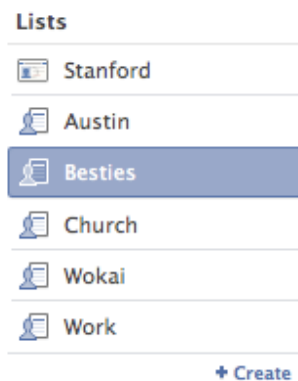


1. Segmenting Your Friends

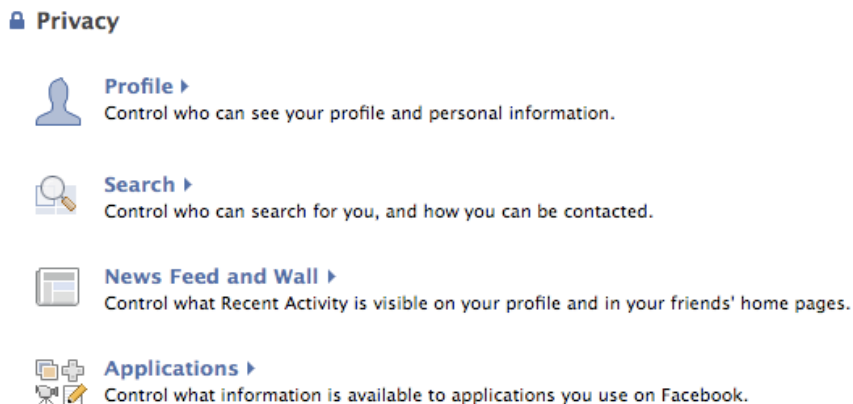


Clicking on “Friends” in the top menu of any page brings you to the new Friends page where you can create Friend Lists. Lists can be organized by geographic area, relationship type, etc. – however you like. They will come in handy when managing your privacy settings.

As you’ll see, the most effective lists are created for two main groups of friends: those you plan on being completely transparent with and those you want to share information with at a minimum level.

2. Your Privacy Settings Dashboard

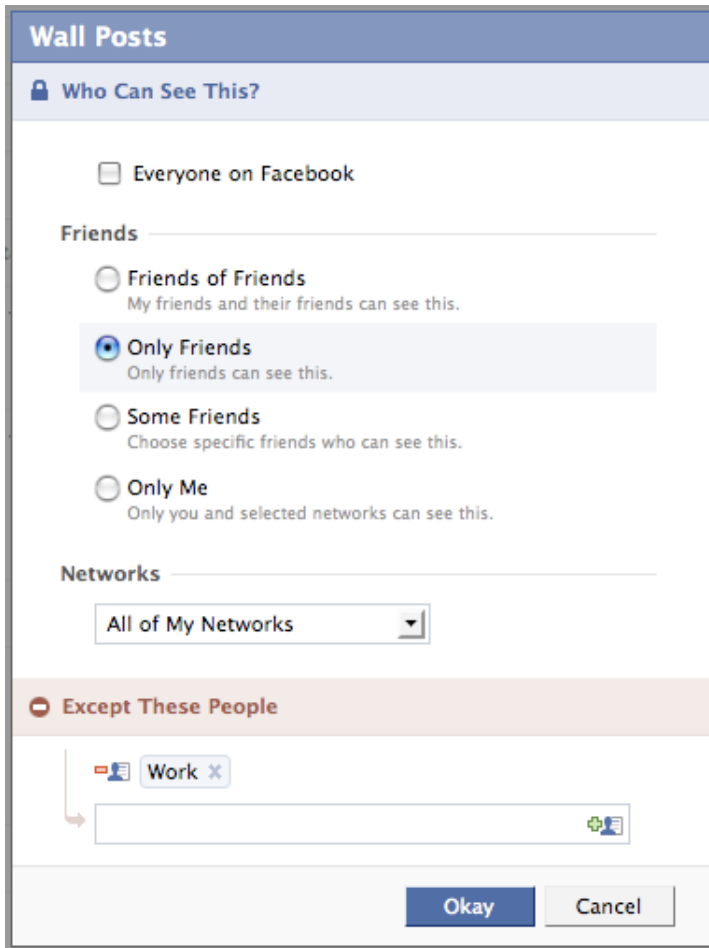
To access your Facebook privacy settings, click on “Settings” on the top menu bar and then choose “Privacy Settings” in the resulting drop-down. You’ll be taken to a page where you see the following menu of privacy options:



3. Choosing Privacy Settings for Your Wall

Your Facebook Wall contains lots of personal information about you, so it's important to think through who you want to give access to.

You exclude particular Friend Lists from viewing your Wall or allow them complete access.



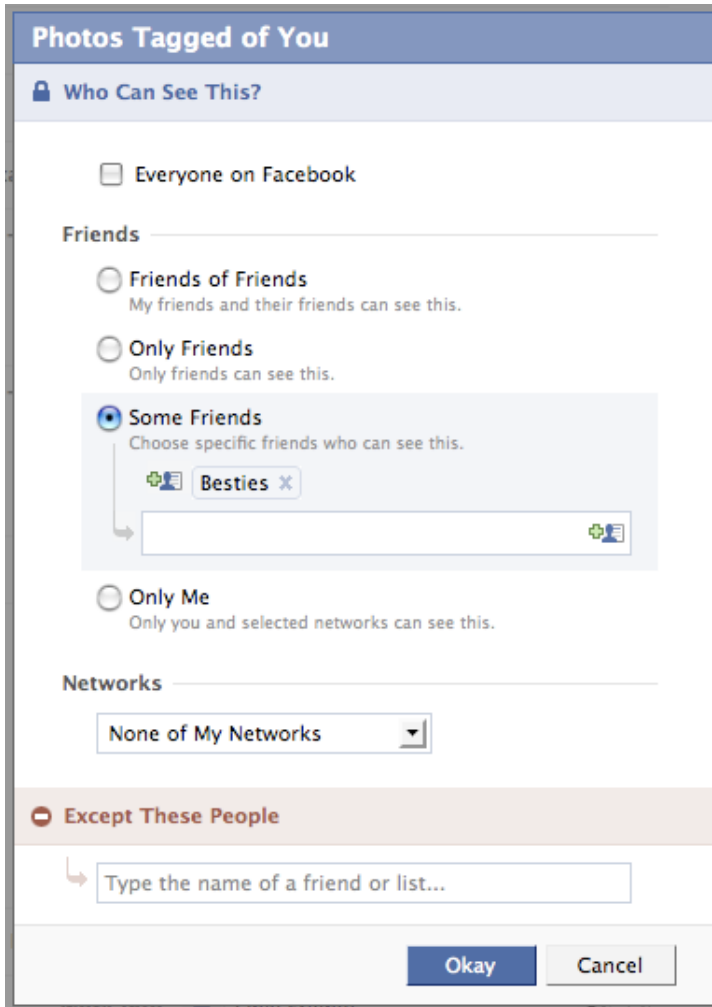
The image shows a screenshot of the Facebook 'Wall Posts' privacy settings dialog box. At the top, it says 'Wall Posts' in a blue header. Below that is a section titled 'Who Can See This?' with a lock icon. There are several options for visibility:

- Everyone on Facebook
- Friends** (indicated by a horizontal line)
 - Friends of Friends
My friends and their friends can see this.
 - Only Friends
Only friends can see this.
 - Some Friends
Choose specific friends who can see this.
 - Only Me
Only you and selected networks can see this.
- Networks** (indicated by a horizontal line)
 - All of My Networks (dropdown menu)

Below these options is a section titled 'Except These People' with a minus sign icon. It shows a list of excluded networks, with 'Work' currently selected and highlighted. Below the list is a search bar with a plus icon and a person icon. At the bottom of the dialog are two buttons: 'Okay' and 'Cancel'.

4. Choosing Privacy Settings for Photos

Similarly, say you're sensitive about pictures that you're tagged in, but feel comfortable allowing a subset of your friends to view them, you can also make that happen. Here, only friends in the "Besties" list have access to your tagged pictures.



The screenshot shows the 'Photos Tagged of You' privacy settings dialog. At the top, it asks 'Who Can See This?'. The 'Everyone on Facebook' option is unchecked. Under the 'Friends' section, 'Some Friends' is selected, and the 'Besties' list is visible. The 'Only Me' option is also unchecked. Under the 'Networks' section, 'None of My Networks' is selected. At the bottom, there is an 'Except These People' section with a search box and 'Okay' and 'Cancel' buttons.


The above setting only applies to pictures you're tagged in, not to photo albums you may have created. To edit these, visit the Photos tab of your Profile and click on the link "Album Privacy" toward the bottom.

When in doubt, you can always view your own Profile from any friend's perspective. You can also block a friend: this is equivalent to temporarily removing them.

5. Choosing What Kinds of News Feed Stories People Can See About You

You can determine which of your actions get published to the News Feed and your own Wall by tailoring your Recent Activity settings. With Facebook's new open stream API, it makes more sense to let your Wall posts to friends appear in mutual friends' News Feeds, while broadcasting a change in relationship status may be less preferable.

Posting to someone's Wall may appear in your mutual friends' News Feeds.

 Show Wall posts


The Highlights section on your friends' home pages can include your Recent Activity. Allow Highlights to show my activity when I...

- Comment on or like a note
- Comment on or like a photo or album
- Comment on or like a video
- Comment on or like a link
- Change relationship status

Recent Activity will appear on your Wall when you edit your profile. Also show Recent Activity when I...

- Remove profile info
- Post on a discussion board
- Add a friend

Recent Activity can be shown in your Chat conversations.

 Show Recent Activity in Chat

6. Choosing Whether You Want To Appear in Facebook's Social Ads

In addition, you can choose whether or not you want to appear in Social Ads, Facebook's ads that show your friends which ads you've interacted with. Do you want your friends to know that you're a fan of? You may want to think about it.

7. Choosing Who Can See Which Fields on Your Profile's Info Tab

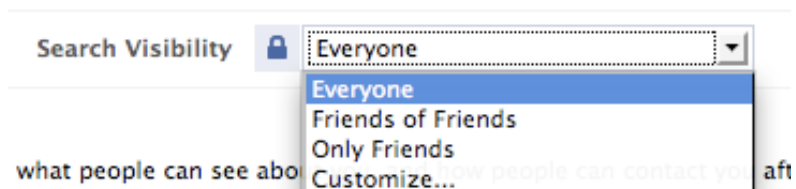
Within the Profile Privacy settings, the following fields in the Info tab of your Profile are within your control:

Basic	Contact
Profile	IM Screen Name
Basic Info	Mobile Phone
Personal Info	Other Phone
Status and Links	Current Address
Photos Tagged	Website
Videos Tagged	Residence
Wall Posts	Email
Education Info	
Work Info	

You can choose who can see each of these fields on your Profile based on Friend Lists, just like you can the Wall. Don't want people you met at conferences or parties to know your phone number? Only allow it to be visible to best friends.

8. Choosing How You Want to Appear in Facebook Searches

The Search privacy settings section is where you can make sure that you're comfortable with how people search for you, both inside and outside of Facebook. Within Facebook, either everyone, mutual friends, or only friends can search for you, depending on how you configure your search settings. You can then decide what pieces of information you want to be included in your search results (picture, friends, links to add you as a friend/send a message, and Pages that you're a fan of).



9. Choosing How You Want to Appear in Google Searches

Outside of Facebook, you can give Facebook permission to create a public search listing of your Profile, or you can opt out of this by simply un-checking the “Create a public search listing for me” box.

Many users don't know that this box is automatically checked, meaning that a limited version of your available is indexed in Google's search engine – the implication being that anyone can find your name, profile photo, and other basic information about you like Pages you're a fan of on Facebook.

Public Search Listing

Use this setting to control whether your search result is available outside of Facebook.

Create a public search listing for me and submit it for search engine indexing (see preview)

Please note that minors do not have public search listings.

10. Choosing Application Privacy Settings

Facebook does a good job of making it clear whenever you're authorizing applications to access your personal information. You'll always be given a prompt to choose whether or not you want to allow an application to have access to your Profile.

To change your application settings, find the Applications start menu at the lower left corner and click “Edit.” For each application, you can permit (or prohibit) the application to access data/send emails/publish one-line stories to your Wall, as well as who can see the application on your Profile if you choose to display it as a box or tab.

