

Social Media Privacy Audit

A comprehensive guide to protecting your digital presence across every platform



WHY THIS MATTERS

Why Audit Your Social Media Privacy?

Your social media accounts contain a wealth of personal information that can be exploited if not properly protected. From location data to personal connections, every post and interaction creates a digital footprint.

A privacy audit helps you understand what information you're sharing, who can see it, and how to take control of your digital presence.

87%

Data Shared

Of users unknowingly share sensitive personal information publicly

60%

Privacy Settings

Never review their privacy settings after initial setup

Facebook Privacy Audit

01

Review Privacy Settings

Navigate to Settings & Privacy → Privacy Shortcuts. Check who can see your posts, friend list, and profile information.

02

Control Timeline & Tagging

Enable timeline review to approve posts before they appear. Limit who can tag you and where tags can be seen.

03

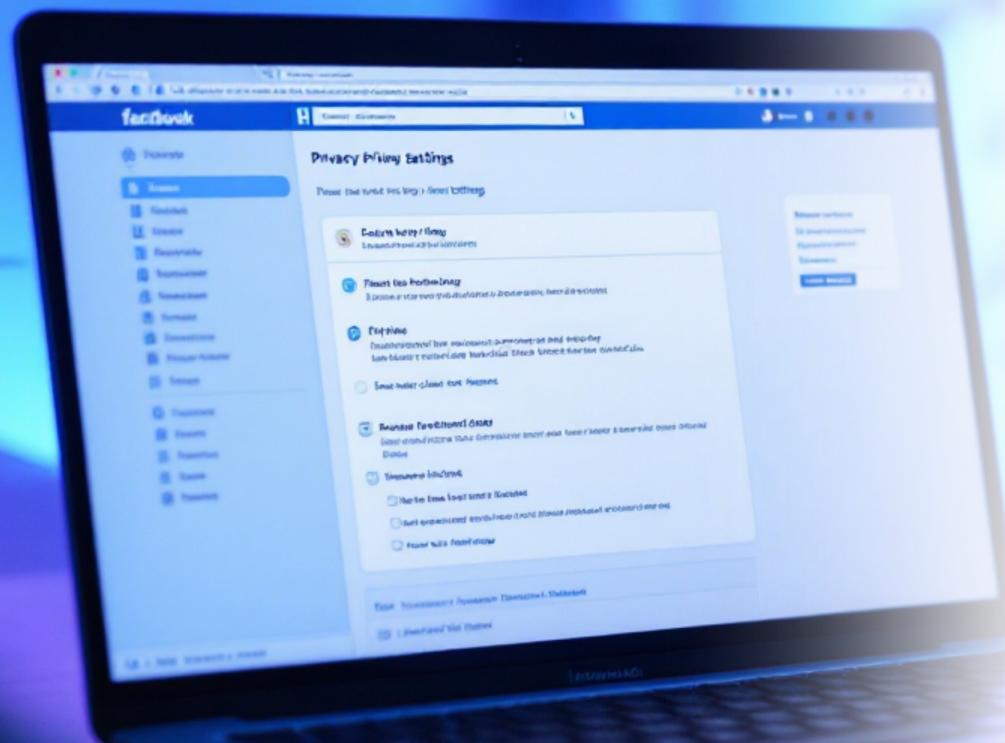
Manage Location Services

Turn off location history and review location-tagged posts. Disable future location tracking in posts.

04

Review App Permissions

Check third-party apps with access to your account. Remove apps you no longer use or trust.



Instagram Privacy Audit

Account Privacy

Switch to a private account to control who follows you and sees your content. Review and remove suspicious followers regularly.

Story Controls

Customize who can see your stories and replies. Hide stories from specific people without unfollowing them.

Activity Status

Disable activity status to prevent others from seeing when you're online or when you last used Instagram.

Comment & Message Filters

Enable hidden words filter and restrict offensive comments. Control who can message you and comment on posts.



TikTok Privacy Audit



Account Visibility

Set your account to private so only approved followers can view your videos and interact with your content.



Interactions

Control who can comment, duet, stitch, and message you. Filter spam and offensive comments automatically.



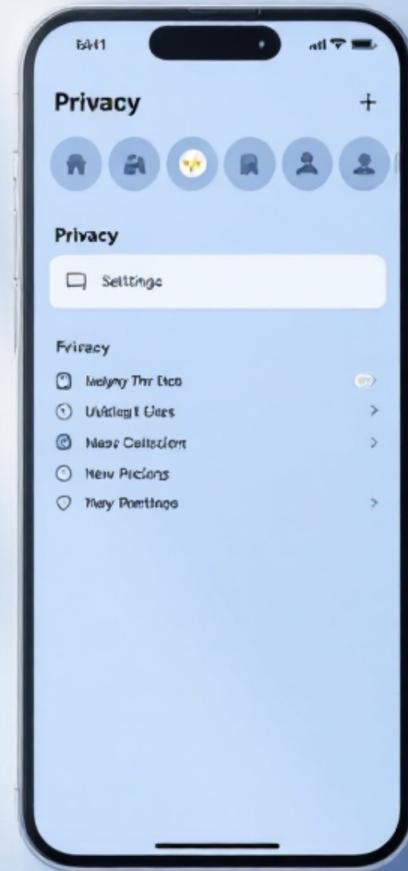
Download Settings

Disable video downloads to prevent others from saving and sharing your content outside the platform.



Data Collection

Review personalization and data settings. Limit ad tracking and consider opting out of personalized advertising.





LINKEDIN



TWITTER/X

LinkedIn & Twitter/X Privacy Checks

LinkedIn Essentials

Profile visibility: Choose who can see your full profile and connections list

Activity broadcasts: Disable activity updates when making profile changes

Search visibility: Control whether your profile appears in search engine results

Messaging preferences: Limit who can send you InMail and messages

Data privacy: Review how LinkedIn uses your data for ads and research

Twitter/X Essentials

Protected tweets: Make your account private to control who follows you

Discoverability: Prevent email/phone number lookups by others

Location information: Remove location data from tweets

Direct messages: Control who can send you DMs

Muted words: Filter out unwanted content and harassment



ACTION STEP

Clean Up Old Posts & Tagged Photos



Audit Your Post History

- 1 Scroll through old posts and remove content that reveals sensitive information like addresses, phone numbers, or daily routines that could compromise your safety.



Review Tagged Photos

- 2 Check all photos where others have tagged you. Remove tags or hide photos that you're uncomfortable with or that reveal private information.



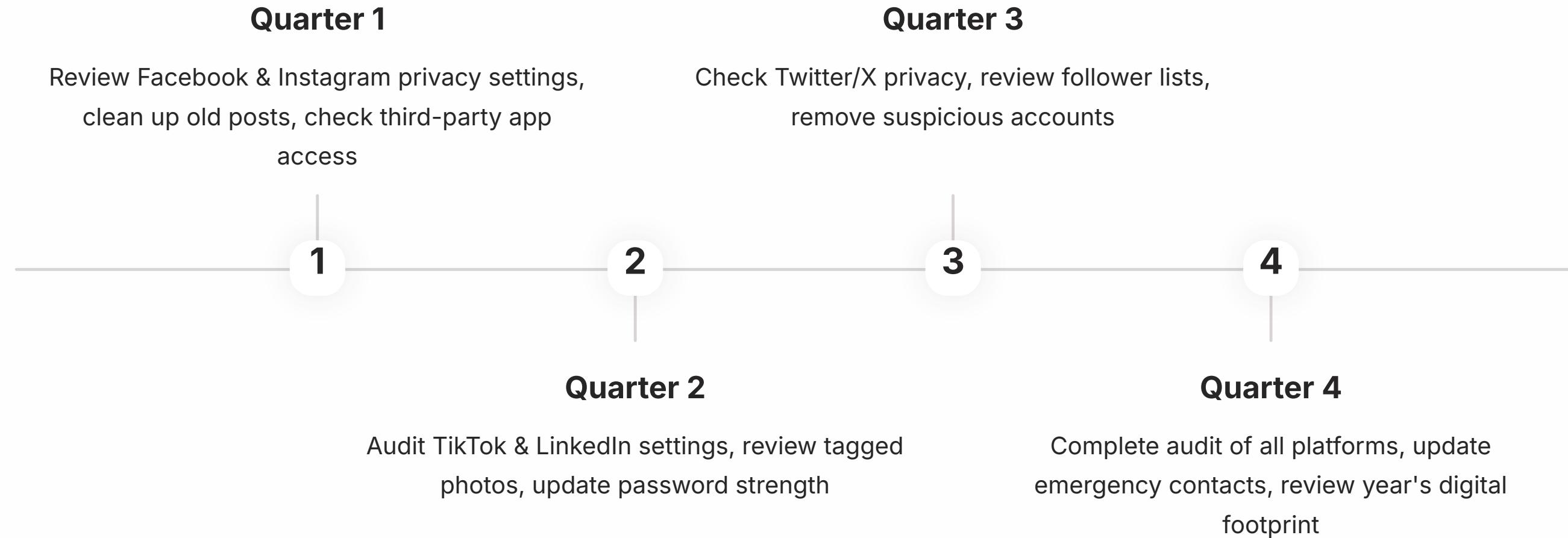
Update Privacy on Existing Content

- 3 Use bulk privacy tools where available to limit visibility of past posts. Consider archiving rather than deleting to preserve memories while protecting privacy.



Your Quarterly Audit Schedule

Regular privacy audits ensure your settings stay current as platforms update their features and policies.



- ❑ **Pro Tip:** Set calendar reminders for each quarter's audit. Taking 30 minutes every three months is far easier than an overwhelming annual review.

Maintaining Your Privacy Long-Term

Think Before You Post

Ask yourself: Would I be comfortable with this information being public forever? Consider how posts might be used out of context.

Use Strong Authentication

Enable two-factor authentication on every platform. Use unique, strong passwords and a password manager.

Stay Informed

Follow platform updates and policy changes. Privacy settings often reset during major updates.

Trust Your Instincts

If something feels uncomfortable or unsafe, adjust your settings or remove the content. Your safety comes first.



Cybersecurity Non-Profit (CSNP)

Making cybersecurity knowledge accessible to everyone through education, community, and practical resources.

Business & Non-Profit Security

Family Cybersecurity

Kids Safety

Senior Digital Safety

Women's Security

Parents & Educators

Everything we offer is completely free

[Visit CSNP](#)

[Browse Resources](#)

Visit us at **csnp.org** to access our full library of resources, guides, and educational materials.