2A

Online **Privacy**

Most social media websites have privacy policies and settings, but they are all different. Some sites are completely public, meaning that anyone can read or look at anything, anytime. Other sites let you control who has access to your information.

The following suggestions will help you and your children protect their online privacy:

• Read a website's privacy policy before sharing any personal information.

• Check your child's privacy policy settings to make sure he isn't sharing more information than you want (for example, his birthdate or location).

• If they use a GPS-enabled smartphone or tablet, they could be posting status updates, photos and videos with "geotags". Geotags share the exact location of where your photo was taken. Make sure these are turned off on devices.

• Encourage your child to use an online nickname, instead of a real name, whenever possible.

• Make sure your child keeps every account password protected, and have them change passwords often.

• Remind your child not to share passwords, even with friends.

• Your child should not accept friend requests from (or actively connect with) people they don't know in real life.

• Explain that Snapchat posts are NOT temporary, as they were intended to be. People can take screenshots of a photo before it disappears.

• Encourage them to protect and respect their friends' privacy too. They should ask permission before posting something about a friend, such as a photo or a video. They should also be aware of what your friends are posting about them.

lic by default. Think schools you attended, workplaces, Facebook comments posted on other websites, and "likes," which the researchers at Cambridge Analytica mined for behavioral patterns.

In the wake of that scandal, Facebook withdrew this access from any third-party app that users hadn't logged in to for 90 days. (Sorry, Angry Birds!) "It's a good change," says Brookman. "However, as the Cambridge Analytica scandal showed, once a third party already has your data, it's really hard to know what happens to it."

It may be impossible to find and delete personal info harvested by other companies in the past, but you can see which apps are currently collecting data from your account and stop them. You will no longer be able to access these apps using your Facebook Login, so create a new login and password for each app before making changes.

On a computer:
Click on the downward arrow at the top right of your Facebook page and choose Settings > Apps and Websites > Active > Click on the box next to the app's logo > Remove.

Protect your account from hackers.
Facebook doesn't release any figures on breaches, but as with all password-protected services, the security of any account is only as good as the safeguards put in place to protect it. To add a layer of defense to your account, activate two-factor authentication. Once you turn the feature on, Facebook will send you a verification code—via text or app—to confirm your identity when you access your account from an unverified location, device, or browser. "That makes it much harder for someone to breach your account with a stolen password," says Robert Richter, who oversees CR's privacy testing.

On a computer:
Go to Settings and choose Security and Login > Use two-factor authentication > Get Started.

Ten Ways
Social Media
Can help you
LAND A JOB

10

Improve your chances of being the selected job candidate by using social media.

Companies are checking you out online, so why not use social media to enhance your qualifications? A 2015 CareerBuilder survey of more than 2,000 hiring managers and human resource professionals revealed that 52 percent of employers use social networking sites to research job candidates. In fact, about one-third of those employers have found content that made them more likely to hire a candidate. Here's how to build a positive, professional online presence to help you stand out.

Show your personality

Almost 40 percent of those surveyed said that a candidate's personality on social media seemed like a good fit with company culture. How often have you thought: "If only I could get in front of someone and prove I am a good fit?" With social media, you can inject your style in status updates and even your LinkedIn summary. Sure, your skills and experience qualify you for jobs, but your personality is one more way to seal the deal.

Be who you say you are

When employers see how your background information supports your qualifications for the job, you look like the real deal. Forty-two percent of employers liked the idea of being able to validate a candidate's experience by checking him or her out on social media. Make sure your LinkedIn and other social network profiles are consistent and match your résumé.

Project a professional image

What you say in your bio and on social profiles provides hiring managers with a glimpse of your professionalism. Thirty-eight percent of employers were impressed with the professional image presented by a candidate's site. Use a high-quality photo (preferably a headshot) with a neutral background that's free of distractions, such as pets or people. Wear work-

CONCLUSION

Social networking is a nice form of entertainment, is great for meeting people with similar interests, and is definitely useful for staying in touch with old friends/acquaintances.

It can also be a very effective promotional tool for businesses, entrepreneurs, writers, actors, musicians, or artists.

Most of us have hobbies or things that we are keenly interested in, like books, television, video games, or movies. Social networks allow us to reach out to others that have the same interests.

Which Social Network Do I Join? Am I Too Old?

You are never too old to get involved in social networking, and there are plenty of popular social networks to choose from, including niche social networks that focus on a specific theme or style of posting.

If you're stumped on which social networking to join first, have a look at this list of the top social networks to get a glimpse of what each one offers. Try one out and see what works for you. You can always leave and try something else if you don't end up loving it.