

6 Steps to Protect Yourself from Facebook's Open Graph Search



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THE ISSUE

Facebook's new Open Graph Search is a huge change. Your friends and their friends now have the ability to search your information in new ways that could surprise you. If you haven't heard of the Open Graph Search, it's basically making Facebook the "Google Search" of social media. It allows you to type in a search term (like best restaurant in your area), and the search results will show you what restaurants your friends like in that area. This way the search results aren't all be similar, like in Google, but instead it will depend of your Facebook friends. Sound pretty cool? It is!

What's The Down Side?

However, this also means that it is easier than ever to search for people to search for what you like and your interests. So think back to everything you've liked, is there anything embarrassing? Hope not. This could get certain people in "hot water," such as politicians that "like" racism, married individuals who "like prostitutes. The issue really becomes, who's searching for you and what will they find? For example college and/or job recruiters and possible employers search social media to get a better understanding of who you are. They can now easily search for your photos and likes to make their judgment of you. If they see that you "like" getting drunk or are looking at pictures of drug and alcohol use, how will they perceive you?

Protecting Yourself

Although you can't "opt out of Facebook's Open Graph Search, the good news is that you can easily protect your information with privacy settings. According to F-Secure Security Advisor Sean Sullivan, 90% of the users get the basics right, but 10% are hopeless. It's important that when the 90% meets the 10%, you need to de-friend the boneheads, because they will soon reflect on you."

In addition to this, you may want to do the following to take the following steps to ensure that your image isn't tarnished by a disturbing search made by a family member, friend, recruiter, or potential employer.

NOTE: If you're already familiar with the basic privacy settings of Facebook, you can skim steps 1 and 2. The privacy tips specific to the Graph Search starts at step 3.

Step 1 – Be Careful of What You Post

Avoid most embarrassment by thinking before you post. What does this mean? Don't post pictures, videos, and status updates that you wouldn't want the world to see. If you don't post it, they can't see it, and it can't be used against you.

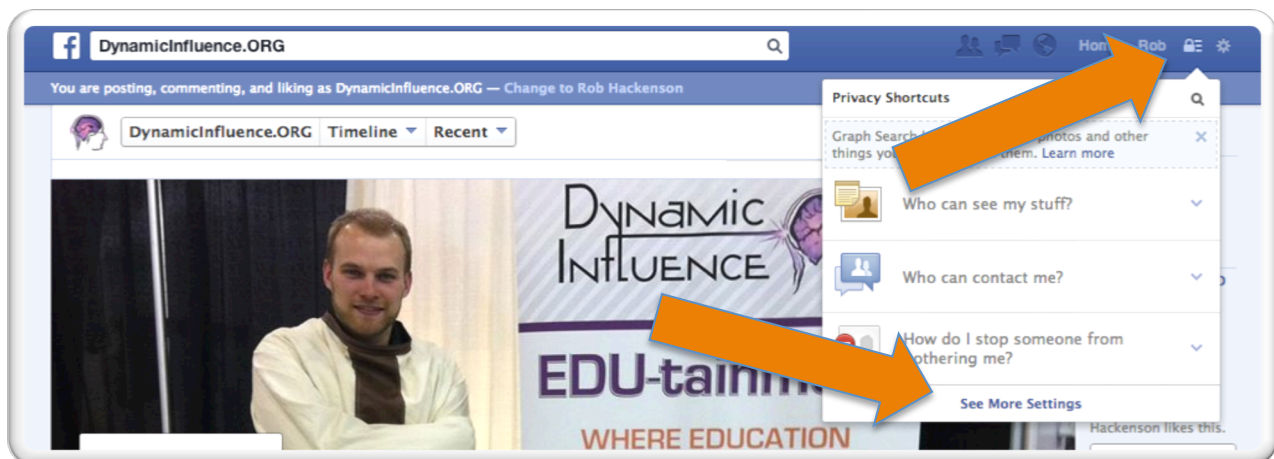


Step 2 – Check Privacy Settings & Unfriend

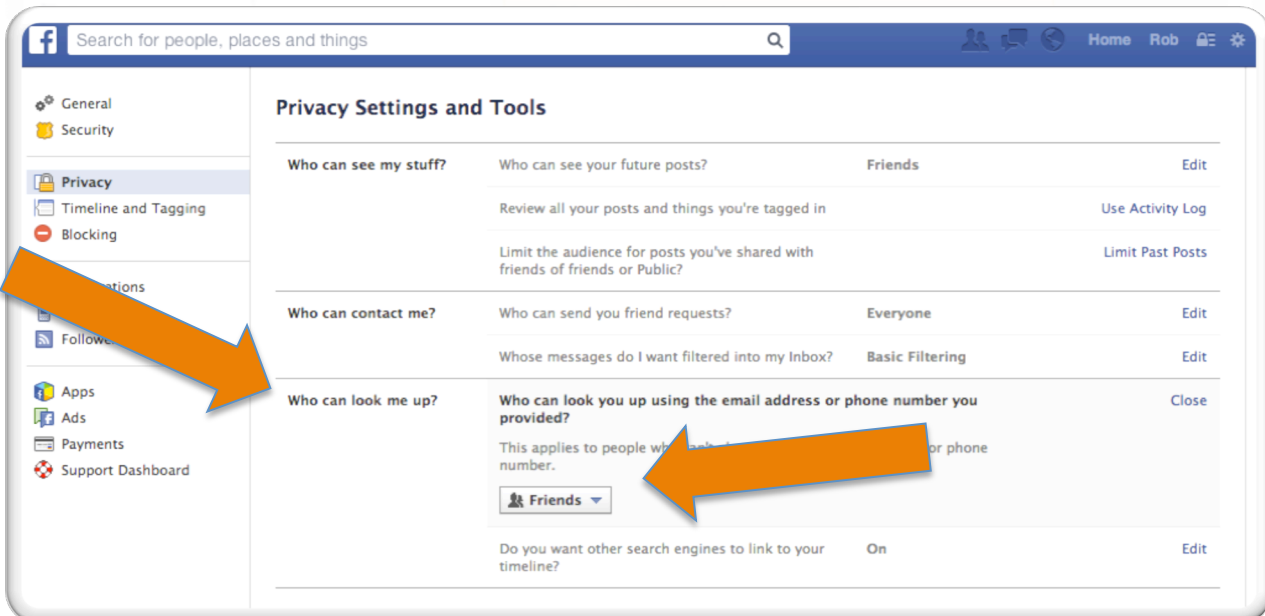
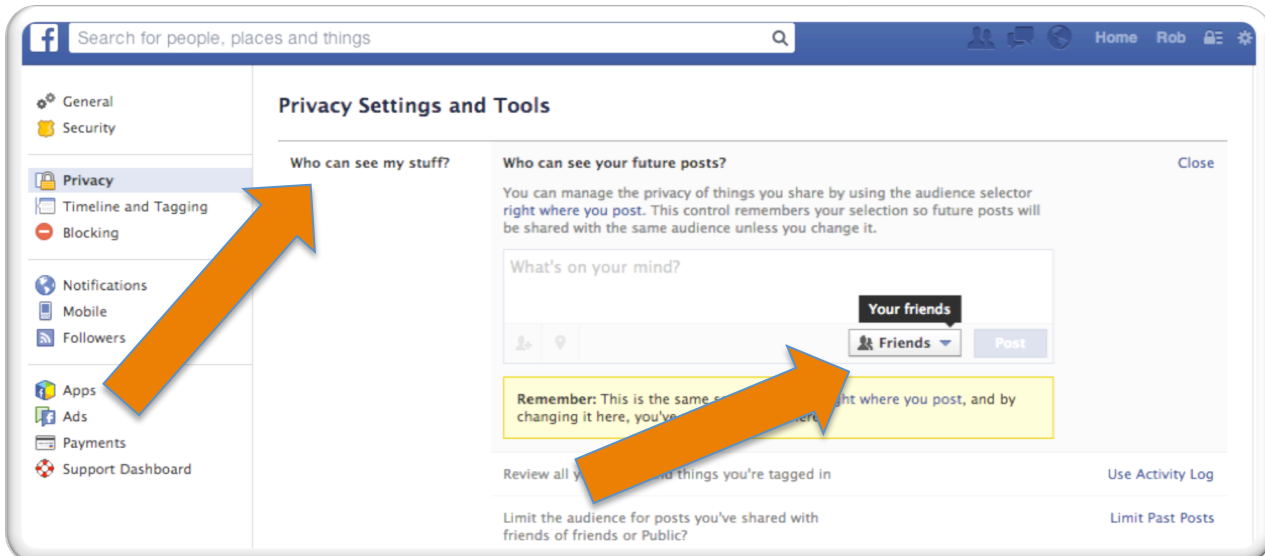
Facebook privacy settings provide many options. You can keep it simple and just use Facebook's basic privacy settings "public" or "friends" or you can be fancy and restrict certain people from seeing certain things. Unless you want your posts to be seen by anyone in the entire world, you should post things to "friends."

How do you set basic privacy settings from public to friends?

1st Click on the lock icon, which is located in the upper right corner of your Facebook page, and select "See more settings," located at the bottom of the menu.



2nd Pick “friends” in every option where it asks “Who can see my stuff?” and “who can look me up?”



4th Remember to de-friend the people who are inappropriate on Facebook as they will soon reflect on you.

PS: Remember, It's Never 100% Private

Although privacy settings can help to limit who sees them, they are never 100% secure. Facebook has been hacked before and will be again. Furthermore, you can have all the security settings right, but your private post is just a screen shot away from being public.

Step 3 – Check and Update Your History

Limiting Old Posts

With the launch of the Open Graph Search, people can look back at your posts from anywhere in your Facebook account history. Yeah, remember that thing you liked or posted as a joke? Will they know it was a joke? Will they get that it is a joke? That said, you should go back and set all of your old posts to be visible to just friends.

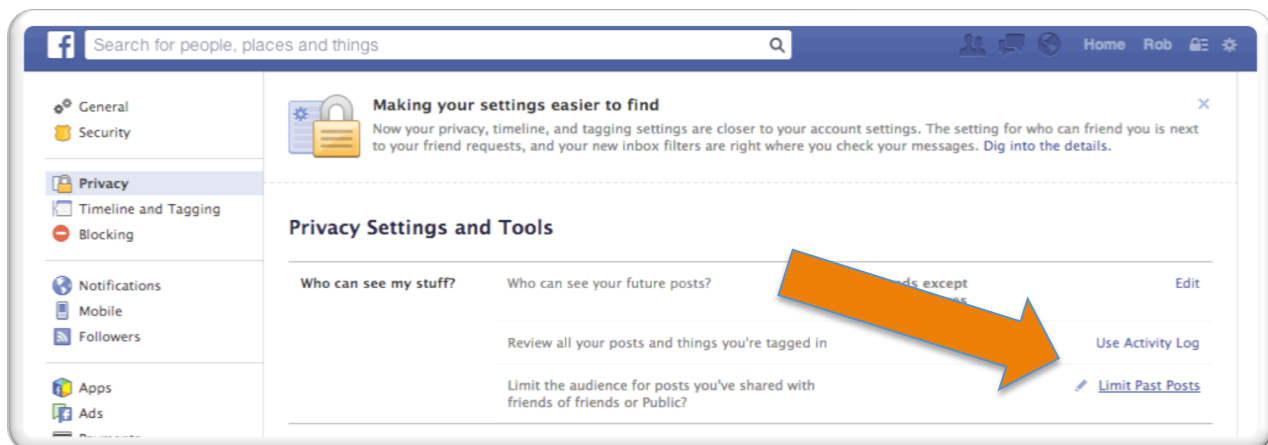
NOTE: Once you do this, the only way to undo it is to manually go through and adjust each individual post.

How to limit old posts to just friends?

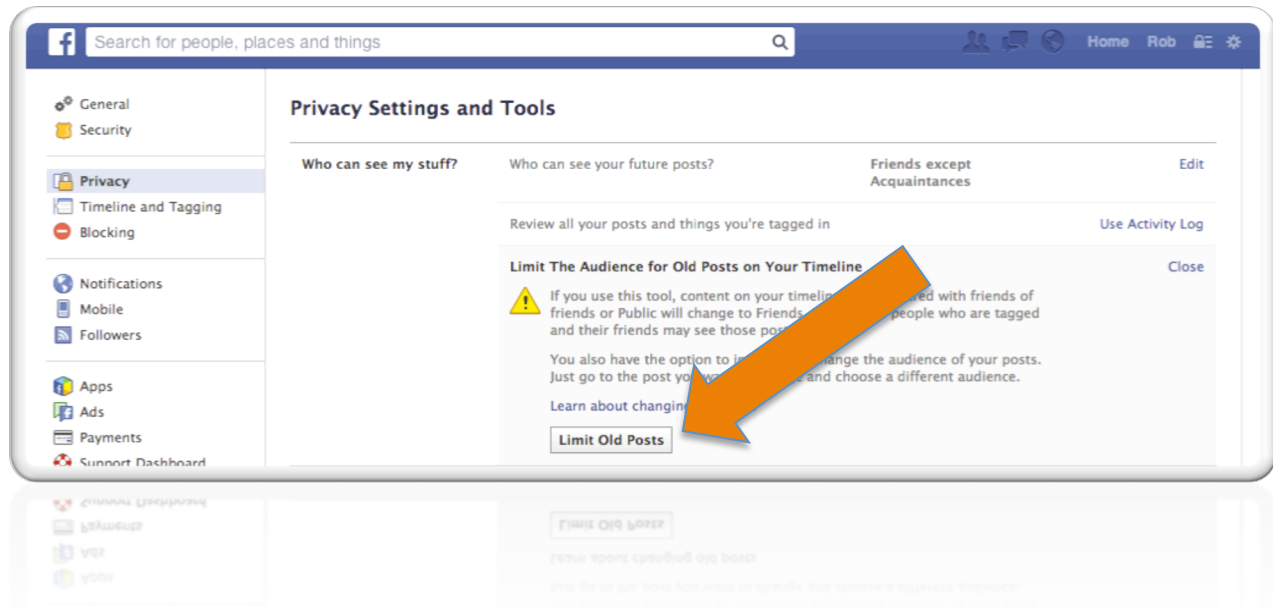
1st Click the little gear icon at the top right corner of any Facebook page and then click on “Privacy Settings.”



2nd Find “Limit the audience for posts I’ve shared with friends of friends or public?” and click on the option “Limit Past Posts.”



3rd Click “Limit Old Posts.”



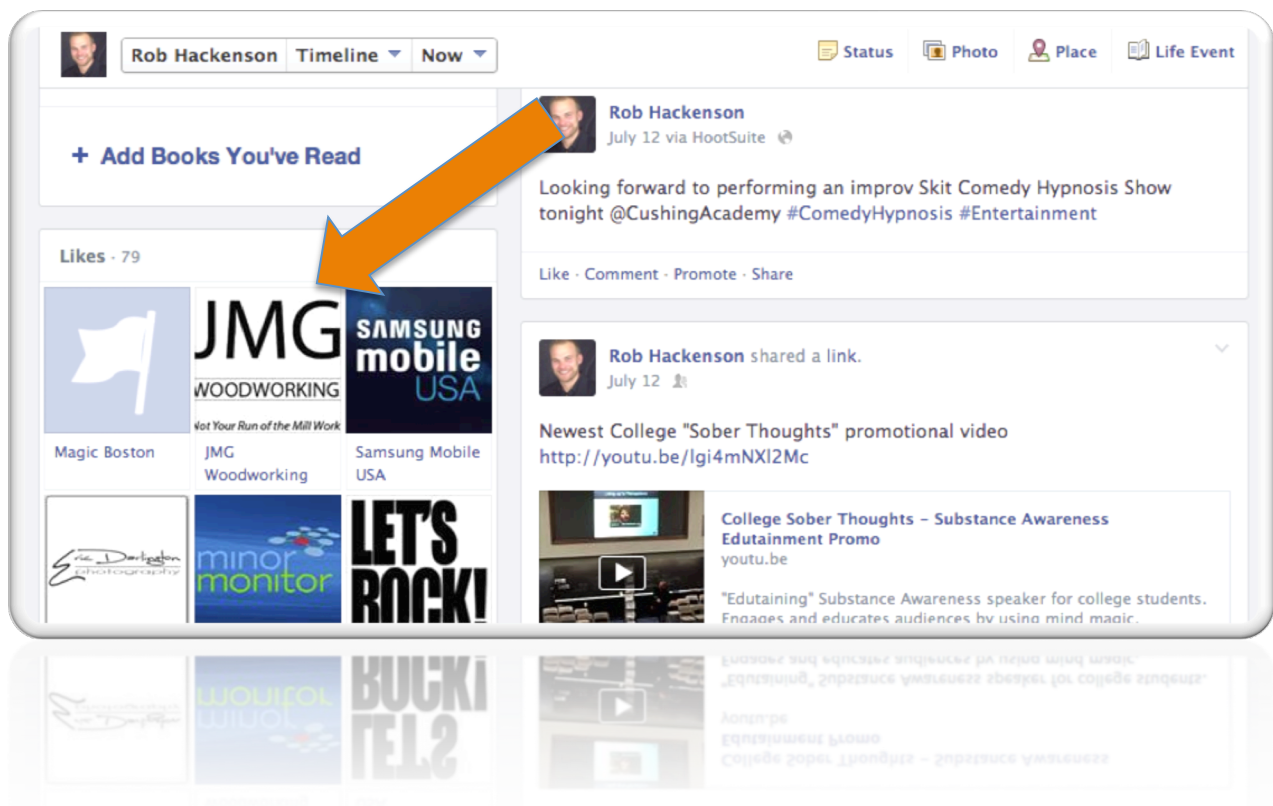
Step 4 – Looking Back At Your “Likes”

With the Facebook open graph search, your “friends” will easily be able to view your likes, so you may want to take a look back and see what you’ve liked. Have you liked anything that could be embarrassing or incriminating? Did you like something that you thought was cool at the time but isn’t cool anymore? For example, if you “liked” Aaron Hernandez before he was arrested for murder, you may want to go back and unlike him now?

How to review your “likes”?

This will take time, as you have to do this page by page.

1st Go to your profile page, scroll down and on the left hand side click on “Likes”



Step 5 – Activate “Tag Review”

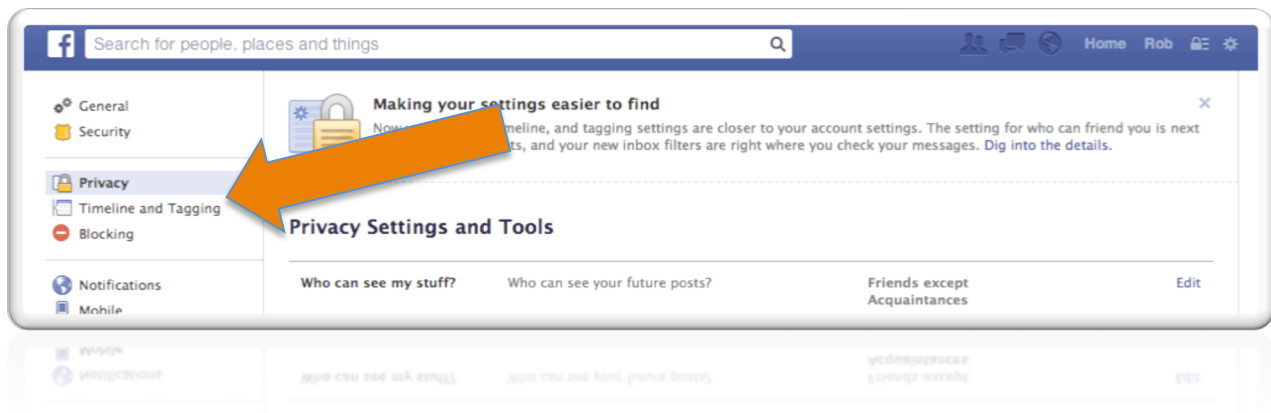
It’s not always about what you post, but what other people post about you. Did someone take an embarrassing or incriminating photo with you in it, post it, and tag you in the photo? When the “Tag Review” is activated, you’ll be notified anytime someone tags you. This allows you to review every tag and remove the tag on the ones you don’t approve.

How to activate "Tag Review"

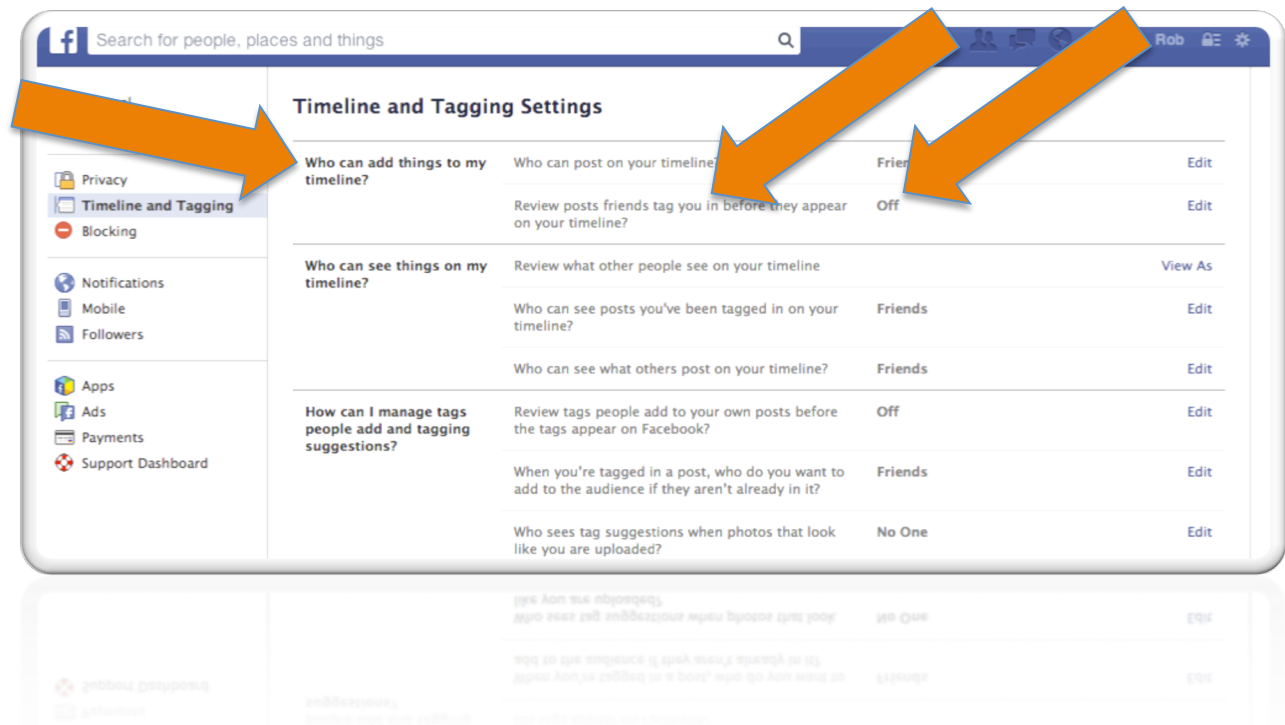
1st Click on the gear icon in the top right corner of your page and" select privacy settings."



2nd Click on "Timeline and Tagging," which is located in the left side menu.



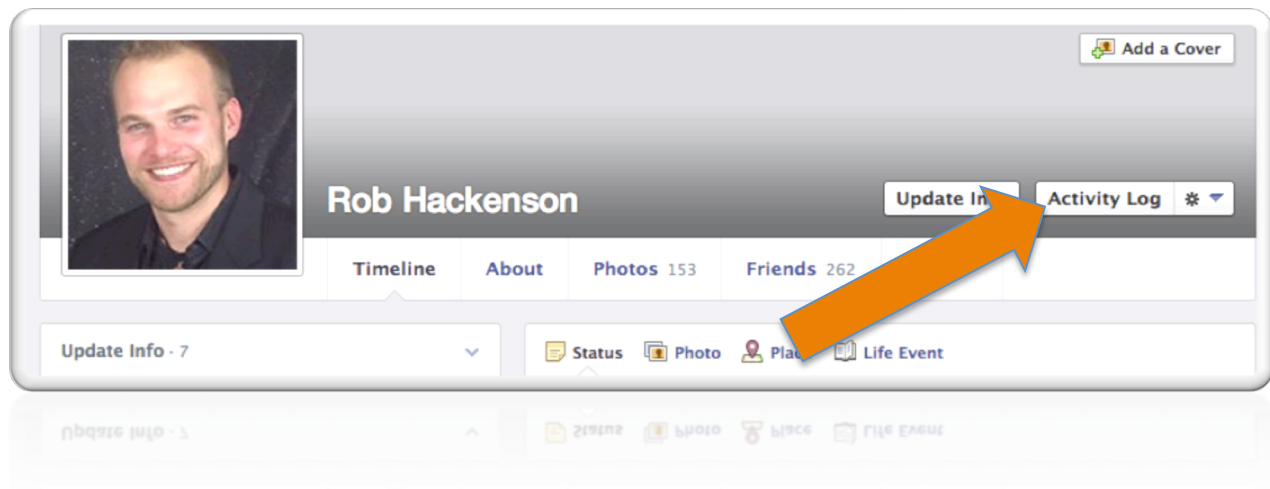
3rd Look for “Who can add things to my timeline?” then look for “Review posts friends tag you in before they appear on your timeline?” Click on edit to turn ON.



Note: It may also be a good idea to change “Who can post on your timeline?” to “friends,” along with changing “Who can see posts you’ve been tagged in on your timeline?” and “Who can see what others post on your timeline?” to “friends” as well.

Where do I review tags?

These tags will appear in your activity log. It is here that you can review and approve the tag or request its removal. To get to your activity log simply click on your name to get to your profile page and click on “Activity Log.”

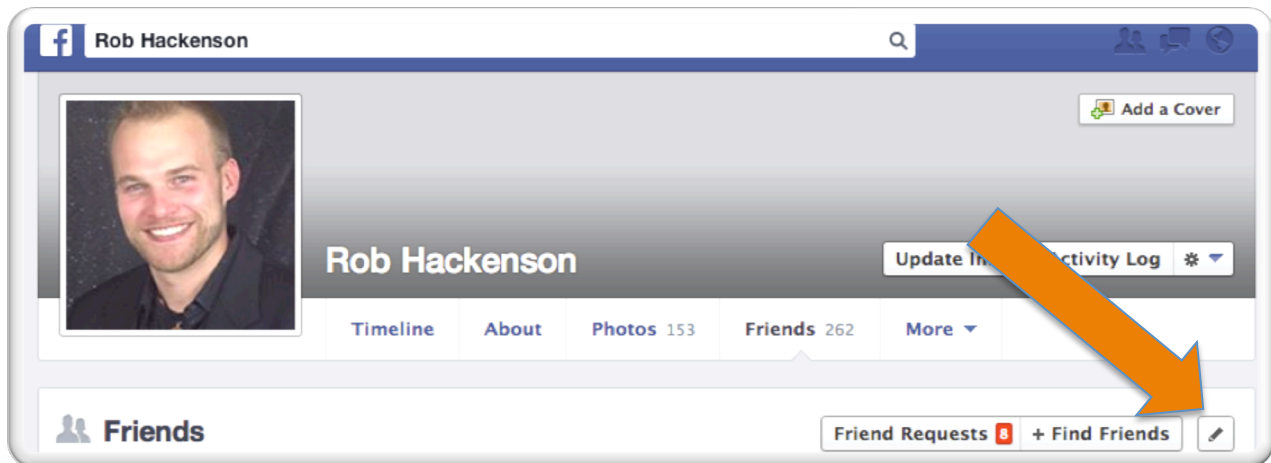


Step 6 – “Hide Friends and Family”

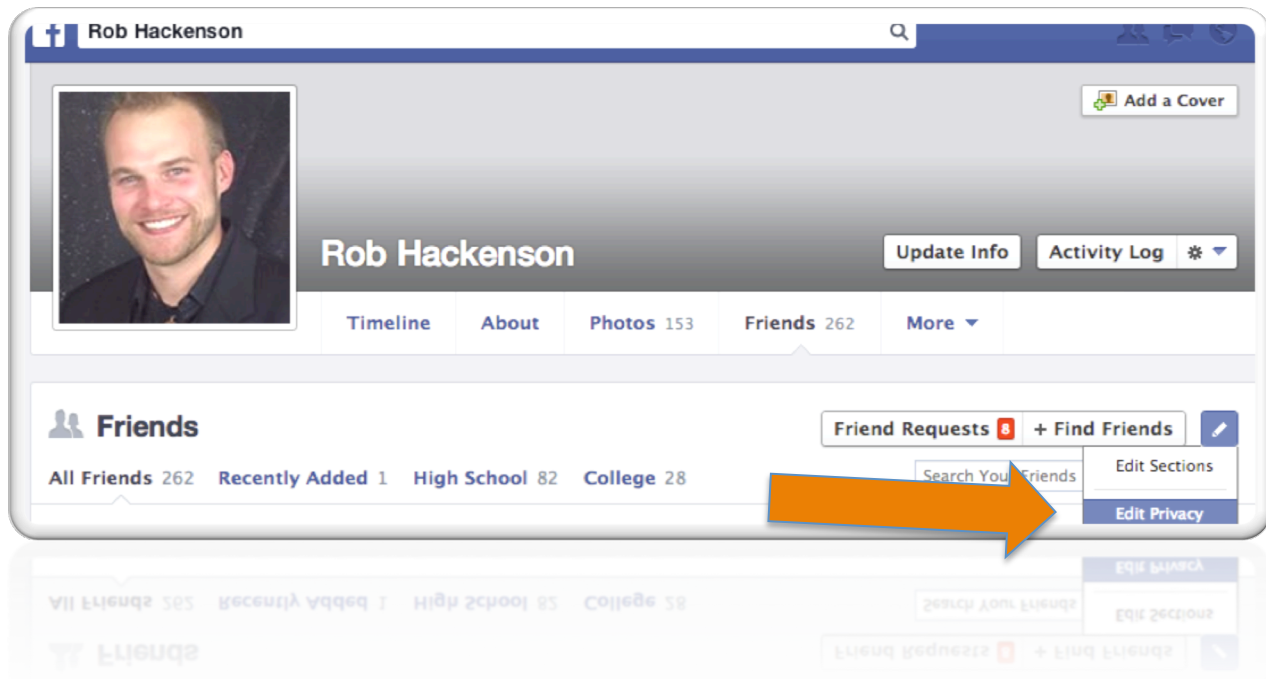
One last thing you can do, if you don’t want the public to see your friend list or the people and lists you follow, here is how to hide it. (See instruction on next page)

How to Hide Friends and Follow Lists

1st From your profile page click on “Friends”



2nd To the right of “+ Find Friends” click the small pencil icon, then select “Edit Privacy”

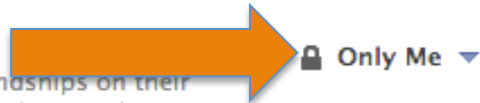


Where it says, “Who can see your friend list?” and “Who can see the people and lists you follow?” change the privacy settings to “Only Me”

Friend List

Who can see your friend list?

Remember: Your friends control who can see their friendships on their own timelines. If people can see your friendship on another timeline, they'll be able to see it in news feed, search and other places on Facebook. They'll also be able to see mutual friends on your timeline.



Only Me ▼

Following

Who can see the people and lists you follow?

Remember: The people you follow can see that you're following them.



Only Me ▼

NOTE: Remember, your friends control the privacy on their own timelines. This means that if people can see your friendship on one of your friend's timeline, they can also see it in a newsfeed, search, etc. as well as your mutual friends.



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