

# Facebook Basics

Steve Hanlon - Lot 592

# Agenda

## Part 1 - Basic

- About Facebook
- How to navigate
- Status Updates
- Sharing (Things)
- Uploading images

# Agenda

## Part 2 - Security & Privacy

- Limiting what you see
  - Blocking people & apps
- Why facebook does what it does
- Customizing your profile
- Protecting yourself from "over sharing"

# What is Facebook (FB) ?

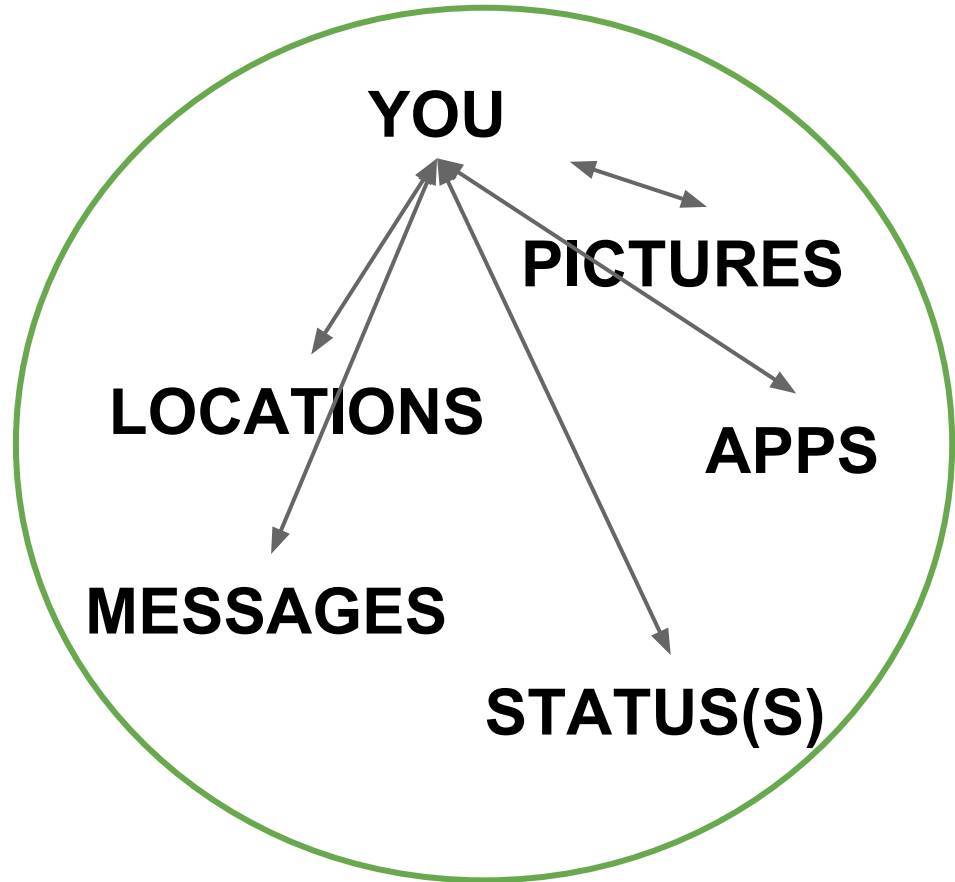
- Software program running at facebook.com
  - and tablets and smartphones
- Started in 2004 primarily between students at Ivy League universities
- VERY, VERY smart people run Facebook
- The movie "***The Social Network***" tells the story

**Question: What percentage of the Earth's population are Facebook users?**

- 1%
- 2%
- 3%
- 15%

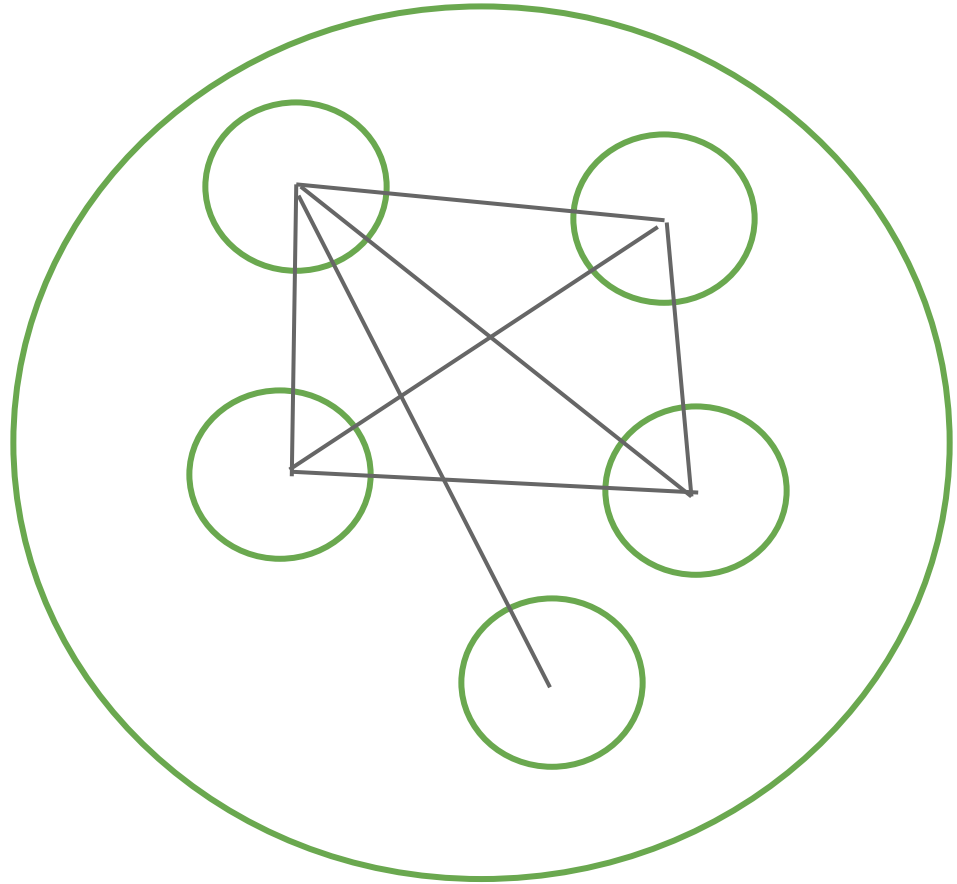
# What is FB?

It's a GIANT  
hairball of  
interconnected  
STUFF



# What is FB?

YOUR stuff is  
connected to  
everyone else's  
stuff



# Where is Facebook?





# Facebook Website

Every dot on the screen is agonized over

- Placement of features
- Labels for things
- Size, color and fonts

If something is weird or hard then it's that way on purpose and you should take note.

# **The one thing you should remember**

The **Newsfeed Page** will show you all of the pictures and comments that your "friends" will share to FB

And you **MUST** be logged in to see it.

# FB Newsfeed Page

The image shows a screenshot of a Facebook Newsfeed page. Three red circles highlight specific elements: the search bar at the top left, the 'Home' button in the top navigation bar, and the 'News Feed' menu item in the left sidebar.

**Search Bar:** Search for people, places and things

**Navigation Bar:** Home and Friends Steve

**User Profile:** Steve Hanlon Edit Profile

**Update Status:** Update Status Add Photos/Video

**Status Text:** What's on your mind?

**Left Sidebar:** FAVORITES: News Feed (highlighted), Messages, Events, Photos, Browse, Alvirne HS Class of 1974, Find Friends. PAGES: Alvirne High School, Pages Feed (20+), Create Ad. APPS: Games (8), Candy Crush Saga, Farm Heroes Saga (1), Like Pages (10), Manage Apps.

**Main Content:** Appalachian Trail Conservancy. Are you ready for an unrivaled wilderness experience? Registration is now open for the Smokies Wilderness Elite #AppalachianTrail Crew (SWEAT)! Sessions begin in June: <http://tinyurl.com/nmvfbxm>.

**Right Sidebar:** Trending: Kevin Bacon: Kevin Bacon's Footloose Entrance; James Stewart: Supercross: James Stewart Captures Win Number Four At Toronto; Mystery Science Theater 3000: 'Mystery Science Theater 3000' Team to Host New TV Riffing Miniseries. Sponsored: CA Technologies. More than 75% of orgs have seen or expect to see significant benefit from their mobility i... Like Page. Free Data Domain quote store.emc.com. Keep your data.

# FB Newsfeed Page



Steve Hanlon  
Edit Profile

FAVORITES

News Feed

Messages

Events

Photos

Browse

Alvirne HS Class of 1974

Find Friends

PAGES

Alvirne High School

Pages Feed

Class of 1974

APPS

Games

Candy Crush Saga

Farm Heroes Saga

Like Pages

Manage Apps

Update Status Add Photos/Video

What's on your mind?

SORT: MOST RECENT



### Appalachian Trail Conservancy

Are you ready for an unrivaled wilderness experience? Registration is now open for the Smokies Wilderness Elite #AppalachianTrail Crew (SWEAT)! Sessions begin in June: <http://tinyurl.com/nmvfbxm>.



### Trending

Learn More

**Kevin Bacon:** Kevin Bacon's Footloose Entrance

**Stewart Captures Win Number Four At Toronto**

**Mystery Science Theater 3000:** 'Mystery Science Theater 3000' Team to Host New Cliffing Mini-Series

## FB ADS & MESSAGES

More than 75% of orgs have seen or expect to see significant benefit from their mobility i...



Like Page

Free Data Domain quote  
[store.emc.com](http://store.emc.com)

Keep your data

STUFF YOU CONTROL

# Your FB "Home" Page

The image shows a screenshot of a Facebook home page. At the top, there is a search bar with the text "Search for people, places and things" and a magnifying glass icon. To the right of the search bar are icons for Home, Find Friends, and a user profile picture labeled "Steve". The user profile picture is circled in red. Below the search bar, the user's profile picture and name "Steve Hanlon" are visible, with "Edit profile" underneath. The main content area features an "Update Status" button and a text input field with the placeholder "What's on your mind?". Below this is a post from "Appalachian Trail Conservancy" with a photo of hikers on a trail. The right sidebar contains sections for "Trending" (with items like Kevin Bacon, James Stewart, and Mystery Science Theater 3000), "Sponsored" (with a CA Technologies ad), and "Free Data Domain quote" from store.emc.com. The left sidebar lists navigation options: News Feed, Messages, Events, Photos, Browse, Alvirne HS Class of 1974, Find Friends, PAGES (Alvirne High School, Pages Feed, Create Ad), and APPS (Games, Candy Crush Saga, Farm Heroes Saga, Like Pages, Manage Apps).

# Your FB "Home" Page

The image shows a screenshot of a Facebook profile page for Steve Hanlon. The page layout includes a top navigation bar with the user's name and search bar, a large cover photo of a bowling alley, a profile picture of Steve Hanlon, and a main content area with sponsored ads and a timeline. Red annotations with brackets and text highlight specific features: 'Profile Pic' points to the profile picture; 'Cover Pic' points to the bowling alley cover photo; 'More ads and your timeline' points to the sponsored ads section; 'Profile Info' points to the 'About' section; and 'All the stuff you have shared' points to the timeline posts.

**Profile Pic**

**Cover Pic**

**More ads and your timeline**

**Profile Info**

**All the stuff you have shared**

Steve Hanlon

Update Info Activity Log

Who are your favorite athletes?

About

Worked at Endeca

Past: Bridgeline Software and Netegrity

Status Photo Place Life Event

Steve Hanlon

March 15

Sponsored

American Express OPEN

americanexpress.com

Open

Better together!

savings.att.com

86 Custom Business Pens

discountmugs.com

500 PENS FOR ONLY \$75.00

Free Shipping. Free 24 Hour Rush. No Setup Fee. Factory Direct. Lowest Price Guarantee!

Recent

2014

2013

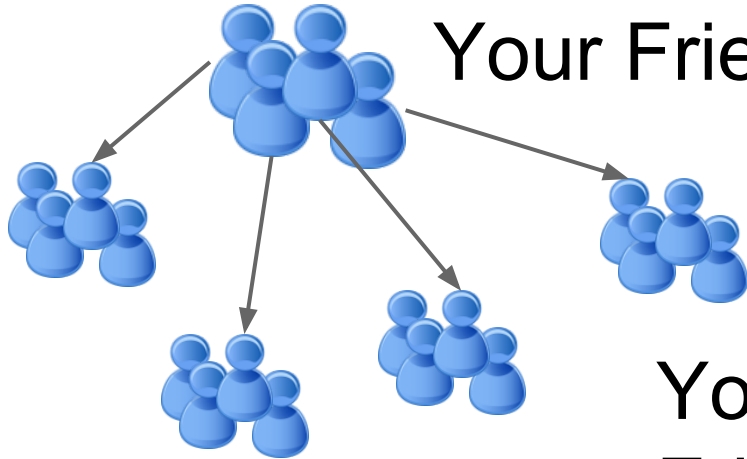
2012

2011

# FB "Friends" Hierarchy



You



Your Friends

Your Friends  
Friends

# FB Communication Expansion

You + Friends + Their Friends

The amount of people that can potentially see what you share is HUGE

Example:

Say my daughter has 954 "friends" and each of them have 500. That's 477 thousand possible connections! OMG!!!!



# FB Sharing

You can "share" what you have direct control over

- Text you type in - your "status"
- Pictures you upload
  - pictures will be resized automatically
  - picture location - via smartphone GPS - is also included in the photo

# FB Sharing

You can share other peoples stuff

- Friend's Newsfeed items on your Newsfeed

- Any website with:



- Any website with a



# Uploading Photos

Demo...

# Facebook - Part 2

## Agenda

How Facebook makes \$\$\$

How Facebook uses your data to make \$\$\$

How to change your profile

Securing/limiting your personal data

# Who Can See What (by Default)

You can see your friends Newsfeed & Timeline

You can see your friends friends Newsfeed & Timeline

So...

Your friends friends can see your stuff.

# Facebook Advanced

Steve Hanlon - Lot 592

[mrpc@hanmade.com](mailto:mrpc@hanmade.com)

Register for Club News at

[avcc.hanmade.com](http://avcc.hanmade.com)

# Agenda

## Part 2 - Security & Privacy

- Limiting what you see
- Why facebook does what it does
- Customizing your profile
- Protecting yourself from "over sharing"

Time permitting info on the Heartbleed Bug

# Limiting What You See or "Curating" Your Newsfeed

Click or mouse-over the Friend Name or down arrow in top right corner

Choose the option that suits you needs  
Block/Unfriend/Unfollow



# Unfriend vs Unfollow

Unfriend undoes the FB connection

- there is no notification

Unfollow removes the friends posts from your Newsfeed

- this is probably what you want

- they can still see your posts

# Telling FB what you don't want to see

Click on the down arrow at the top right of any post

- good for easing yourself out of Gene Armacher's political posts

# Your Profile

## **REMEMBER**

The more profile information you give FB the better they can target ads to you & your friends

## **REMEMBER**

You don't need to give FB ANY profile info

# Controlling Profile Access

Every profile item has a Public/Friends Only/Me Only toggle.

Make sure you look at each item regularly  
- FB sometimes changes stuff on their own

# Things you might want in your profile

The High School and College you attended

Places that you worked

Churches you belonged to

And make that stuff **Public**

But only if you are interested in old friends  
finding you

# Dangers of Oversharing

Learn how to make a profile item Public/Friends  
Only/Only Me

Only Me means no one else but includes FB  
- for ad profiling purposes

# What Bad Guys Can Do

Connect to you by impersonating a friend by copying some public pictures and changing their name *slightly*.

Then they lurk on your account and learn all about you.

# What can bad guys do?

Gain access to all YOUR friends

Spam them with bad web sites

Know when you are home or not

- especially bad for seasonal people



# The HeartBleed Bug

The majority of secure websites use a software library called OpenSSL to do the https:// encryption

For two years this had a bug that allowed hackers to see your encrypted data & worse

# HeartBleed Bug

Who had the bug?

Google, Yahoo, Pinterest, Netflix and 1000's of other sites

Not PayPal, Amazon or MAJOR US Banks

# What to Do?

All sites have been patched and fixed

But you should really change your password.  
Sigh...

I did and I also turned on 2-factor  
Authentication

# **2 Factor Authentication Demo**

This will be a separate class this summer.