you're locked out or if your account is hacked. The security risk associated with doing this is the reliance that Facebook will keep your information secure.

Security and Login

Under this setting you have the option to select 3 to 5 friends as your Trusted Contacts to help you if you get locked out of your account, see what devices have been used to login to your account, change your password, implement Two-Factor Authentication (highly recommended), and establish extra security. Your Trusted Contacts can also assist with advanced options such as receiving encrypted email notification from Facebook, recover external accounts, and see a history of emails from Facebook. This handbook is going to focus on Where You're Logged In, Password Management, and Two-Factor Authentication.

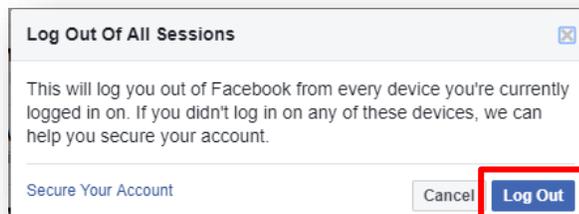
WHERE YOU'RE LOGGED IN

This is a very useful feature that will show you what type of devices have logged into your Facebook account, the type of browser that was used, and the time, date and location of the activity. This is also a very useful feature to identify if there are devices that you do not recognize that have logged into your account.



It is highly recommended that you review this section quite frequently and log out each session on each device. If you choose to do so, you can use this section to log out of all sessions by selecting **Log Out Of All Sessions**.

A dialog box will appear requesting confirmation. Select **Log Out**.



PASSWORDS

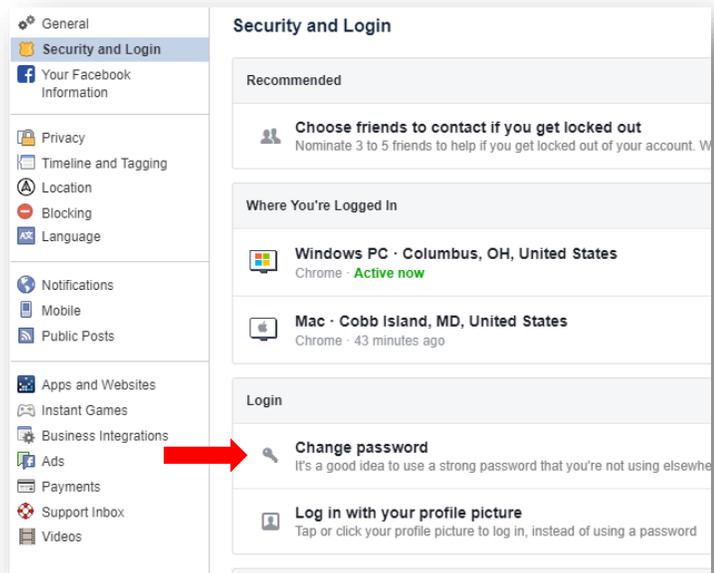
Passwords, secret elements of authentication, are on the front line of defense preventing people and automated tools from illegally accessing your online accounts. Therefore, your choice of password and the frequency with which you change it are important security considerations. A password, however, need not be limited to a word. It can be a passphrase. A passphrase is a string of characters that form a phrase. An example might be, "The song remains the same" or "I'll see you on the dark side of the moon". Passphrases are generally easier to remember than complex passwords and more likely to survive a dictionary attack than is a password. Guidelines for passwords to avoid, especially if you are a public figure or in a situation where much of your personal information is in the public domain, include:

1. Your name or any permutation of your name

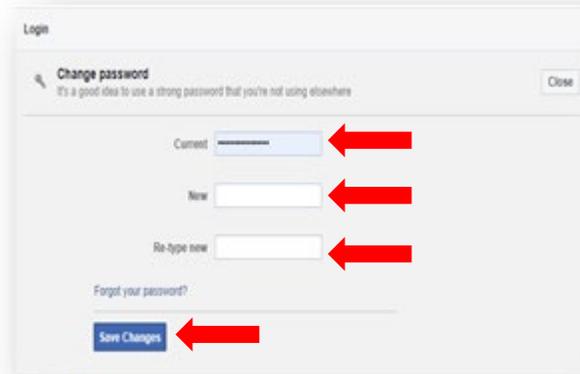
2. Your user ID or any part of your user ID
3. Common names
4. The name of any relative, child, or pet
5. Your telephone number, social security number, date of birth, or any combinations or permutations of those
6. Vehicle license plate numbers, makes, or models
7. The school you attended
8. Work affiliation
9. The word "password" or permutations including "password" prefixed or suffixed with numbers or symbols
10. Common words from dictionaries, including foreign languages
11. Common dictionary word permutations
12. Names or types of favorite objects
13. All the same digits or all the same letters or letter sequences found on keyboards (e.g., QWERTY)

HOW TO CHANGE YOUR PASSWORD

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Security and Login**.
4. Select **Change Password**.

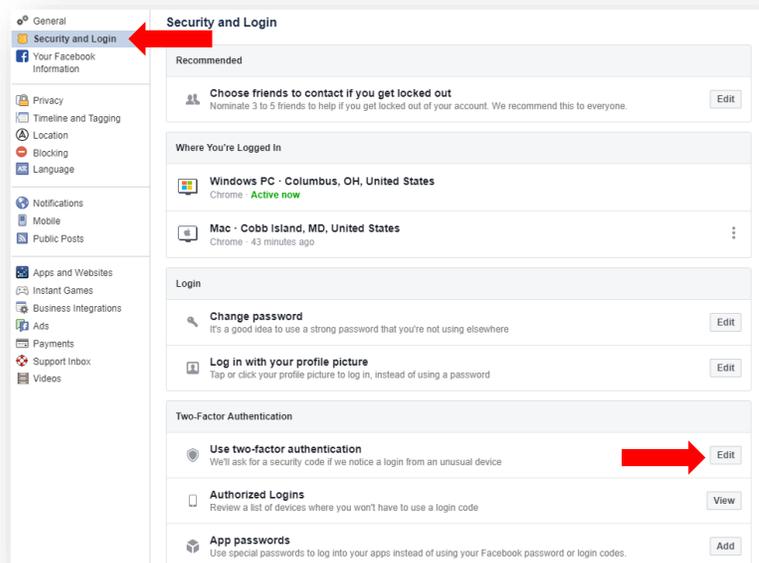


5. Enter your current password.
6. Enter your new password or passphrase.
7. Re-enter your new password or passphrase for verification.
8. Click **Save Changes**.

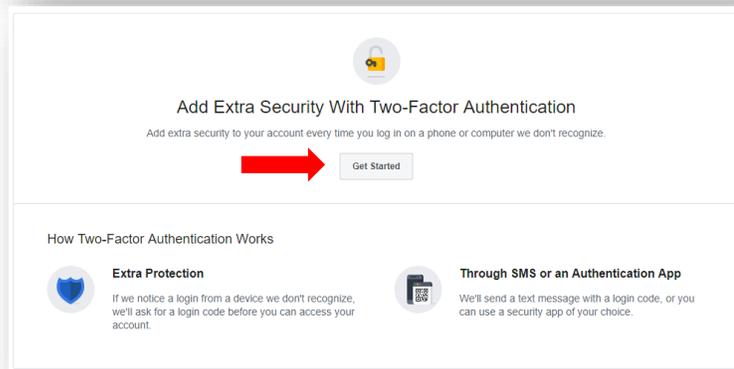


HOW TO SET UP TWO-FACTOR AUTHENTICATION

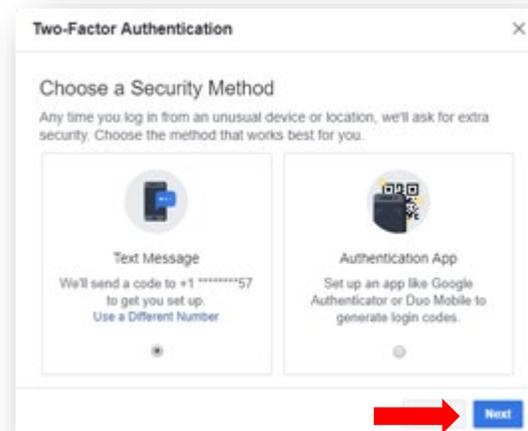
1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Security and Login** in the left column.
4. Click **Edit** in the use two-factor authentication.



5. Select **Get Started**.



6. Enter your password.
Note: If you are doing this from a device that Facebook does not recognize it will prompt you to verify your account. The easiest method is to choose images of your friends.
7. Choose Your Security Method and click **Next**. It is recommended that you use your phone number to receive a text message.



SECURITY LOGIN ALERTS

This is an effective means to identify attempted compromises to your Facebook profile. When accessing your profile, after correctly entering the username/password combination, Facebook checks for the presence of a cookie on your computer. That cookie identifies the browser as one from which you have accessed Facebook before. If the cookie is found, the login proceeds without further interaction. If the cookie is absent or incorrect, Facebook will ask the user if information about the browser should be saved AND sends a text message or email to the addresses of record indicating a login from an unknown browser. If you elect to use text messages, you will be required to provide Facebook with the number of your mobile device.

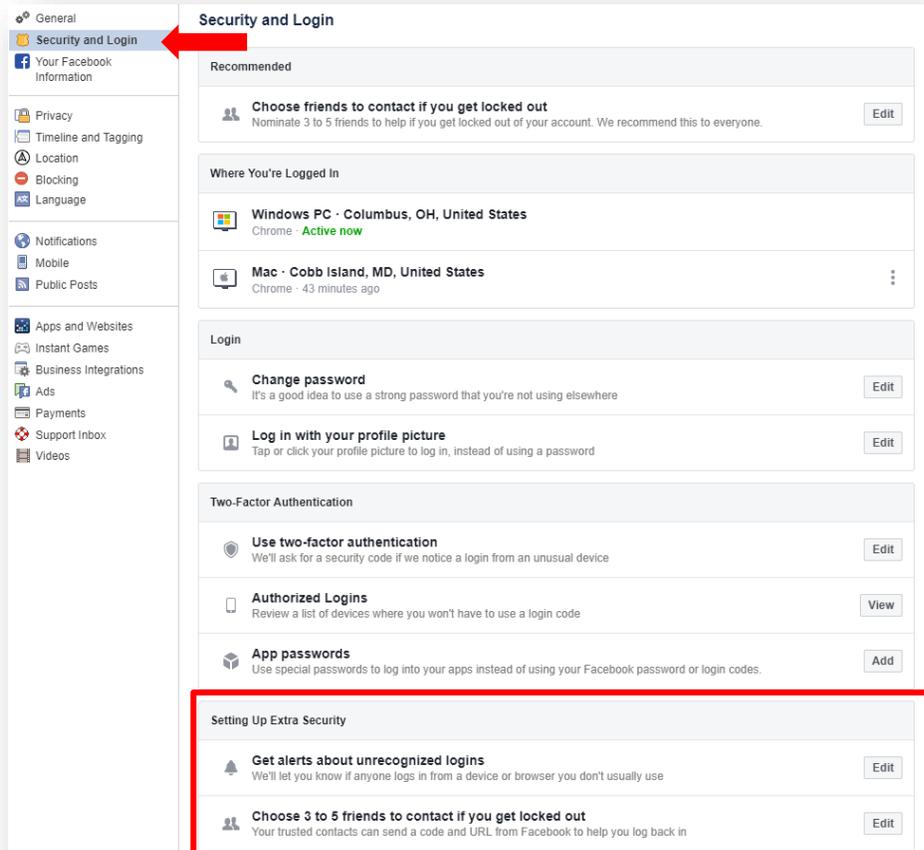
If this browser is unrecognized, you will encounter a Facebook challenge asking if you want to **Remember Browser**. Do not save that browser information unless you are using a computer you have control over and will use again. If by chance you mistakenly opt to save the browser or there is a browser you have previously saved but know you will not use again in the future, you can delete that browser by following the instructions in the section **Recognized Devices**.

Login Alerts is not double authentication. If the correct username/password combination is entered, the user will be allowed access to the profile. The defensive benefit of Login Alerts is the email or text message notifying you of the access. If you receive a login alert and did not log in, you should immediately change your password and take immediate steps as outlined in the sections

Login Alerts will not work if your browser is configured to refuse cookies or if your browser clears its cache when it closes. If your browser is set to refuse cookies or clear cache when exiting, it is best to leave these settings as they are and not use the Login Alerts feature.

HOW TO SET UP EXTRA SECURITY

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Security and Login**.
4. Select Setting up Extra Security.



The screenshot shows the Facebook 'Security and Login' settings page. The left sidebar contains various settings categories, with 'Security and Login' highlighted and a red arrow pointing to it. The main content area is divided into several sections: 'Recommended' (with 'Choose friends to contact if you get locked out'), 'Where You're Logged In' (listing 'Windows PC' and 'Mac'), 'Login' (with 'Change password' and 'Log in with your profile picture'), 'Two-Factor Authentication' (with 'Use two-factor authentication', 'Authorized Logins', and 'App passwords'), and 'Setting Up Extra Security' (with 'Get alerts about unrecognized logins' and 'Choose 3 to 5 friends to contact if you get locked out'). The 'Setting Up Extra Security' section is highlighted with a red border.

5. Under **Setting Up Extra Security**, select **Get Alerts About Unrecognized Login**

Setting Up Extra Security

Get alerts about unrecognized logins Close

We'll let you know if anyone logs in from a device or browser you don't usually use

Get an alert when anyone logs into your account from an unrecognized device or browser.

Notifications

Get notifications
 Don't get notifications

Messenger

Get notifications
 Don't get notifications

Email

Email login alerts to [redacted]@gmail.com
 Don't get email alerts

[Add another email or mobile number](#)

Save Changes

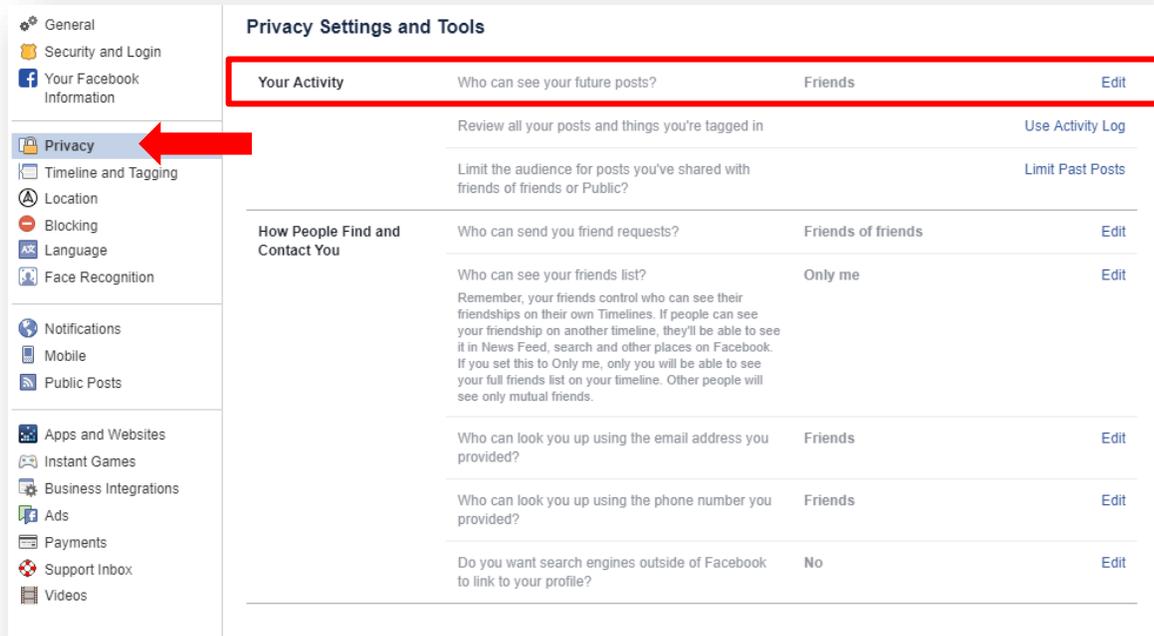
6. Select **Get notifications**. Here you will have three options:
 - Facebook Notifications
 - Facebook Messenger Notifications
 - Email Notification.
7. Select **Email** and click **Save Changes**.
8. Email notices will be sent to your email on file with Facebook.

Privacy Settings and Tools

This option is where you will maximize your privacy settings. In this section you can limit who can see your Activity and how people can Find You and Contact You. The following steps will maximize your privacy on Facebook.

YOUR ACTIVITY

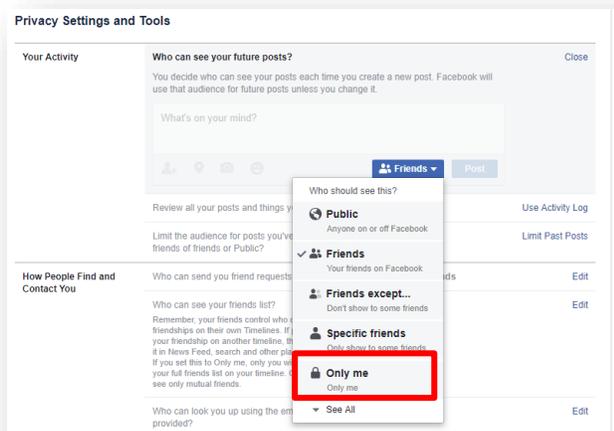
In the **Your Activity** section you will want to edit **Who Can See Your Future Posts** and **Limit the audience for posts you've shared with friends of friends or Public**.



HOW TO CONFIGURE YOUR ACTIVITY SETTINGS

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Privacy**.
4. Under the Activity Section, select **Who Can See Your Future Posts**.
5. Click on the **Friends** box.

From here you will select your audience. It is recommended that a minimum, you select **Friends**. For maximum privacy, select **Only_Me**. It is important to note that if you select **Only_Me**, no one will see your posts.

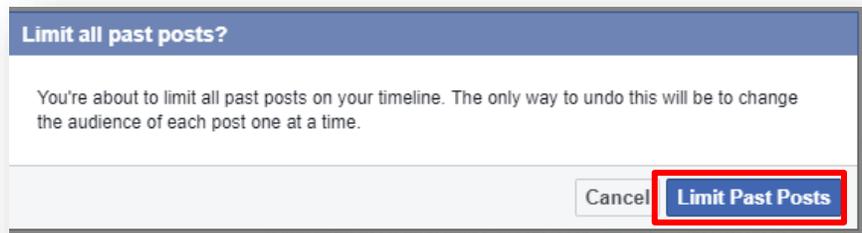
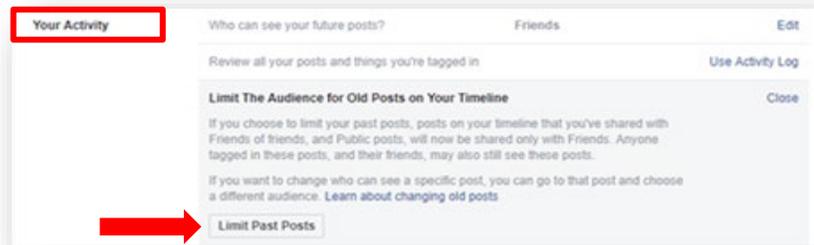


Limit Past Posts

You may want to limit your past posts. If your timeline is accessible to the public, social engineers will scour your entire timeline to garner any valuable information on you, such as birthday wishes, anniversary wishes, places you have visited, etc. You will learn how to secure your timeline in the **Timeline and Tagging Section**.

HOW TO LIMIT PAST POSTS

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Privacy**.
4. Under Your Activity, click on the **Limit Past Posts**.
5. A dialog box will open, select **Limit Past Posts**.



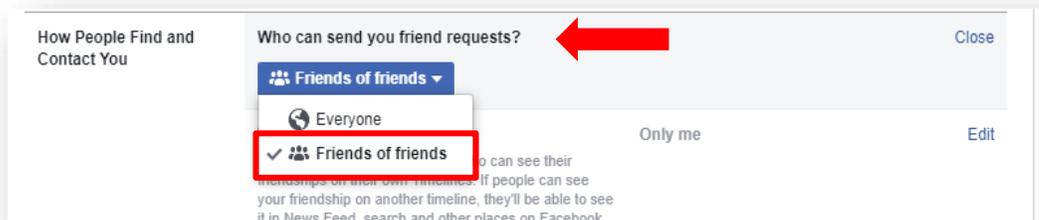
HOW PEOPLE CAN FIND YOU & CONTACT YOU

Under this setting you control who can send friend requests, who can see your friends list, who can search for you using your email address registered with Facebook, who can search for you using your phone number registered with Facebook, and if you want to let search engines outside of Facebook link to your Facebook account. Depending on the level of privacy and security you wish, the below steps are configured to maximize your privacy.

WHO CAN SEND YOU FRIEND REQUESTS?

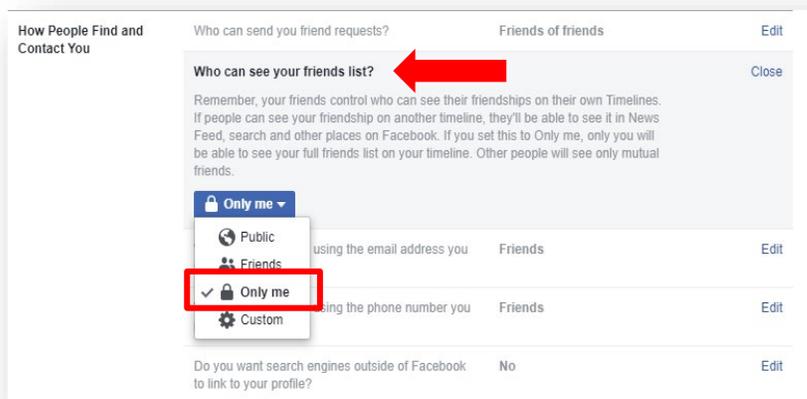
1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Privacy**.
4. Under **How People Find and Contact You**, select Who can send you friend requests.

5. Click on the **Audience Button** and choose **Friends of Friends**.



WHO CAN SEE YOUR FRIENDS LIST?

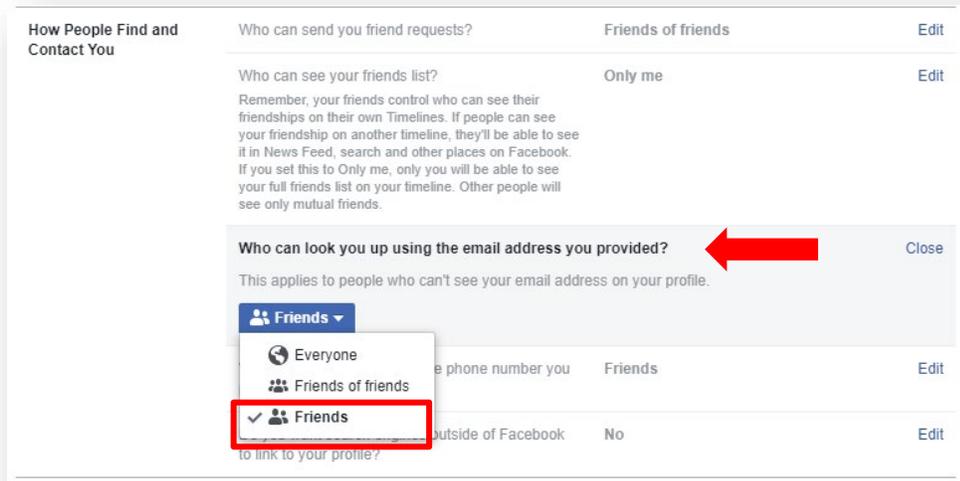
1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Privacy**.
4. Under **How People Find and Contact You**, select **Who can see your friends list**.
5. Click on the **Audience Button**.



6. Select **Only Me**. This will prevent your friends list from being seen by the public.

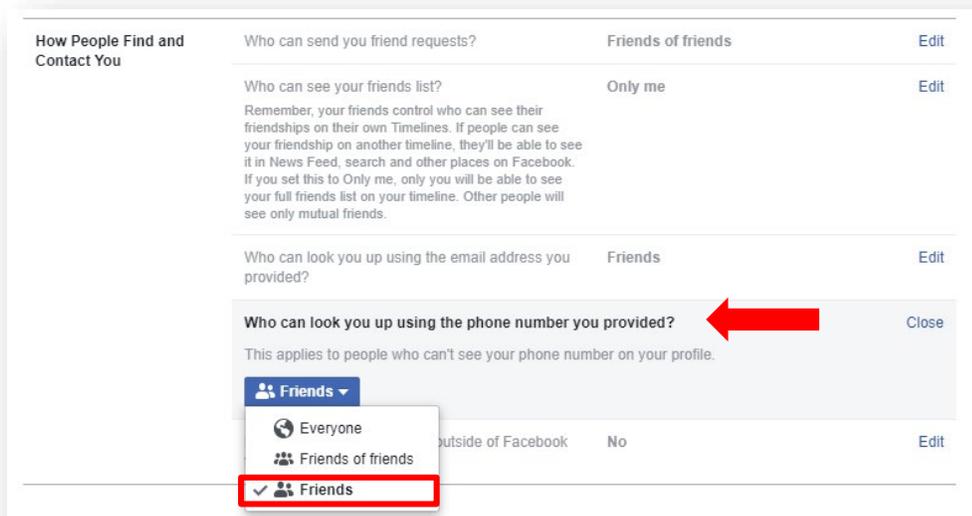
WHO CAN LOOK YOU UP USING YOUR EMAIL ADDRESS?

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Privacy**.
4. Under the **How People Find and Contact You**, select **Who can look you up using your email address**.
5. Click on the **Audience Button** and select **Friends**.



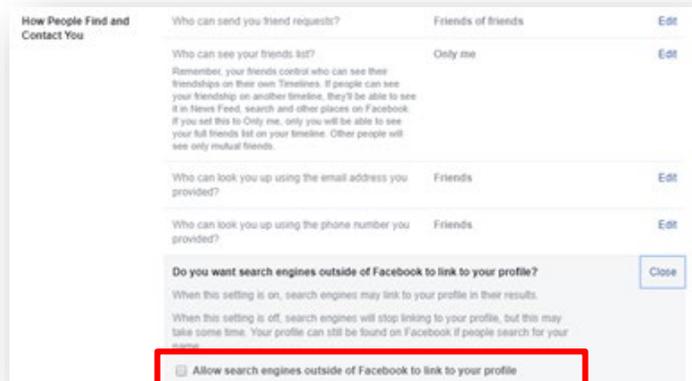
WHO CAN LOOK YOU UP USING YOUR PHONE NUMBER?

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Privacy**.
4. Under the **How People Find and Contact You**, select **Who can look you up using your phone number**.
5. Click on the **Audience Button** and select **Friends**.



DO YOU WANT SEARCH ENGINES TO LINK TO YOUR FACEBOOK ACCOUNT?

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Privacy**.
4. Under the **How People Find and Contact You**, in the **Do you want search engines outside of Facebook to link to your profile** section, make sure the box **Allow Search Engines Outside of Facebook to Link to Your Profile** is not enabled.



Timeline and Tagging Settings

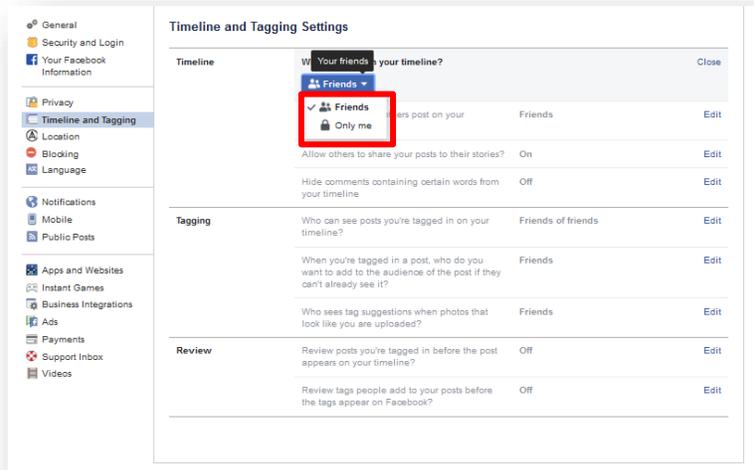
Limiting the visibility of past and future posts to just friends is the best way to limit access to items on your timeline to people with whom you have a trust relationship. This assumes that people on your friends list are in fact the people they purport to be. Social engineering is a reality and Facebook does not make a serious effort to verify the identity of new subscribers.

HOW TO CHANGE TIMELINE SETTINGS

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. In the **Timeline and Tagging Settings** section, under **Timeline**, select **Who can post on your timeline**.

4. Click on the Audience Button and select **Friends**.

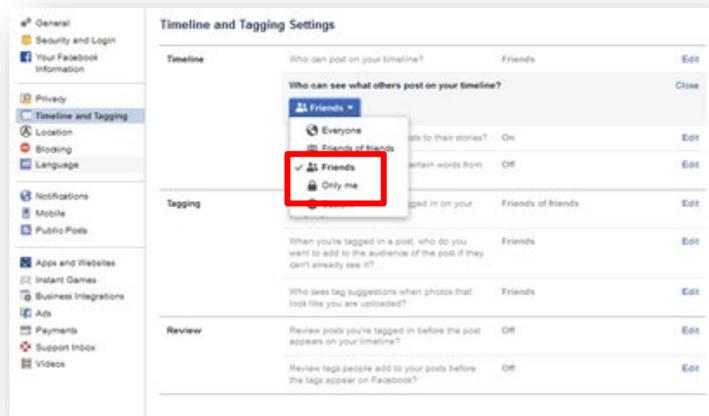
For maximum privacy select **Only Me**.



WHO CAN SEE WHAT OTHERS POST ON YOUR TIMELINE.

It is important to note that friends of friends can see what is posted on your timeline. To change this feature, follow these steps.

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Timeline and Tagging**.
4. Under **Timeline**, select **Who can see what others post on your timeline**.
5. Select the **Audience Button**, and choose **Friends** or **Only Me**.

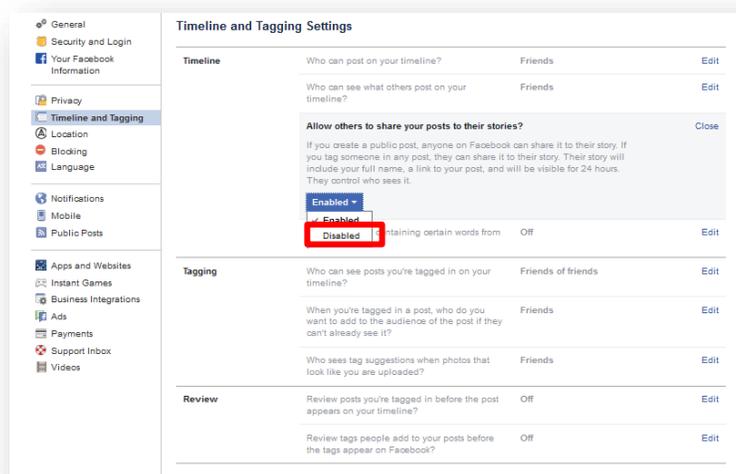


ALLOW OTHERS TO SHARE YOUR POSTS TO THEIR STORIES.

This is another social networking feature that allows your friends to share your posts on their timeline. Much like other features, if your friends are able to share your story, then their friends and friends of their friends can do the same. This is a valuable tool that social engineers rely on to harvest information about you. By default, Facebook enables this feature. To change this setting, follow these steps:

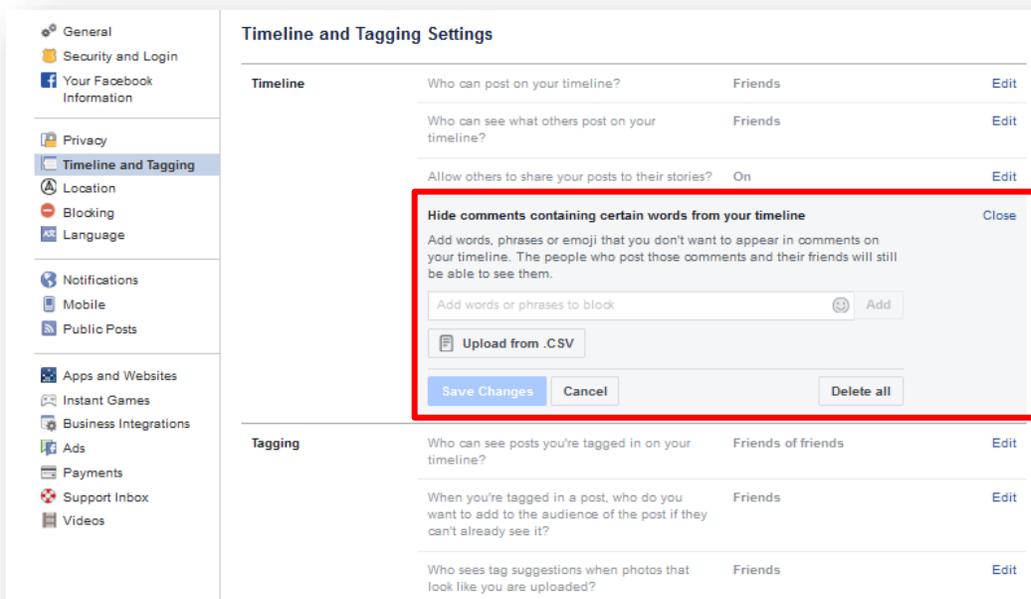
1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Timeline and Tagging**.

4. Under Timeline, select **Allow others to share your posts to their stories.**
5. Select the **Audience Button**, and choose **Disabled.**



HIDE COMMENTS CONTAINING CERTAIN WORDS FROM YOUR TIMELINE.

This is a great feature to enable in order to prevent certain content that you do not want to see on your timeline. For example, if you have a friend that is constantly posting sexually explicit or vulgar language with their posts, you can create a “banned word” or “emoji” list which will scan all posts to your timeline. If a banned word or emoji is identified, the post will not appear on your timeline. You do not have to enable this feature but if you have concerns, this is worth the time to build a list.



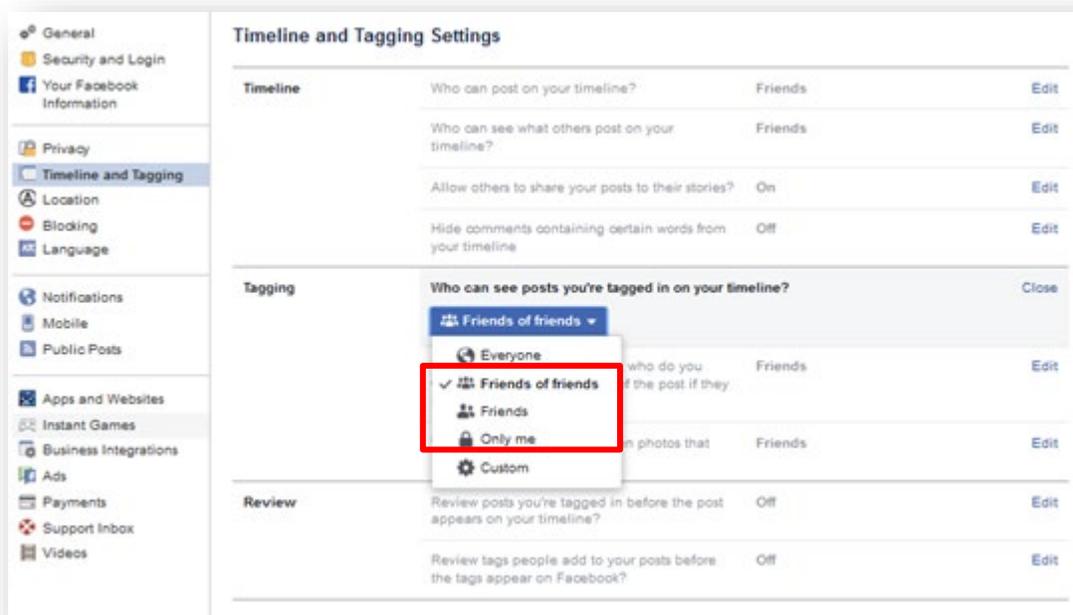
Tagging

Originally, tagging could only be done with photos. However, now users are able to tag any type of Facebook post. Tagging basically involves attaching a friend's name to one of your posts. When someone is tagged in a post, a “special kind of link” is created that will link to your Facebook account. The privacy problem is that once you are tagged in a photo or a post and the user's privacy settings are set to public, the post will show up on your timeline and in the news feed of your friends and their friends.

HOW TO CHANGE TAGGING SETTINGS

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Under **Tagging**, select **Who can see posts you're tagged in on your timeline**.
4. Select the **Audience Button**, and choose **Friends of Friends**, **Friends**, or **Only Me**.

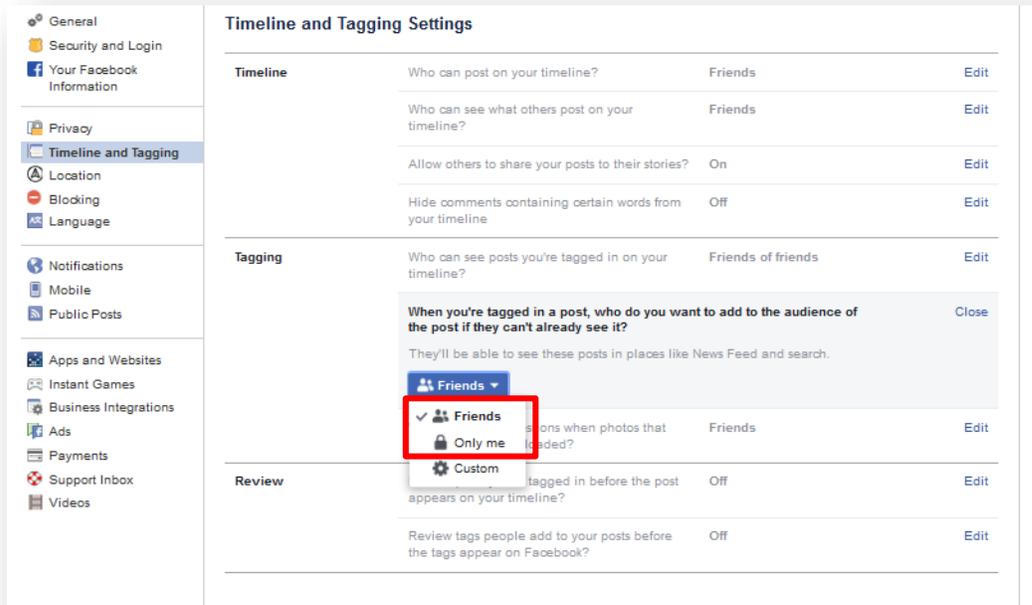
Note: This is a privacy choice you have to make. It is recommended that at minimum, you should select **Friends**



WHEN YOU'RE TAGGED IN A POST, WHO DO YOU WANT TO ADD TO THE AUDIENCE OF THE POST IF THEY CAN'T ALREADY SEE IT?

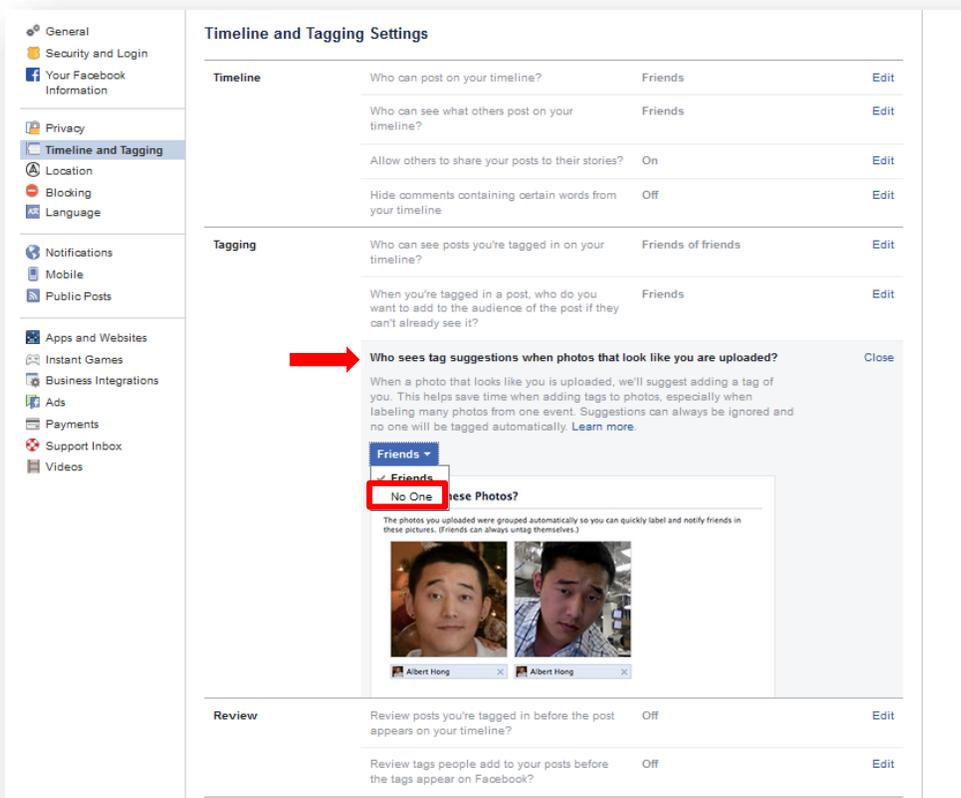
People who are tagged will be able to see the post, but other people who aren't tagged won't necessarily see it. If you'd like all your friends or a custom friends group to be able to see other friends' posts you're tagged in even though they haven't been tagged in them, you can set this up with this option.

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Timeline and Tagging**.
4. Under **Tagging**, select **When you're tagged in a post, who do you want to add to the audience of the post if they can't already see it?**
5. Select the **Audience Button**, and choose **Friends** or **Only Me**.



WHO SEES TAG SUGGESTIONS WHEN PHOTOS THAT LOOK LIKE YOU ARE UPLOADED.

Facebook created this optional feature where Facebook will suggest adding a tag to an uploaded photograph. In essence, the Facebook algorithm will make the suggestion of who they think the name of person is in the photograph. Facebook advertises this as tool to help you save time. It is recommended that you do not tag people in your photographs. The suggestion will appear and you have the option to ignore the suggestion but best practice would be to set this feature to **Only Me**.



1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Timeline and Tagging**.
4. Under Tagging, select **Who sees tag suggestions when photos that look like you are uploaded**.
5. Select the **Audience Button**, and choose **No One**.

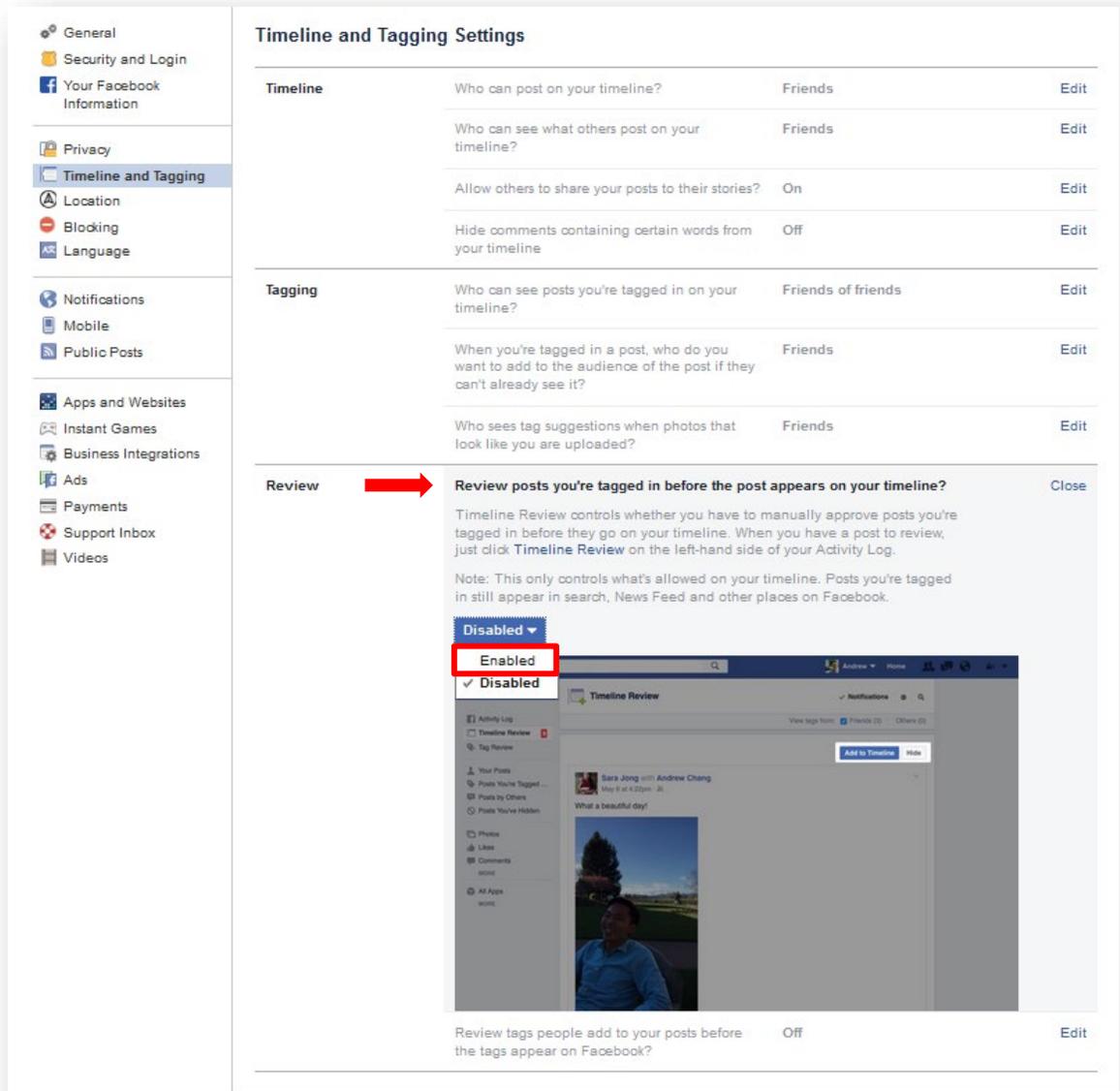
Review

This is a feature everyone should take advantage of. Facebook has given you the ability to review any post that you are tagged in, before allowing it to appear on your timeline.

REVIEW POSTS YOU'RE TAGGED IN BEFORE THE POST APPEARS ON YOUR TIMELINE.

Enable this feature if you don't want photos you've been tagged in to go on your own timeline before you approve each of them. You can reject the tag if you don't want to be tagged. This can be a useful feature for avoiding unflattering photos from suddenly showing up on your profile for all your friends to see.

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Timeline and Tagging**.
4. Under **Review**, select Review posts you're tagged in before the post appears on your timeline.
5. Select the **Audience Button**, and choose **Enabled**.



The screenshot shows the Facebook 'Timeline and Tagging Settings' page. On the left is a navigation menu with categories like General, Security and Login, Your Facebook Information, Privacy, Timeline and Tagging (highlighted), Location, Blocking, Language, Notifications, Mobile, Public Posts, Apps and Websites, Instant Games, Business Integrations, Ads, Payments, Support Inbox, and Videos.

The main content area is titled 'Timeline and Tagging Settings' and contains several sections:

- Timeline**:

Who can post on your timeline?	Friends	Edit
Who can see what others post on your timeline?	Friends	Edit
Allow others to share your posts to their stories?	On	Edit
Hide comments containing certain words from your timeline	Off	Edit
- Tagging**:

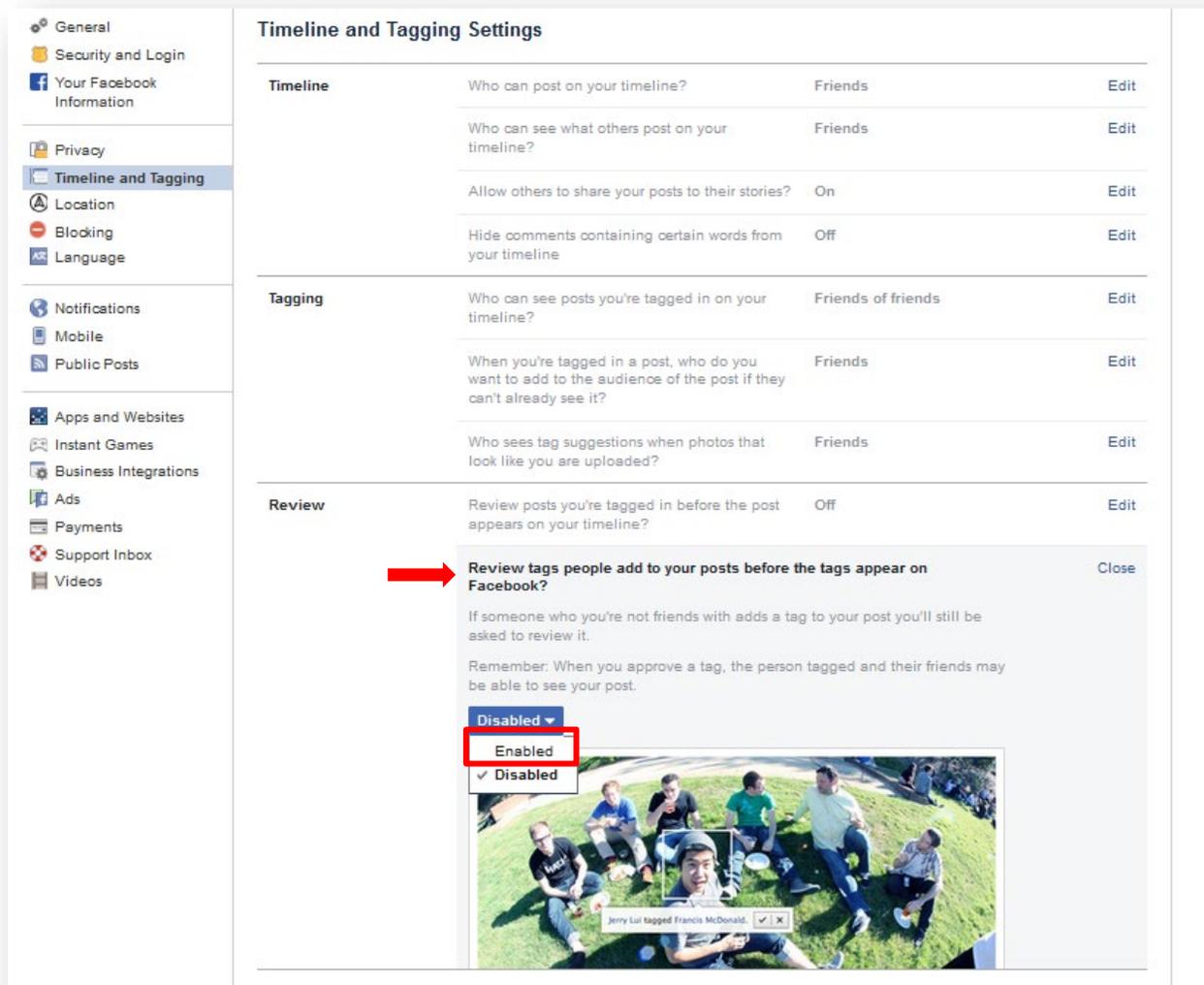
Who can see posts you're tagged in on your timeline?	Friends of friends	Edit
When you're tagged in a post, who do you want to add to the audience of the post if they can't already see it?	Friends	Edit
Who sees tag suggestions when photos that look like you are uploaded?	Friends	Edit
- Review**: A red arrow points to this section.

Review posts you're tagged in before the post appears on your timeline?	Close
<p>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, just click Timeline Review on the left-hand side of your Activity Log.</p> <p>Note: This only controls what's allowed on your timeline. Posts you're tagged in still appear in search, News Feed and other places on Facebook.</p>	
<div style="border: 1px solid #ccc; padding: 5px;"> <p>Disabled ▾</p> <p>Enabled</p> <p>✓ Disabled</p> </div>	
	
Review tags people add to your posts before the tags appear on Facebook?	Off Edit

REVIEW TAGS PEOPLE ADD TO YOUR POSTS BEFORE THE TAGS APPEAR ON FACEBOOK.

Your friends can tag themselves or you in your photos. If you want to be able to approve or reject those tags before they go live and appear on your timeline and on your friend's timeline, you just have to enable this feature.

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Timeline and Tagging**.
4. Under Review, select **Review tags people add to your posts before the tags appear on Facebook**.
5. Select the **Audience** button, and choose **Enabled**.



The screenshot shows the Facebook 'Timeline and Tagging Settings' page. The left sidebar lists various settings categories, with 'Timeline and Tagging' selected. The main content area is divided into sections: 'Timeline', 'Tagging', and 'Review'. The 'Review' section is expanded, showing a toggle for 'Review tags people add to your posts before the tags appear on Facebook?' which is currently set to 'Disabled'. A red arrow points to this toggle, and a red box highlights the 'Enabled' option in the dropdown menu. Below the settings, there is a preview image of a group of people sitting on a lawn with a tag overlay that says 'Jerry Lui tagged Francis McDonald.'

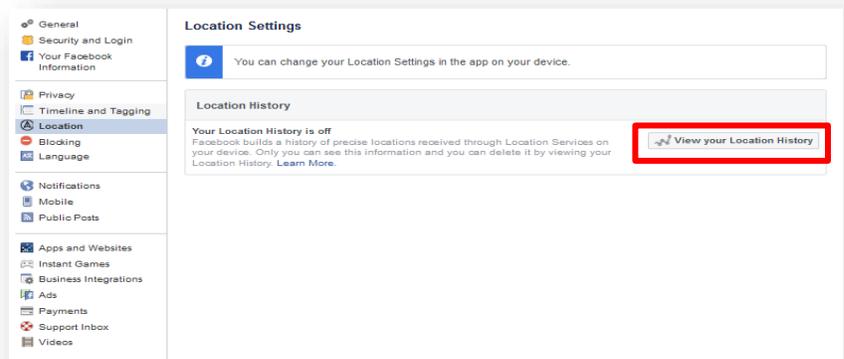
Section	Setting	Current Value	Action
Timeline	Who can post on your timeline?	Friends	Edit
	Who can see what others post on your timeline?	Friends	Edit
	Allow others to share your posts to their stories?	On	Edit
	Hide comments containing certain words from your timeline	Off	Edit
Tagging	Who can see posts you're tagged in on your timeline?	Friends of friends	Edit
	When you're tagged in a post, who do you want to add to the audience of the post if they can't already see it?	Friends	Edit
	Who sees tag suggestions when photos that look like you are uploaded?	Friends	Edit
Review	Review posts you're tagged in before the post appears on your timeline?	Off	Edit
Review tags people add to your posts before the tags appear on Facebook?		Disabled	Close

Location Settings

Location History is a setting that allows Facebook to build a history of precise locations received through Location Services on your device. When Location History is on, Facebook will periodically add your current precise location to your Location History, even if you leave the app.

You can turn off Location History at any time in your Location Settings on the **Mobile Phone** app (**See How to Turn Off Location Services in the Mobile Phone section of this handbook**). When Location History is turned off, Facebook will stop adding new information to your Location History. You can view the saved locations in your mobile phone's Location Settings. You can also delete your previously recorded location from your Location History. If you have allowed Facebook Mobile Phone app to access your location services you can delete your history in the following steps:

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Location**.
4. Select **View your Location History**.
5. Enter your password.
6. If you see your history, you can delete the record.



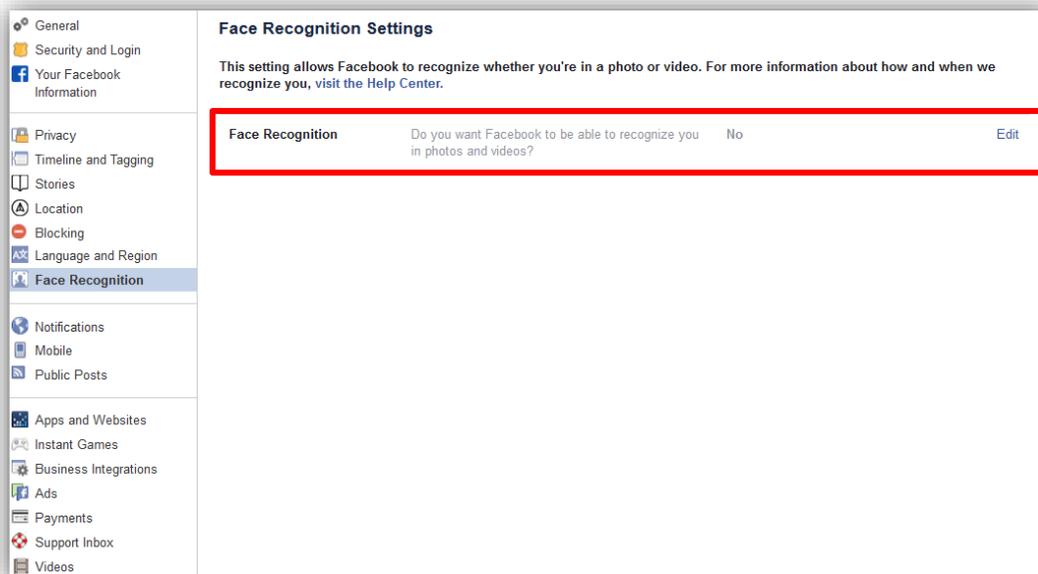
Face Recognition

Facebook recently created an additional feature to their security and privacy settings that is designed to analyze your photos and videos that they think you may be in. In order for this algorithm to work, you first have to authorize Facebook to create a unique number or “template” of you. In tech terms, this “template” is a mapping of your unique facial features (facial contours) that is later used to find photos and videos you may be in. If you choose to use this feature, Facebook will send you a notification that you may have appeared in a photo or video that a friend has posted on their timeline or vice versa. Additionally, Facebook claims that this algorithm will aid in the detection of impersonation and identity misuse. Unfortunately there is not enough information to determine if this algorithm is being used for other purposes other than providing a suggestion or notification that your image has shown up in another person’s timeline.

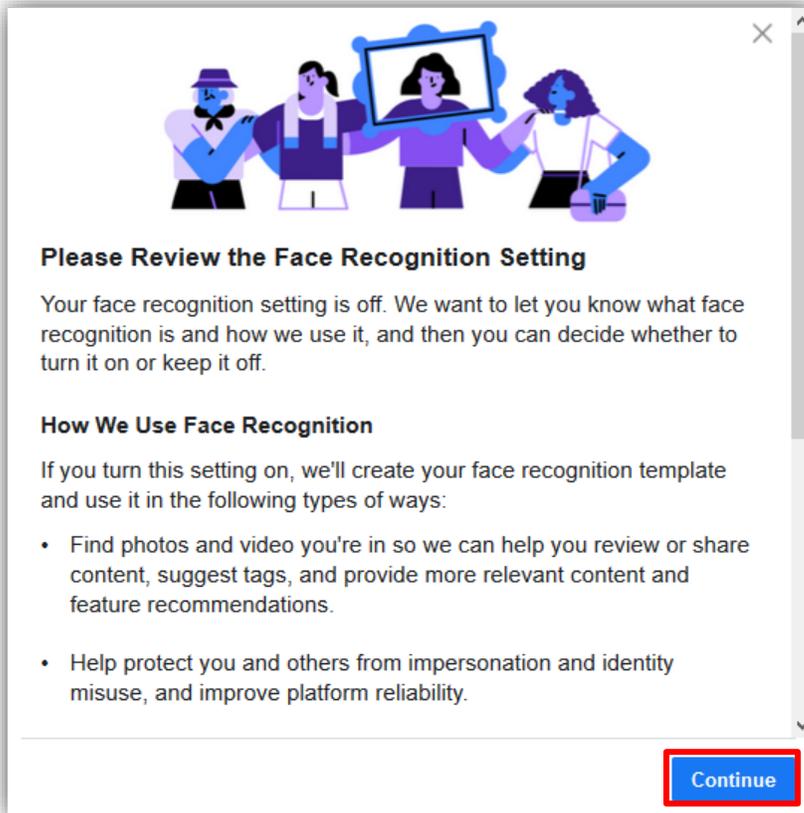
NOTE: This feature is completely the choice of the user. If you are not comfortable with activating this feature, then skip to the next section.

If you choose to turn on this feature, you can turn it off at any time. Facebook stated that they will delete your template when you deactivate this feature.

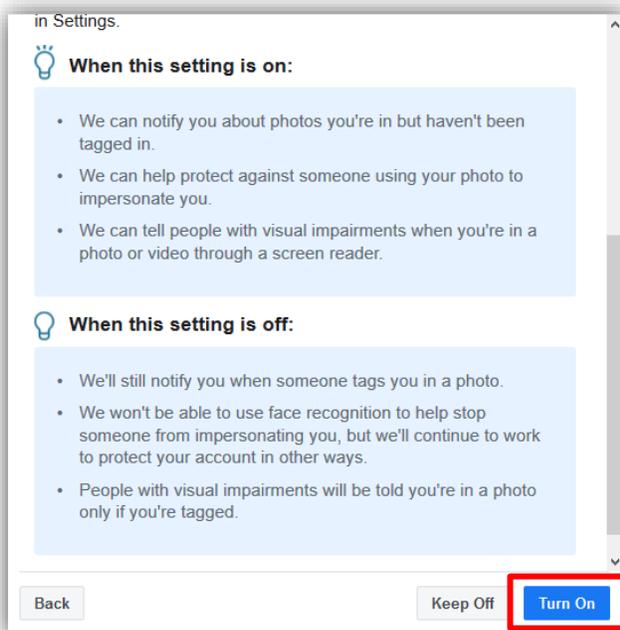
1. Click  at the top right of any Facebook page.
2. Click Settings.
3. Click on **Face Recognition**.
4. Select **Edit**.



5. A dialogue box will appear. This dialogue box will explain what Facebook will do, should you choose to activate this feature. If you decide to activate this feature, select **Continue**.



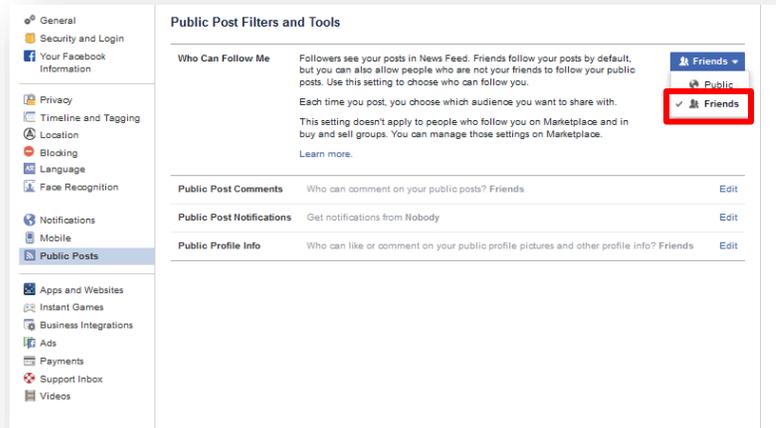
6. Another dialogue box will appear. Again, Facebook will inform you of how the feature will work. If you choose to continue, select **Turn On**. Remember, that you can turn this feature off at any time.



Who Can Follow Me

If you are an avid poster on Facebook, by default, your posts are made Public. If you leave your posts public, people who follow you will be able to see your posts. For maximum privacy it is recommended that you change this setting to **Friends** only.

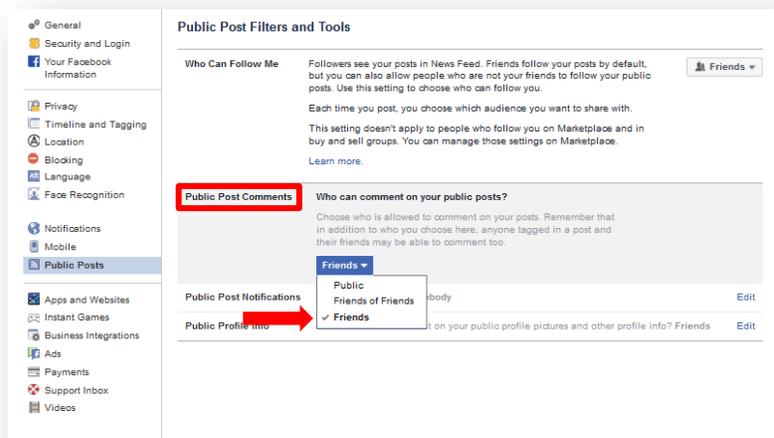
1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Public Posts**.
4. In the **Who Can Follow Me** section, select the **Audience Button** and choose **Friends**.



Public Post Comments

This feature allows you to control who can comment on your public posts. Remember, comments someone makes to your Facebook timeline will also appear on the timeline of the person who commented.

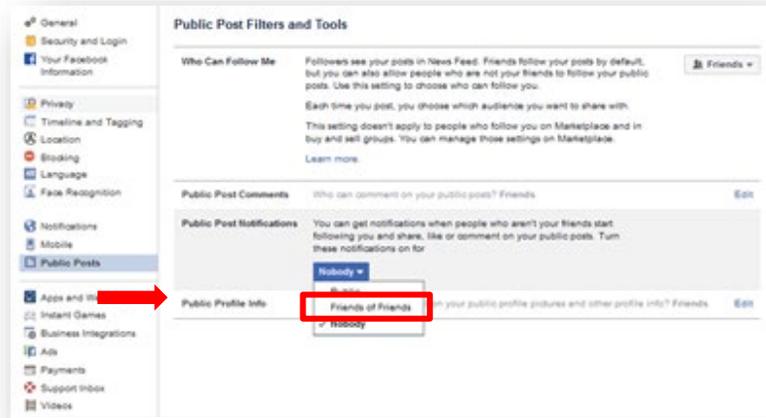
1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Public Posts**.
4. Select Public Post Comments.
5. Select the **Audience Button** and choose **Friends**.



PUBLIC POST NOTIFICATIONS

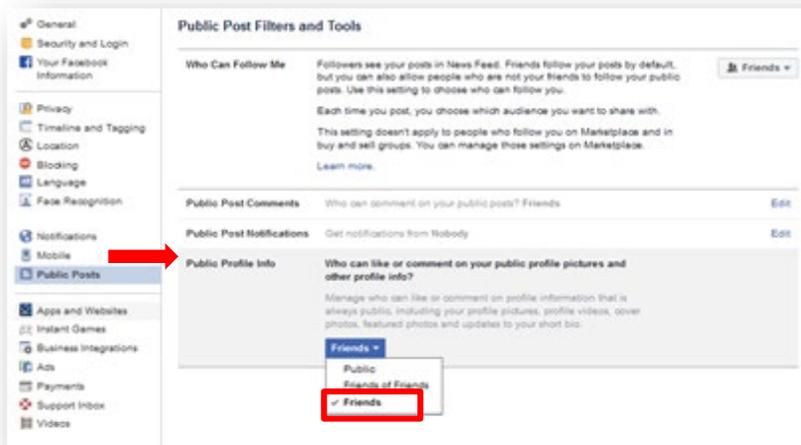
You can get notifications when people who aren't your friends start following you and share, like or comment on your public posts. To maximize your privacy, it is recommended to select nobody. This will prevent anyone who isn't your friend liking or commenting on your public posts.

1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Public Posts**.
4. Select Public Post Notifications.
5. Select the **Audience Button** and choose **Friends of Friends**.



PUBLIC PROFILE INFO

This section allows you to manage who can like or comment on your profile information that is always public. This includes your profile pictures, profile videos, cover photos, featured photos and updates to your short bio. For privacy purposes, it is recommended that you set this to friends only.



1. Click  at the top right of any Facebook page.
2. Click **Settings**.
3. Click **Public Posts**.
4. Select Public Profile Info.
5. Select the **Audience Button** and choose **Friends**.

Photos

The default setting for your profile and cover photograph is set to public. You cannot change this setting. For the rest of your photographs in your albums, you have the ability to change the audience of the photos. This can be a painstaking process because you have to go into every photograph and change the settings. Photographs provide valuable information for social engineers. It will allow them to associate family members, close friends, and specific events of your life. Even if your timeline is not open to the public, but your photographs are, social engineers can look at

who has liked or commented on your photographs. Each photograph provides a date of when it was uploaded into Facebook.

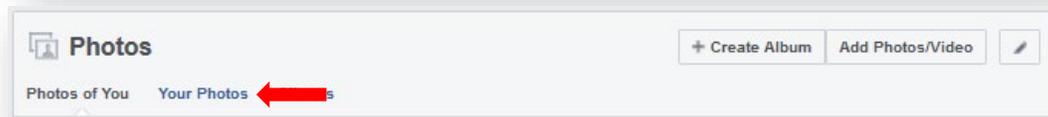
This section is going to cover how to change the audience for each photograph and how to remove and previously tagged photographs that were shared on your timeline.

HOW TO CHANGE THE AUDIENCE OF YOUR PHOTOS

1. Go to top bar of your Facebook page.
2. Click on your name. This is located at the top of the page in the blue bar.

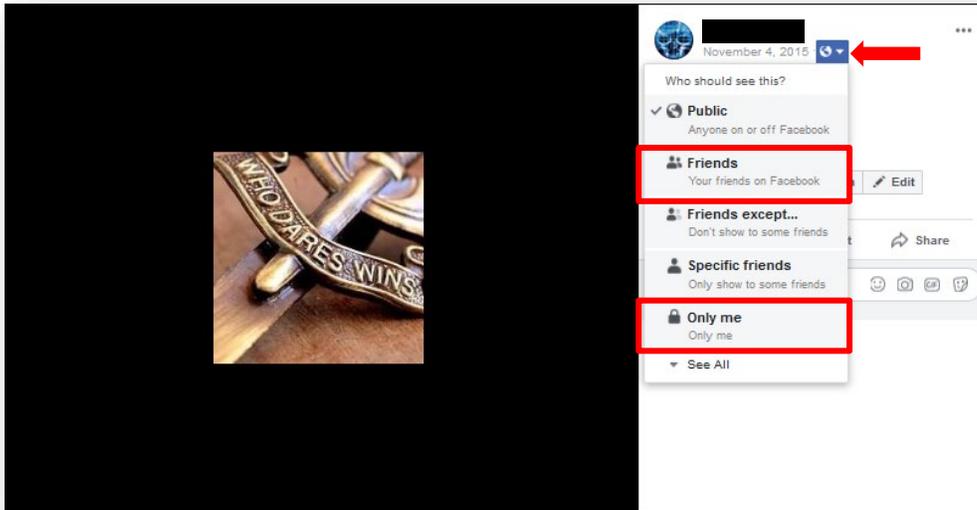


3. Click on **Photos**. (This is located at the top of the page.)
4. Under Photos, select **Your Photos**.
5. Click on any picture.
6. On the top right corner of the photograph, directly located under your name, there is an **Audience Button**. Click on the **Audience** button.
7. Choose who you want to see your photograph. It is recommended that you select **Friends** or for maximum privacy, select **Only Me**.



HOW TO REMOVE A TAG FROM A PHOTO

Your friends love to take photos and may tag you in them. If your timeline settings are set to private, this is not much of an issue because people who do not know you will not be able to see your timeline. However, if you want to hide a photo from your timeline, follow these steps.



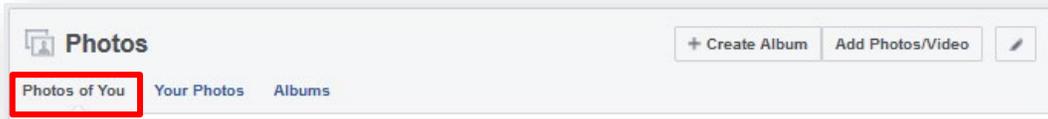
1. Go to top bar of your Facebook page.



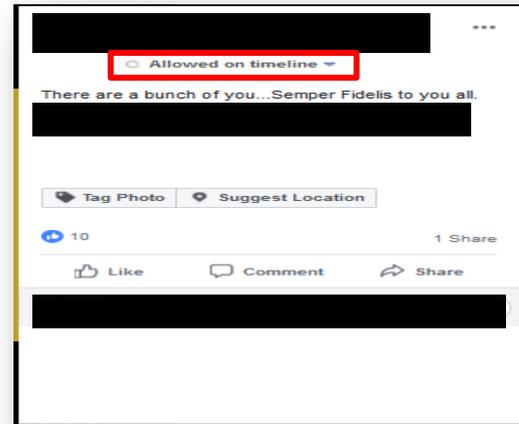
2. Click on your **Name**. This is located at the top of the page in the blue bar.



3. Click on **Photos**. (This is located at the top of the page.)



4. Under **Photos**, select **Photos of You**.
- 5.
6. Click on any picture and look for **Allowed on Timeline**.
7. Select the  next to **Allowed on Timeline**.
8. Choose **Hidden from Timeline**.



INSTAGRAM

With over 200 million active users, Instagram is the fastest growing social media network. There are over 30 billion shared photos, with 70 million photos on average uploaded daily, and there are 25 billion likes on content per day. Thus far, Instagram has the most engaged users compared to other social media platforms. Instagram users are 15 times more engaged than Facebook users, and 20 times more engaged than Twitter users. Instagram is solely based on fast and easy photo-sharing, so you have to be careful of what you post and who your audience is. Below are the pros and cons of using Instagram:

ADVANTAGES

- **Privacy Settings:** One of the greatest features of Instagram is its privacy settings. This ensures that outside users--people who are not following you--have to request your permission to see your photos. This helps ward off strangers and potential offenders who could possibly cause harm through their comments.
- **Free:** Like many other social networks, Instagram is free to sign up for and use.
- **Edit / Filters:** Instagram provides a variety of filters. These filters help in enhancing the images and add more character to them. Now there is no need for a separate editing App for basic editing and touch ups.

- **Sharing Options:** Instagram lets you share photos and videos that you create on, or import from, your mobile device. You can post them on other social networks, share them with people who follow your activity on Instagram, or send them privately to only a few specific people.

DISADVANTAGES

- **Portable:** Instagram is a service that is designed to be used with mobile devices, such as tablet computers or smart phones. It has very limited functionality on desktop computers.
- **Search Users:** It only searches for the Instagram user names and not the real names of the users.
- **Edit Privacy:** You can't edit the privacy of each photo. They are all either public or private.

The Cons may seem to be more of a Pro if you are very conscious of your privacy and security. The following information will help guide you through the process of maximizing your privacy on Instagram.

How to Set Your Instagram Account to Private

By default, anyone can see your profile and posts on Instagram. You can make your account private so that only followers you approve of can see what you share. If your account is set to private, only your approved followers will see your photos, videos, hashtags or location pages.

SET YOUR ACCOUNT TO PRIVATE FROM THE INSTAGRAM APP ON YOUR ANDROID OR IOS DEVICE

1. Go to your profile, then tap .
2. Tap  **Settings**.
3. Tap **Privacy and Security**.
4. Tap **Account Privacy** then tap to toggle **Private Account** on.

SET YOUR ACCOUNT TO PRIVATE ON YOUR COMPUTER OR MOBILE BROWSER

1. Go to [instagram.com](https://www.instagram.com) on your computer or mobile browser.
2. Click , then click .
3. Click **Privacy and Security**.
4. Below **Account Privacy**, click to check the box next to **Private Account**.

HOW TO TURN OFF ACTIVITY STATUS ON INSTAGRAM

People you follow or have direct conversations with can see when you were last active on Instagram. You can change the visibility of your activity status at any time.

Did you know?

Worldwide, there were over 2.38 billion monthly active users as of March 31, 2019

In Europe, over 307 million people are on Facebook.

Age 25 to 34, at 29.7% of users, is the most common age demographic.

Five new profiles are created every second.

There are 83 million fake profiles.

To change the visibility of your activity status on Android or iOS Instagram app:

1. Go to your profile and tap .
2. Tap  **Settings** > **Privacy and Security** > **Activity Status**.
3. Tap  next to **Show Activity Status** to turn off your activity status.

To change the visibility of your activity status on a computer:

1. Click , then click .
2. Click **Privacy and Security**.
3. Below **Account Privacy**, click to check the box next to **Activity Status**.

Keep in mind that when you turn off your activity status, you won't be able to see anyone else's.

HOW TO STOP SHARING YOUR STORY ON INSTAGRAM

To make changes on the Android or iOS Instagram app:

1. Go to your profile and tap .
2. Tap  **Settings** > **Privacy and Security** > **Story Sharing**.
3. Tap  next to **Story Sharing** to turn off your sharing status.

To make changes on your computer:

1. Click , then click .

2. Click **Privacy and Security**.
3. Below story sharing, click to check the box next to **Allow Sharing**.

HOW TO ESTABLISH TWO-FACTOR AUTHENTICATION

To make changes on the Android or iOS Instagram app:

1. Go to your profile and tap .
2. Tap  **Settings** > **Privacy and Security** > **Two-Factor Authentication**.
3. Tap  next to **Two-Factor Authentication** to turn off your activity status.

To make changes on your computer:

1. Click , then click .
2. Click **Privacy and Security**.
3. Below **Two-Factor Authentication**, click on **Edit Two-Factor Authentication** setting.
4. Click on the box for **Use Text Message**
5. Enter in your phone number and select **Next**.
6. You will receive a text message with a confirmation code. Enter the confirmation code and click **Done**.

HOW DO I REMOVE A FOLLOWER

If your account is set to private, you can remove people from your followers list:

1. Go to your profile
2. Tap **Followers** at the top of the screen
3. Tap  (iPhone) or  (Android) to the right of the follower you'd like to remove, then select **Remove**

When you remove a follower, they aren't notified that you've removed them. You can also block someone to get them to stop following you. People aren't notified when you block them.

Fun Facts!

- [34%](#) of Instagram users are millennials.
- [22%](#) of all Instagram users log in at least once a day.
- [38%](#) of users check Instagram multiple times a day.
- [25%](#) of smartphone owners use Instagram.

TWITTER

Twitter is an American online news and social networking service on which users post and interact with messages known as “tweets.” Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled for all languages except Chinese, Japanese, and Korean. There are 335 million users.

How to Set Your Twitter Account to Private

PROFILE VISIBILITY SETTINGS

Below you'll find information about your profile visibility settings, and how Twitter uses your birth date when added to your profile.

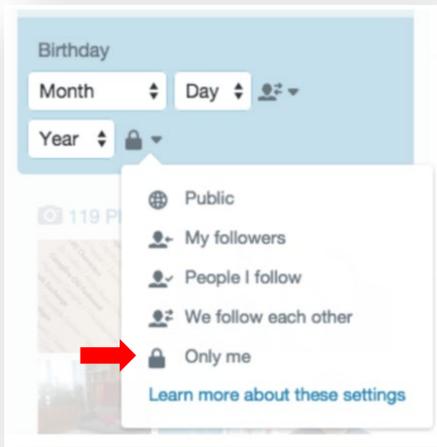
VISIBILITY OPTIONS

Most of the profile information you provide Twitter is always public, like your biography, location, website, and picture. For certain profile information fields Twitter provides you with visibility settings to select who on Twitter can see this information in your Twitter profile. If you provide us with profile information and you don't see a visibility setting, that information is public.

Below are the visibility settings that are available for your birth date. Your settings allow you to separately control who on Twitter can see your birth year and who can see your birth day and month in your Twitter profile. Please note that the date of birth entered must be of the person operating the account.

HOW DOES TWITTER USE MY BIRTH DATE?

If you choose to add your birth date to your profile, it will be displayed to the audience that you've chosen. Your birth date lets Twitter know that you're old enough to use our services. It will also be used to customize your Twitter experience. For example, Twitter will use your birth date to show you more relevant content, including ads.



Public: This information will be part of your public profile, meaning it may be viewed by anyone all around the world instantly.

My followers: Only people who follow you can view this information on your profile.

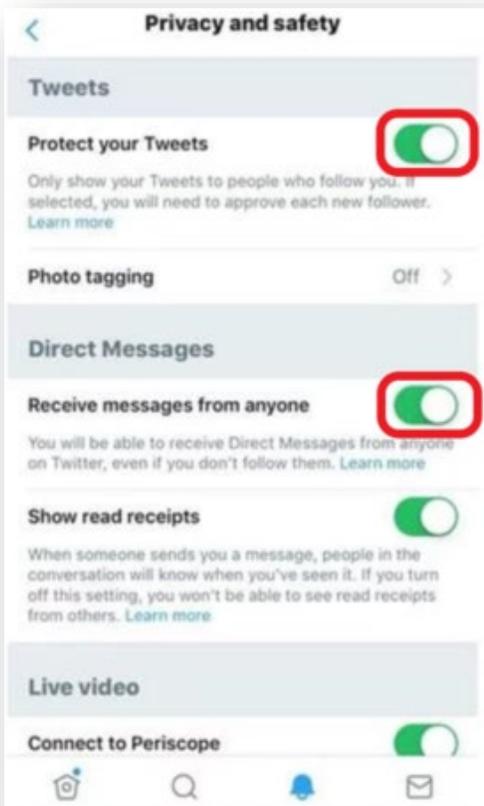
People I follow: Only people whom you follow can view this information on your profile.

We follow each other: Only people who follow you and whom you follow can view this information on your profile.

Only me: This means only you can view this information on your profile. This is the option we recommend you choose, in order to best secure your private information.

Note: If you are under 18, your visibility setting for birth year will be set to **Only you**.

How to Protect and Unprotect your Tweets



When you sign up for Twitter, you can choose to keep your tweets public or protect your tweets. Read more about the difference between public and protected tweets.

APPLE IOS INSTRUCTIONS

1. In the top menu, tap your profile icon.
2. Tap **Privacy and safety**.
3. Under **Tweets**, and next to **Protect your Tweets**, drag the slider to turn on.

ANDROID INSTRUCTIONS

1. In the top menu, you will either see a navigation menu icon or your profile icon. Tap whichever icon you have and select **Settings and privacy**.
2. Tap **Privacy and safety**.
3. Under **Tweets**, and next to **Protect your Tweets**, check the box.

DESKTOP INSTRUCTIONS

1. Go to your **Privacy and safety** settings.
2. In the Tweet privacy section, check the box next to **Protect your Tweets**.
3. Click the **Save** button at the bottom of the page. You will be prompted to enter your password to confirm the change.



LOCATION SERVICES

This feature is off by default and you will need to opt in to use it. Best practice is not to enable location services with any of your tweets.

HOW TO UNPROTECT YOUR TWEETS

DESKTOP INSTRUCTIONS

1. Uncheck the box next to **Protect my Tweets**.

IOS AND ANDROID

1. Uncheck the slider or box next to **Protect your Tweets**.

Be sure to review your pending follower requests before making your tweets public. Any requests left pending will not be accepted automatically. If left pending, those accounts will need to follow you again. Please note that unprotecting your tweets will cause any previously protected tweets to be made public.

LINKEDIN

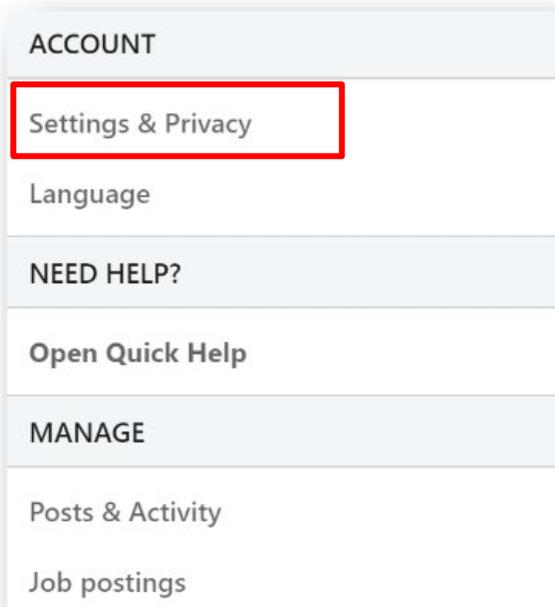
LinkedIn is a business-focused social networking site that launched in 2003. Its main purpose is to help people network professionally. The site lets you find other business associates, clients, and colleagues whom you already know. You “connect” with them through the site, and they then become part of your network. This is a great networking tool for professional development and searching for future employment. Configuring LinkedIn for maximum safety is challenging. Users must decide how to balance privacy, security and safety against the value of building a successful business network. If your profile is not being used for active networking, it is recommended that the account is not searchable.

TWO-STEP VERIFICATION:

Enabling two step verification in LinkedIn provides a second layer of protection for your account. In order to review your privacy and security settings, click **Me** on the menu ribbon:



Then, under **ACCOUNT**, click on **Settings & Privacy**:



From the next page, you can select among **Account, Privacy, Ads** and **Communications** options. Under **Account**, the **Login and security** tab provides access to the more important account configuration settings, from a security standpoint.

On this tab, you can configure e-mail addresses and phone numbers for your account, change passwords, review details for where your account has been logged in, and configure/review two-step verification. In order to configure **two-step verification**, click on the **•••** option.

The screenshot shows the 'Login and security' settings page. It features five main sections, each with a title, a description, and a 'Change' link. The 'Two-step verification' section is highlighted with a red rectangular box. The sections are: 'Email addresses' (1 email address), 'Phone numbers' (0 phone numbers), 'Change password', 'Where you're signed in' (4 active sessions), and 'Two-step verification' (Off).

Section	Description	Change Link
Email addresses	Add or remove email addresses on your account	Change 1 email address
Phone numbers	Add a phone number in case you have trouble signing in	Change 0 phone numbers
Change password	Choose a unique password to protect your account	Change
Where you're signed in	See your active sessions, and sign out if you'd like	Change 4 active sessions
Two-step verification	Activate this feature for enhanced account security	Change Off

If you have not yet associated a phone number with your LinkedIn account, you will be required to do so at this point:

Phone numbers Change

Add a phone number in case you have trouble signing in 0 phone numbers

You haven't added any phone numbers yet.

Country
United States

New phone number

We'll send a code to this number - you'll need it for the final step.

[Cancel](#) [Send code](#)

Your phone number helps us keep your account secure by adding an additional layer of verification. It also helps others, who already have your phone number, discover and connect with you. You can always decide how you want your phone number used. [Learn more](#)

Once you have entered a phone number to verify your LinkedIn account, return to the two-step verification page and click **Turn on**.

Security

Two-step verification Close

Activate this feature for enhanced account security Off

Two-step verification is turned off. [Turn on](#)

We will send a verification code to your phone number ending in

Turning this feature on will sign you out anywhere you're currently signed in. We will then require you to enter a verification code the first time you sign with a new device or LinkedIn mobile application. [Learn more](#)

Security

Two-step verification Close

Activate this feature for enhanced account security On

Two-step verification is turned on. [Turn off](#)

Verification codes will be sent to this number at sign-in:
US +1 000001010

This number cannot be deleted while being used for two-step verification.

You may be prompted to enter your password to confirm your change. Once the change is made, return to the two step verification tab to verify success.

PROFILE PRIVACY

From the **Settings Menu**, if you click on the Privacy tab, you will be given options to increase/decrease the privacy of your LinkedIn Profile:

Click on **Edit your Public Profile** to manage options related to what will be publicly shown from your profile information.

How others see your profile and network information

Edit your public profile

Choose how your profile appears to non-logged in members via search engines or permitted services

Change

Who can see your email address

Choose who can see your email address on your profile

Change

Who can see your connections

Choose who can see your list of connections

Change
Connections

Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Change
Yes

Who can see your last name

Choose how you want your name to appear

Change
Full

Representing your organization and interests

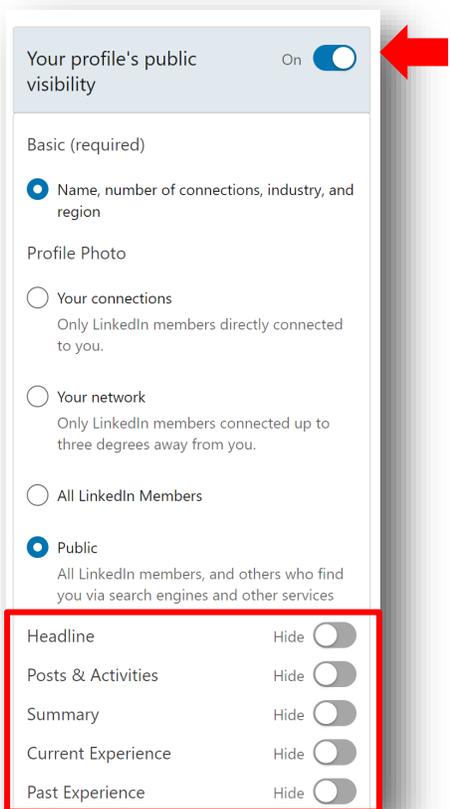
Choose if we mention you with content about your employers or other content you publicly expressed an interest in

Change
No

Profile visibility off LinkedIn

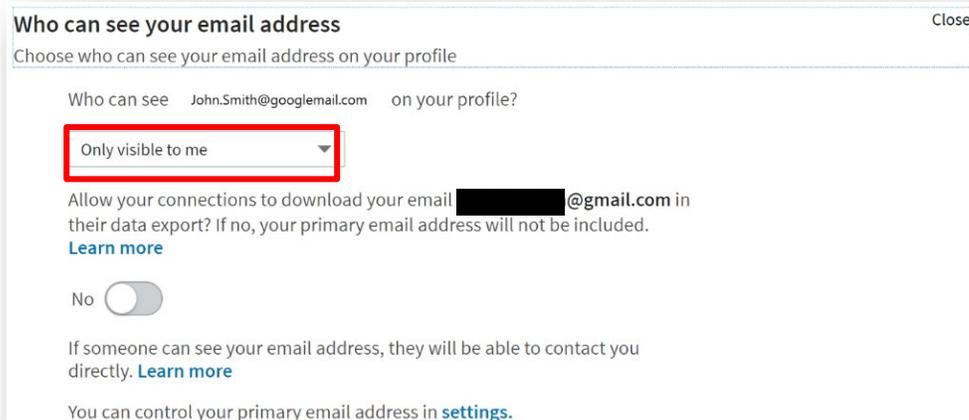
Choose how your profile appears via partners' and other permitted services

Change
No



If you feel compelled to keep your profile visible to everyone, consider restricting information to the greatest extent possible by turning off information that could increase your risk for identity theft and phishing.

Click on **Who can see your e-mail address** to view settings related to the visibility of your email address on the LinkedIn platform.



Click on **Choose who can see your list of connections** to configure the visibility of your own LinkedIn connections. You can choose between **Your connections** and **Only you**. You should choose the option that best balances safety with your needs on LinkedIn, we recommend setting this option to **Only you**.

Choose who can see your list of connections

People will still be able to see connections who endorse you and connections they share with you. (Don't want your endorsements visible? Just choose to opt out)

Only you   Saved

Click on **Profile visibility off LinkedIn** and set to no. The risks posed by leaving the set to yes outweigh any benefits provided by leaving it enabled.

Profile visibility off LinkedIn Close

Choose how your profile appears via partners' and other permitted services No

Should we show information from your profile to users of permitted services such as Outlook? [Learn more](#)



If you click on the **How others see your LinkedIn activity** tab, and click **Profile viewing options**, you can configure what other's see about you, after you have reviewed their profile. Review the options, and consider which is most appropriate for your situation, it is recommended to use **Private Mode**:

Profile viewing options

Choose whether you're visible or viewing in private mode Close
Private mode

Select what others see when you've viewed their profile

Your name and headline

 John Smith
Department of Defense
Stafford, Virginia

Private profile characteristics

 Someone at Department of Defense

Private mode

 Anonymous LinkedIn Member ✓ Saved

Note: Selecting this option will disable **Profile Stats**. Whenever you switch to anonymous, your viewer history gets erased.

If you click on the **How LinkedIn uses your data** tab, and click **Manage who can discover your profile from your e-mail address** or **Manage who can discover your profile from your phone number** you can configure the ability for others to find your profile from either of these contact methods. Review the options, and consider which is most appropriate for your situation:

Manage who can discover your profile from your email address Close

2nd degree

Choose who can discover your profile if they are not connected to you but have your email address

If someone has your email address we help them discover your profile or connect with you. [Learn more](#)

Manage who can discover your profile from your phone number Close

Nobody

Choose who can discover your profile if they have your phone number

If someone has your phone number we help them discover your profile or connect with you. [Learn more](#)

If you click on the **Blocking and hiding** tab, and click **Followers** you will see options related to who can follow your profile and see your public updates. For a personal LinkedIn account, we recommend limiting your connections to control the audience for your posts:

Followers

Close

Choose who can follow you and see your public updates

Connections

Choosing “Everyone” lets people outside your network follow your public updates. If you switch from “Everyone” to “Your connections,” you’ll lose any out-of-network followers you have now. Any changes you make will take effect in about 24 hours.

Your connections



Did You Know?

LinkedIn has over 575 million users and 70% of those users reside outside the U.S.

LinkedIn is more popular with men, which comprise 57% of LinkedIn users.

50% of college students in the U.S. are LinkedIn users.

COUNTERING ONLINE IMPOSTERS

Recent years have been marked by an increase in online scams involving cybercriminals looking to exploit the public's confidence in the U.S. Armed Services. The U.S. Army had seen an explosion of cases in which Internet scammers adopt identities of Soldiers at all levels.

Fraudulent online activities involve a variety of schemes. Cybercriminals impersonate service members, including senior officers, using actual and fictitious information. Criminals create impersonation accounts to look just like the real account of a Service Member, using very similarly spelled names and replacing characters with dashes, spaces, and/or homoglyph characters. For example, a scammer might use a zero instead of an "O" or a number one instead of an "I."

Criminals will hijack one or more of the photographs found on the Soldiers official and personal social media page and will have a similar or identical biography. Criminals assume the identities of Soldiers to exploit the known integrity and ethical credibility of Soldiers and the recognizable honor of the uniform.

The United States Army Criminal Investigation Command (USACIDC), Major Cybercrime Unit (MCU) has documented hundreds of instances involving the online impersonation of Army personnel, including more than 100 in which perpetrators assumed the identities of general officers, senior civilian officials and senior non-commissioned officers. The increased public exposure of senior government official's online use of social media and the amount of basic information and photographs of senior officials found online, greatly increases the susceptibility of nefarious actors impersonating officials online. This epidemic is not exclusive to senior officials but to everyone who wears the uniform.

PROTECT YOURSELF

There are steps you can take to reduce your attack surface. Expediency is paramount. The USACIDC - MCU has found that the longer an imposter account is active, the greater the likelihood of misleading others.

A good Internet practice is to conduct Internet searches on yourself and your family members. If fake profiles are identified, take immediate steps to have them removed. Effectively searching for yourself requires creativity. Imposters often misspell names and other identifying information, whether on purpose (to disguise their activities) or because they do not have a command of the English language.

Generally, imposter accounts violate the terms of service of the social media platform on which they are created and sometimes violate federal codes (18 USC §912 and others). However,

investigations are time consuming and often involve international legal complexities underscoring the importance of proactive mitigation efforts. Imposter accounts can be reported directly to the social media site's officials via their in-platform tools. If you see an imposter account, report it to the social media network immediately.

Many social media sites' terms of service permit the creation of fan or parody sites. Generally, these sites must be clearly marked as "fake," "parody," "community," "fan" or something similar. If there is any doubt about the legitimacy of a profile, read the terms of service (links to the terms of service for many sites are provided at the end of this document) and if there is still doubt, report the profile to the site.

Phishing

Phishing is a social engineering tactic that will attempt to trick you into revealing critical personal information, like your username and password. It can take many forms, so it is important to learn how to spot suspicious emails and websites. For example, a social engineer might create a fake login page that looks legitimate, such as "linkedin.com" not "linkedin.com", and once your password is revealed, the social engineer could access your account or infect your machine.

To avoid getting phished:

1. Never click on questionable links.
2. Always double-check the URL before you click that link and always make sure you're entering your data into a legitimate website or app.
3. Watch out for impersonators.
4. If someone you know emails you but the message seems odd, their account may have been hacked. Don't reply to the message or click any links unless you can confirm the email is legitimate. Look out for things like urgent requests for money, the person claiming to be stranded in another country, the person saying their phone was stolen and cannot be called.
5. Be wary of requests for personal information.
6. Don't reply to suspicious emails, instant messages, or pop-up windows that ask for personal information, like passwords, bank account or credit card numbers, or even your birthday. Even if the message comes from a site you trust, like your bank, never click on the link or send a reply message. It is better to go directly to their website or app to log in to your account. Remember, legitimate sites and services will not send messages requesting that you send passwords or financial information over email.
7. Beware of email scams, fake prizes, and gifts.
8. Messages from strangers are always suspect, especially if they seem too good to be true – like declaring you have won something, offering prizes for completing a survey, or promoting

quick ways to make money. Never click suspicious links and never enter personal information into questionable forms or surveys.

9. Double-check files before downloading.
10. Some sophisticated phishing attacks can occur through infected documents and PDF attachments. If you come across a suspicious attachment, use Chrome or Google Drive to open it and reduce the risk of infecting your device. If Chrome detects a virus, you will see a warning.
11. Have secure connections before accessing sensitive sites.
12. When you are browsing the web – and especially if you plan to enter sensitive information like a password or credit card number – make sure the connection to the sites you visit is secure. If it is a secure URL, the Chrome browser will show a gray, fully locked icon in the URL field. HTTPS helps keep your browsing safe by securely connecting your browser or app with the websites you visit. Before submitting any information, make sure the site's URL begins with "https." Look for the locked padlock 

Identifying Imposter Accounts

Typically, fake profile accounts have few friends or followers (or whatever they are called on a given site) and most of those friends appear to be women. Their posts are infrequent, poorly worded and often out of step with Army culture and customs. It is not uncommon for the comments and pictures to disagree; the imposter will claim to hold a rank inconsistent with the rank insignia of the soldier in the photographs and there have been instances where the name the imposter uses is not the name on the uniform name tape. Imposters lift images from different sources and often the images are outdated.

Some finer points of search engine syntax can help locate fake profiles faster. These techniques and operators will help you focus efforts and reduce the number of false hits. These techniques work with Google but this is not an endorsement of the Google search site. Some of these techniques will work on other Internet search sites. Experimentation is recommended.

First and foremost, log out of the search engine. Search engines track searches and the results of every search are tailored to your specific interests based upon prior searches. Various search operators and combinations refine search results. A good tip? Start your exploration with simple search terms and add complexity.

GOOGLE:

String Search Examples



Without the quotes, the results of searching bradley bradson will include any web page that has bradley AND bradson anywhere in the document. The words need not be together or even in the order specified. Wrapping the words in quotes creates a phrase and search results will include only web pages where the phrase bradley bradson is present.



The search operator AROUND(10) (all caps) creates a search for the string bradley bradson and the word marriage where they occur within ten words of each other. The number of words, in this example 10, is flexible depending upon specific needs.



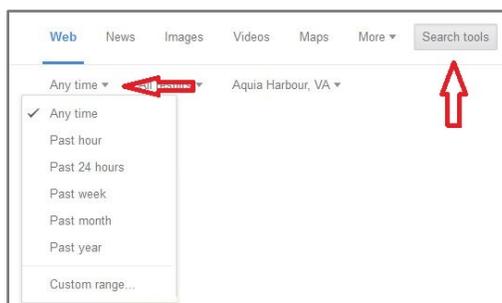
The site operator limits results to the website specified, in this case Facebook.com, where the phrase bradley bradson and marriage occur. Do not chain the site operator (e.g., site:facebook.com site:twitter.com).



The -site operator excludes matches from the specified website. Chaining multiple websites and using wildcards help to refine your searches. This syntax searches for websites, other than Facebook, where the phrase bradley bradson and marriage appear.



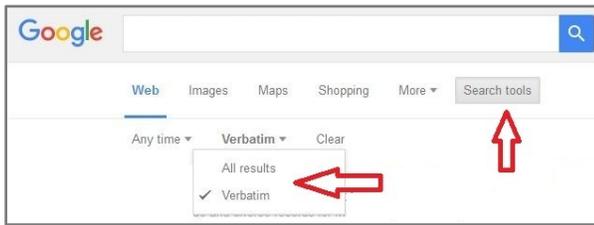
Chaining search operators can be an effective means to refine your searches and limit the number of false hits. For instance, the result of this combination of search terms and operators will include only those where marriage appears within 10 words of the phrase bradley bradson but not on the Facebook website or any government site.



Restricting the time frame of the search is an effective way to reduce results to a manageable level if you regularly check for fake social media profiles.

For example, you checked last April and took steps to remove fake social profiles you found. Now it's October and time to check again. By limiting the date range, you won't be inundated with the same hits that you dealt with six months ago. You will see only the web pages that were indexed in the past six months. However, if those web pages have changed, even slightly, since you last searched for fake social media profiles, they

will appear in your results. For instance, correcting a spelling error or correcting the double space after a period to a single space is sufficient.



Most search engines search concepts. For instance, marriage will return married even though married was not in the search string. This feature can muddy your search results. You can instruct Google to return only those results that contain marriage by setting it to verbatim.

IMAGE SEARCH EXAMPLES

The reverse image search option in Google Images helps users quickly discover related images from around the web. Search results may include similar images, sites that include the image or other sizes of the image searched for.

Reverse image searches work with the following browsers: Internet Explorer 9+, Chrome 5+, Firefox 4+, and Safari 5+. Multiple options are available when searching for images, but not all of the browsers have the same capability.



Upload an image (All Browsers)

1. Navigate to <https://images.google.com/>.
2. Click on the camera icon  to open the Search by Image dialog box.
3. Click the **Upload and image** tab.
4. Click **Browse**.
5. Select the image from the **File Upload** window.
6. Click **Open** to start the images search.

Search using an image URL (All browsers)

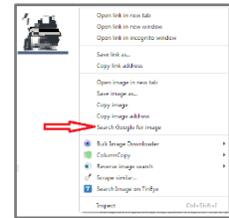
1. On any website, right-click an image and select Copy Image URL or Copy Image Location.
2. Navigate to <https://images.google.com/>.
3. Paste the URL you copied into the Google search box.
4. Click the search  icon.

Drag & drop an image into the search box (Chrome or Firefox)

1. Navigate to <https://images.google.com/>.
2. Using Windows file explorer, drag and drop the image you want to search for into the search box. 
3. The search begins automatically.

Right-click an image on a site (Chrome)

1. Right-click any image you see on a website or in search results results.
2. Click Search Google for this image.
3. A new browser tab will open with the results.



FIREFOX

1. Download the Search by Image extension.
2. Right-click any image you see on a website or in search results.
3. Click Search Image on Google.
4. A new tab will open with your results.

Removing Fake Social Media Pages

There are so many social media sites, it is impossible for OSMD to provide guidance on even most of them. Highlighted here are some major social media sites. For other sites, users must navigate the sometimes confusing menus and options to find the steps required to remove an imposter profile.

FACEBOOK

If you are a designated representative of a general officer or an SES, contact OSMD directly so OSMD can add you to Facebook's Partner Portal. Once you have been added, you will have access to an expedited Facebook reporting process reserved for, among others, high ranking government officials.

As a designated representative, once you've located an imposter profile:

1. Log in to Facebook using your profile that has been added to Facebook's Partner Portal.
2. Navigate to the imposter profile.
3. Copy the Uniform Resource Locator (URL).
4. Navigate to <https://www.facebook.com/help/294708857296204>
5. Follow the on-screen instructions.

If you are not a designated representative and you have located a profile of someone pretending to be you:

1. Log in to Facebook.
2. Go to the imposter profile.
3. Click on the ellipsis (...) in the lower right corner of the cover photo.
4. Click Report and follow the onscreen on-screen instructions.

Alternatively, you can navigate to <https://www.facebook.com/help/contact/295309487309948> and follow the instructions to report an imposter profile. Follow the on-screen instructions.

SKYPE

1. Navigate to the imposter's Skype profile.
2. Right-click on the upper part of the right side of the Skype window and choose View Profile to find the Skype user name. Please note that there is no space in a Skype user name (i.e. gen.bernard.champoux). Email abuse@microsoft.com and provide the Skype user name.

TWITTER:

1. Log in to your Twitter account.
2. Navigate to <https://help.twitter.com/forms/impersonation>.
3. Select **An account is pretending to be me or someone I know** or **An account is pretending to be or represent my company, brand, or organization** as appropriate.
4. Follow the on-screen instructions.

LINKEDIN:

If you represent a general officer or SES, submit the names, emails and phone numbers of your social media representatives to OSMD. OSMD will list those names and the represented Army senior leaders to the LinkedIn government liaison and provide a direct email to the liaison to report fake profiles.

If you do not represent, or are not, a general officer or SES:

1. Log in to your LinkedIn account
2. Navigate to the imposter account
3. Click the down arrow next to **Send a Message**.
4. Select **Block** or report.
5. Select the box next to Report.
6. Select the reason for reporting the account from the drop-down "Flag profile as" menu.
7. Select **misrepresentation**.
8. Include a detailed justification about why you believe the account is a misrepresentation.
9. Click **Continue** and follow the on-screen instructions.

An alternate method that requires your declaration, under penalty of perjury, that the allegations of impersonation are true and correct:

1. Log in to your LinkedIn account.
2. Navigate to <https://help.linkedin.com/app/ask/path/TS-NFPI>.
3. Follow the on-screen instructions.

PINTEREST

1. Log in to your Pinterest account.

2. Navigate to <https://help.pinterest.com/en/login-request>.
3. Select **Continue without logging in**.
4. Select **Report Something**.
5. Select **Impersonation**.
6. Follow the on-screen instructions.

MYSPACE

With a myspace account:

1. Log in to your myspace account.
2. Navigate to the imposter account.
3. Hover your mouse over the connect icon (two intertwined circles) and select **Report** on the drop down menu.
4. Select **This is me! > This profile is pretending to be me**.
5. Follow the on-screen instructions.

Without a myspace account:

1. Send an email to support@myspace.com with as much information about the fake profile as you can collect using screen shots and be certain to include the offending profile's URL. Myspace will likely request additional information before action is taken.
1. Navigate to <https://www.flickr.com/abuse>.
2. From the **What would you like to report** drop down, select **Other Concerns**.
3. Complete the form with as much detail as possible.
4. Click **Send**.

INSTAGRAM

Like Pinterest, you cannot search Instagram without an Instagram account. You can, however, report a fake Instagram account without actually having an Instagram account.

1. Navigate to <https://www.facebook.com/help/instagram/contact/636276399721841>.
2. Choose the best option from the available options under **Which of the following best describes your situation**.
3. Follow the on-screen instructions.

DEVIANTART

1. Navigate to <https://help.deviantart.com/contact/>.
2. Complete the contact form with as much detail as possible.
3. Select **Abuse Report** from the category drop down menu.
4. Include the link to the imposter profile by right clicking on the profile name, selecting copy link address and pasting the information into the comment section.

5. Click **Finish**.

OTHER SITES

For sites other than those listed here, report fake profiles directly to the host site. If you receive a report from someone who has been contacted by an imposter, gather as much information from this person as possible: URLs, email addresses, times and dates of impersonator contact, copies of any messages, victim identification in case follow-up is warranted. Send that information to the emails listed below. Encourage the person to report the impersonations to the Internet Crime Complaint Center (IC3) (www.ic3.gov). IC3 is not an investigative agency and does not have law enforcement authorities but they will forward complaints to appropriate law enforcement agencies.

As an alternative, refer the person to the Federal Trade Commission (FTC) Complaint Assistant (www.ftccomplaintassistant.gov/) and follow instructions to report an incident of someone falsely claiming to be a government employee. The FTC cannot resolve individual complaints, but they can provide information about what steps to take.

If you believe you are the victim of a crime or believe that a crime has been committed, document all contacts submit the information to the CID crime tips system by visiting, <https://www.cid.army.mil/>. In addition to the web interface, a mobile crime tips submission app is available for free download from the Apple Store and Google Play at <http://www.p3tips.com/app.aspx?ID=325>.

LINKS TO TERMS OF SERVICE

Facebook: <https://www.facebook.com/policies/>

Skype: <https://www.microsoft.com/en-US/servicesagreement/>

Twitter: <https://twitter.com/tos?lang=en>

LinkedIn: <https://www.linkedin.com/legal/user-agreement>

Pinterest: <https://about.pinterest.com/en/terms-service>

MySpace: <https://myspace.com/pages/terms>

Flickr: <https://www.flickr.com/services/api/tos/>

Instagram: <https://help.instagram.com/478745558852511>

DeviantArt: <https://about.deviantart.com/policy/service/#skins>

REPORTING IDENTITY THEFT OR ONLINE IMPERSONATION

If you have been a victim of identity theft or online impersonation, below is general guidance from CID and the Army Public Affairs Online Social Media Division.

- Report the identity theft or impersonation to the Internet Crime Complaint Center (IC3)
- Report Nigerian Scam related frauds to the Federal Trade Commission.
- If you are a victim of fraud (not impersonation), report the fraud to your local law enforcement agencies or to:
 - (1) Federal Bureau of Investigation
 - (2) United States Secret Service
 - (3) United States Postal Inspection Service

For further information, advice or assistance, please contact the Major Cybercrime Unit, Digital Persona Protection Program (DP3) at usarmy.belvoir.usacidc.mbx.dp3@mail.mil.

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