

# Social Media & Privacy

Privacy is not dead; it's social.

February 2014

# 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 world wide.

Does this mean that Social Media has killed privacy?

# Is Privacy Dead? Pew says "No."

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.

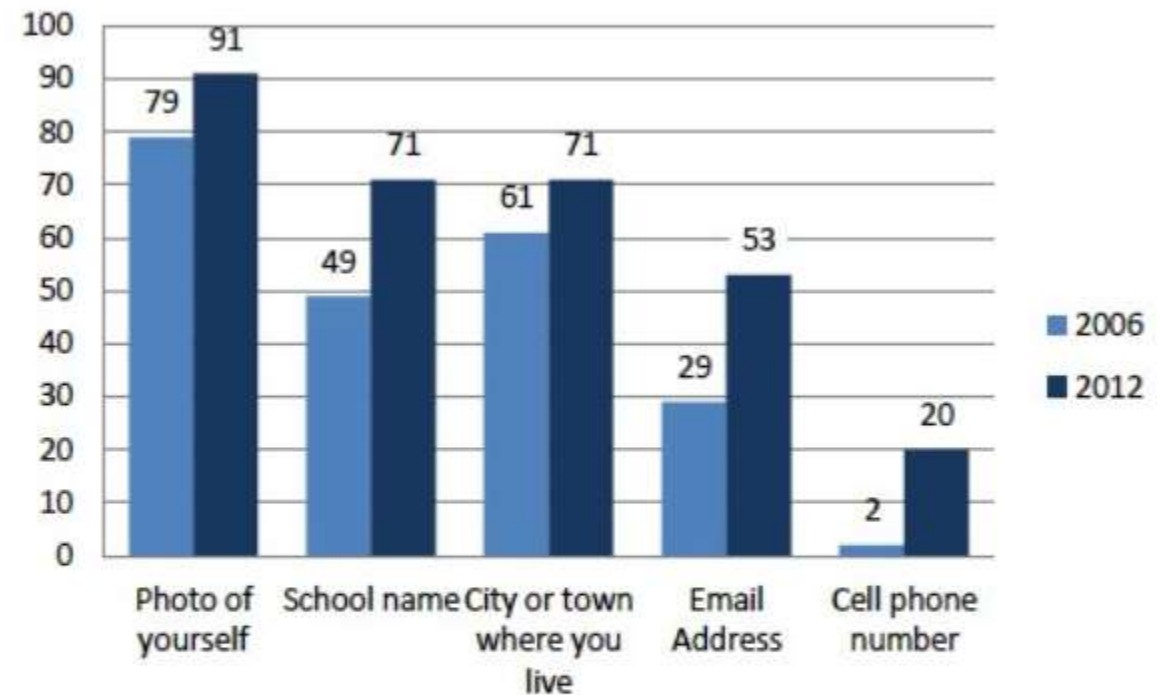
31% have deleted or deactivated an entire profile or account.

19% have posted updates, comments, photos, or videos that they later regretted sharing.

## Summary of findings:

<http://www.pewinternet.org/Reports/2013/Teens-Social-Media-And-Privacy/Summary-of-Findings.aspx>.

Social media profiles: What teens post — 2006 vs. 2012



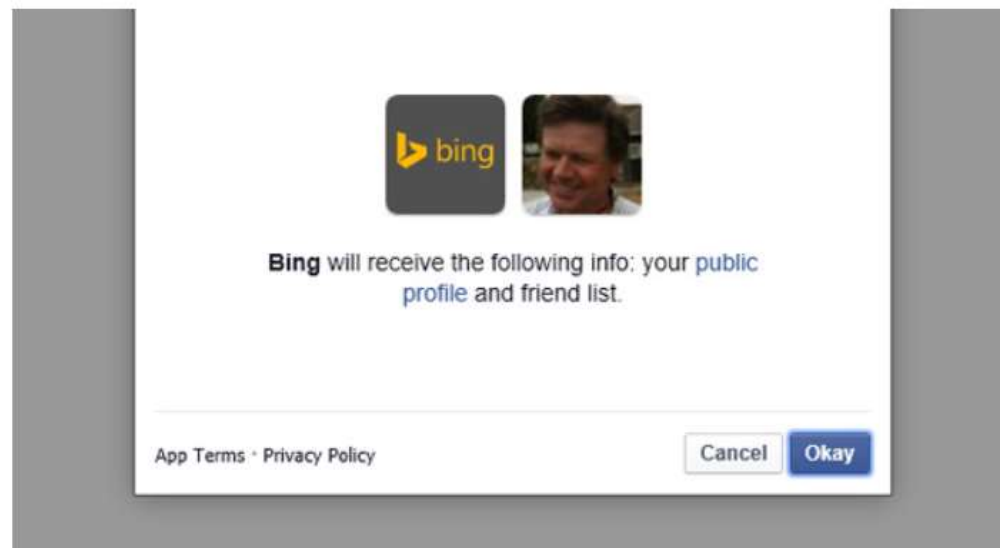
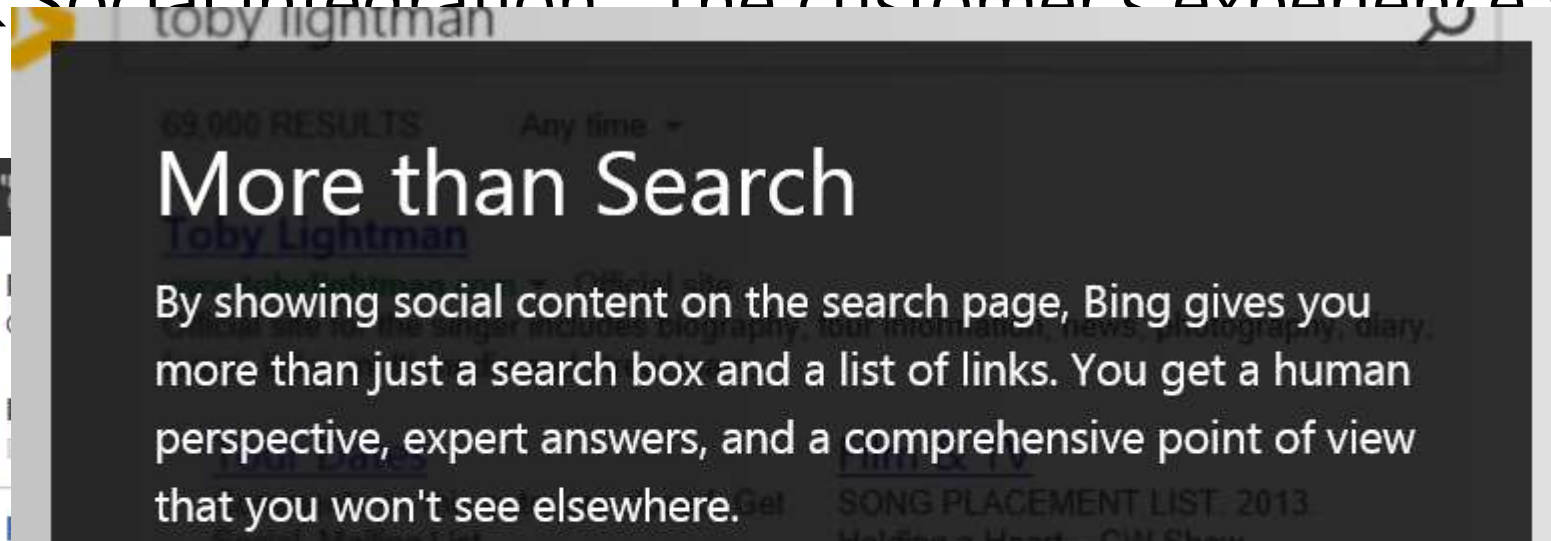
Source: Pew Internet Parent/Teen Privacy Survey, July 26-September 30, 2012. n=802 teens ages 12-17. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error for results based on teen social media users is +/- 5.1 percentage points. Comparison data for 2006 comes from the Pew Internet Parents & Teens Survey, October 23-November 19, 2006. n=487 teens with a profile online. Margin of error is +/- 5.2 percentage points.

## 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.

# Model of Transparency: Bing Facebook Connect

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...




## 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

facebook [Sign Up](#)



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

[App Terms](#) · [Privacy Policy](#) [Cancel](#)

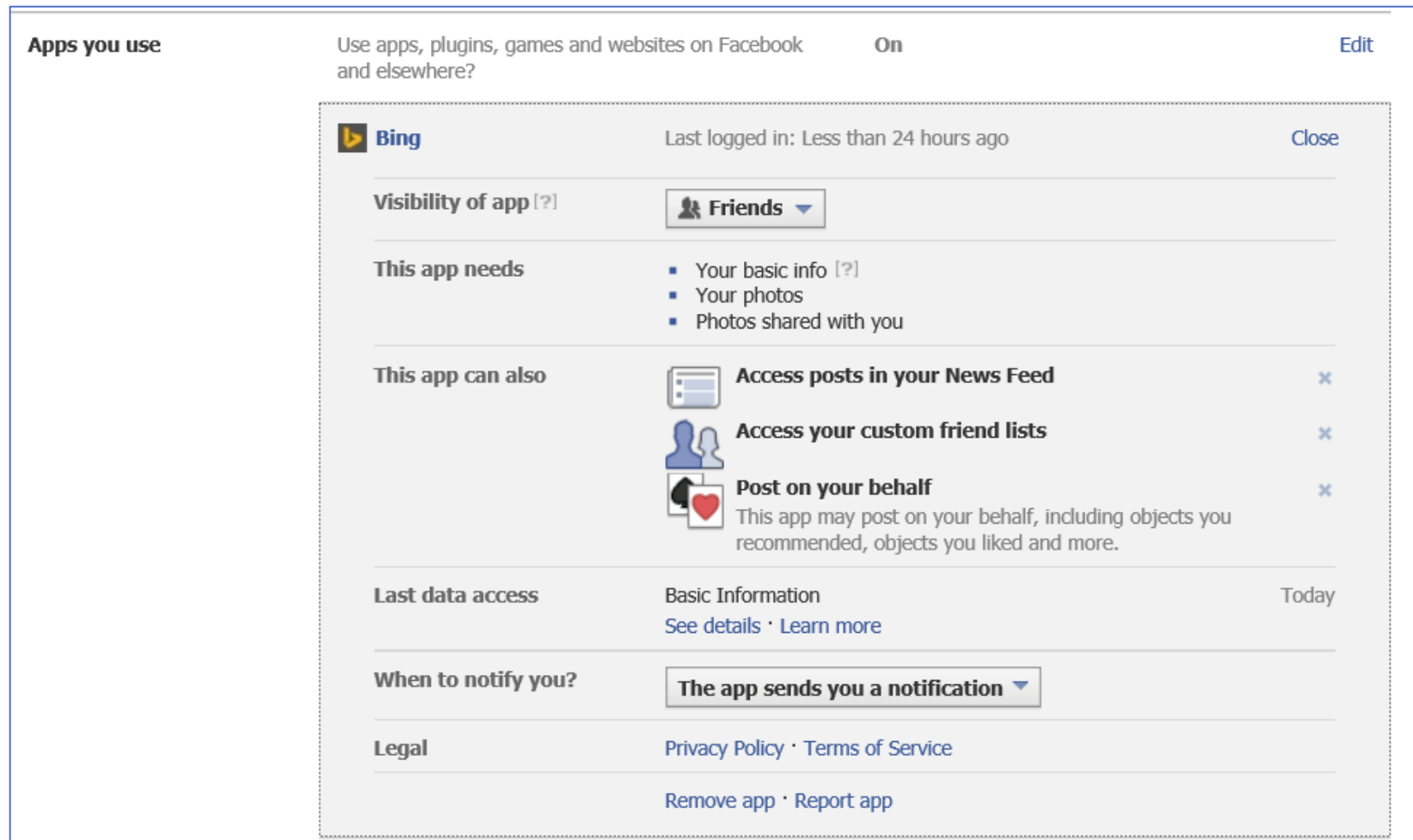


**My Bing News** would like to post to Facebook  
for you.

[Friends](#) [Skip](#) [Okay](#)

# Model of Transparency: Bing Facebook Connect

Edit/adjust permissions within your Facebook account settings. Super fast sync of permissions back to Bing.



The screenshot shows the Facebook 'Apps you use' settings page. At the top, it says 'Use apps, plugins, games and websites on Facebook and elsewhere?' with a status of 'On' and an 'Edit' link. The main section is for the 'Bing' app, which was last logged in 'Less than 24 hours ago'. There is a 'Close' link for the app entry. The permissions are as follows:

- 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 (with an 'x' icon)
  - Access your custom friend lists (with an 'x' icon)
  - Post on your behalf (with an 'x' icon). Description: 'This app may post on your behalf, including objects you recommended, objects you liked and more.'
- Last data access**: Basic Information (Today). Links: See details · Learn more
- When to notify you?**: The app sends you a notification
- Legal**: Privacy Policy · Terms of Service

At the bottom, there are links for 'Remove app' and '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.com>



**On Instagram**  
**Show us**  
**experie**

Download the  
creative and  
#appforlife. s

The screenshot shows the website's header with the 'APPETITE FOR LIFE' logo and navigation links: HOME, ARTICLES, PHOTOS, RECIPES, VIDEOS, DIY GUIDES, ABOUT ANDREW. It also features social media icons and a Toyota advertisement. The main content is an Instagram post from 'bentomgeorge' with 17 likes. The post image shows a red Toyota Corolla parked in front of a building with palm trees. The caption reads: '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.

