

# 7 STEPS TOWARD FACEBOOK PRIVACY



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## STEP 1: USE THE PRIVACY CHECKUP TOOL

**Why this matters:** Facebook's Privacy Checkup is a helpful guided tool to walk you through your current settings.

- Go to your profile and tap the menu (☰)
- Scroll down and select Settings & Privacy > Privacy Checkup
- Follow each section carefully

**Tip:** This tool doesn't cover everything, but it's a great place to start.

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## STEP 2: LIMIT WHO SEES YOUR POSTS

**Why this matters:** By default, Facebook may make your posts more visible than you realize.

- Go to Settings & Privacy > Settings > Privacy
- Under "Your Activity," adjust:
  - Who can see your future posts? → Set to Friends
  - Limit past posts? → Click Limit to retroactively hide older public posts
  - Who can see the people, Pages, and lists you follow? → Set to Only Me or Friends

**Tip:** "Public" means anyone online can see it—even people without Facebook accounts.

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## STEP 3: CONTROL HOW PEOPLE CAN FIND YOU

**Why this matters:** Scammers and spammers often use phone numbers and email addresses to find you.

- Go to Settings > Privacy > How People Find and Contact You
- Adjust these options:
  - Who can send you friend requests? → Set to Friends of Friends
  - Who can look you up using the email address you provided? → Only Me
  - Who can look you up using the phone number you provided? → Only Me
  - Do you want search engines outside of Facebook to link to your profile? → Turn this off.

**Tip:** These settings help keep your profile off Google and reduce scam messages.

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## STEP 4: STRENGTHEN LOGIN AND SECURITY

**Why this matters:** Account takeovers are on the rise—and many are preventable.

- Go to Settings & Privacy > Settings > Security and Login
- Do the following:
  - Turn on Two-Factor Authentication (2FA)
  - Review Where You're Logged In and log out of unknown devices
  - Set up alerts for unrecognized logins

**Tip:** 2FA is one of the easiest ways to lock your account against hackers.

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## STEP 5: CONTROL YOUR PROFILE INFO

**Why this matters:** Scammers use personal details (like your birthday or job) to build trust—or steal your identity.

- Go to your Profile > Edit Details
- Review and hide (or delete) sensitive information:
  - Birthdate → Set to “Only Me”
  - Phone number → “Only Me”
  - Employer / School / Hometown → “Friends” or “Only Me”
  - Relationship status → Consider removing

**Tip:** Facebook doesn't need your birthday to wish you a happy one. You can celebrate in real life!

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## STEP 6: MANAGE FACE RECOGNITION AND TAGGING

**Why this matters:** Facebook can automatically recognize you in photos and videos.

- Go to Settings > Face Recognition
- Turn this Off
- Then go to Settings > Profile and Tagging
  - Who can post on your profile? → Only Me
  - Who can see what others post? → Friends or Only Me
  - Review tags before they appear? → Turn On

**Tip:** These steps give you more control over what shows up on your timeline.

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## STEP 7: LIMIT AD TRACKING AND PERSONALIZATION

**Why this matters:** Facebook tracks a lot of what you do—for ads. You can't stop it all, but you can reduce it.

- Go to Settings > Ads > Ad Preferences
  - Review Ad Topics and remove what you don't want
  - Click on Ad Settings and turn off:
    - Ads based on data from partners
    - Ads based on your activity on Facebook Company Products
    - Ads that include your social actions

**Tip:** This won't remove ads—but it will reduce creepy tracking.

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