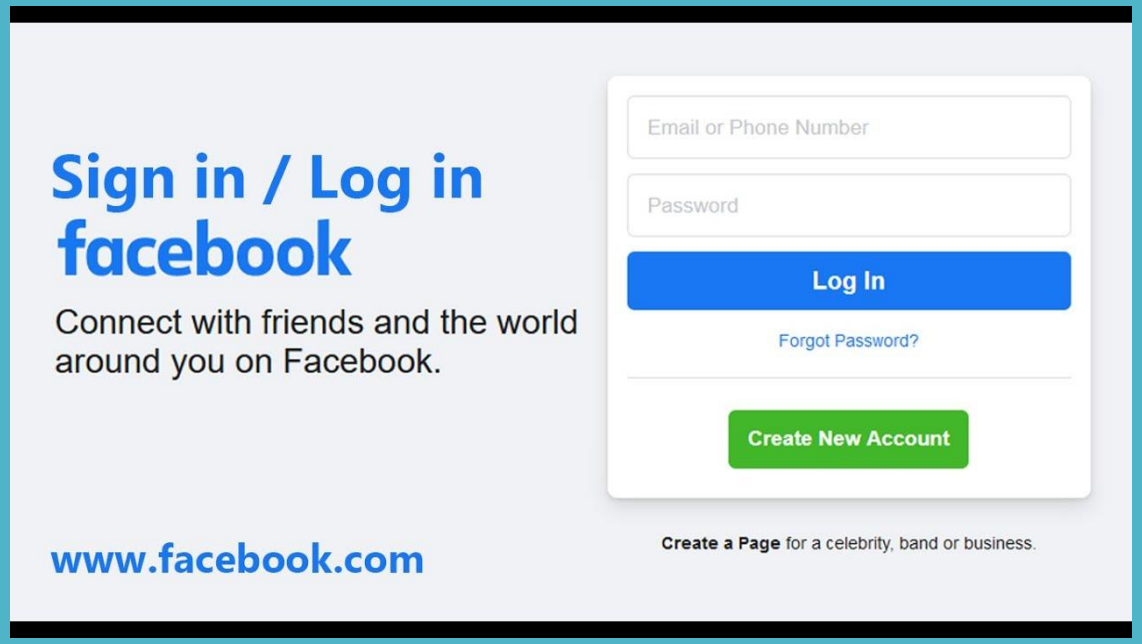


Creating a Secure Environment on Facebook

Wisconsin All-computer Users Club

April 15, 2021

Facebook

- This presentation is brought to you by APCUG's Speakers Bureau
- A benefit of your membership in APCUG
- Your presenter is Judy Taylour
  - Member of the Speakers Bureau
  - APCUG Advisor – Regions 10, 11, and International
  - President/Webmaster/Editor – SCV Computer Club in SoCal

Why Use Facebook?

- Friends and family who want to stay in touch
- People looking for long-lost friends
- Hobbyists looking for others who share their interests
- Keeping up with the latest news and events
  - Share opinions on those events
- Can interact with large numbers of people without interacting with each one personally
- Effective and efficient communication

Why Use Facebook?

Logging into Facebook

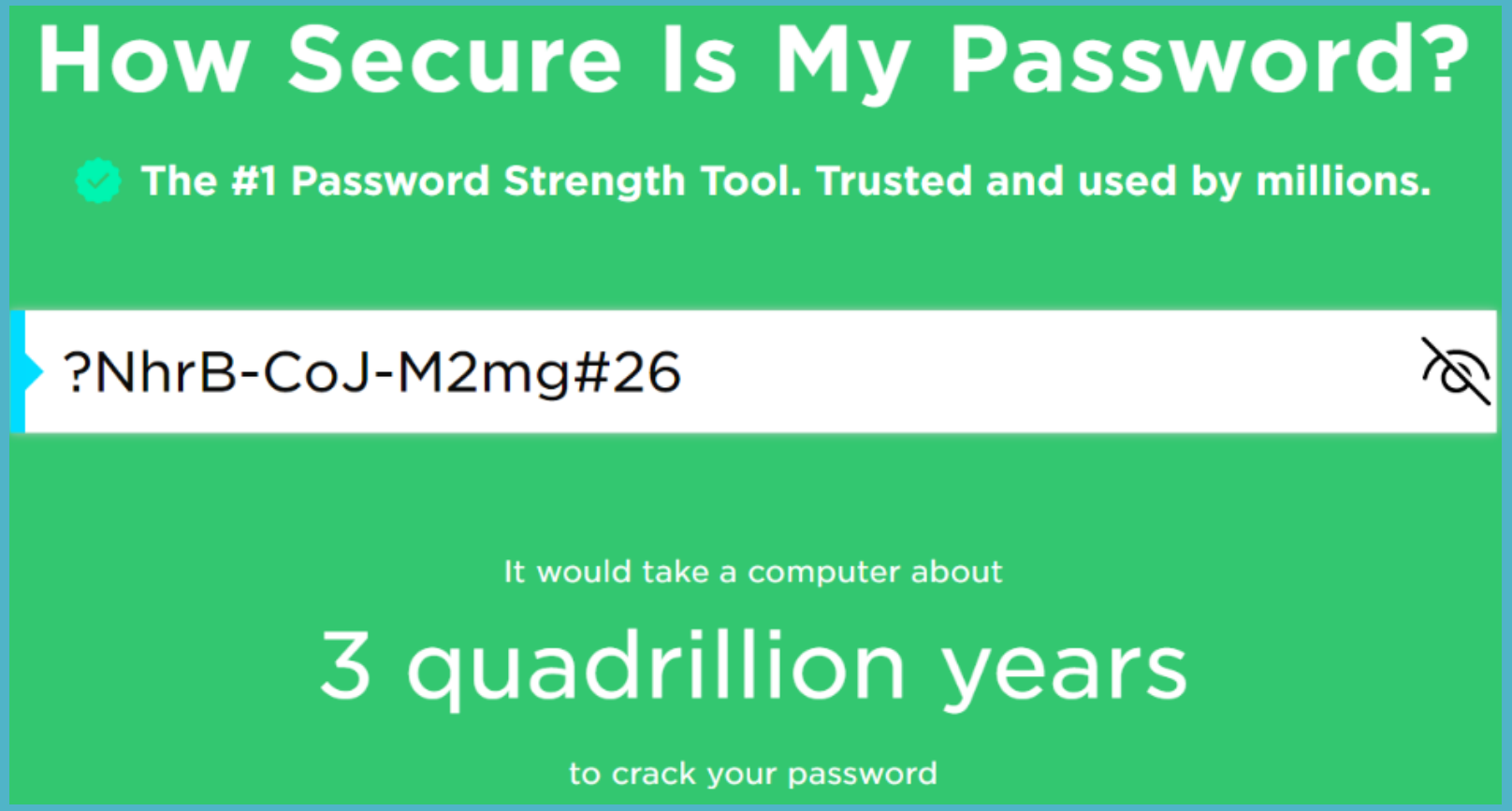
- Create a strong password
- Use a password manager
- Don’t sign into a third-party website with your Facebook credentials
- Be sure to read the privacy policy
- Gives that company permission to mine your Facebook user data
  - Personal photos if privacy level set to public

You and Your Passwords

- Longer is better
- 12 characters long at a minimum
  - Includes Numbers, Symbols, Capital Letters, and Lower-Case Letters
  - Doesn’t use obvious substitutions (0 for O) - $$ for ss
  - Isn’t a Dictionary Word or Combination of Dictionary Words
- Password-guessing tools submit hundreds or thousands of words per minute.
- If a password is anything close to a dictionary word, it's incredibly insecure.

You and Your Passwords

- Worst passwords
- #12 qwerty123
- #13 1q2w3e4r
- #15 qwertyuiop



You and Your Passwords

Least secure social media app

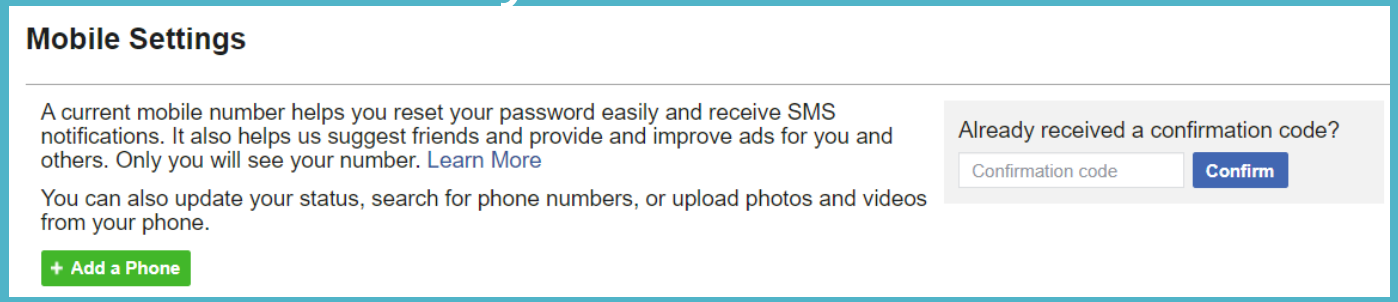
- TikTok?
- Snapchat?
- Instagram?
- Twitter?
- Facebook?
- YouTube?
- WhatsApp?
- LinkedIn?

Least secure social media app

- PCMag – University of New South Wales Sydney
- Social media users – US, UK, and Australia
  - 66% - Facebook
  - 59% - TikTok
  - 53% - Instagram
  - 53% - Snapchat
  - 47% - Twitter
  - 40% - YouTube
  - 37% - LinkedIn

Records Leaked Online Again

- 2019 - personal data from over 300 million Facebook accounts stolen
- Previously sold in the dark web between malicious bad actors.
- Considered by some as one of the worst data breaches of all time
- 2021 - released for free on a low-level hacking forum
- Easy access for anyone with basic knowledge
- Didn’t include your phone number?
  - Phone numbers provided the way into the accounts
- Profile> > > > > > >

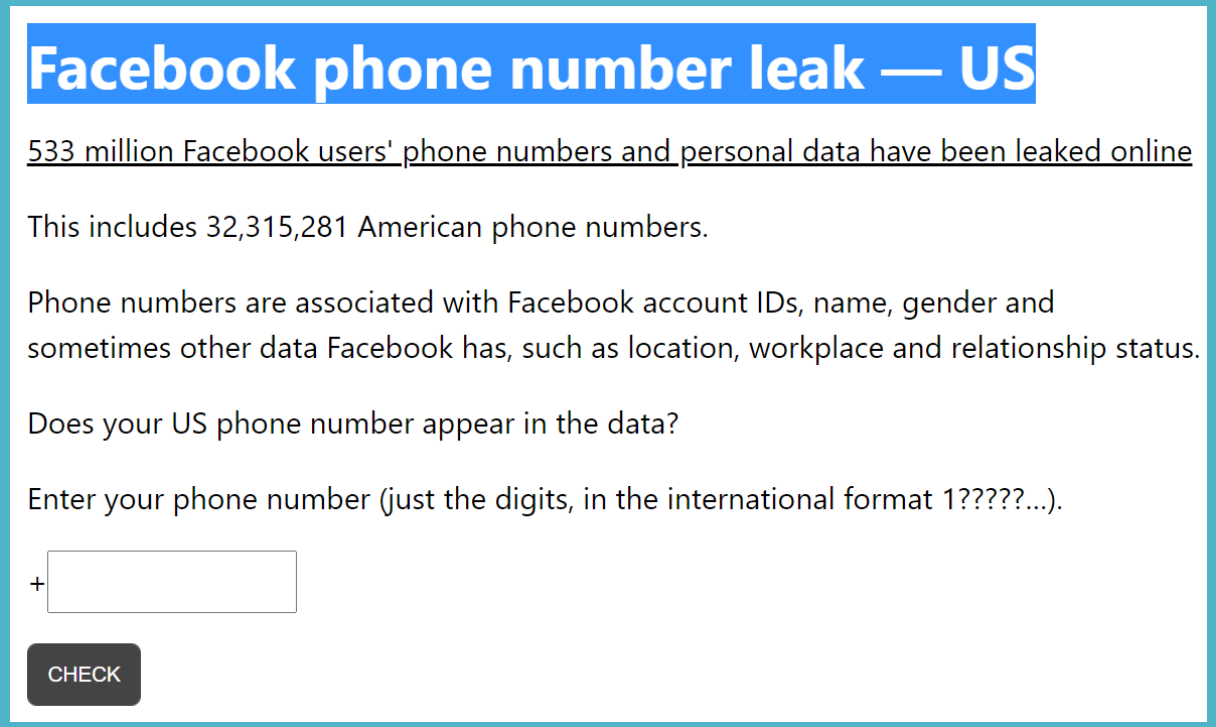


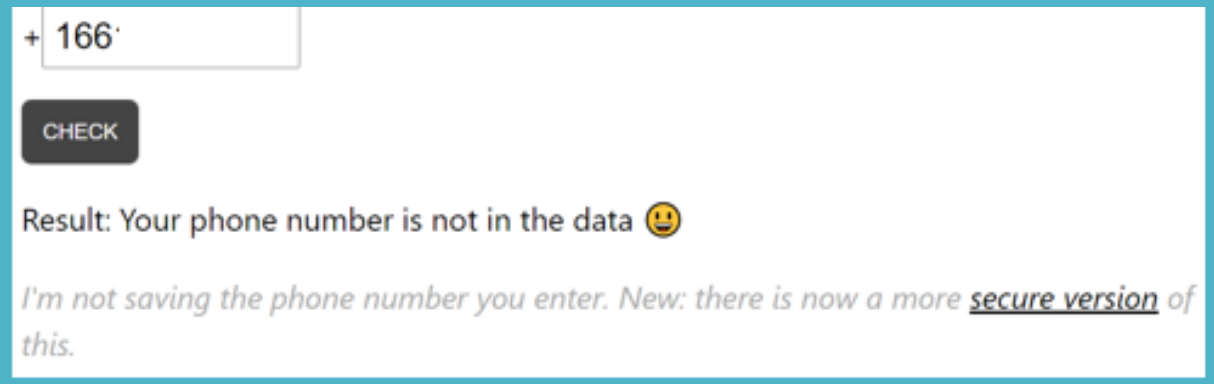
Records Leaked Online Again

- What info was stolen?
  - Full Names
  - Phone numbers
  - Facebook IDs
  - Location
  - Birth date
  - Bios

Check if your phone number has been leaked

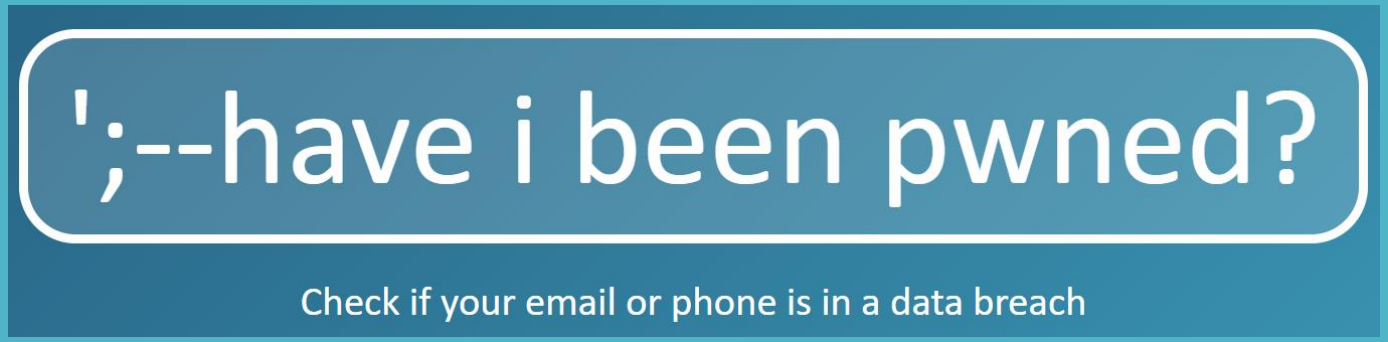
- Facebook phone number leak — US





Check if your email address has been leaked

- Have I Been Pwned most popular site for email and password monitoring
- In existence since 2013 - largest single breach at the time - 38 million Adobe users
- Enter your email, and the site will list any breaches your email has been part of.



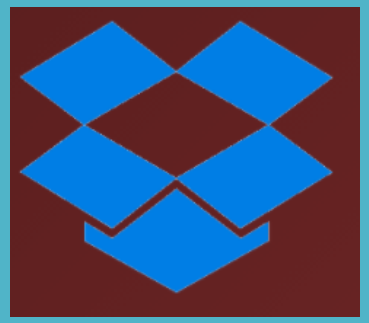
Who Created Have I Been Pwned (HIBP)

- Troy Hunt, a Microsoft Regional Director and Most Valuable Professional awardee for Developer Security, blogger at troyhunt.com, international speaker on web security and the author of many top-rating security courses for web developers on Pluralsight.
- Created as a free resource for anyone to quickly assess if they may have been put at risk due to an online account of theirs having been compromised or "pwned" in a data breach.

Check if your email address has been leaked

- https://haveibeenpwned.com/

2012



Dropbox - Email addresses, Passwords

2014

bitly - Email addresses, Passwords, Usernames

Check if your email address has been leaked

2016

LinkedIn - Email addresses, Passwords

2019

evite - Dates of birth, Email addresses, Genders, Names, Passwords, Phone numbers, Physical addresses

Check if your email address has been leaked

2019

Canva - Email addresses, Job titles, Names, Phone numbers, Physical addresses, Social media profiles

2020

Nitro - Email addresses, Names, Passwords

Check if your email address has been leaked

2019

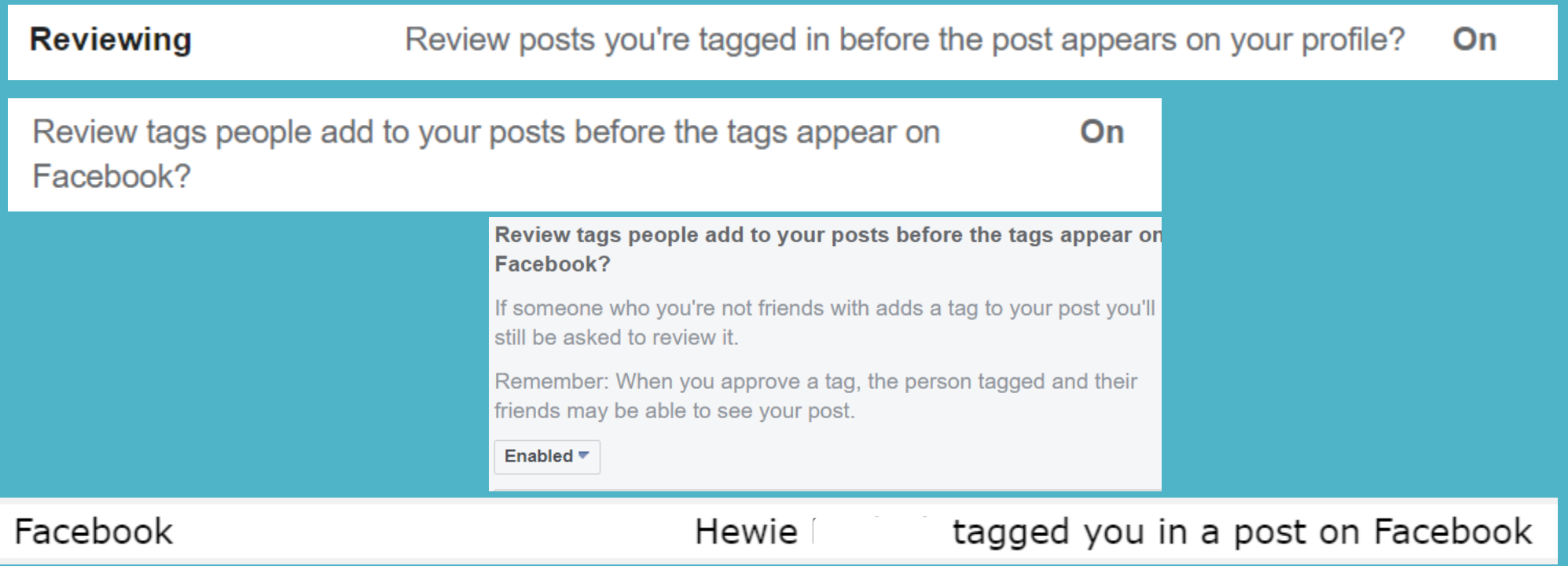
Data Enrichment Exposure From People Data Labs (PDL) Customer: Unprotected Elasticsearch server holding **1.2 billion records of personal data**. Server was not owned by PDL and it is believed a customer failed to properly secure the database.
Email addresses, Employers, Geographic locations, Job titles, Names, Phone numbers, Social media profiles

Tagging

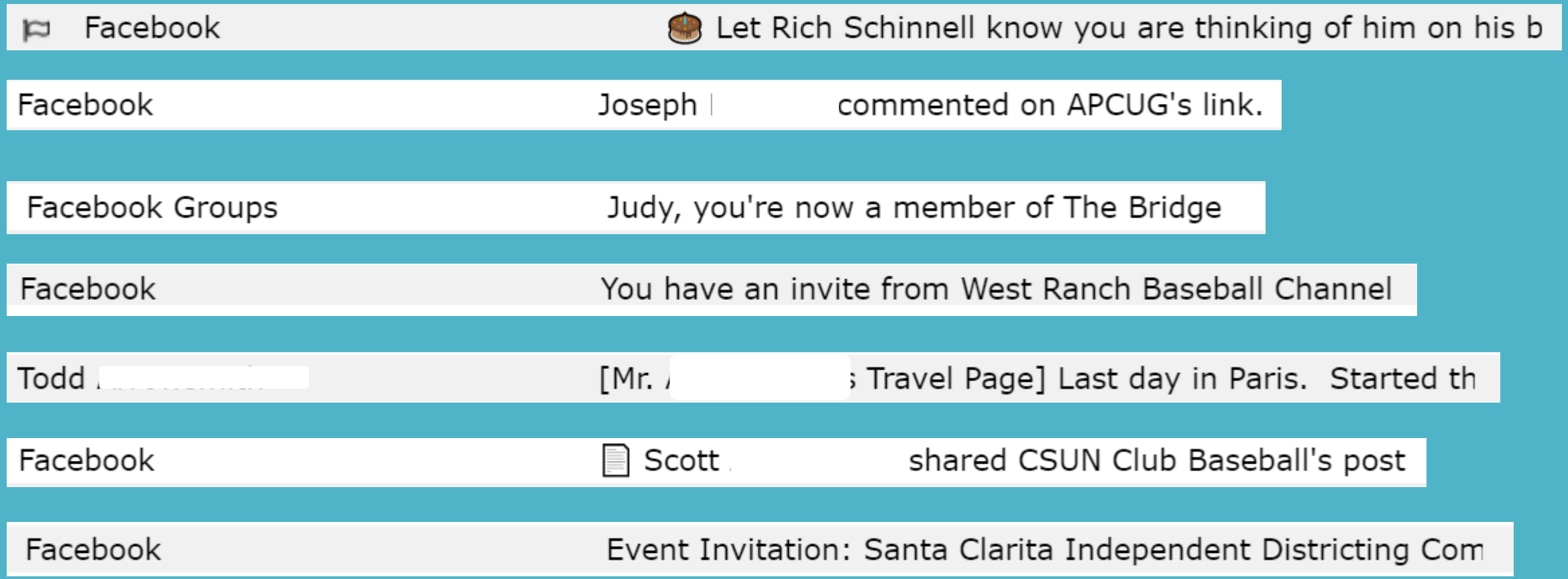
- Tagging = identifying people in a picture that has been posted online
- Not everyone wants to be identified online
- Tagging a person makes the photo visible on that person's Timeline —even if he/she doesn't want anyone to see it
- Tagging a person without permission can cause all sorts of problems
- Set up your account to have Facebook ask your permission before a post you have been tagged in appears on your timeline

Tagging

- Settings > Privacy > Profile and Tagging > Reviewing
- Change 1st and 3rd settings to On



Facebook Notices via Email



Surveys…..Quizzes

- Even if your best friend posts a survey or quiz, don’t participate
- Bad actors create *quizzes/surveys/find the M in a gazillion W’s and you are a genius posts* to acquire your private information
- Can hack your accounts or steal your identity using personal information that Facebook provides them
- May take you to a website with dangerous downloads
  - Install malicious browser extensions
  - Harmful links
  - Malware

Surveys.....Quizzes

Judy, we're asking a small group of people for their opinion

Could you take a few minutes to answer a short survey?

Start Survey

Hmmm... can't reach this page

Check if there is a typo in inventorybag.com.

If spelling is correct, try running Windows Network Diagnostics.

DNS_PROBE_FINISHED_NXDOMAIN

FIND OUT YOUR ROYAL NAME:
1. Lord or Lady
2. Your pet's name
3. The last thing you ate
4. add "of"
5. The last place you shopped

Orv Beach and 18K others 187K Comments 27K Shares

Like Comment Share

Games

- Social gaming is popular, can lead to
  - Stealing your information
  - Malware
  - Phishing scams
  - Hacking
  - Prevent apps from being enabled on your Facebook account
- Settings > Privacy > Apps and Website links > Edit
- Click Turn Off button

Fact vs. Fiction

- False information thrives online
- Links to news stories, web pages, wild claims, and hoaxes that don’t seem right
- Someone posts the latest piece of misinformation and, seconds later, it can spread around the world.
- Going viral – circulated via social media to a large number of people

Fact vs. Fiction

- Just because someone says something doesn’t make it true
  - Fake news
  - Outright lies
  - Conspiracy theories
  - Propaganda
  - Biased News
  - Opinions
- Common sense

Fact vs. Fiction

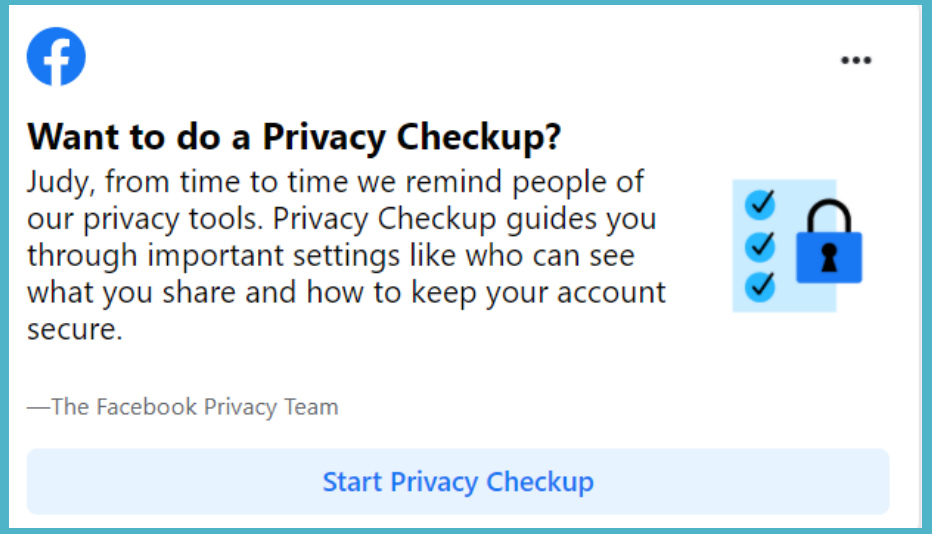
- Check it out before you share it
- Go to the original site
- Factcheck.org
- Snopes
- Don’t engage with it
  - Facebook algorithms will show you more
- Bottom line – only follow reputable news outlets

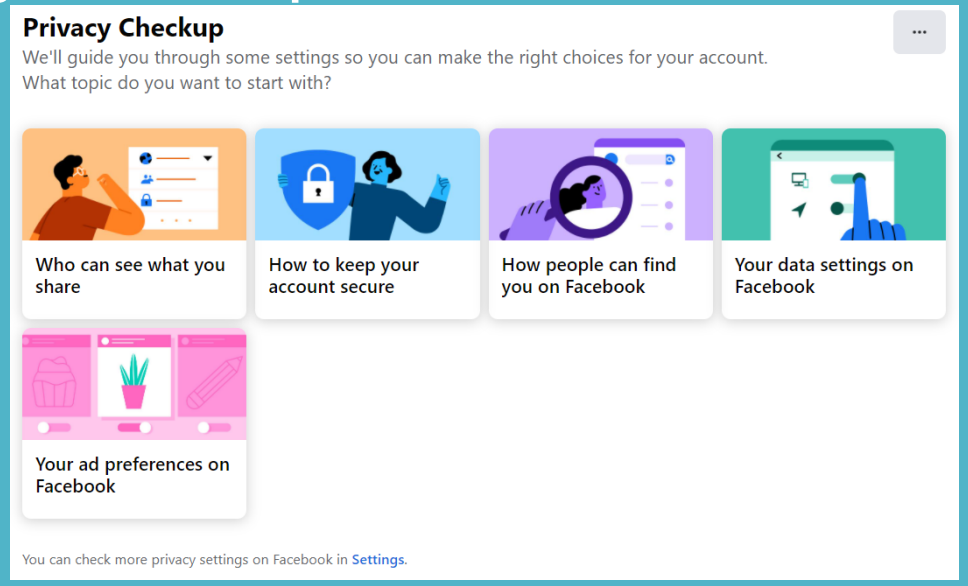
Using Social Media Safely & Privately

- Is it safe to use social media?
  - Like any website, posts on a social networking site can contain links …….
- Malware
- Spam
- Phishing
- ID Theft
- Robbery
  - Don’t post that you are going to be out on a certain evening, or on vacation….
  - Post your pictures when you return home

Using Social Media Safely & Privately

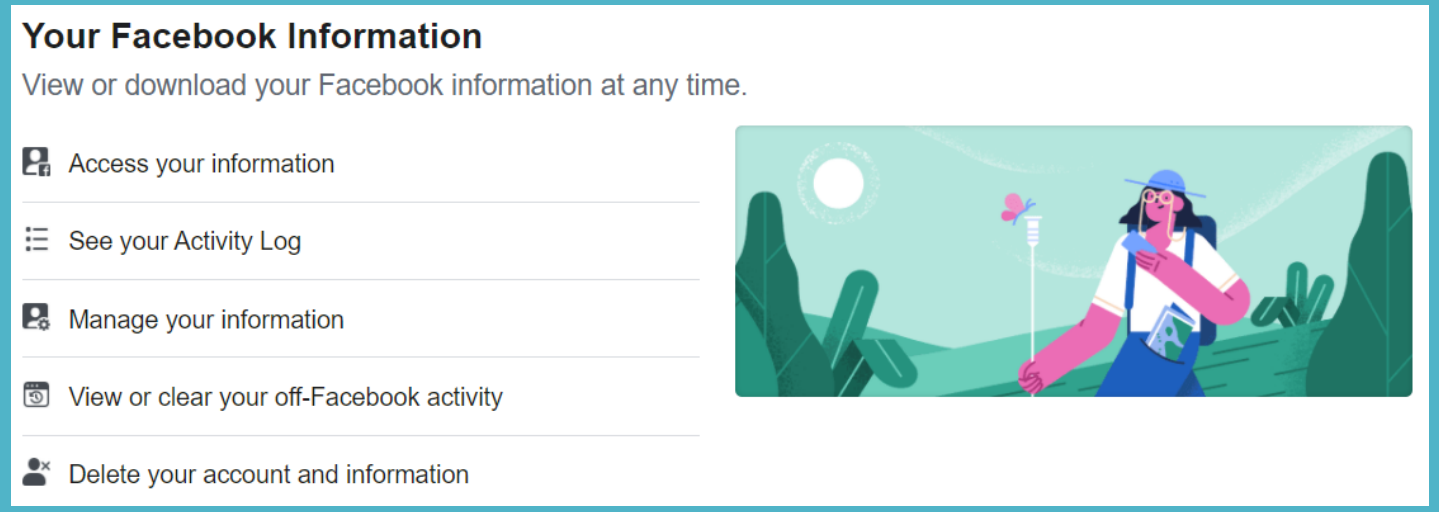
- Facebook settings can be complicated
- Like customizing Windows 10, go through every one of the settings so Facebook works how you want it to
- Every once in a while, do a privacy checkup





Facebook Tracking Data

- Facebook collects data even when you are not on Facebook
- Apps, websites, and other services send Facebook information about what you are doing on the Internet
- Off-Facebook Activity gives you a look at some of that data
- Settings & Privacy > Privacy Shortcuts > View or clear your Off-Facebook activity > Manage Your Off-Facebook Activity



Facebook Tracking Data

Off-Facebook Activity

Off-Facebook activity includes information that businesses and organizations share with us about your interactions with them, such as visiting their apps or websites. Learn More

Ralphs.com, **Actblue.com** and other websites or apps have shared your activity with Facebook.

What You Can Do

Manage Your Off-Facebook Activity

View activity shared with us by the businesses and organizations you visit off of Facebook.

Clear History

Disconnect off-Facebook activity history from your account.

Access Your Information

View your information by category

Download Your Information

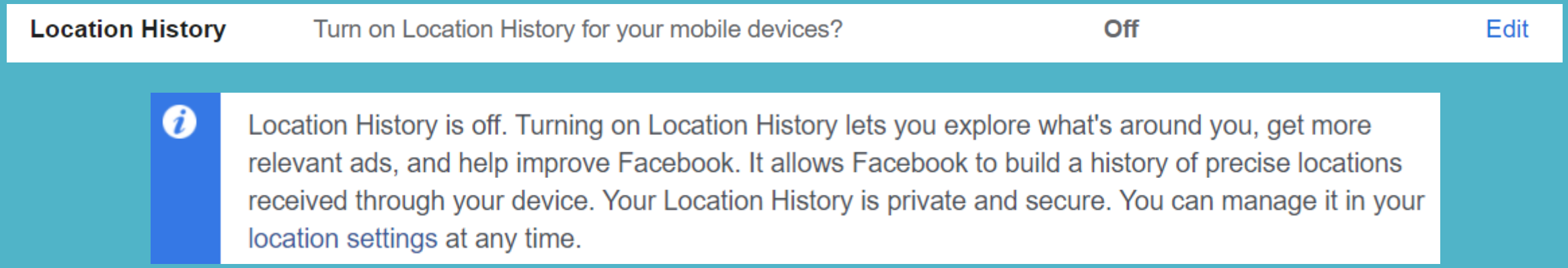
Download details of your off-Facebook activity

Manage Future Activity

Choose whether your off-Facebook activity is saved with your account

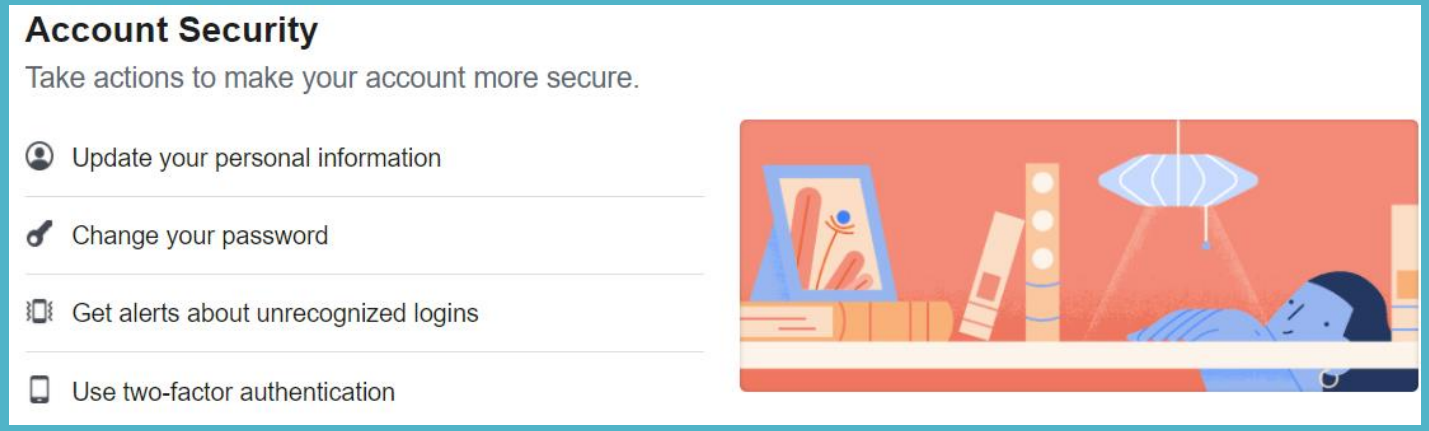
Keep Your Location to Yourself

- Facebook admits it uses location data from your device
- Uses network connection to approximate where you are for advertising purposes
- Turn off Facebook app's location permission on your iPhone or Android phone, data available will be less precise



Protect Your Account from Hackers

- Turn on 2FA (two-factor authentication)
- Backs up your password
- Verifies your identity by sending code via text or app
- Settings & Privacy > Privacy Shortcuts > Account Security > Use two-factor authentication



Protect Your Account from Hackers

Help Protect Your Account

If we notice an attempted login from a device or browser we don't recognize, we'll ask for your password and a verification code.

Select a Security Method

Authentication App

Recommended · Use an app like Google Authenticator or Duo Mobile to generate verification codes for more protection.

Use Authentication App

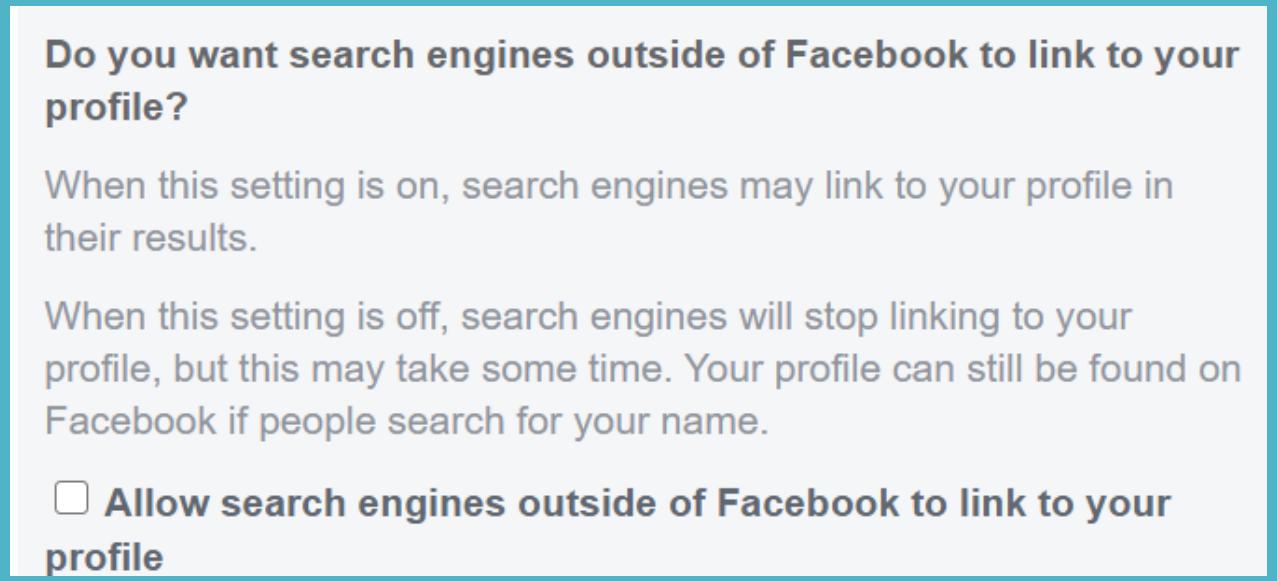
Text Message (SMS)

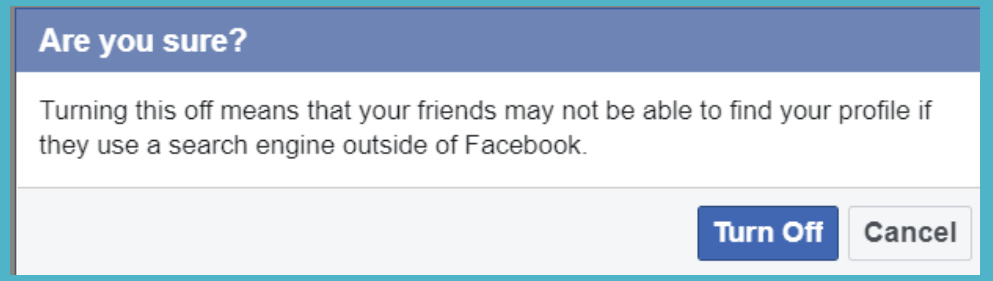
Use text message (SMS) to receive verification codes. For your protection, phone numbers used for two-factor authentication can't be used to reset your password when two-factor is on.

Use Text Message (SMS)

Hide Account from Google and Other Search Engines

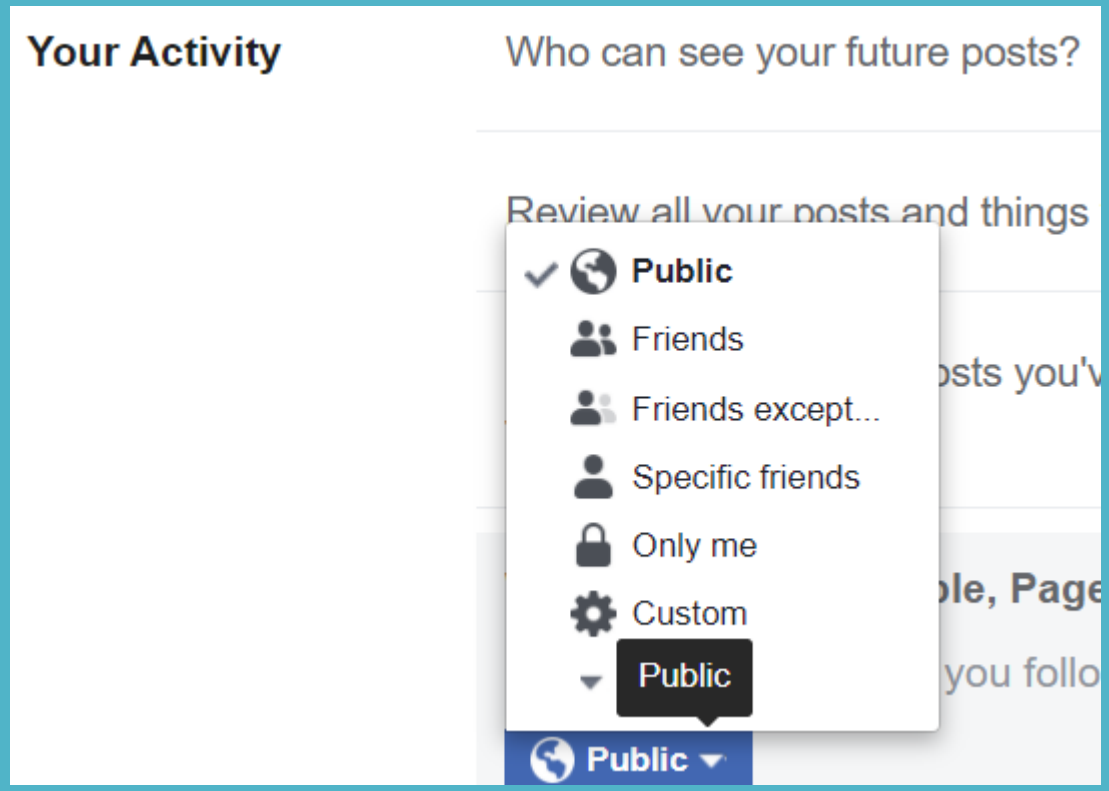
- Settings & Privacy > Privacy > How people find & contact you > Do you want search engines outside of Facebook to link to your profile? > Edit
- Click check box > Turn Off





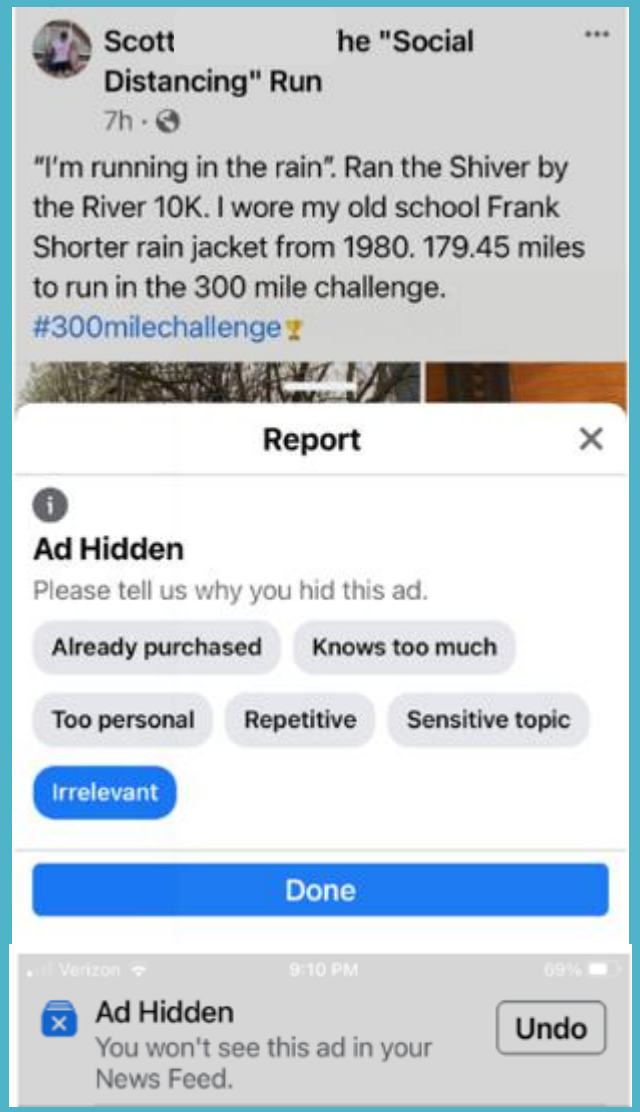
Limit Who Sees Your Profile, Photos, and Posts

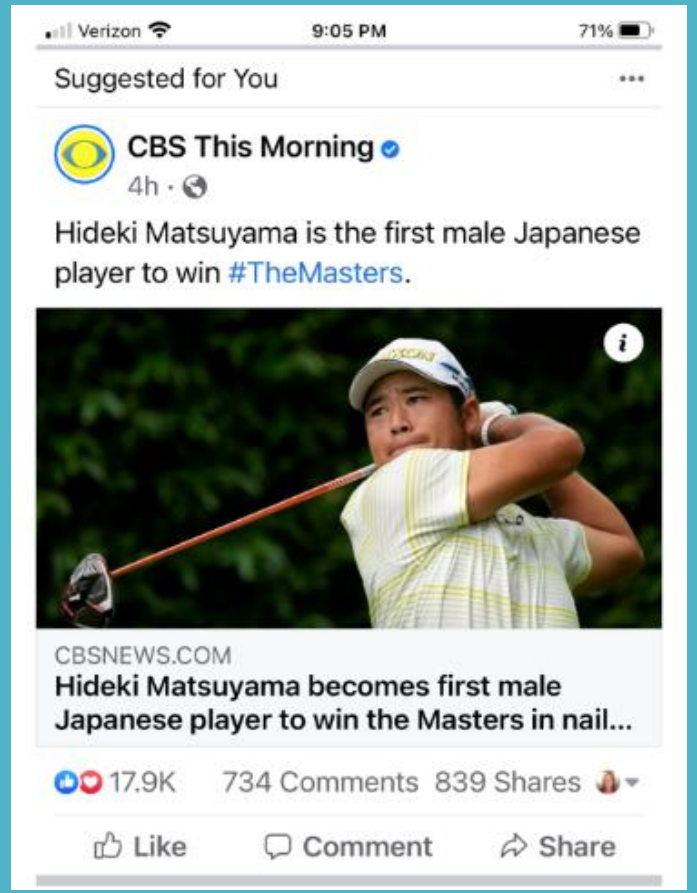
- Settings > Privacy > Your Activity > Who can see your future posts? > Edit



Ads

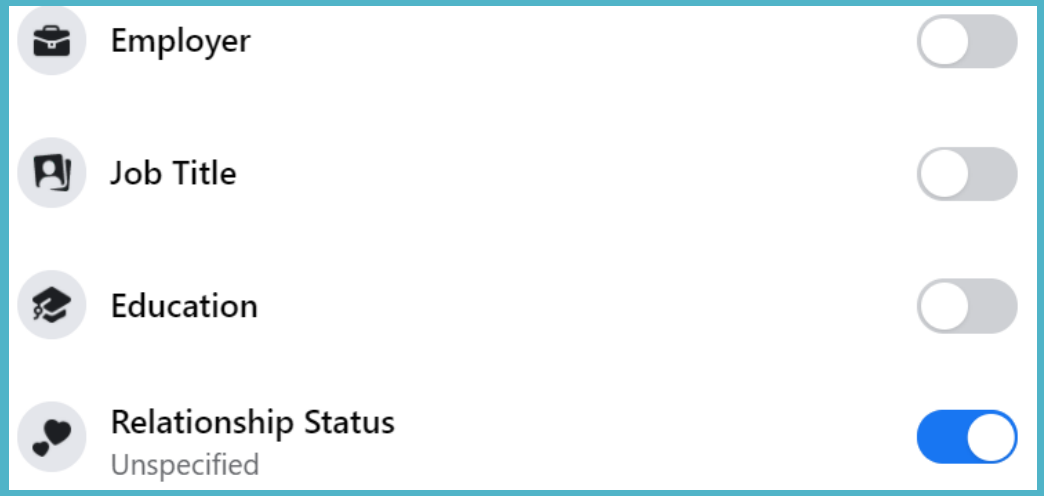
Dave likes BMW USA.
BMW USA
Sponsored
A champion of performance and design. Navigate in style with the 2021 BMW 3 Series.
THE 3
The Ultimate Driving Machine
BMWUSA.COM
Discover The 2021 BMW 3
Learn More


Scott he "Social Distancing" Run
7h
"I'm running in the rain". Ran the Shiver by the River 10K. I wore my old school Frank Shorter rain jacket from 1980. 179.45 miles to run in the 300 mile challenge. #300milechallenge
Report
Ad Hidden
Please tell us why you hid this ad.
Already purchased
Knows too much
Too personal
Repetitive
Sensitive topic
Irrelevant
Done
Ad Hidden
You won't see this ad in your News Feed.
Undo

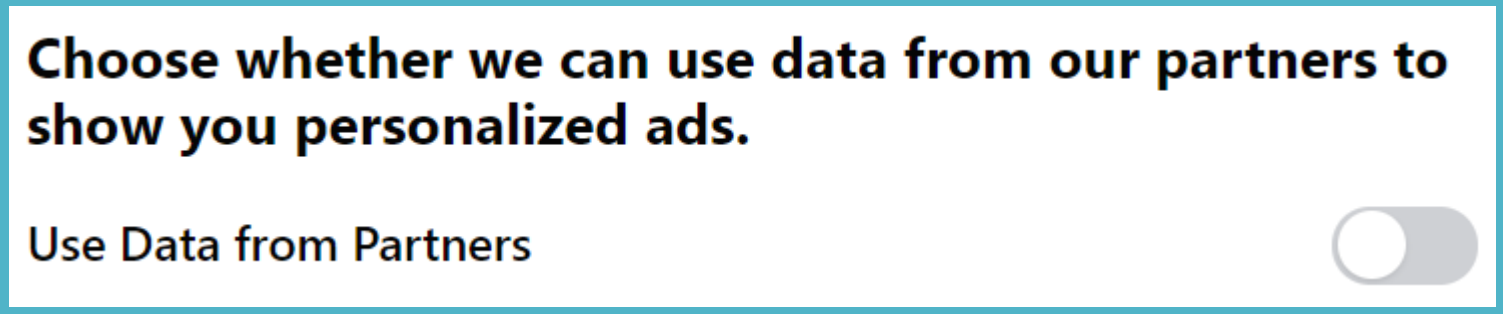

Verizon 9:05 PM 71%
Suggested for You
CBS This Morning
4h
Hideki Matsuyama is the first male Japanese player to win #TheMasters.
CBSNEWS.COM
Hideki Matsuyama becomes first male Japanese player to win the Masters in nail...
17.9K 734 Comments 839 Shares
Like Comment Share

Control Targeted Ads

- Settings & Privacy > Settings > Ads > Ad Settings > Data
  - Profile information

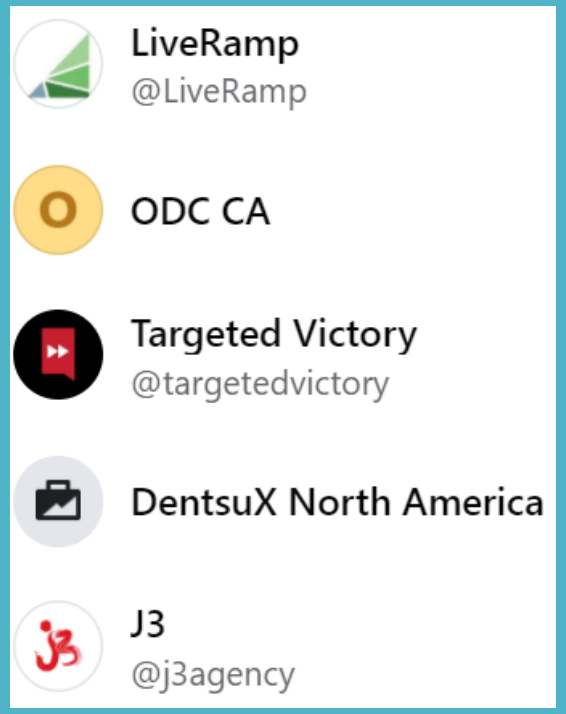


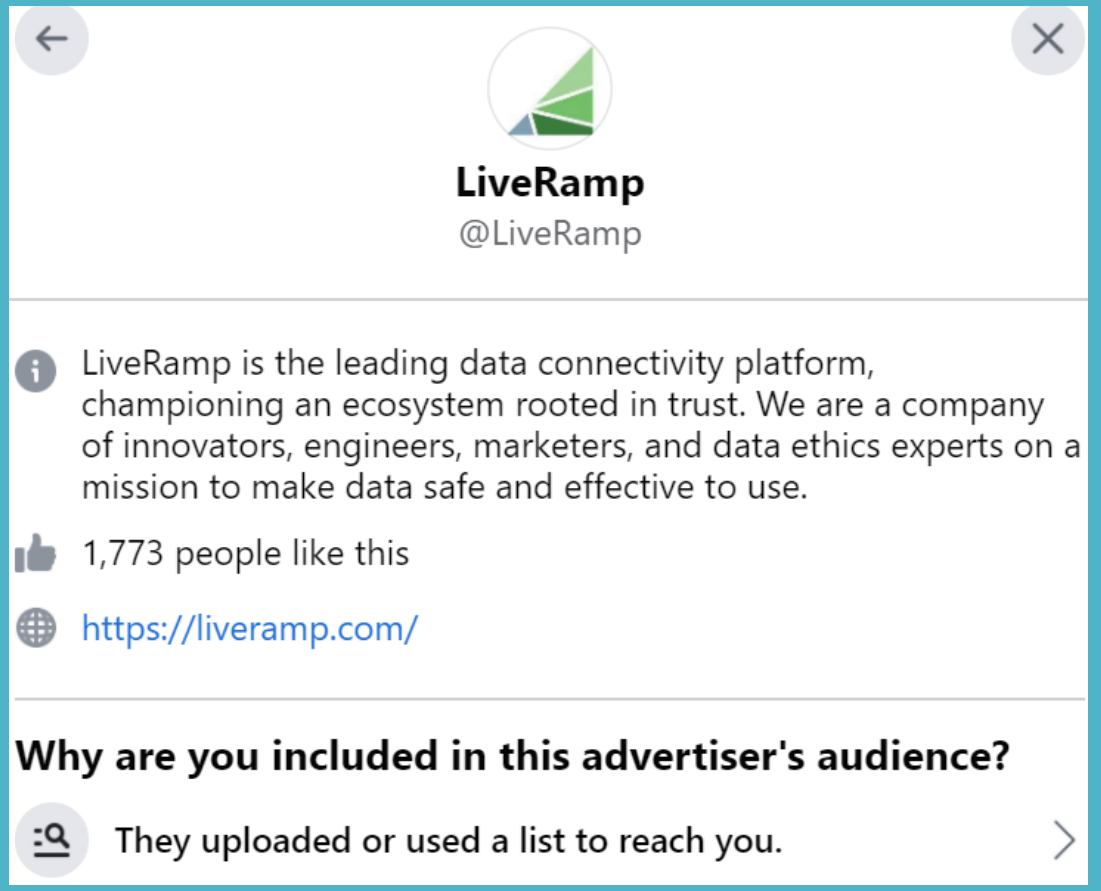
  - Personalized based on data about your activity from partners



Control Targeted Ads

- Audience-based Advertisers



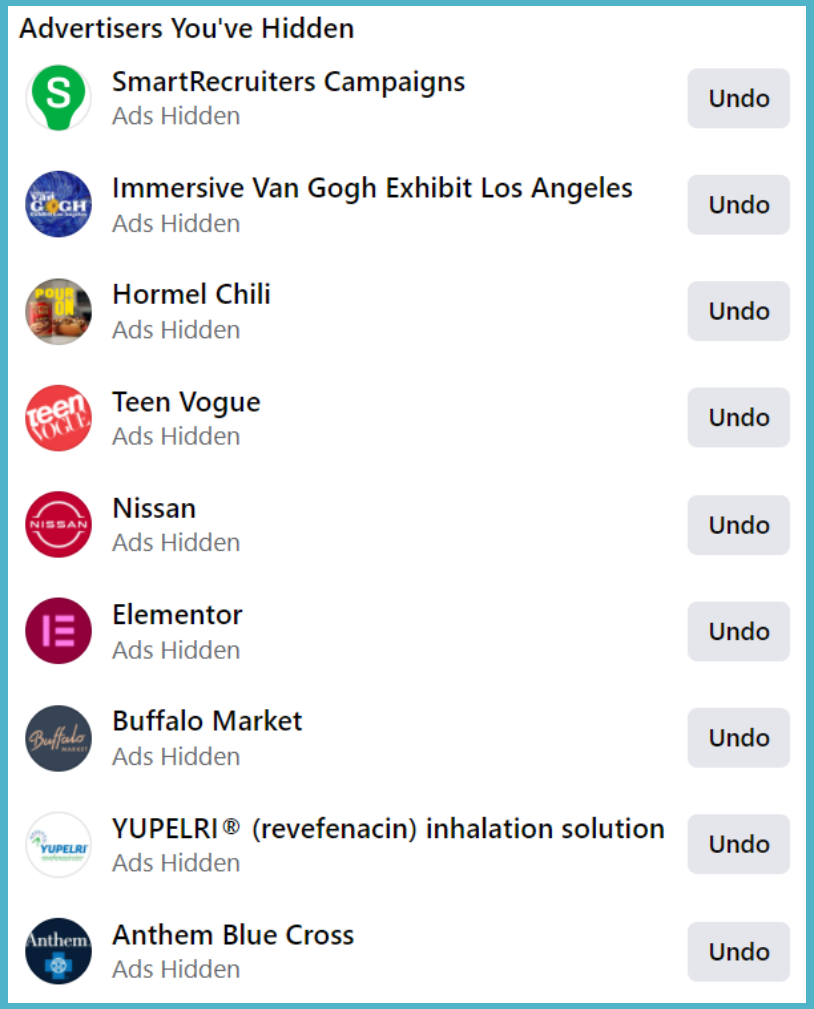


Control Targeted Ads

- Social interactions
- Not shown alongside ads about social issues, elections or politics that have a label showing who paid for the ad

Control Targeted Ads

- You can hide ads



Restrict Facebook from Tracking Your Activity on Other Websites

- Install an ad blocking extension
- Privacy Badger
- Chromium websites – Chrome, Edge, Avast
  - AdBlock / AdBlock Plus
- Firefox – Facebook Container extension
- Opera – Ad blocker built into browser
- Vivaldi – Integrated Ad Blocker
- DuckDuckGo - Settings >General tab > Advertisements
- Brave blocks all ads by default

Using Social Media Safely & Privately

- Think before you click or tap
- Think before you post
- Don’t accept every friend request—decline the request
- Unfriend people whose posts you don’t like, agree with….
- Keep your contacts private
- Don’t download 3rd party apps
- Don’t play social games
- Don’t find that M that makes you a genius
- Trust your instincts

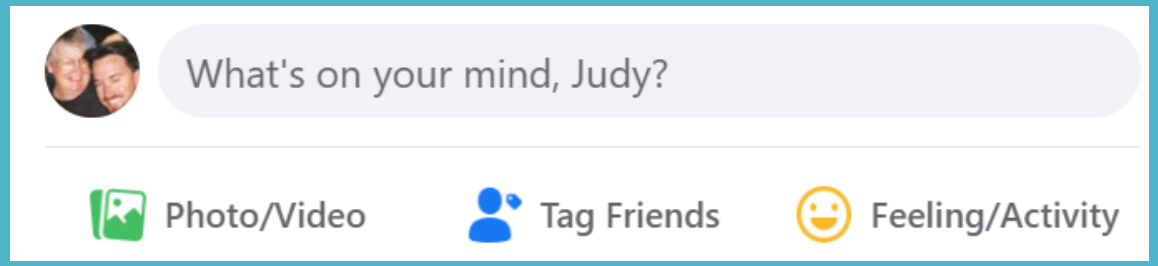
Probably Shouldn't Share Online

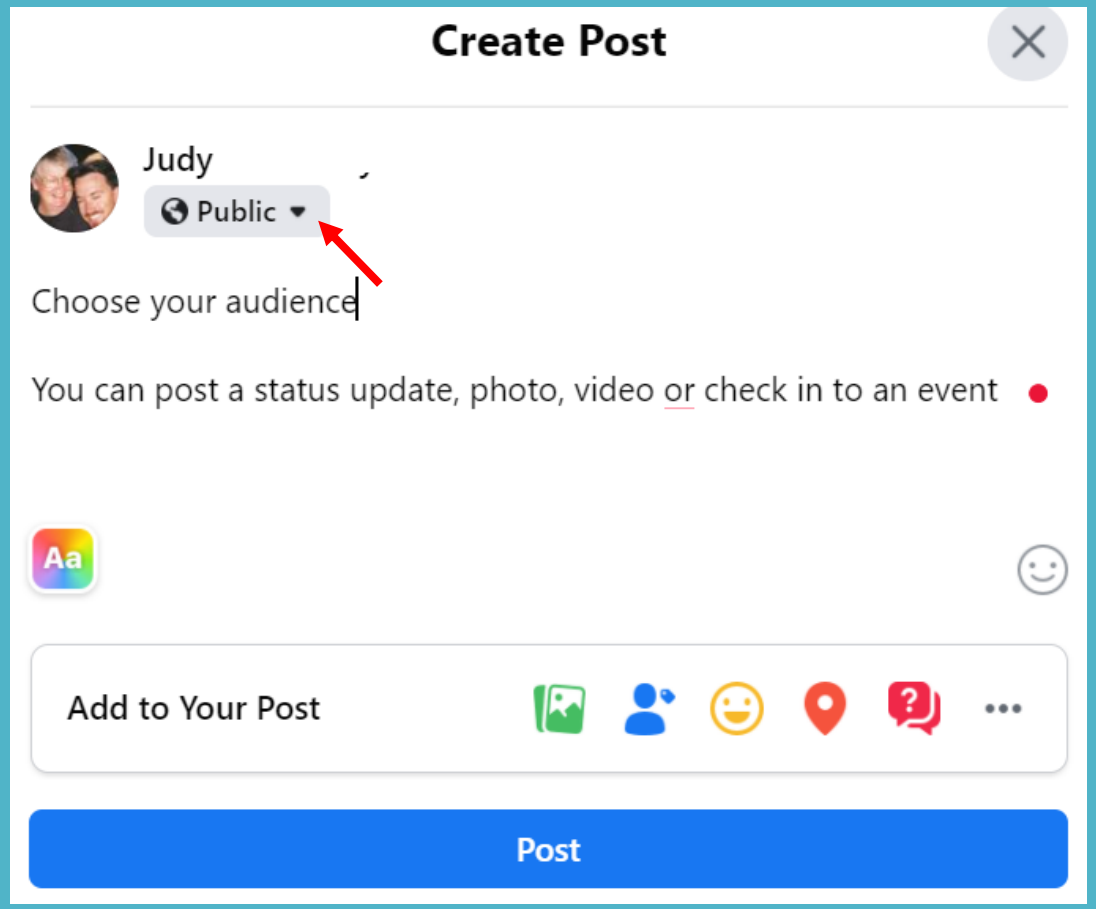
- Consider the Golden Rule
- When posting to social media, following the online golden rule: Post only about others as you would have them post about you. If you can't say something nice, don't say anything at all.
- As a wise friend once said….Don't post anything on social media you wouldn't hang on your front door for everyone to see.

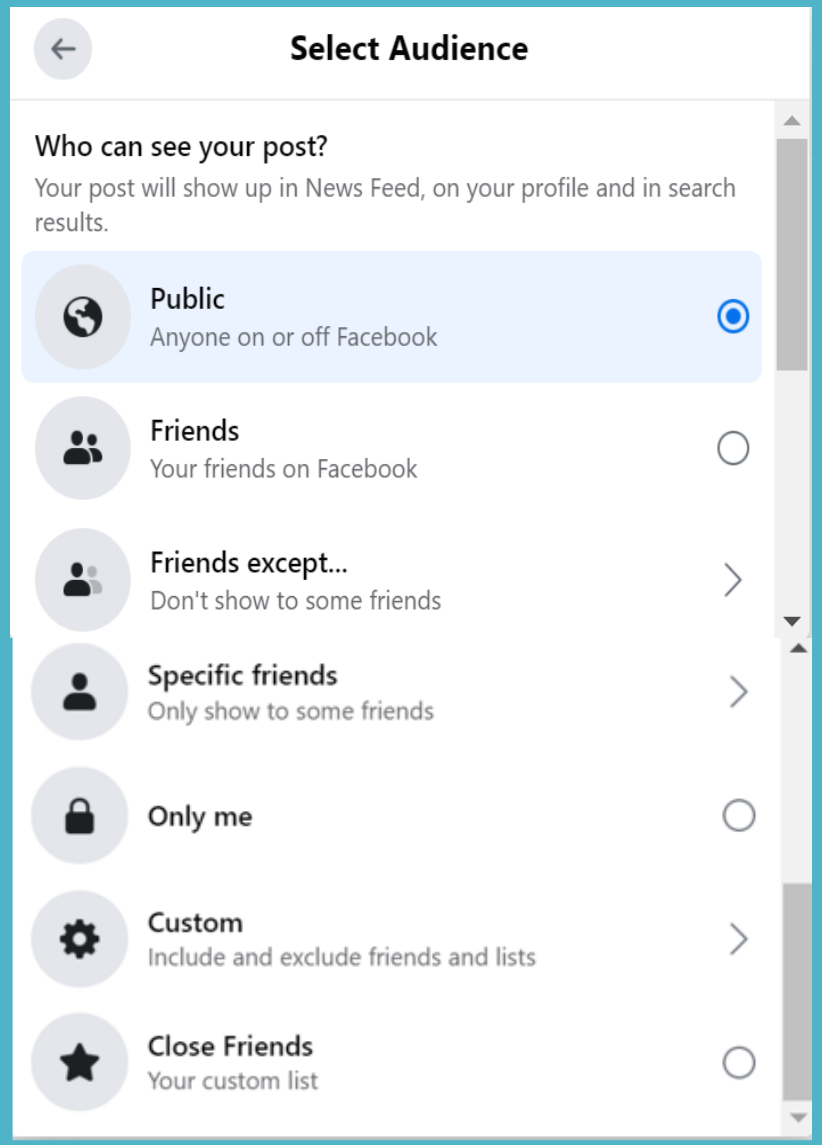
How Does Facebook Use your Information

- Personal information you provide can be used in various ways
- Profile - Age, gender, education….
  - Display 3rd party ads
  - Use your interest information to
    - Play a certain game
    - Join a group
    - Add someone as a friend
- There are many ways your personal information can be used legally = read Facebook's privacy policy)

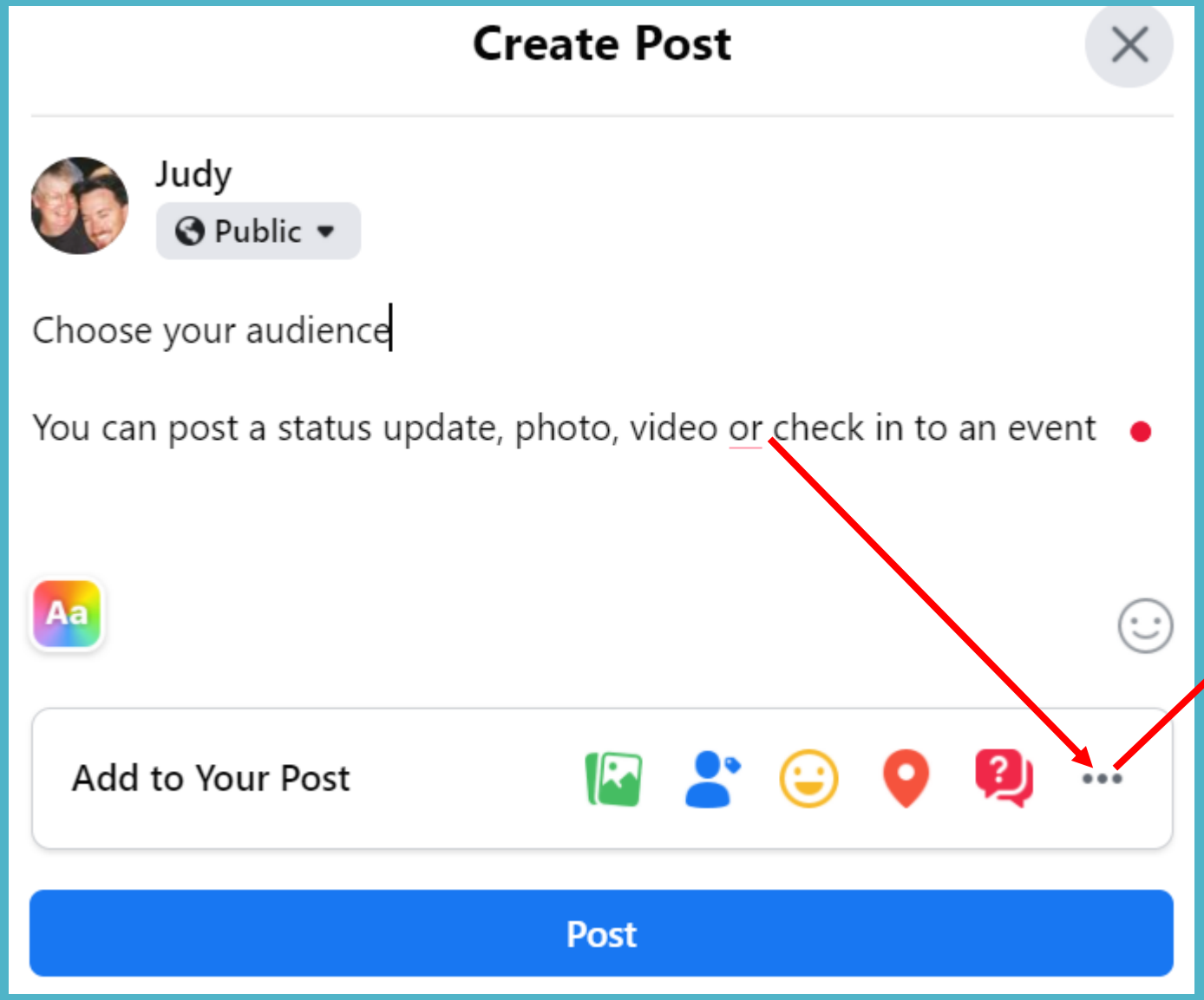
Choose Your Audience

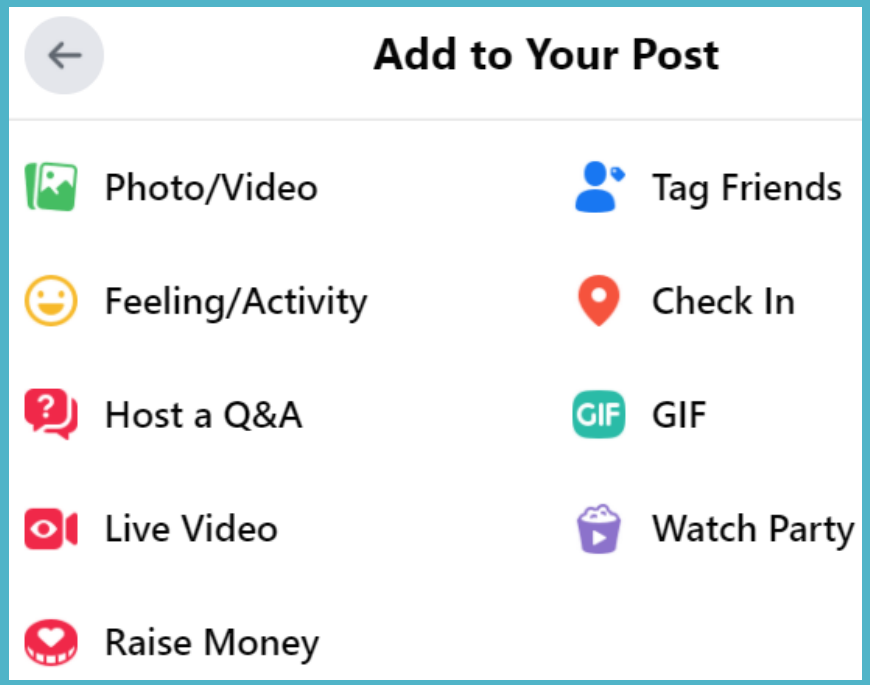






Choose Your Audience



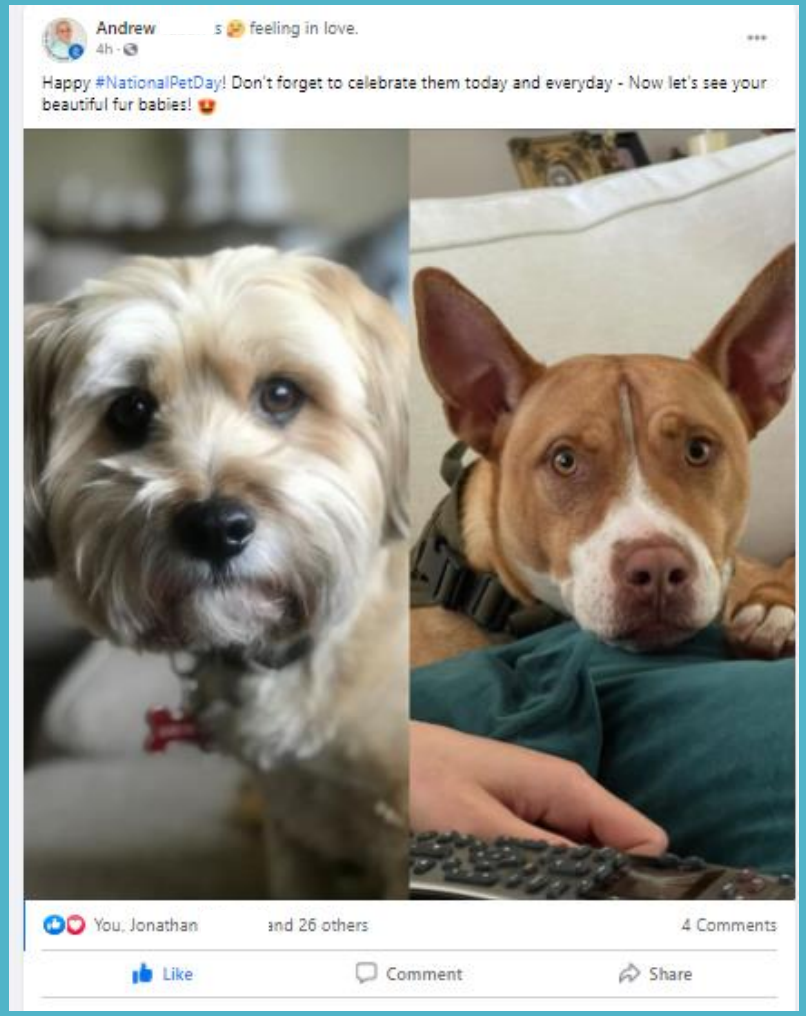


What to Share & Not to Share

- Keep it
  - Short
  - To the point
  - Casual
  - All CAPS is still considered yelling
- Don’t get sloppy
  - Use good grammar and punctuation
  - Don’t have to use full sentences
  - OK to use common abbreviations and acronyms
  - LOL – BTW…..
- It’s not a blog post

How Often Should I Post?

- Social media creates communities
  - To be a member you need to actively participate
  - Wait too long between posts and people will forget about you
- Post too frequently
  - Overbearing or annoying
  - Wear out your welcome
- Facebook – once a week / few times a day



10 Things to Avoid when Posting Online

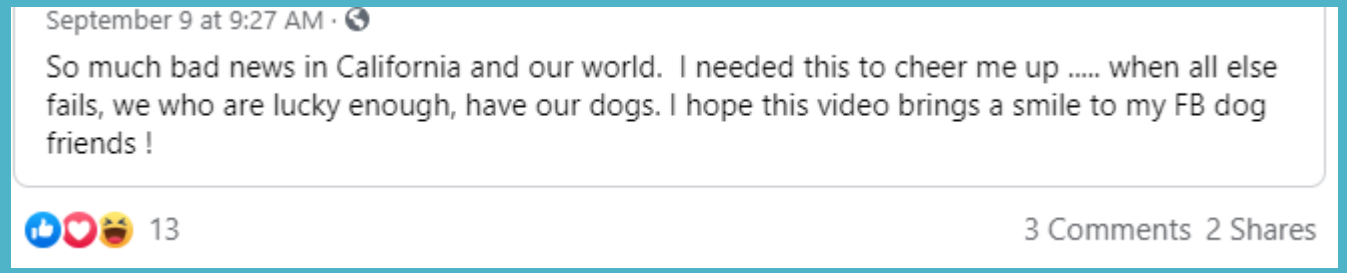
1. Don’t post if you don’t have anything to say
2. Don’t post personal information
3. Don’t post personal contact information
4. Don’t post your constant whereabouts
5. Don’t post rumors, hoaxes, and urban legends
6. Don’t post about people without their permission
7. Don’t post photos of your kids, grandkids – yours or others without permission—remove location information
8. Don’t post sensitive information
9. Don’t post other people’s news…let them do it
10. Don’t post strong political or religious opinions

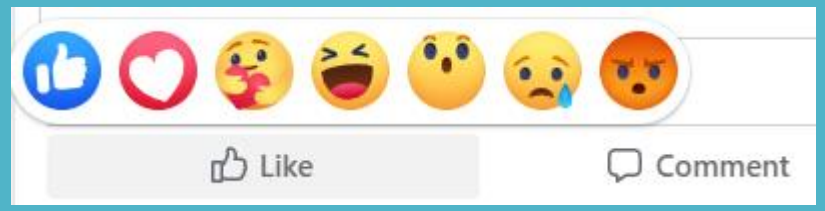
Commenting on a Post

- Do comment when input is asked or encouraged
- It’s polite to respond to people who comment on your post
- Don’t comment if it is just a “Me too” or “You bet”
- Do comment if you have knowledge or useful information to share
- Do support a friend—sometimes a comment can be like a virtual hug
- Do make a comment if you can move it forward, by providing additional information or viewpoint

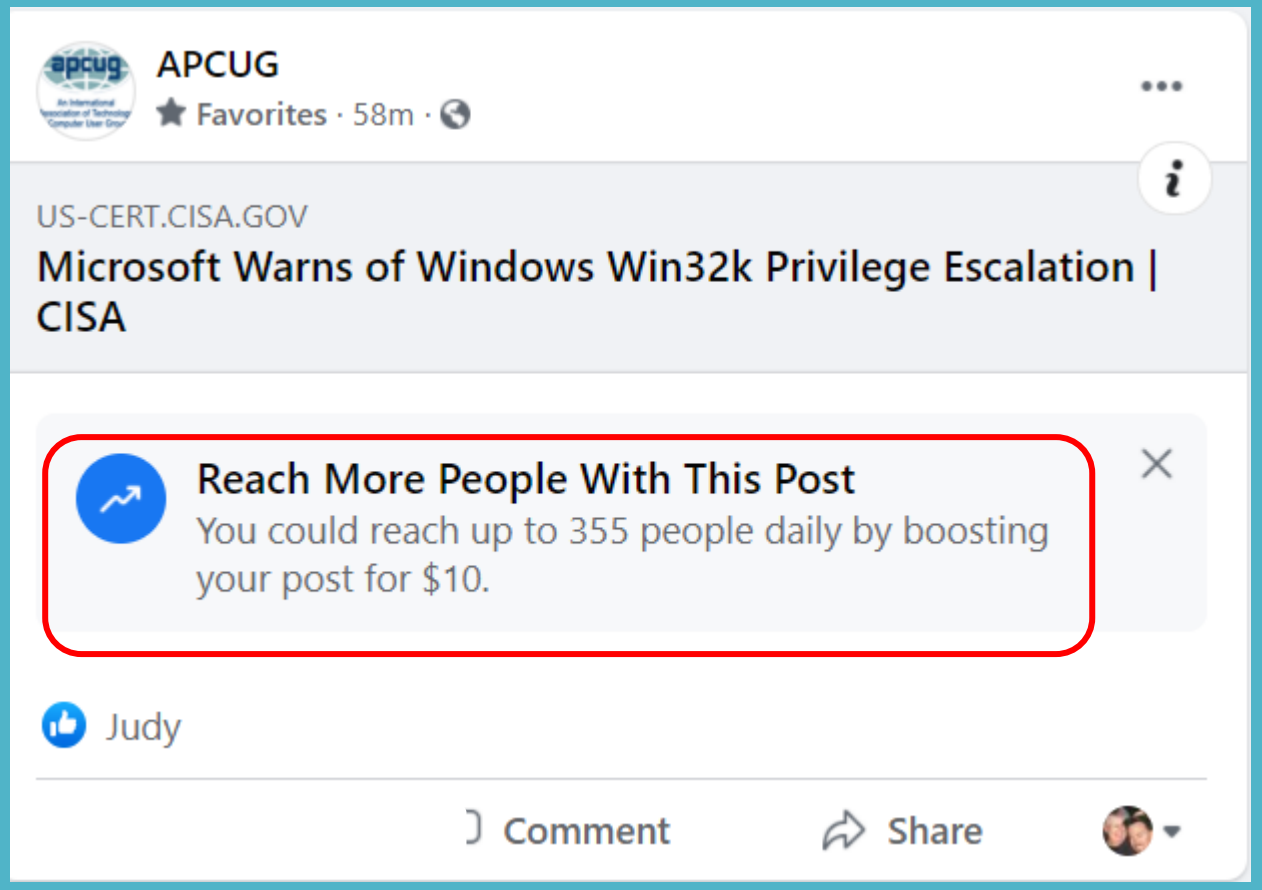
Commenting on a Post

- Do comment when input is asked or encouraged

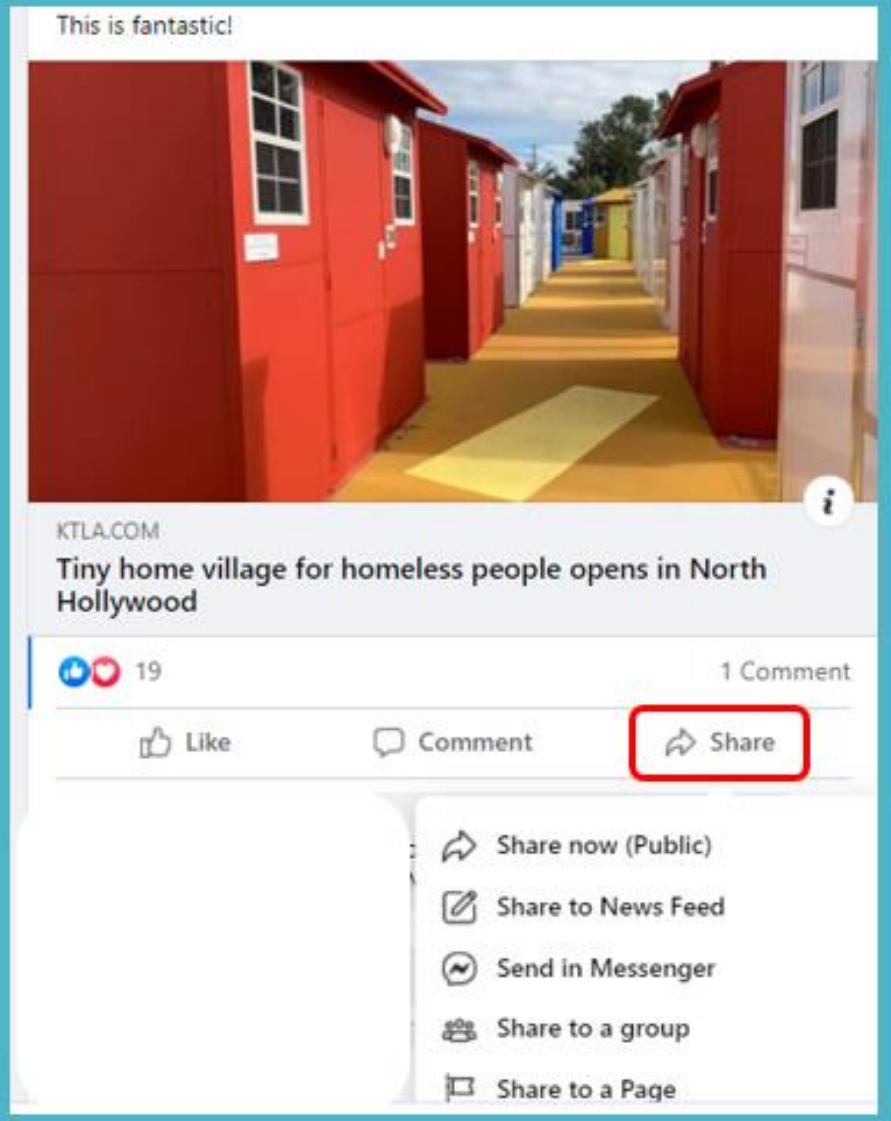




Reaching more people with a post



Share a Post


This is fantastic!
KTLA.COM
Tiny home village for homeless people opens in North Hollywood
19
1 Comment
Like
Comment
Share
Share now (Public)
Share to News Feed
Send in Messenger
Share to a group
Share to a Page

Share a Post

Green Santa Clarita
37m ·

📱📷📺💡🔋💊🪛The HHW and E-Waste Round Up is THIS SATURDAY, 4/17! Get your items ready for safe disposal with the drive-thru event at College of the Canyons from 9:00 a.m. to 3:00 p.m. - 26455 Rockwell Canyon Rd. Free for all Los Angeles County residents! See you there 👌 http://greensantaclarita.com/cal.../l-a-county-hhw-round-up/

1 2 Shares

Canyon Country Advisory Committee
32m ·

Green Santa Clarita
1h ·

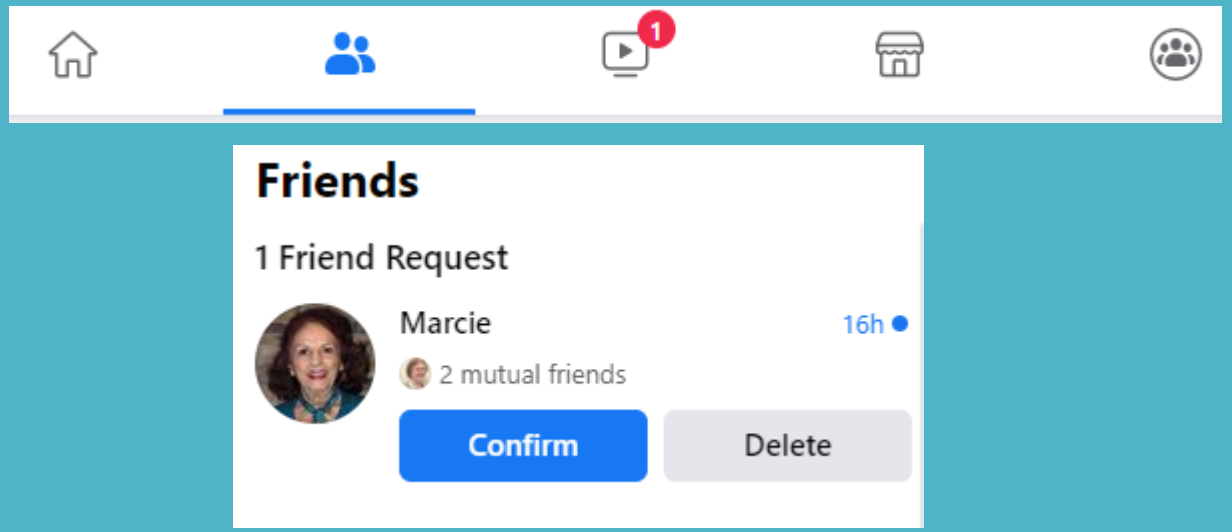
📱📷📺💡🔋💊🪛The HHW and E-Waste Round Up is THIS SATURDAY, 4/17! Get your items ready for safe disposal with the drive-thru event at College of the Canyons from 9:00 ... **See More**

Judy

Like Comment Share

Friend Requests

Facebook Steve sent you a friend request that you haven't



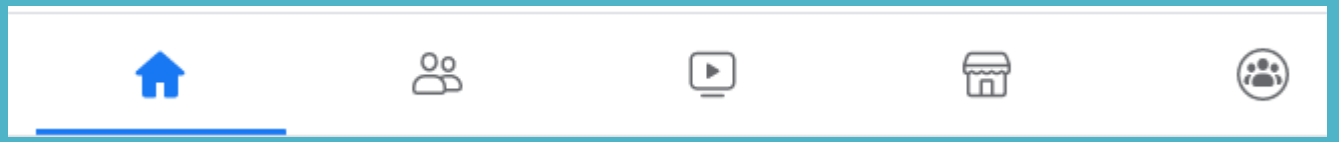
Beware

- Scammers are making virtual copies of real Facebook accounts by copying the photos, etc.
- They then send friend requests to the friends listed on the real account.
- There are countless ways you can be scammed because we tend to trust our ‘friends.’
- If you receive a friend request from someone you are already friends with, search your friend list to see if you are still friends with that person.
- If you are, you have just received a friend request from a duplicate (and probably fake) Facebook account.
- Delete the request

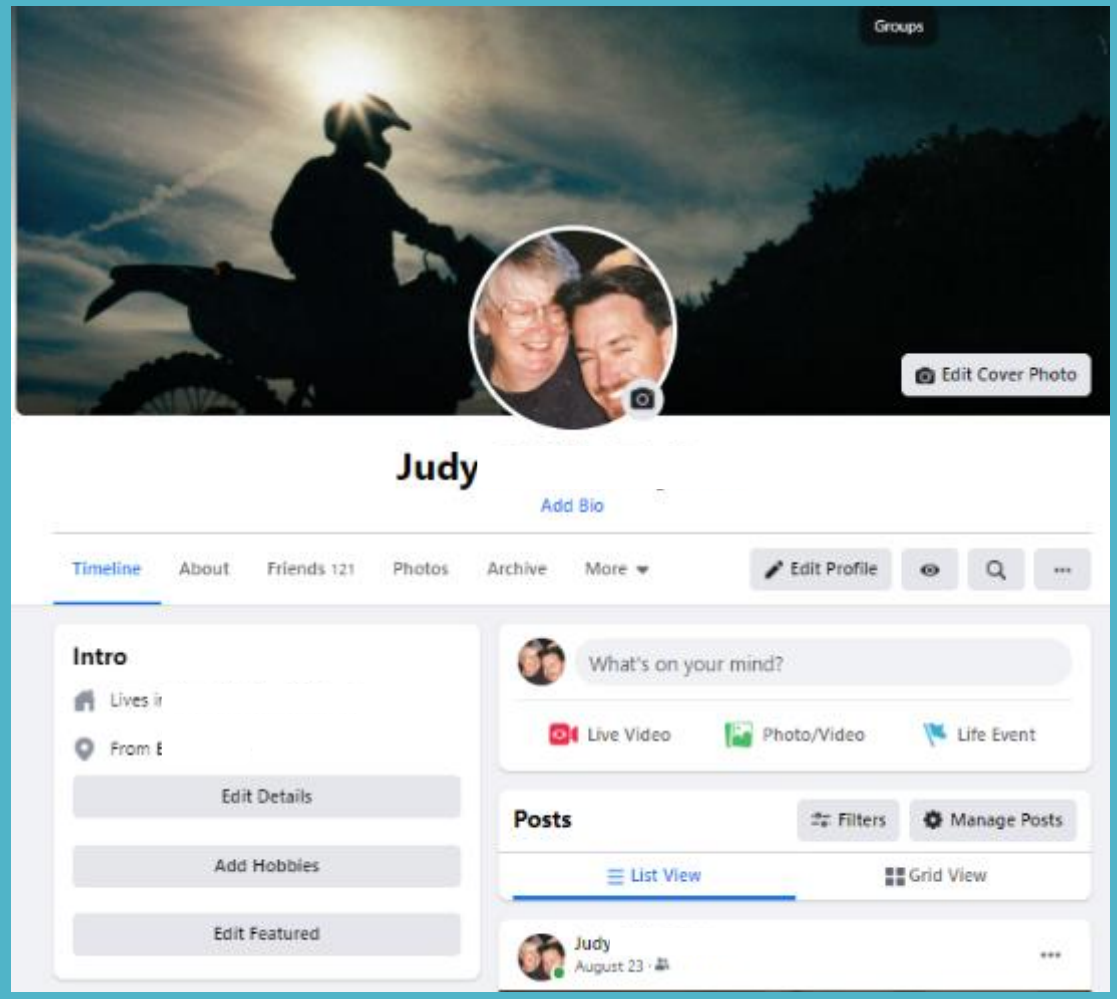
Are you using Facebook on your phone?

- Facebook sometimes requests access to the mic for video-chatting and text-to-speech purposes.
- But, you don’t want to give Facebook control of your mic
- Stop it….
- iPhone > Settings > Toggle the green switch next to microphone to off
- Settings > Privacy > tap Microphone > find Facebook in list of apps > toggle the green switch off
- Android > Settings > Personal > Privacy and Safety > App Permissions > Microphone > Facebook > toggle slider to off
- Want to shoot video or chat with a friend, switch the mic on again

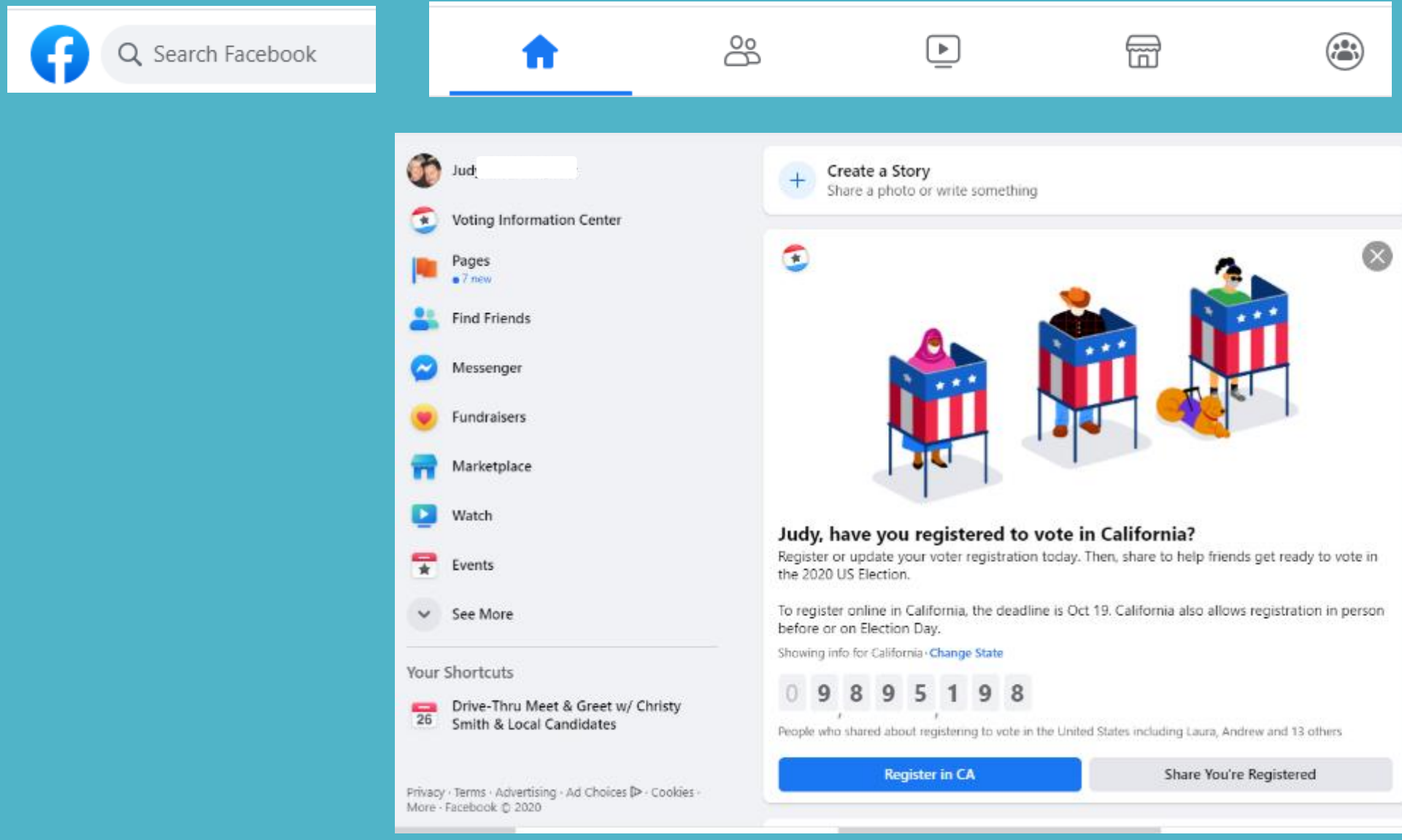
My Home Page



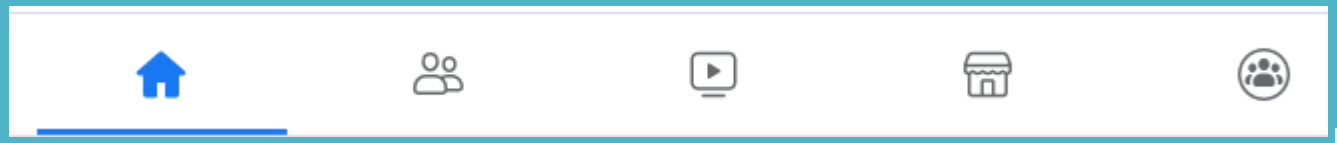
Judy
20+

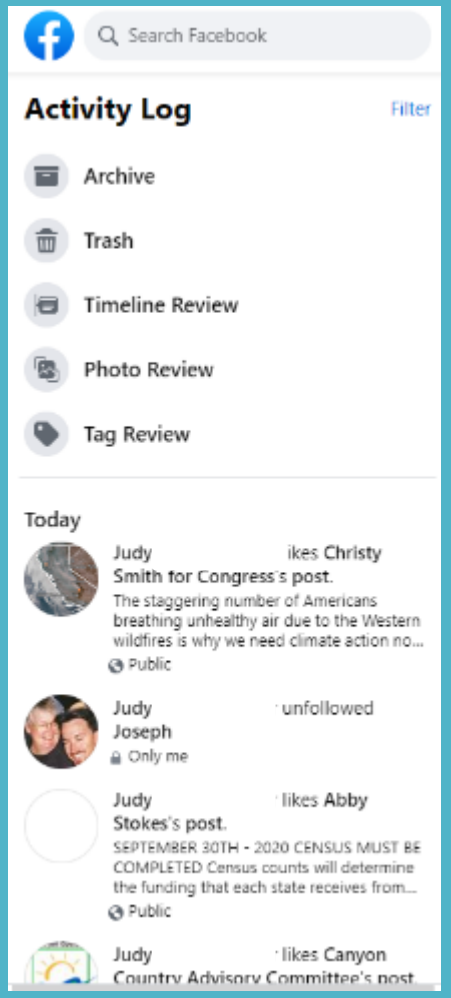

Groups
Edit Cover Photo
Judy
Add Bio
Timeline
About
Friends 121
Photos
Archive
More
Edit Profile
Intro
Edit Details
Add Hobbies
Edit Featured
What's on your mind?
Live Video
Photo/Video
Life Event
Posts
Filters
Manage Posts
List View
Grid View
Judy
August 23

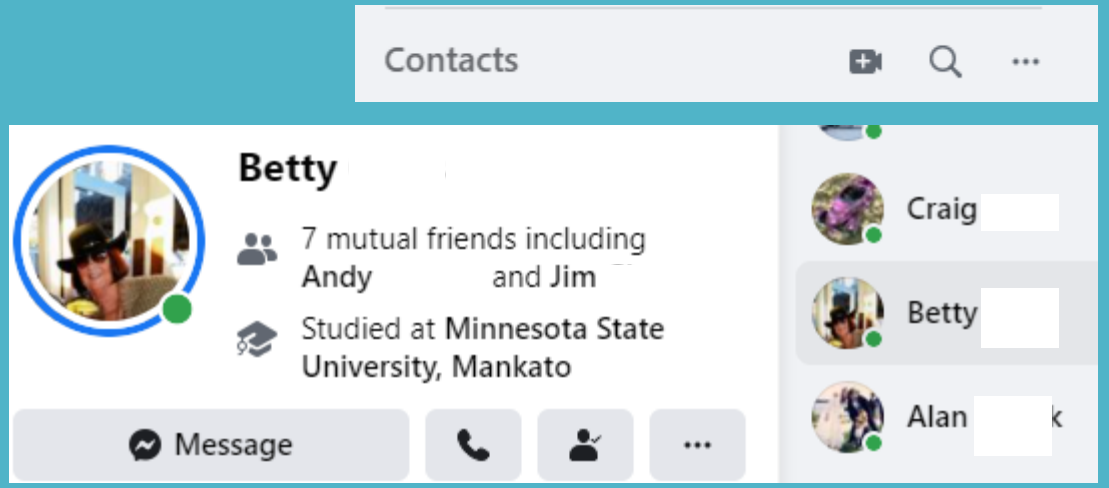
My Home Page

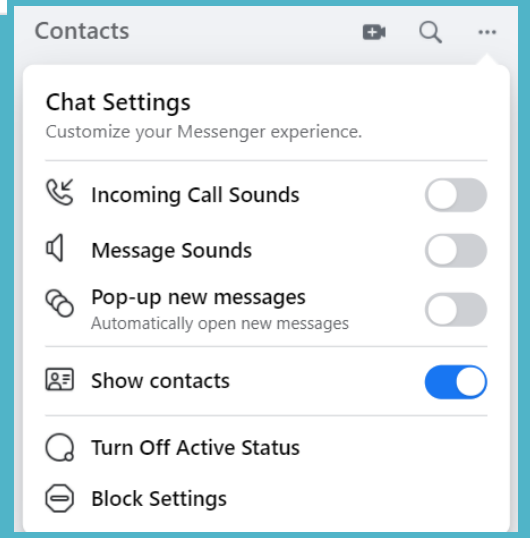

Search Facebook
Your Pages
Collapse Panel
APCUG
Canyon Country Advisory Committee
Jud
Voting Information Center
Pages
7 new
Find Friends
Messenger
Fundraisers
Marketplace
Watch
Events
See More
Your Shortcuts
Drive-Thru Meet & Greet w/ Christy Smith & Local Candidates
Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2020
Create a Story
Share a photo or write something
Judy, have you registered to vote in California?
Register or update your voter registration today. Then, share to help friends get ready to vote in the 2020 US Election.
To register online in California, the deadline is Oct 19. California also allows registration in person before or on Election Day.
Showing info for California · Change State
0 9 8 9 5 1 9 8
People who shared about registering to vote in the United States including Laura, Andrew and 13 others
Register in CA
Share You're Registered
Your Pages
Canyon Country Advisory Committee
20+ Notifications
Create Promotion
Friend Requests
See All
Marcie
16h
2 mutual friends
Confirm
Delete
Contacts
Kathy
Colleen
Craig
Betty
Alan
Ed

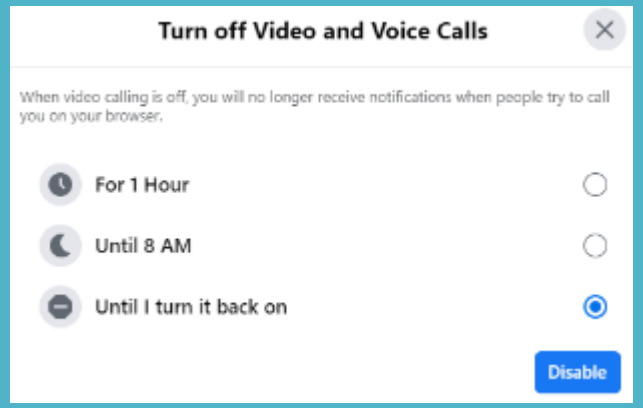
My Home Page



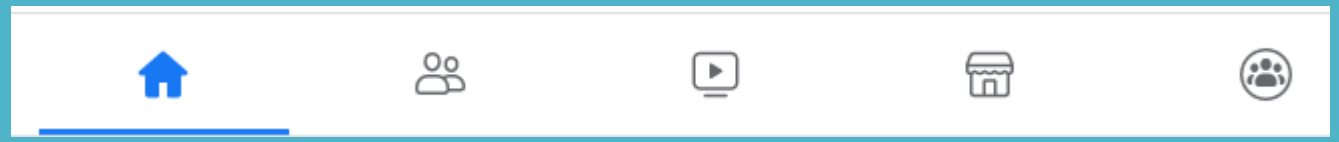

Search Facebook
Activity Log
Filter
Archive
Trash
Timeline Review
Photo Review
Tag Review
Today
Judy ikes Christy Smith for Congress's post.
The staggering number of Americans breathing unhealthy air due to the Western wildfires is why we need climate action no...
Public
Judy unfollowed Joseph
Only me
Judy likes Abby Stokes's post.
SEPTEMBER 30TH - 2020 CENSUS MUST BE COMPLETED Census counts will determine the funding that each state receives from...
Public
Judy likes Canyon Country Advisory Committee's post


Contacts
Betty
7 mutual friends including Andy and Jim
Studied at Minnesota State University, Mankato
Message
Craig
Betty
Alan


Contacts
Chat Settings
Customize your Messenger experience.
Incoming Call Sounds
Message Sounds
Pop-up new messages
Automatically open new messages
Show contacts
Turn Off Active Status
Block Settings


Turn off Video and Voice Calls
When video calling is off, you will no longer receive notifications when people try to call you on your browser.
For 1 Hour
Until 8 AM
Until I turn it back on
Disable

My Home Page



Create

Post
Share a post on News Feed.

Story
Share a photo or write something

Life Event
Add a life event to your profile.

Page
Connect and share with customers or fans.

Ad
Advertise your business, brand or organization.

Group
Connect with people who share your interests.

Event
Bring people together with a public or private event.

Marketplace Listing
Sell items to people in your community.

Fundraiser
Raise money for a cause you care about.

Messenger

Search Messenger

New Message Requests
From Facebook User and 5 more

Barbara
Barbara sent an attachment. · 3w

Kathy
You: BobG had the wrong date--d... · 3w

Esther
Please read 28th amendment Pl... · 11w

Jonathan
I hope you're doing well and stay... · 18w

Gene I
You are now connected on Mess... · 23w

Arnie I
Hi Judy, I Zoom safe to use. I hea... · 24w

Leigh Ann
You can now call each other and ... · 25w

See All in Messenger

Notifications

New

You responded to City Council... You can follow the host to get notified about future events.
a week ago

You responded to SCV Drive-thru Meet &... You can follow the host to get notified about future events.
6 weeks ago

An admin approved your post in Santa Clarita Community.
23 hours ago

Nati mentioned Canyon Country Advisory Committee in a comment: "Cany...
2 days ago

An admin approved your post in Santa Clarita Community.
6 days ago

Andy liked APCUG.
a week ago

APCUG has 1 new comment and 2 new post likes.
a week ago

Canyon Country Advisory Committee has 3 new post likes.
a week ago

Notifications

Mark all as read

Notification settings

Open Notifications

Judy
See your profile

Give Feedback
Help us improve the new Facebook.

Settings & Privacy

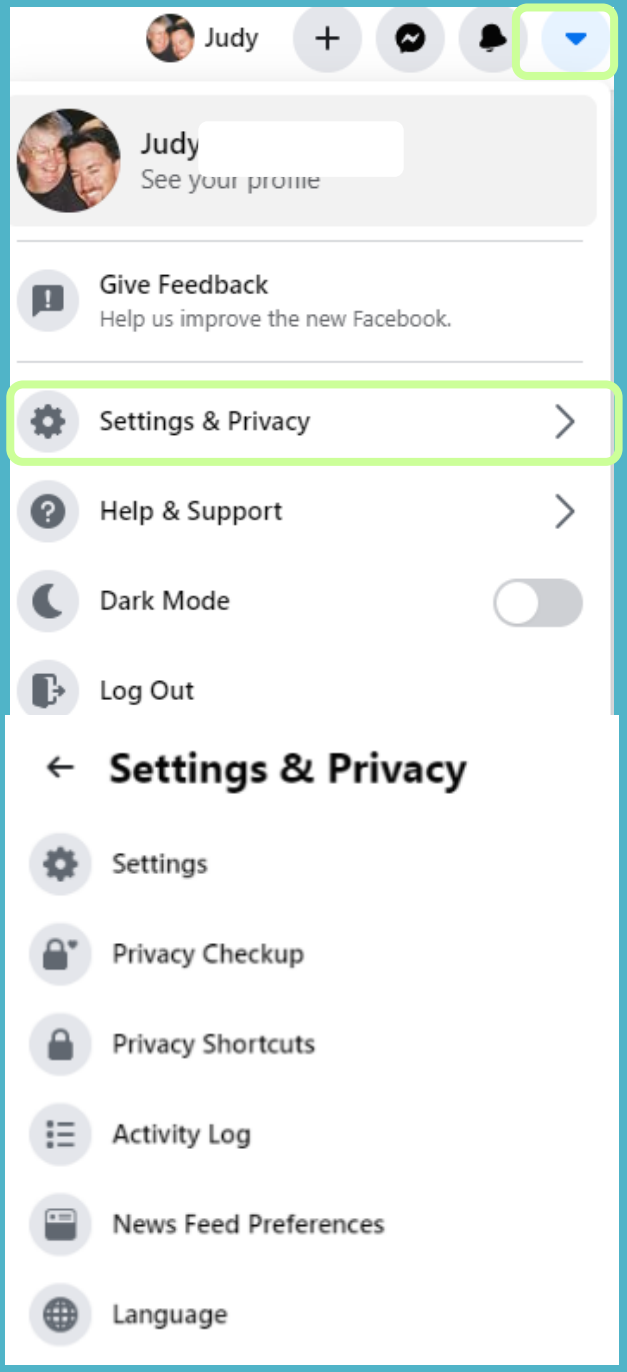
Help & Support

Dark Mode

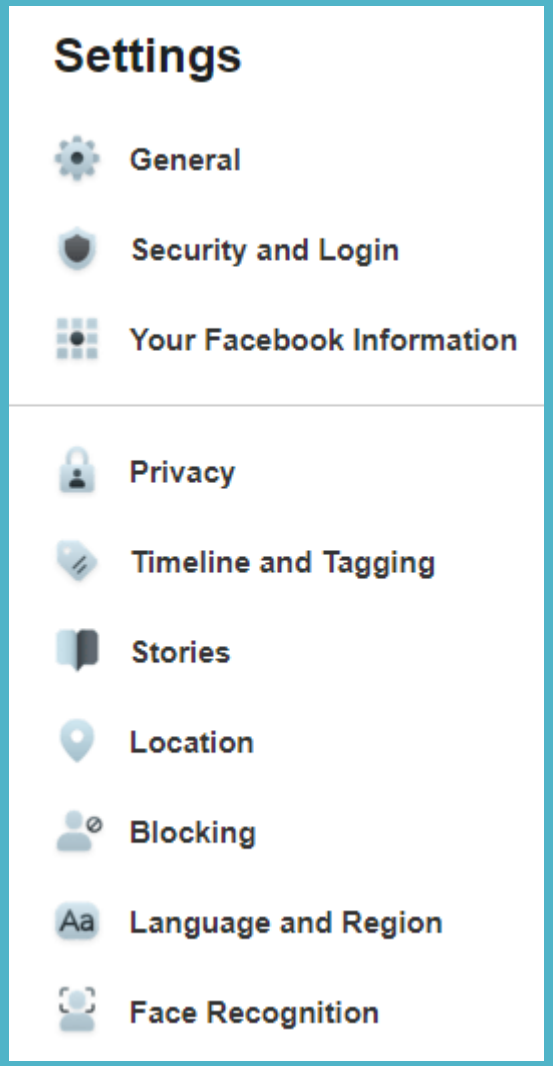
Log Out

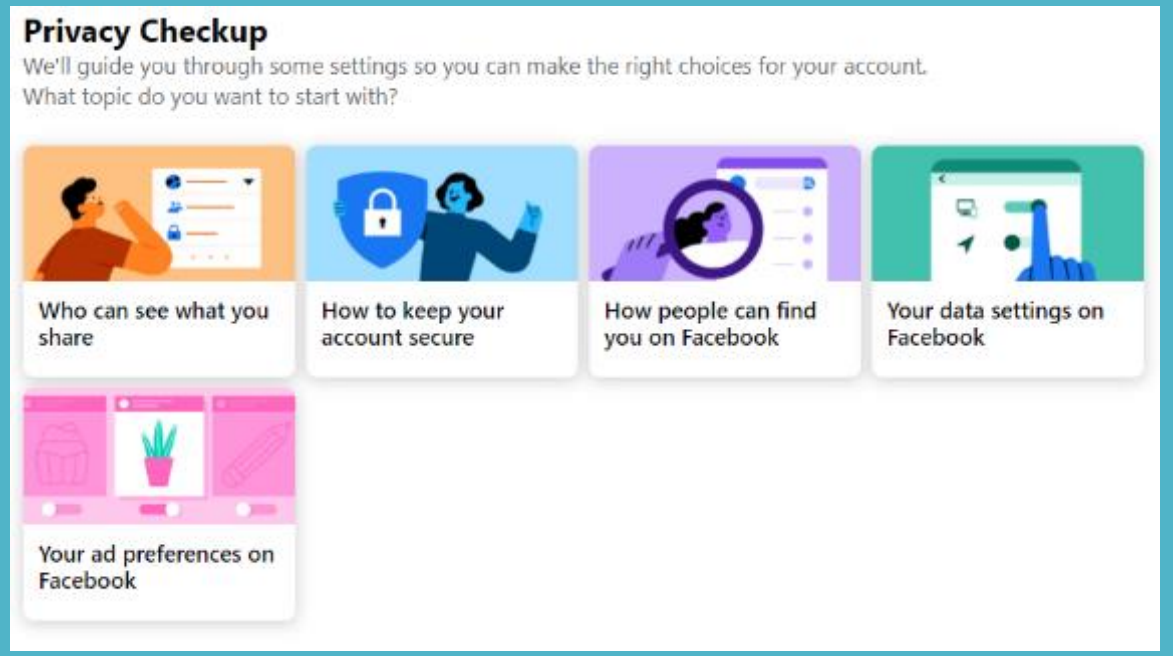
Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2020

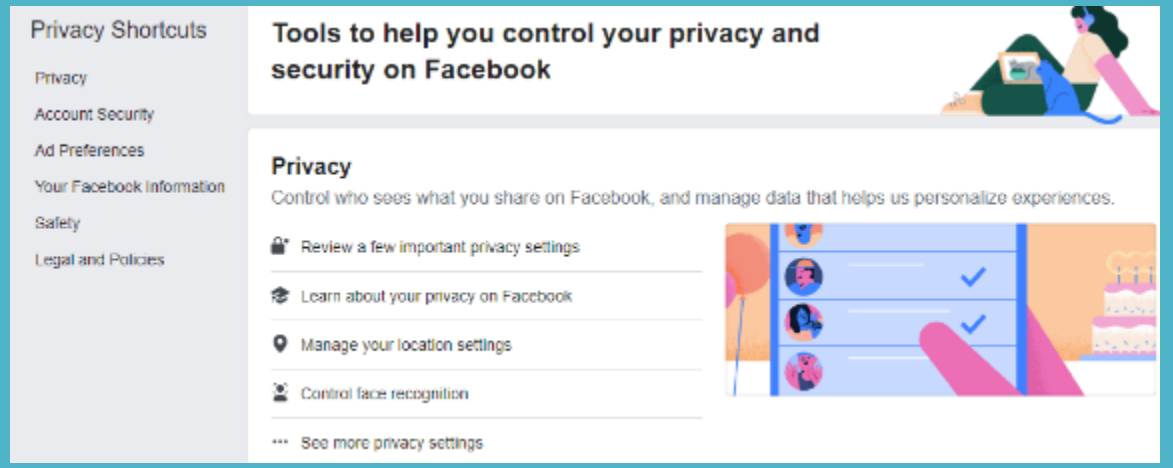
Settings



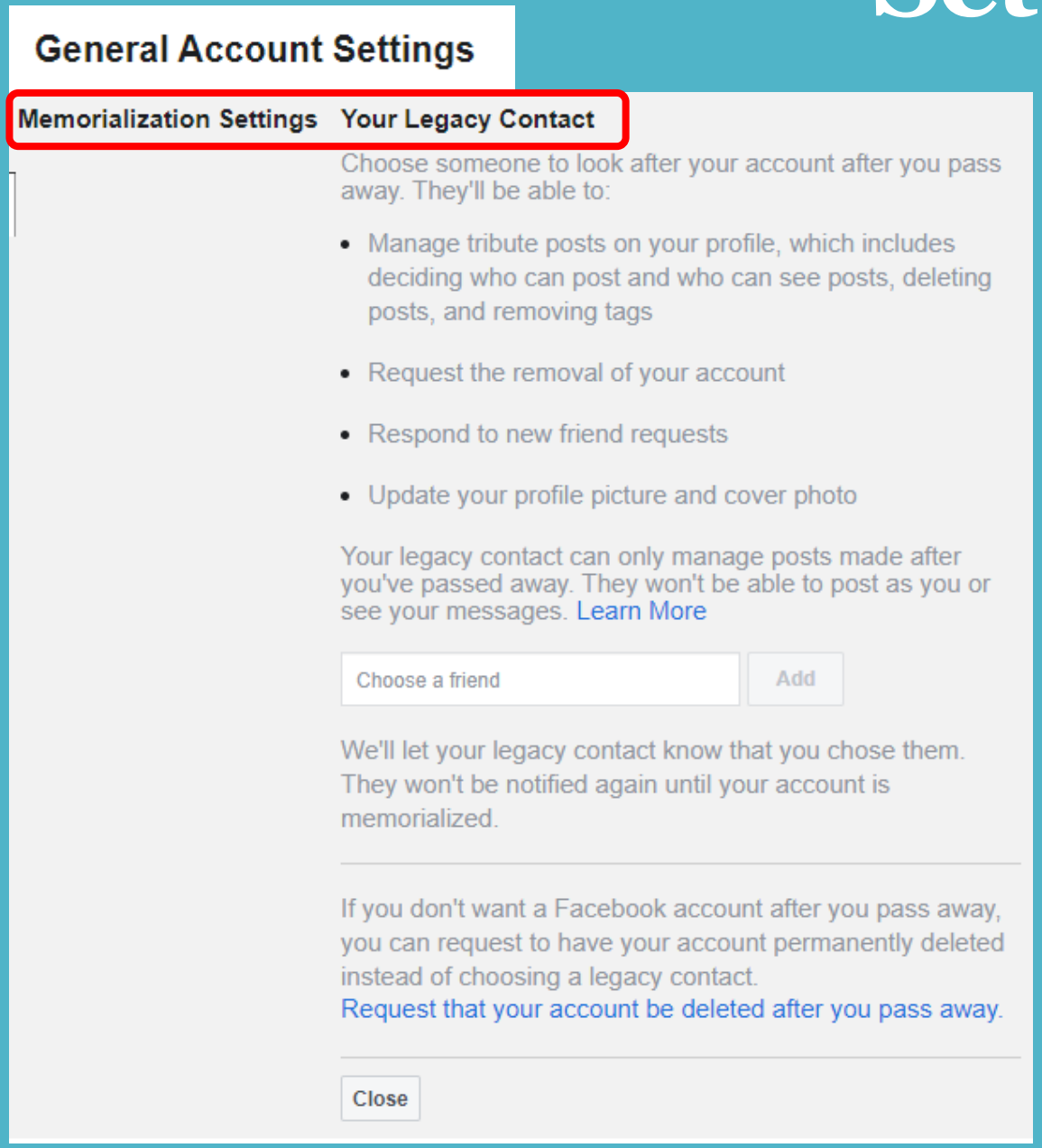
21 Selections

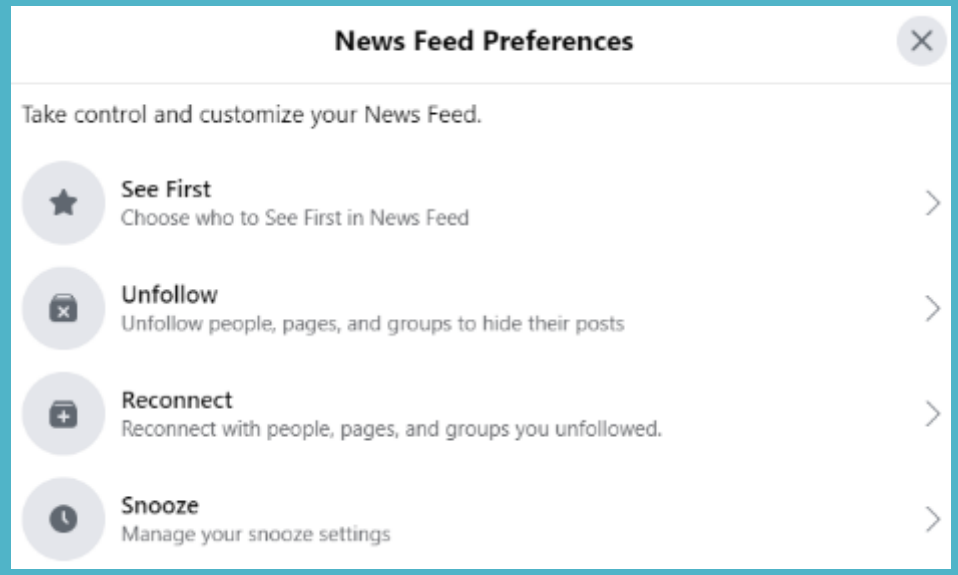


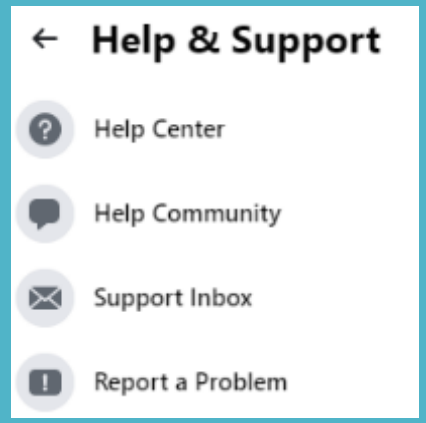




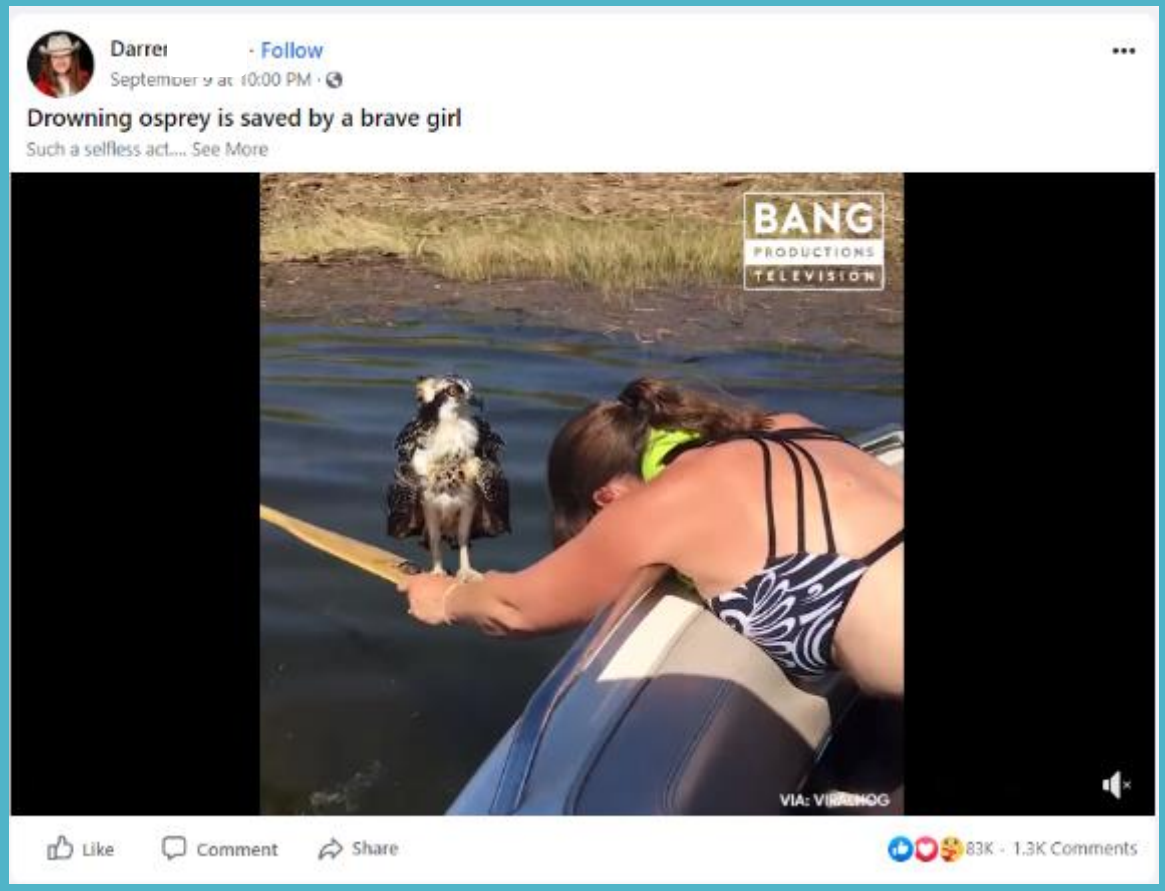
Settings


General Account Settings
Memorialization Settings
Your Legacy Contact
Choose someone to look after your account after you pass away. They'll be able to:
Manage tribute posts on your profile, which includes deciding who can post and who can see posts, deleting posts, and removing tags
Request the removal of your account
Respond to new friend requests
Update your profile picture and cover photo
Your legacy contact can only manage posts made after you've passed away. They won't be able to post as you or see your messages. Learn More
Choose a friend
Add
We'll let your legacy contact know that you chose them. They won't be notified again until your account is memorialized.
If you don't want a Facebook account after you pass away, you can request to have your account permanently deleted instead of choosing a legacy contact.
Request that your account be deleted after you pass away.
Close


News Feed Preferences
Take control and customize your News Feed.
See First
Choose who to See First in News Feed
Unfollow
Unfollow people, pages, and groups to hide their posts
Reconnect
Reconnect with people, pages, and groups you unfollowed.
Snooze
Manage your snooze settings


Help & Support
Help Center
Help Community
Support Inbox
Report a Problem

Notifications



Marketplace

Reach More Buyers With Shipping
To help Marketplace sellers, we're waiving the 5% selling fee on shipped items through Dec 31, 2020.

Learn More

Today's Picks for You

Santa Clarita · 40 mi

$1
Brand new Aluminum 26 inch wheel Baby Cruiser
Valencia, CA

$5
Cubrebocas artesanales
Los Angeles, CA

$1
containers
Woodland Hills, CA

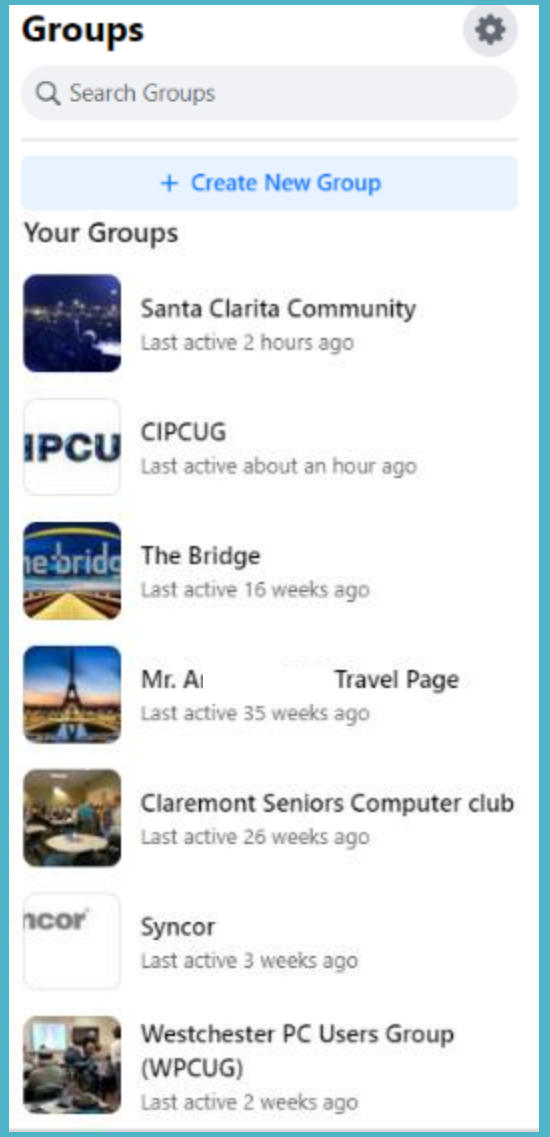
$800
2011 Little Guy 5 Wide Teardrop
Los Angeles, CA
Dealership

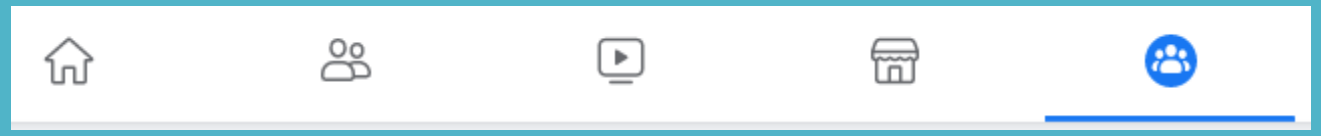
FREE
Dog houses
Los Angeles, CA

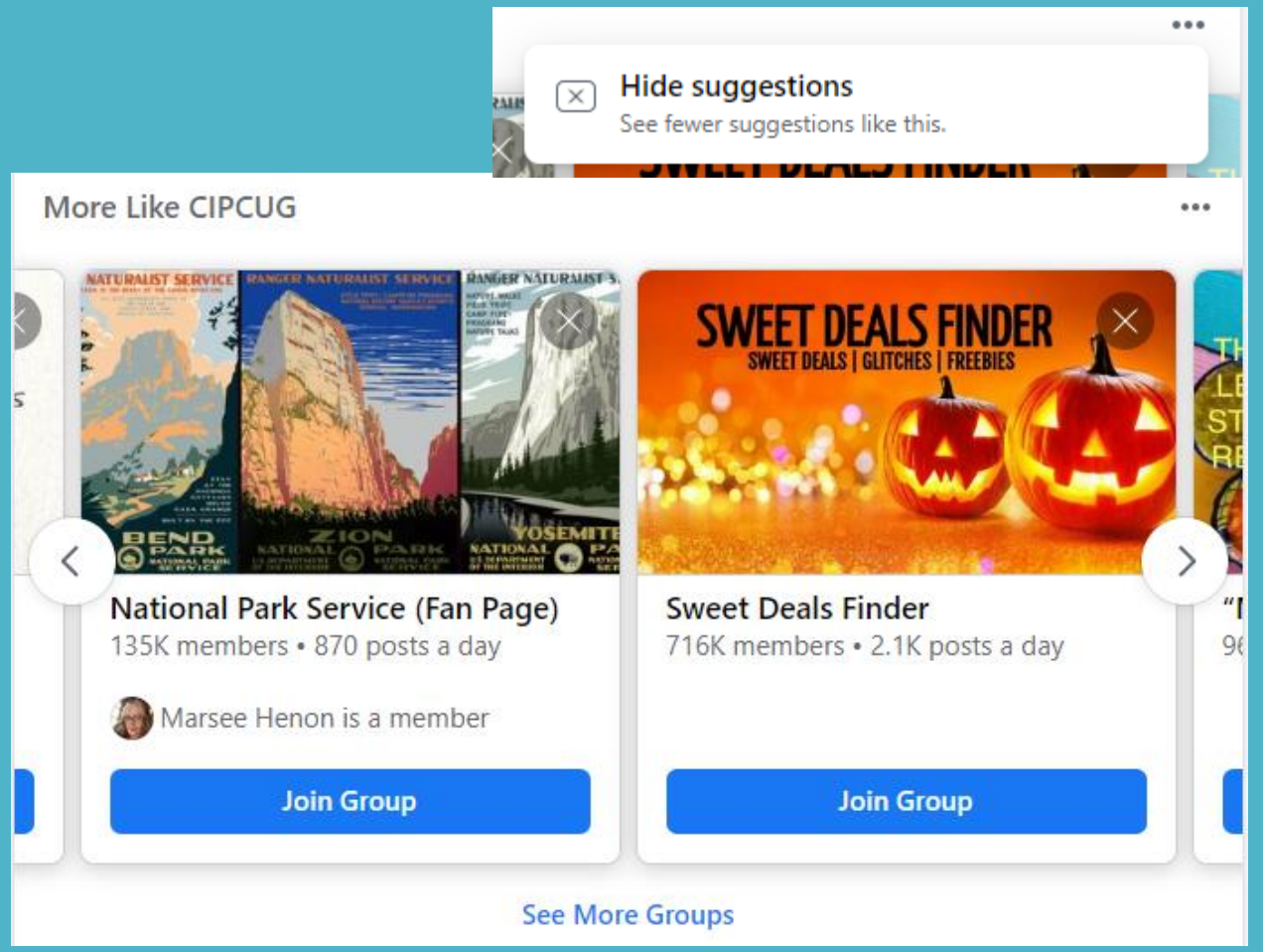
$10
Macetas de barro $10 cada una!! Clay planters $10 each!!
Lancaster, CA

$200
Relocating to Europe, everything must go. Selling f...
West Hollywood, CA

Groups


Groups
Search Groups
+ Create New Group
Your Groups
Santa Clarita Community
Last active 2 hours ago
CIPCUG
Last active about an hour ago
The Bridge
Last active 16 weeks ago
Mr. A Travel Page
Last active 35 weeks ago
Claremont Seniors Computer club
Last active 26 weeks ago
Syncor
Last active 3 weeks ago
Westchester PC Users Group (WPCUG)
Last active 2 weeks ago




Hide suggestions
See fewer suggestions like this.
More Like CIPCUG
NATURALIST SERVICE
RANGER NATURALIST SERVICE
BEND PARK
ZION NATIONAL PARK
YOSEMITE
National Park Service (Fan Page)
135K members • 870 posts a day
Marsee Henon is a member
Join Group
SWEET DEALS FINDER
SWEET DEALS | GLITCHES | FREEBIES
Sweet Deals Finder
716K members • 2.1K posts a day
Join Group
See More Groups

Key Takeaways

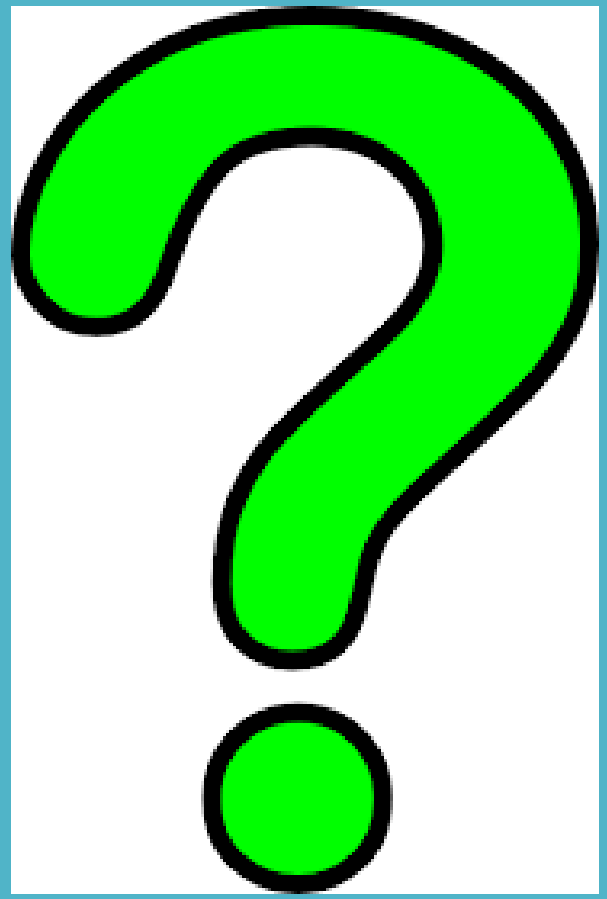
- Passwords – Longer is better
- Turn on 2FA
- Have I been pawned?
- Don’t sign into a third-party website with your Facebook credentials
- Tagging a person makes the photo visible on that person’s Timeline—even if he/she doesn’t wany anyone to see it
- Tagging a person without permission can cause all sorts of problems

Key Takeaways

- Even if your best friend posts a survey or quiz, don’t participate
- Bad actors create quizzes/surveys/find the M in a gazillion W’s and you are a genius posts to acquire your private information.
- False information thrives online
- Check it out before you share it
- Facebook collects data even when you are not on Facebook
- Apps, websites, and other services send Facebook information about what you are doing on the Internet

Key Takeaways

- Choose your audience for posts
- Limit who sees your profile, photos, and posts
- Keep your location to yourself
- Don’t accept every friend request – feel free to decline
- Don’t post anything on social media you wouldn’t hang on your front door for everyone to see.



Resources

- **My Social Media for Seniors, Michael Miller, 3rd Edition**
  www.quepublishing.com/aarpbooks
- **10 Tips to Avoid (Spreading) Fake News During a Crisis, MakeUseOf.com**
  https://bit.ly/3v0zqtH
- **How to Avoid Seeing Fake News on Social Media – MakeUseOf**
  https://bit.ly/3adiJmC
- **Facebook Phone Number Link**
  https://bit.ly/3gfHrqy
- **Have I Been Pwned**
  https://haveibeenpwned.com/

Resources

- **Handy Guide to Facebook Terms**
  https://sproutsocial.com/insights/facebook-terminology-glossary/
- **GCF Global - Facebook**
  https://bit.ly/3grOXyH
- **How do I choose a good password?**
  https://askleo.com/how_do_i_choose_a_good_password/
- **How Secure is My Password**
  https://www.security.org/how-secure-is-my-password/

Resources

- **Rick's Daily Tips – How can I prevent people from tagging me in their Facebook posts?**

  https://bit.ly/3wTtMeB
- **Consumer Reports – How to Use Facebook Privacy Settings**

  https://bit.ly/3ttOCPG

Resources

- Facebook Privacy Settings 2021 – AskLeo

  https://askleo.com/facebook-privacy/
- 533 Million Facebook Records Were Just Leaked Online – MakeUseOf

  https://bit.ly/3trCezt
- Facebook Image Sizes

  https://bit.ly/3x1dEYw