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Prepare to be Googled: Social media, privacy, and your digital reputation

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Prepare to be Googled: Social Media, Privacy, and Your Digital Reputation

Amanda Izenstark
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Presentation for the
Orphan Foundation of America
June 8, 2010

What I'll Cover

- Types of Social Media
 - Social networks, blogs, Twitter, etc.
- Privacy Issues
- Protecting and Presenting Yourself
- Future Developments

Social Networks

- List people and their contact information
- Includes basic personal information, often much, much more

- Old: Friendster, MySpace
- Now: Facebook, LinkedIn

Blogs, aka Web Logs

- Started in the 90s
- Log of personal or professional musings, available via the web
- Examples:
 - More personal: LiveJournal, Dreamwidth
 - More professional: Blogger, WordPress, TypePad

Micro-blogging Tools

- All the fun of blogging, none of the word count pressure!
- 140 character limit for text, or an image
- Examples:
 - Twitter, TwitPic
 - Jaiku
 - Tumblr/Tumblelog

Sharing Sites

- Network with others who have a similar interest
- Examples:
 - Pandora, Last.fm - music taste sharing
 - flickr, picasa - photo sharing
 - YouTube - video sharing

Reviewing Sites

- Review products and services
- Examples:
 - Amazon.com - product reviews
 - Yelp.com - service and retailer reviews with some social networking features

Location Sharing Sites

- Let your friends know when you're nearby!
- Examples:
 - Brightkite
 - FourSquare
 - Gowalla
 - ...Facebook! (Coming in May)

Cross-pollenation

- Facebook status updates & Twitter
- flickr badge for Facebook
- Last.fm Facebook app
- ...and so on...

Facebook's Open Graph API

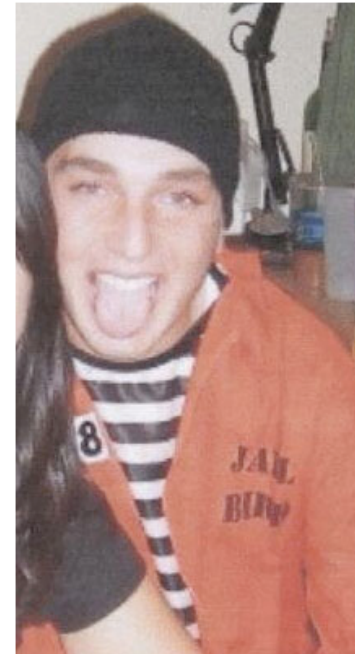
- Program that facilitates sharing of your info
 - Log in to Facebook...
 - Then browse your favorite (or not so favorite) sites...
 - Like a few tunes on Pandora?
 - Review last night's restaurant on Yelp?

...It's all linked to your Facebook profile!

But there's a scary part

If you don't lock it down...

It's there for all to see.



Tucker, E. (2008, July 16). Facebook used as character evidence, lands some in jail. *USA Today*. Retrieved 4 May 2010.
http://www.usatoday.com/tech/webguide/internetlife/2008-07-19-facebook-trials_N.htm

Protect Your Privacy

- Nearly every tool has privacy settings
 - Look under “Account,” “Profile,” or “Settings” tabs
- Explore site-specific privacy settings:
 - Blogs: “Friends Only” Posting
 - Twitter: “Protected” Tweets
 - Facebook: “Friends Only” and more

Tips for Protecting Yourself

- Know what's required, and what's not!
 - Many sites ask for more information than you need to divulge
- Limit what others can see
 - Don't reveal your entire birth date
 - List a state or region, rather than a town, or leave that entirely blank
- Don't let others tag photos of you!

Social Networks (and Privacy)

- By default, Facebook content is public
 - ✓ Public to Facebook users
 - ✓ Public to anyone who Googles you
 - ✓ Public to “Friends of Friends”

pleaserobme.com



@djackson_10 left home and checked in **6 minutes ago**:

I'm at West End YMCA (775 West End Boulevard, Winston Salem).

<http://4sq.com/bZiAAL>



@PepeG left home and checked in **6 minutes ago**:

I'm at Cafe Gitane (242 Mott St, btw Houston & Prince, New York).

<http://4sq.com/2hrk0K>



@ClaireQLD left home and checked in **6 minutes ago**:

I'm at Kenchington Patisserie & Fine Tea (12 Park Road, Milton, Brisbane).

<http://4sq.com/4rX7z5>



@danscriv left home and checked in **6 minutes ago**:

What is with the line up for coffee this morn....must be the weather. (@ Barefoot Coffee Traders) <http://4sq.com/5Pqrdg>



@ChambyR33 left home and checked in **6 minutes ago**:

I'm at The Co-operative (59 Stoney Lane,, Wakefield). <http://4sq.com/9TIMsW>

It's not all bad!

- Increase your online visibility
 - LinkedIn
 - Blogs
 - Your own blog
 - Comments on others' blogs
 - Podcasts
- First steps in managing your digital reputation!

Consider Separating Personal and Professional Networks

- What information or content do you want your *friends* to see?
- What information or content do you want others in your field to see?
 - Current co-workers and employers
 - Potential co-workers and employers
 - Past co-workers and employers

Set Boundaries

- Want to share personal information?
 - Nickname
 - Separate email address
- Want to raise your professional visibility?
 - Real name
 - “Professional” email address

The Future

- “Facebook wants to be your one true login” – ReadWriteWeb, 2/10/10
 - Log in to Facebook, and you’re automatically logged in to other sites you use – under your real name.
- Facebook founder and privacy
 - “That social norm is just something that has evolved over time.” 1/9/10

The Future

- Capitalize on GPS and IP address location functionality of mobile devices
- Cell phones
 - GPS functionality + social networks
 - GPS functionality + ad delivery (AdMob)
- Facebook adding “location-based status updates” in May 2010

For Now...

- Be aware of the privacy settings on sites you use.
- Google yourself so you know what's out there.
- Consider ways to manage your reputation now so you look great in the future!

Thank You!

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