Social Networking
How To Be Safe On-Line

• What is social networking?
• How people are scammed
• Recommendations
• Resources
• Questions & Answers

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What is a Social Network?

- Relationships between people
- Web site that knows who you know, encourages interaction
Social Network Examples

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

Sign Up
It's free and anyone can join

Full Name:
Your Email:
New Password:
Select Sex:
Birthday:

Why do I need to provide this?

Sign Up
Social Network Examples
Social Network Examples

Get Started On MySpace!
Join for free, and view profiles, connect with others, blog, rank music, and much more!

- Join now and be a part of the MySpace community
- Tell us about yourself and upload photos and videos
- View profiles and add friends to your network
- Discover new bands, filmmakers and comedians
Social Network Examples

YouTube

Broadcast Yourself ™

Home  Videos  Shows  Channels  Community
Social Network Examples

What can your LinkedIn Network do for you?

1. Get introduced to the people you need
   When you need to reach a professional, LinkedIn will tell you who can introduce you to the person you need.

2. Find professionals your friends can vouch for
   Don’t just search the web for people. Search the people your friends know and can recommend.

3. Keep up with friends and colleagues
   LinkedIn makes it easy to hear news about their careers, projects and professional lives.

4. Don’t miss professional opportunities
   With LinkedIn, you hear about opportunities in your network, even if your friends don’t tell you about them.

5. Build your relationships
   When a connection asks you to make an introduction, you build that relationship.
Social Network Examples

What is Twitter?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?
Social Network Examples
Social Networks: In Common

• Easy
• Fun
• Emphasis on sharing
• People you know and trust
• and people they know and trust…?
• Free… ?
Facebook Applications

- Applications are not always what they appear to be
  - http://www.youtube.com/watch?v=ASV25lLoROg
Facebook Applications

• Applications are often sent to you by friends
Facebook Applications

- Applications can access all of your private information once installed
Facebook Applications

• Do you really trust the developer?
Facebook Privacy

• What information are you giving to the public?
  – http://www.metacafe.com/watch/694363/facebook_stalker/
Other Examples

• What experiences have you or someone you know had with social networking security breaches?
Professors “Losing Face” on Facebook

Reference: http://chronicle.com/free/v55/i22/22a00104.htm
Do You Think He’ll Be Hired As The Next Account Manager???

- 1 in 5 managers say they use social networking sites to research job candidates
- 1/3 of them dismiss the candidate after what they discover

Reference:
http://www.reuters.com/article/technologyNews/idUSP15282420080911
10 Privacy Settings Every Facebook User Should Know:

1. Remove yourself from FB search results.
2. Remove yourself from Google search engine.
3. Avoid embarrassment from photo/video tags.
4. Set as Customizable: Only Me > None of My Networks.
5. Manually configure visibility of each album.
6. Turn off relationship status.
7. Prevent stories showing up in friends’ news feeds.
8. If you add an app, scan your profile.
9. Make your contact information private.
10. Only make email & phone number available to close contacts.

- Control who can post on your wall.
- Control who can view your wall.
- Avoid embarrassing wall posts.
- Keep your friendships private.
- Use your friend lists.
- Add friends to more than 1 group.
- Friend lists can have specific privacy policies applied to them.

10 Privacy Settings Every Social Networking User Should Know

1: Use friends list
   - Add friends to more than one group
10 Privacy Settings Every Social Networking User Should Know

- Friend lists can have specific privacy policies applied to them

10 Privacy Settings Every Social Networking User Should Know

Privacy

Profile
Control who can see your profile and personal information.

Search
Control who can search for you, and how you can be contacted.

News Feed and Wall
Control what Recent Activity is visible on your profile and in your friends' h

Applications
Control what information is available to applications you use on Facebook.
10 Privacy Settings Every Social Networking User Should Know

2: Remove yourself from Facebook search results
   – Default is set to “network”
10 Privacy Settings Every Social Networking User Should Know

3: Remove yourself from the Google search engine
   – Turn off “create a public search listing…”

![Image](https://example.com/image.png)
10 Privacy Settings Every Social Networking User Should Know

4: Avoid embarrassment from photo/video tags
   - Set as:
     • Custom
     • Only Me
     • None of My Networks
10 Privacy Settings Every Social Networking User Should Know

5: Protect your photo albums
   – Manually configure the visibility of each album
   – Be sure to check visibility settings each time you upload a new photo album
10 Privacy Settings Every Social Networking User Should Know

6: Prevent stories from showing up in friends’ news feeds
10 Privacy Settings Every Social Networking User Should Know

7: Protect against published application stories
   – If you add an application, scan your profile
10 Privacy Settings Every Social Networking User Should Know

8: Make your contact information private
   – Only make email & phone numbers available to close contacts
10 Privacy Settings Every Social Networking User Should Know

• Make your contact information private
  – To avoid identity theft issues, DO NOT display your birthday information
10 Privacy Settings Every Social Networking User Should Know

9: Avoid embarrassing wall posts
   - Prevent your wall posts from being announced in friends’ news feeds
   - Turn off relationship status
10 Privacy Settings Every Social Networking User Should Know

- Avoid embarrassing wall posts
  - Control who can view your wall
10 Privacy Settings Every Social Networking User Should Know

10: Keep your friendships private
   – Not everyone wants to live public lives!
Resources, Help & Reporting

• Online Resources and Help
  – Cal Poly Information Security
    • http://security.calpoly.edu/
  – Stay Safe Online Web Site
    • http://www.staysafeonline.info/
  – Social Networking Malware: Three Ways to Protect Yourself
    • http://www.cio.com/article/471227/Social_Networking_Malware_Three_Ways_to_Protect_Yourself
  – Data Protection: How to Write Good Passwords
    • http://www.csoonline.com/article/220721/How_to_Write_Good_Passwords
More Resources & Help

• Social Network Pitfalls

• Facebook: 10 Privacy Settings Every Facebook User Should Know
  – http://www.facebook.com/security

• Facebook: Creating Friend Lists and Setting Privacy Settings to Control Levels of Access

• Social Networking – A Guide for Teens
Reporting Fraud & Scams

• Abuse at Cal Poly
  – abuse@calpoly.edu

• Internet Crime Complaint Center (IC3)

• Consumer Fraud Reporting
  – http://www.consumerfraudreporting.org/reporting.php
Some Interesting Information

- List of Major Active Social Networking Sites

- Use of Social Networking Websites in Investigations

- Court Case Decision Reveals Dangers of Networking Sites
Definition

• Wikipedia Definition
Questions?  
Future Topics?

• Slides posted: http://security.calpoly.edu
• More references are there too!
• Report security violations to: abuse@calpoly.edu

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