

# 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.



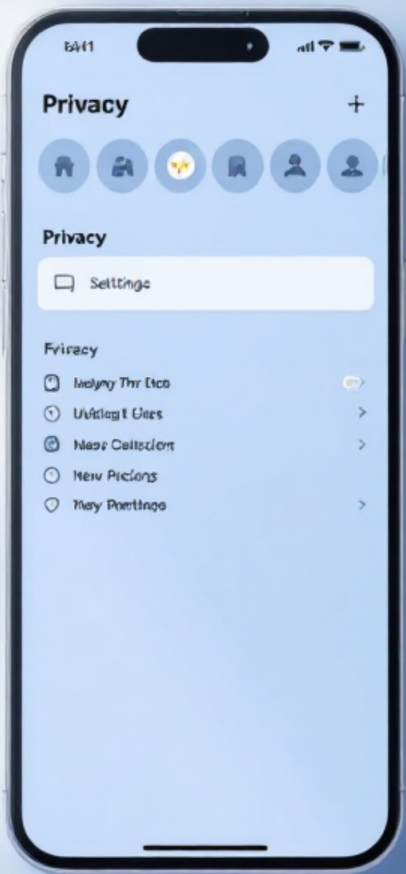
## Download Settings

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.



2


## Review Tagged Photos

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



3

## Update Privacy on Existing Content

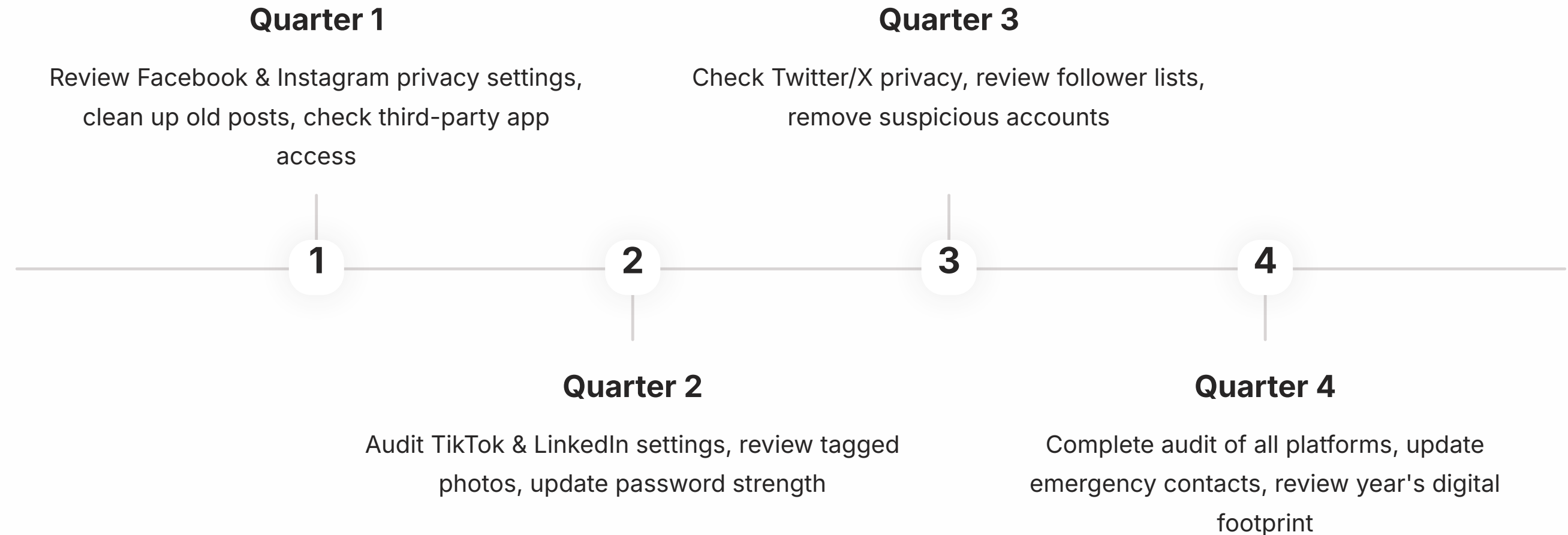


Use bulk privacy tools where available to limit visibility of past posts. Consider archiving rather than deleting to preserve memories while protecting privacy.



# 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.



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