Privacy is not dead; it’s social.

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Agenda

• Social Media, is privacy dead?
• Social Media Rules
• Model of Transparency
• Other Ways to Engage
• Crowdsourcing Social
• Word of Mouth
• We Are Social Media Users
• Yammering on Microsoft
The Power of Social Media

• There are 651,835,100 million active users on Facebook.
• Twitter reports 230+ million monthly active users.
• LinkedIn boasts: LinkedIn operates the world’s largest professional network on the Internet with more than 259 million members in over 200 countries and territories.
• Estimates for SnapChat users range from 8 million for 40 million.
• Instagram has 90 million users that check into the application at least once a month.
• Pinterest is estimated to have 70 million users worldwide.

Does this mean that Social Media has killed privacy?
60% of teen Facebook users keep their profiles private, and most report high levels of confidence in their ability to manage their settings.

Teens take other steps to shape their reputation, manage their networks, and mask information they don’t want others to know; 74% of teen social media users have deleted people from their network or friends list.

59% have deleted or edited something that they posted in the past.
53% have deleted comments from others on their profile or account.
45% have removed their name from photos that have been tagged to identify them.
31% have deleted or deactivated an entire profile or account.
19% have posted updates, comments, photos, or videos that they later regretted sharing.

Summary of findings:
Social Media Rules...

- Transparency is key.
- Will the customer be surprised? (that’s a bad thing, btw)
- Communicate with customers through the SM channel.
- You might need more consent than the SM experience provides.
- You have to play by their rules, too.

- Social Media brings along big data, and over time we will only be doing more integration.
- People are paying more attention, are more skeptical about the data being collected, how it’s getting used – and who gets access to it.
The Bing Privacy Team created a really great “Privacy by Design” story for the Facebook Social integration. The customer’s experience starts on Bing.com...

More than Search

By showing social content on the search page, Bing gives you more than just a search box and a list of links. You get a human perspective, expert answers, and a comprehensive point of view that you won’t see elsewhere.

What about privacy?

On Bing, your Facebook privacy settings are always respected. We won’t post anything automatically to Facebook – you are in control in what you post and share. We also use Facebook’s Instant Personalization to bring you personalized search results. To control what information is available to Bing, simply go to your Facebook app settings.
Model of Transparency: Bing Facebook Connect

My Bing News will receive the following information: your public profile, friend list, email address, education history, hometown, current city and likes.

My Bing News would like to post to Facebook for you.
Edit/adjust permissions within your Facebook account settings. Super fast sync of permissions back to Bing.

![Facebook Account Settings](image-url)

- **Visibility of app:** Friends
- **This app needs:**
  - Your basic info
  - Your photos
  - Photos shared with you
- **This app can also:**
  - Access posts in your News Feed
  - Access your custom friend lists
  - Post on your behalf
  - This app may post on your behalf, including objects you recommended, objects you liked and more.
- **Last data access:** Basic Information
- **When to notify you:** The app sends you a notification

Legal:
- Privacy Policy
- Terms of Service
- Remove app
- Report app
Other Ways We Use Social Media to Engage Customers

Authentication (may be okay, may not).
Marketing campaigns.
Contests and sweepstakes.
Soliciting feedback.
Pushing editorial content, driving people back for more page views.
Offering help to upset social media posters.
Crowd Source Content

http://appetiteforlife.msn.com/instagramgallery

On Instagram
Show us your experience

Download the creative and
#appforlife. See more

Last day in #MagicCity. Cooking up some #Corolla #carporn for #appforlife in #miami
Word of Mouth

• Word of mouth marketing can be powerful.
• Follow the Social Media site’s rules.
• It’s regulated, too.
• Make sure the relationship with the company/organization is made clear (transparency, again).
We are also Social Media users.

If you’re a blogger, Facebooker, Instagrammer, etc. you have obligations as an employee of your organization as well.

• Be careful when posting about your organization – definitely don’t post anything confidential/proprietary.
• Don’t represent organization (or make it sound like you do), unless you’re in PR, it’s your job to do so.
• When talking about how great you do in your company/organization, disclose your affiliation with the organization.
• If you see something negative out there, don’t take on the fight to defend your organization. Instead, escalate anything significant to LCA, PR, etc.
Public vs. Private

**Private Groups & Messages**

- Confidential info ok
- Avoid sensitive/regulated info e.g. social security numbers, government IDs, financial records.
- All contractors have access, be mindful of who is on the group when posting confidential or sensitive info
- HBI/MBI data, as long as those on the group all need to have access to this, and there is no legal or policy agreement prohibiting this use of the data.
- Do not discuss legal matters or solicit legal advice

**Public Posting**

- Confidential info not okay
- Never post sensitive/regulated info e.g. social security numbers, government IDs, financial records.
- All contractors have access
- Do not post HBI or MBI info.
- Do not discuss legal matters or solicit legal advice.