

#PRIVACY

TWEET

LORI RUFF

FOREWORD BY WINN SCHWARTAU

Addressing Privacy Concerns in the
Day of Social Media

BOOK 01

A THINKaha BOOK

#PRIVACY **tweet**

Addressing Privacy Concerns in the Day of Social Media

Book Excerpt

By Lori Ruff

Foreword by Winn Schwartau

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Addressing Privacy Concerns in the Day of Social Media

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Foreword by Winn Schwartau

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Foreword by Winn Schwartau

Social Networking has linked three trillion people from seven satellite systems into a symbiotic reality that could not have been predicted even a few short years ago.

Business social networks. Personal networks. Friends and family. Industry specific. Talking to everybody even though they don't care you just brushed your teeth. And then there's the military and dozens of others...

What is the basis of any user's knowledge for proper behavior? We grew up with "Don't cross the street in the middle," "Don't drink and drive," "Don't take candy from strangers," but what about modern mantras that have not spread to the social networking masses?

- Don't say too much about yourself and your family.
- Do you really want to let the world know you're going to Bora Bora for a month?

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- Consider carefully before job hunting in public forums.
- How do you avoid compromising pictures from parties that...well, you know.
- Kids being kids online can ruin their future opportunities.
- Are you being so dumb online that you have change your legal identity?

Knowing how to do something doesn't mean you should do it. Not knowing the repercussions of your online actions is even worse.

"Lori Ruff, The LinkedIn Diva," walks you through the good, tells you about the bad, and helps you avoid becoming the Ugly. Listen to the best advice you could hope for today.

Winn Schwartau

President, Interpact, Inc., Chairman, Mobile Active Defense, Author of *Information Warfare*, *Cyber Shock*, *Time Based Security* and *Internet & Computer Ethics for Kids*



Addressing Privacy Concerns in the Day of Social Media



Section I

Awareness

Knowledge and awareness can make all the difference. Timely advice alerts you to real privacy and online safety issues. Do you ever “Google” yourself? You might think you’re not online, you might think you know what’s out there, but go ahead and “Google” yourself—you may be “pleasantly” surprised.

1

Trying to reduce your digital footprint? Don't comment, share, like, connect, friend, or follow. Just lurk online. ;)

2

You can't hide in The Cloud. If you're going to participate in the online community, do it with deliberation & thought.

3

You need to maintain a balance.
Join the conversation; just do it
without a bullhorn.

4

When you “Like” a Facebook Page,
the page owner has the same access
to your profile as your friends.

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Section II

Protecting Yourself and Others

Dos and Don'ts to protect yourself
and others online, what to do, what to
avoid, who to believe.

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Hackers will steal game passwords to steal your gold. You can be sure they will steal your business passwords as well.

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Posting pictures online? Who's in them? Will they care that everyone can see?

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If there's a problem with what people are saying online, address it where you found it, but resolve it privately.

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You are the safeguard of your clients' data. Take extra care and report problems immediately.

Via @MikeOneilDenver

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Section III

Healthcare Privacy

Doctors and nurses are not any more educated than you are about privacy in the social media space. Posting might seem innocent, but it often is not. Here's how to protect yourself and your patients.

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Electronic Patient Health Records can improve quality of life and patient communication. Safeguard the tool.

62

HIPAA regulations? A place to start, but don't stop there. Educate healthcare workers in online etiquette.

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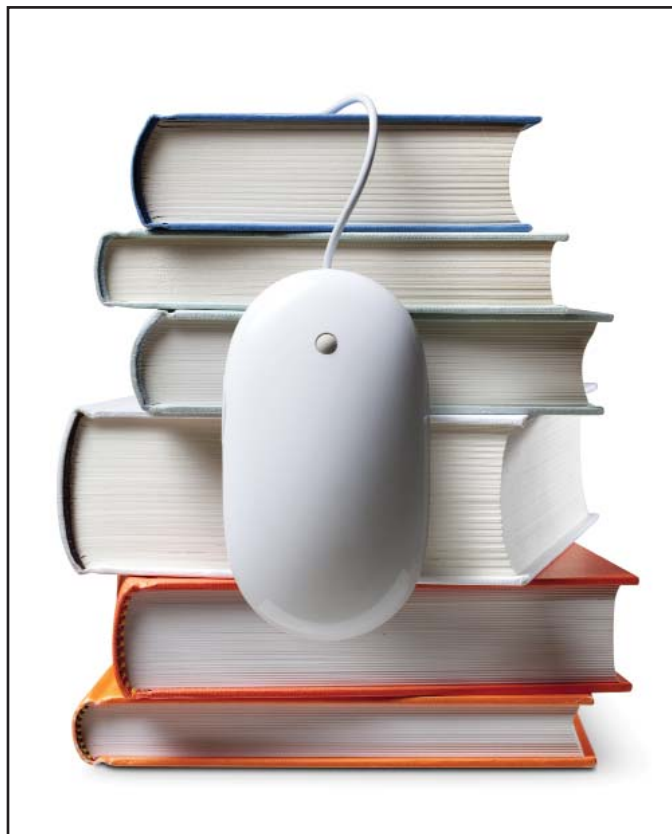
The HIPAA Act of 1996 didn't see social media coming. It's still your job to keep information secure.

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There is little professional guidance to help physicians navigate [social] connections with patients.

Via @kboreilly

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Section VI

Resources

Here are some great places to begin your search for help when you need it.

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Where do you show up online? Track multiple sources (Bing, Google, Yahoo) to find them all.

130

Facebook Groups can send you messages and see your friends. How much did you intend to share?

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Businesses: “It’s not enough
to be secure; you have to
prove you’re secure.”™—

NIST (Network Information
Security & Technology News)

140

Top Bands on the Radio:

*@LinkedIn, @Twitter,
@Facebook, @YouTube.*

Have you looked at their
#Privacy policies?

About the Author



The LinkedIn Diva, Lori Ruff, is a globally recognized expert in LinkedIn and social media. She is among the top 10 most connected women in the world on LinkedIn. Her Facebook Friends list is full. Her robust Twitter following grows by hundreds of followers a week on three active accounts. You don't accumulate those kinds of social media credentials overnight. It takes years of active participation in the industry to earn a following like that.

Ruff is a proven thought leader with 100+ recommendations from clients and random people touched by her generous spirit. The Diva has heart, character, and avid fans with whom she has shared her knowledge. Over her career, she has presented over 1,000 sessions on topics such as leadership, social networking, fat applications and Internet technologies, customer service, and creating a vision, as well as privacy.

One sassy, saucy business woman, Lori is a full-time speaker, trainer, and co-author of the *Rock The World™* Book Series with her partner, The LinkedIn Rockstar Mike O'Neil.

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Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

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Privacy Explained So You Can
Network Online with Caution
but without Fear

"What I love about this book is that it strikes a perfect balance between social media's call to share personal information and sensible safety, for both the individual and the organization. Ruff shows you how you can be a social media rockstar and still protect yourself from perverts, pirates, and other predators. A must-read for both IT decision-makers and anyone looking to build an online presence."

Scott "Social Media" Allen, @ScottAllen, Coauthor "The Virtual Handshake", "The Emergence of The Relationship Economy", and www.LinkedinIntelligence.com, the most popular third-party LinkedIn blog

"Getting on board the social media train is no longer an option, but if privacy concerns are the reason behind your hesitation, Lori's book is your ultimate guide to the do's and don'ts of online privacy."

John Antonios, @JohnAntonios, The Social Media & Personal Branding Blog

"...a must read for any executive formulating a coherent social media policy for a corporation or concerned about their own online personal visibility. It's full of practical advice and insight about the new world of social media driven conversations that are emerging as powerful forces that can harm or benefit."

Lee Traupel, @LinkedMedia, CEO, Linked Media Group, Inc.

Lori Ruff, author, speaker and trainer, shows how you can secure your privacy at the individual, group and corporate levels with caution yet with confidence.



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