

Social Media Settings

Facilitation Guide

Discuss and share best practices for managing social media account settings.

Overview

This module introduces to learners to best practices and methods for managing their social media account settings, including ways to secure their social media accounts and manage their privacy.

For more information, be sure to watch Series 2 training videos from NYC Digital Safety.

Outcomes

By the end of this module, participants will be able to:

- Describe social media account settings
- Determine the benefits of managing and monitoring social media accounts
- Use best practices to manage social media accounts

Format + Time Frame

This module provides an information overview of social media account settings and a how-to-guide for various methods and strategies to use for managing social media account settings.

This module will take approximately 45 minutes to complete. It can be extended to 60 minutes with an optional discussion and an optional activity. You can combine this module with other, related modules for a more extensive learning experience that delves into related topics.

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Materials

- Slide deck
- Facilitation guide
- Handout

Lesson Plan

Activity	Materials	Time Needed
Introduction and welcome Greet learners and review the plan for this module.	Slides 1 and 2	2 minutes
Defining social media account settings Provide an overview of social media account settings and see if anyone has anything to add to this definition.	Slide 3	3 minutes
Discussion: Which social media accounts do you use? If you did a pre-test, you can use the results to get the conversation going. Hold a conversation with learners and ask what social media accounts they use and how they like to use them.	Slide 4	5 minutes
Social media account settings Review what sort of information is shared on social media, and what information may be revealed about social media users	Slides 5 through 8	10 minutes

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<p>Discussion: Your personal information, online [optional]</p> <p>Hold a conversation with learners about what they've seen posted online that they feel might make the person who posted it vulnerable to privacy and security issues.</p>	<p>Slide 9</p>	<p>10 minutes</p>
<p>Best practices for managing social media accounts</p> <p>Review best practices for protecting personal information on social media. Briefly pause after each slide to see if anyone has anything else to add or any questions.</p>	<p>Slides 10 through 17</p>	<p>10 minutes</p>
<p>Activity: Managing your social media account settings [optional]</p> <p>Make sure learners have their handouts. Break them into small groups. Have them work through the handout to identify their social media accounts and make a plan for strengthening their social media account security.</p>	<p>Slide 18, handout</p>	<p>15 minutes</p>
<p>Wrap up, final tips, and final questions</p> <p>Review the closing thoughts and share the suggested resources. See if anyone has any final questions.</p>	<p>Slides 19 through 23</p>	<p>5 minutes</p>

Considerations

Social media account settings can feel overwhelming since there is so much information a social media account can have about you. The goal of this module is to help people know where to go to manage their social media accounts and to empower them to take charge of their privacy on social media. Some strategies you might consider if your audience seems overwhelmed by the topic include emphasizing the benefits of managing social media settings, where some upfront work can help you avoid a stressful situation later, and noting the resources that exist to make the process feel less daunting.

As with location settings, people can also have different comfort levels with their social media account settings and what information they make public. Encourage your audience to reflect on their personal preferences and to consider the settings that work best for them and their needs.

Additionally, people use different social media accounts and often have different purposes or intended audiences for the accounts they use. For instance, someone might have a professional and public LinkedIn site and a more private Instagram account set up for friends and family. While the content here is intended to provide general best practices and tips, you can pull in more specific examples and tailor the content to your audience if everyone uses and has questions regarding a certain social media site.

Options and Variations

This module pairs particularly well with a module on ad settings. You might consider combining the two, or hosting a workshop series where both of these topics, and other related topics like location settings, can be covered.

You might also consider leaving time and space for learners to check and begin to update their social media settings during a workshop, for a more extended and hands-on experience.. If you have less time, you can equip learners with the guided handout so that they can manage their social media account settings on their own.

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You can also provide this information and content to patrons via a service point by sharing the guided handout with them.

Assessment

The following are some suggested assessment questions that you can use and adapt for your own purposes. These questions can help you assess various things, including knowledge retention, personal views and preferences, and concept application.

You might consider asking these as a pre or post test, or you can have learners answer these as part of an exit survey or a follow-up survey. Keep reading for suggested questions and an answer key with further details and explanations.

Questions for Participants

What social media accounts do you use?

- A. Instagram
- B. Facebook
- C. Twitter
- D. TikTok
- E. LinkedIn
- F. Snapchat
- G. Reddit
- H. Pinterest
- I. YouTube
- J. Other (please specify)

What is something that you cannot control in your social media account settings?

- A. Who can view your posts
- B. Your name
- C. Your location

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- D. Who can look up your profile
- E. Who can view comments and replies you leave
- F. Who can tag you in a photo

What should you not do to manage your social media accounts?

- A. Review the settings and options available in your account settings
- B. Regularly check your account settings to be sure nothing has changed
- C. Look up best practices and recommendations online
- D. Set your accounts just once - continually changing your settings can cause problems

How confident do you feel about managing your social media accounts?

- A. Very confident
- B. Not confident
- C. Unsure

Answer Key

What social media accounts do you use?

Personal opinion question, no right or wrong answer

This question is designed to give you insight into your learners and can be used well as a pre-test question to help you better tailor your workshop content for your audience.

What is something that you cannot control in your social media account settings?

Answer: E, Who can view comments and replies you leave

Most social media sites do not let you hide who can see your comments. This is why it is good to be mindful about who you reply to and where you post comments since your account settings will generally not let you conceal that information from others.

What should you not do to manage your social media accounts?

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Answer: D, Set your accounts just once - continually changing your settings can cause problems

Social media account settings should be checked and monitored. New settings might be introduced, or changes might be made to the service, so it is good to keep up with those. Second, odd activity or changes in your settings could be a sign of a hack.

How confident do you feel about managing your social media accounts?

This question tests the sentiment of participants; there is no wrong answer

Connections to Other Modules

This module connects to many other modules. The following suggestions provide opportunities for exploration, connection, and potential programming. However, feel free to explore and make connections between other modules not listed here as well!

1.1 Data Generation

1.2 Data minimization

1.2 Multi-Factor Authentication

1.3 Social Media Account Hacks

2.1 Cookies

2.2 Ad Settings

4.3 Thinking Critically

4.3 Technology Mindfulness

These and other modules can be found at this project's website, nycdigitalsafety.org.

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About This Project

These materials were released in October 2022 as part of NYC Digital Safety: Privacy & Security.

NYC Digital Safety: Privacy & Security is a partnership between New York City's three library systems — Brooklyn Public Library, The New York Public Library, and Queens Library — and METRO Library Council. With support from the New York City Office of Technology and Innovation, this project ensures that NYC residents can rely on public libraries for their questions about internet privacy and security.

Visit nycdigitalsafety.org for more information.