



## Facebook “Likes”

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### ***Do You “Like” Too Much?***

I read the following story from a guy named Tommy and just had to share it with you:

“The other day, I saw a picture of a long-time friend and a post in my Facebook feed. I thought it was something he had posted because it had his picture just like other posts people put up. But the post wasn’t from him at all; it was an ad for Southwest Airlines.

My friend had “Liked” Southwest. I did not realize that “Liking” Southwest, something many do simply to get their coupons, may mean I’ve agreed to be used in their ads. Seeing this friend’s picture makes me suspicious that my picture is doing the same thing on other people’s Facebook feeds. It’s a brave new world out there, and I know many of my generation, myself included, are very clueless of the implications of our privacy settings.”

It’s very easy to search Facebook “Likes.” This means you can easily find people who like Mini Coopers or clowns, or even people who like drinking, taking drugs, and cheating on their spouses.

### ***Protect Your “Likes”***

You can control how much of your “Like” activity is monitored. Just follow the steps below.

Caution: Following these steps will disable all of your Facebook apps.

- Click on the gear-like icon in the upper right-hand corner of Facebook and choose Privacy Settings.
- Click “Apps” from left-hand navigation menu. You will see a list of the apps currently authorized to pull your data.
- Across from “Apps you use,” there is an Edit button. Click this to see if your Facebook platform is on. If you want to stop these apps from pulling and potentially sharing your data, click “Turn Off Platform.”

Once the button is clicked, two things happen: 1) You can’t use any Facebook apps, nor can you “Like” third-party pages outside of Facebook; 2) Facebook’s integration with third-party websites will be blocked.



When you want to use apps, just turn this back on. Then, when you are done using the apps for the moment, turn it back off. If you don't use many Facebook apps, this is a very easy way to help protect your privacy on Facebook.

### ***For More Information***

For additional information see the social networking articles and presentations on the [Resources page](#).

### ***Source***

Thanks to Rebecca Herold (a.k.a. The Privacy Professor) for much of this information. Her work is available at [privacyguidance.com](http://privacyguidance.com), and she can be contacted at [rebeccaherold@rebeccaherold.com](mailto:rebeccaherold@rebeccaherold.com).