



Protecting Your Digital Presence

Best Practices for Authors Navigating Turbulent Social Media Landscapes

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Penguin
Random
House

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Who Am I?



Megan Tripp

Associate Director, Social Media
Creative Strategy
Consumer Marketing

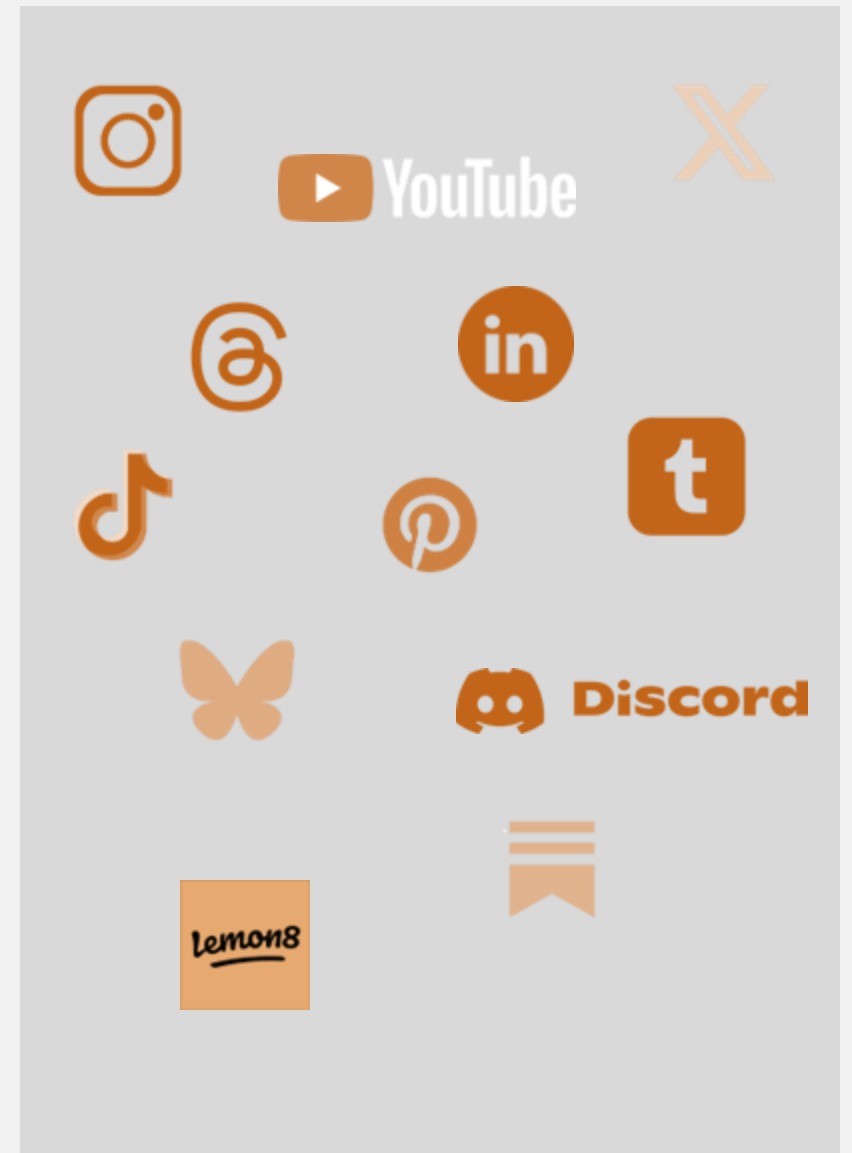
Background

The changing social media landscape and its impact



The social media landscape is rapidly changing. The most popular and well-known platforms are rolling back protections and regulations at an alarming rate, and it feels less safe than ever to be sharing information on public social media platforms

But, social media's influence continues to grow. At the same time, social media's influence over consumer decisions only continues to expand. Social media is word-of-mouth marketing on a global scale, and opportunities it provides to get the word out about your books are almost impossible to pass up.

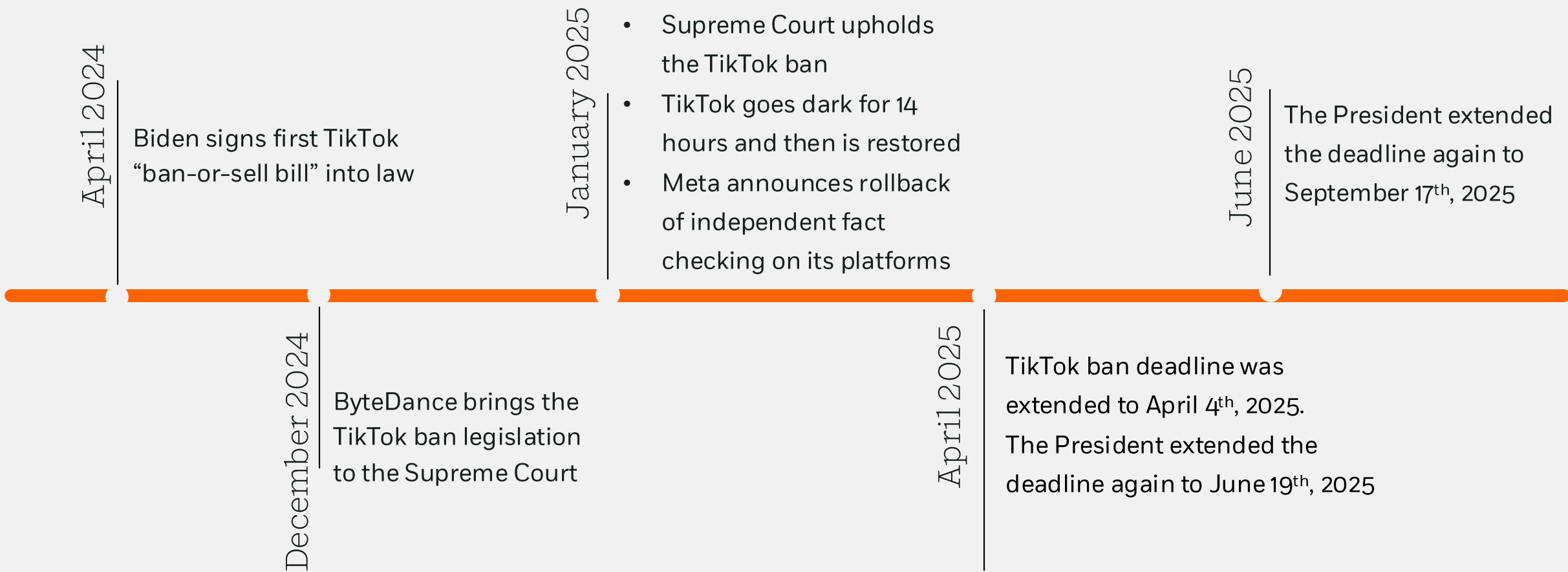


Background

The changing social media landscape and its impact



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So What Can You Do?

General Considerations

What to keep in mind on all social media platforms



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Two Factor
Authentication

Blocking, Muting &
Reporting

Share Information
Carefully

General Considerations

What to keep in mind on all social media platforms



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Two-Factor
Authentication

Blocking, Muting &
Reporting

Share Information
Carefully



Secure your account with two-factor authentication. Also known as “2fac,” two-factor authentication builds in a second authentication requirement to confirm your identity when logging into your profile on a certain social media platform.

Every social platform sets it up slightly differently, but generally prompts you to do so at the login screen. If you haven’t already set this up, do so at your next login. You can also find this feature in the platform's privacy & security settings. Set up a phone number and/or email address that the platform can send a code to that you will then use to confirm your identity and successfully log in.

This helps prevent hacking. With another form of identity confirmation baked in, people using tech to try to break your password will still be unsuccessful because they don’t have access to the secondary authentication format (your phone number or email address). If a platform suspects a login attempt wasn’t you, even with 2fac set up, it will notify you (usually by email) and recommend that you change your password to doubly secure your account.

General Considerations

What to keep in mind on all social media platforms



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Two-Factor
Authentication

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Carefully



Familiarize yourself with the comment and follower/following curation available on each platform. While fact checking regulations and community guidelines enforcement has been weakened recently, there are processes still in place to review and remove harmful content when it occurs. Know how to block accounts, delete and hide comments, mute accounts and hide your content from certain accounts to help curate your experience on the platform (more details on this by platform later on).

Use these skills and functionalities liberally! Your experience on social media, and particularly the space you are curating to use as an extension of your author brand and marketing platform for your books, is above all else **YOURS**. Curate it carefully and reach as many people on the “right side of the platform” as possible, to avoid attention being pulled in a negative way toward your content.

General Considerations

What to keep in mind on all social media platforms



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Don't accidentally doxx yourself! Consider what you're sharing when you're sharing seemingly innocuous content on these platforms. Think about what your background of your video or photo might reveal about your whereabouts or personal details. Does a fun bookshelf tour video show the view outside your window that is recognizable enough to place you within a certain area of a city? Consider sharing your location and personal details in more general, vague terms to strike a balance between being authentic in your content and keeping yourself safe.

Location Services. Feel free to turn off location services on your social media apps. This will make using certain functionalities of the app (namely location tags) a little less accurate, but will help keep some of your personal whereabouts off the radar. You can find the location services setting in the settings on your phone, and within the apps themselves.

- **iPhone:** Settings > Privacy & Security > Location Services > [SELECT APP] > Select “Never” or “While Using App”
- **Android:** Settings > Location > App Permissions > [SELECT APP] > Permissions > Location > Select “Deny” or “Never”

Keep An Eye Out For
Fake Information &
Phishing Attempts

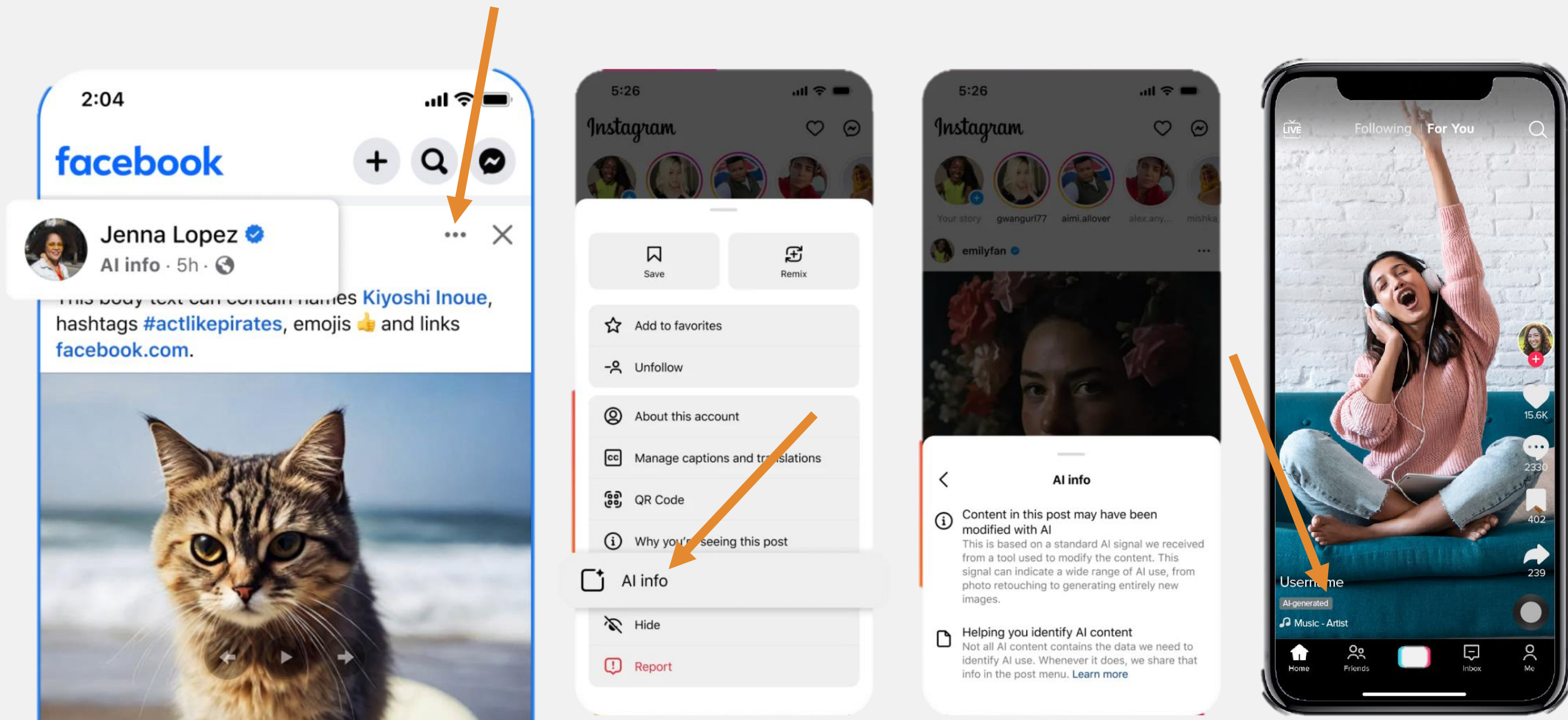
How To Spot Fake Information

What is real and what is fake online and when platforms contact you?

On-Platform

Look for the source —Take into consideration the source of the information you're seeing. If no source is readily available, double check the info with a Google search for a reputable source to corroborate.

AI generated flags —Most social media platforms now have small indicator flags on pieces of content that they suspect are AI-generated or have been self-identified as AI generated. Keep an eye out for those on pieces of content you see on social media platforms.



How To Spot Fake Information

What is real and what is fake online and when platforms contact you?



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Platform Contacts

Consider the sender — Unless you have a predetermined contact/relationship with a representative, social media platforms will **almost never contact you directly**, unless via an automated email to inform you of a potential breach of your account password.

What are they asking for? — Social media platforms will **never** reach out and ask for your login info – only you should have access your account. If you receive a DM or email asking to share your password or login information, this is spam.

From Meta's Security Center:

Avoid scams and phishing attempts

Look out for suspicious emails or messages

- Don't trust messages demanding money, offering gifts or threatening to delete or ban your account.
- Any correspondence from Facebook or Meta will only come from one of these email domains, or any subdomains of the following (such as support.facebook.com or business.fb.com):
 - fb.com
 - facebook.com
 - facebookmail.com
 - instagram.com
 - meta.com
 - metamail.com

How To Spot Fake Information


What is real and what is fake online and when platforms contact you?



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Example of Phishing Attempt / Scam Email from “Meta”

Business Manager Issue 😊 ⏪ ⏩ ↶ ↷

 **Meta Pro** <noreply@fbmail-support-inbox-case123542132154.awsapps.com> Wednesday, January 8, 2025 at 12:19 PM

To: 🕒 Tripp, Megan (She/her)

Meta Business Suite

This email was sent to: mtripp@penguinrandomhouse.com

We've noticed certain aspects of the advertisements linked to your account that may not be in line with our advertising policies. To help maintain a positive online environment, we kindly ask for your attention to resolve these issues.


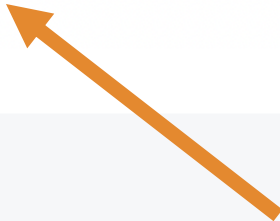
Relevant Topics:

- Privacy Policy
- Content Violation
- Community Standards

If you believe this issue has been caused by an error, please contact our Support Team using the button below.

[Continue On Messenger](#)

Best regards,
Meta Business Suite



How To Spot Fake Information

What is real and what is fake online and when platforms contact you?



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Example of Phishing Attempt / Scam Email from “Meta”

Alert: Take Action to Prevent Permanent Deactivation of Your Page



○ Violation Notice <support@salesforce.com>

Monday, January 13, 2025 at 1:31 PM

To: 🕒 Tripp, Megan (She/her)

CAUTION: This email originated from outside of Penguin Random House. Please be extra cautious when opening file attachments or clicking on links.

facebook

Take Action to Prevent Permanent Deactivation of Your Page

Dear Elizabeth Vogt,

We're contacting you regarding an important matter concerning your page, which has been temporarily suspended for non-compliance with updated regulatory standards for online content and advertising in the United States.

Recent changes to U.S. guidelines require all pages to adhere to stricter rules for content and advertising practices. Unfortunately, your page has been flagged as non-compliant, leading to its suspension.

To avoid the permanent deactivation of your page, immediate action is required. This is your final opportunity to file an appeal. If we do not receive your appeal by **January 13, 2025**, your page will be permanently removed without further notice.

Platform Safety Tools

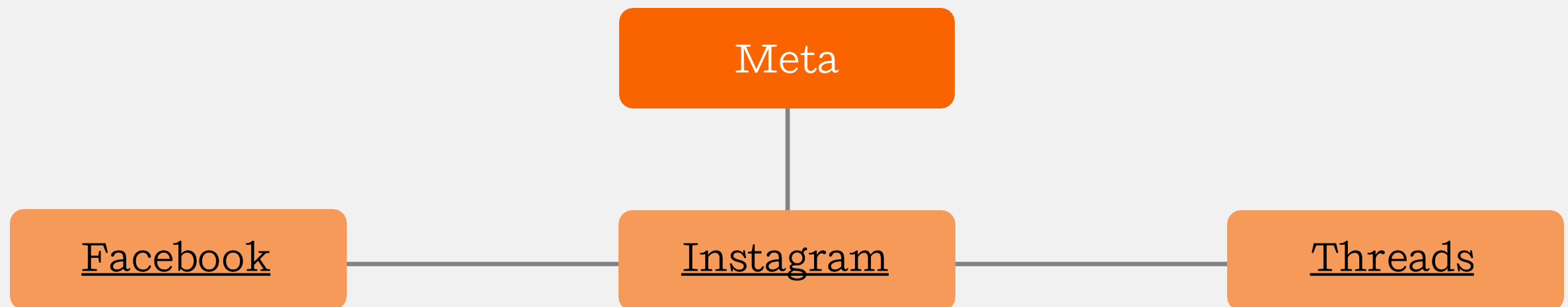
Meta Safety Tools

How you can secure your accounts on Meta platforms



Meta Suite of Social Media Platforms


All of the below platforms are under the Meta corporation banner and are held to the same privacy regulations, content safety standards and security tools across platforms.





Facebook Safety Tools


Safety suite and functionalities on Facebook





 **Help Center**

 Using Facebook

 Login, Recovery and Security

 Managing Your Account


 Privacy and Safety


 **Your Privacy**


Control who can see what you share on Facebook


Manage what you've shared on Facebook

Control Who Can Find You

 Staying Safe

 Shopping Safety

 Policies

 Reporting

Feedback

[Privacy and Safety](#) > [Your Privacy](#)

Control who can see what you share on Facebook

Who can see what you post

Choose who can see your post on Facebook

Who can like or comment on things that I post on Facebook?

Who can see your posts on Facebook

Who can see my posts when I use hashtags?


Set the audience when using an older version of Facebook for mobile that doesn't have an audience selector


Facebook Safety Tools


Safety suite and functionalities on Facebook





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 Shopping Safety

 Policies

 Reporting

Feedback

Privacy settings and Privacy Checkup

View and adjust your Facebook privacy settings

Facebook Privacy Checkup

Public information on Facebook

Your profile info

Control who can see what's on your Facebook profile

Edit information on your Facebook profile and choose who can see it

How to see the public view of your Facebook profile

Control who can see your email on your Facebook profile

Adjust who can see your Friends section on Facebook


Control who can see your contact information on your Facebook profile


Facebook Safety Tools


Safety suite and functionalities on Facebook





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Manage what you've shared on Facebook

Control Who Can Find You

 Staying Safe

 Shopping Safety

 Policies

 Reporting

Feedback

Your timeline

Who views your Facebook profile



Can people see my private messages on my Facebook timeline?



Choose who can see your previous posts on Facebook



Control who can see posts on your Facebook profile



Control who sees posts and photos you're tagged in on Facebook



Change the audience of a post on Facebook



Something I hid from my profile is showing up in search on Facebook

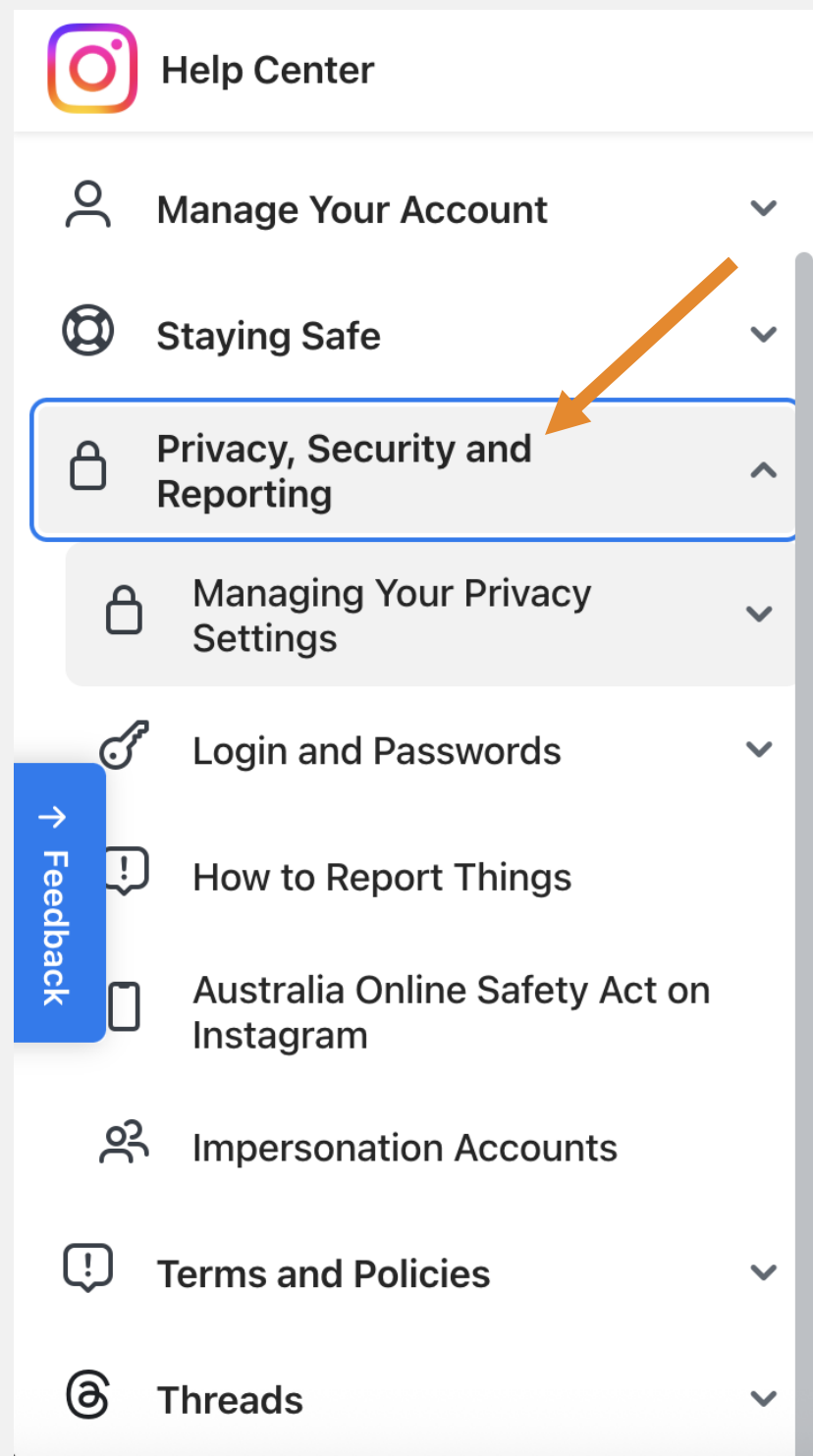


You've hidden tagged photos or posts from your Facebook timeline, but people can still see them



Instagram Safety Tools

Safety suite and functionalities on Instagram



Hidden Words (**Settings > Hidden Words**) enables people to hide message requests and comments that contain offensive content and create custom lists to hide additional words, phrases or emojis from Comments and Direct Messages.

If facing comments or DMs with specific language that you do not want to see, Hidden Words is an account-level tool that will give you the ability to add words, phrases or emojis to be automatically filter from your Direct Messages and Comments.

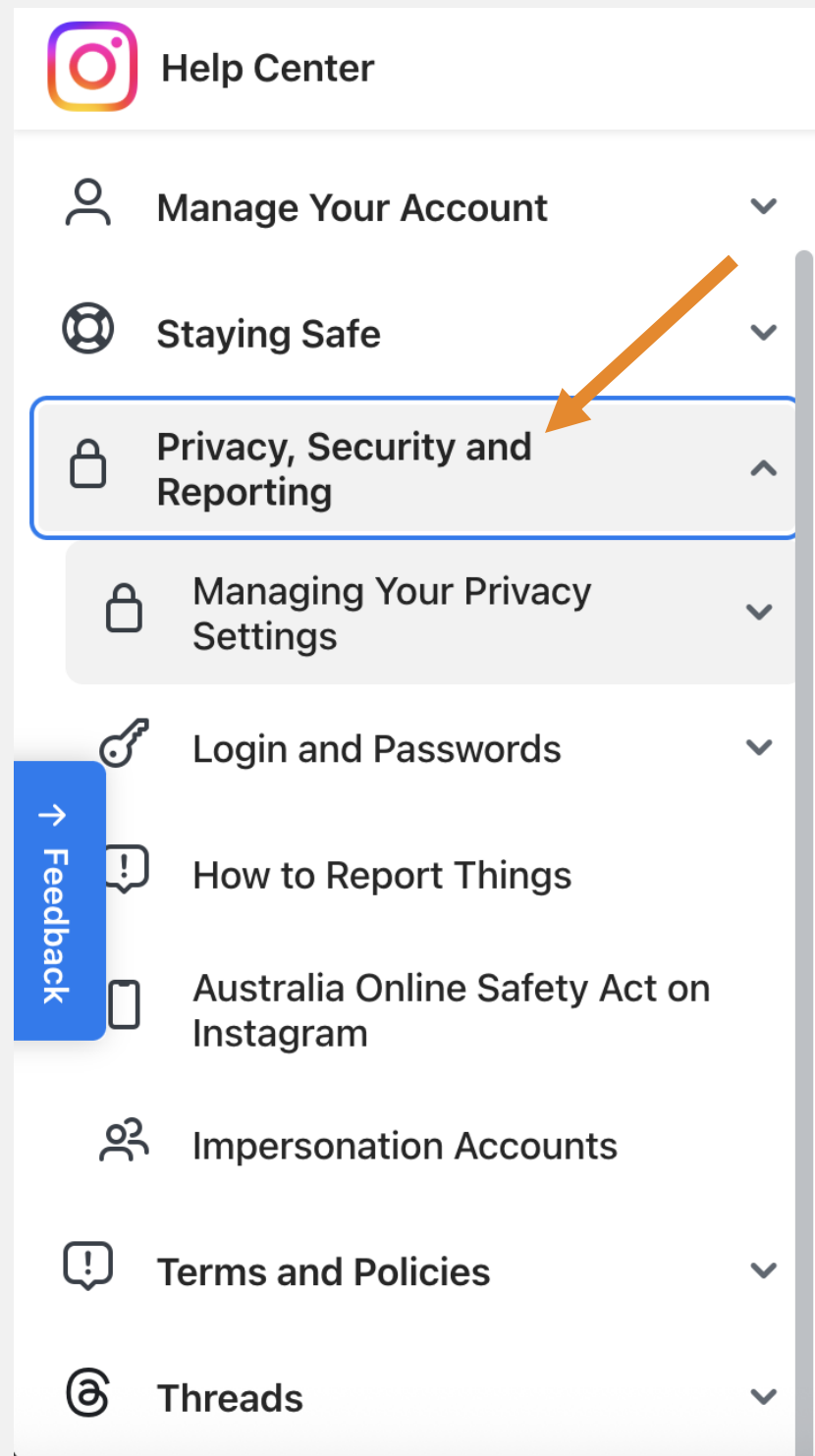
Limited Interactions (**Settings > Limited Interactions**) is a feature that will hide comments and DMs from certain groups and help you manage a high-volume of unwanted interactions at once. With it turned on, you can hide comments and DMs from audience specific groups; either recent followers or people who don't follow you for a set period of time.

This means that comments will be covered - but you can choose to uncover them if you'd like - and DMs will be sent to your 'Hidden Requests' folder.

If receiving an overwhelming number of interactions that are felt to be negative – this tool can be of great use to mitigate.

Instagram Safety Tools

Safety suite and functionalities on Instagram



•**Reporting DM** – Hold your finger down on the message you wish to report. A “!” should appear and will prompt you through the steps to report

•**Reporting a Comment** – Swipe left on the comment and a “!” should appear and prompt you through the steps to report

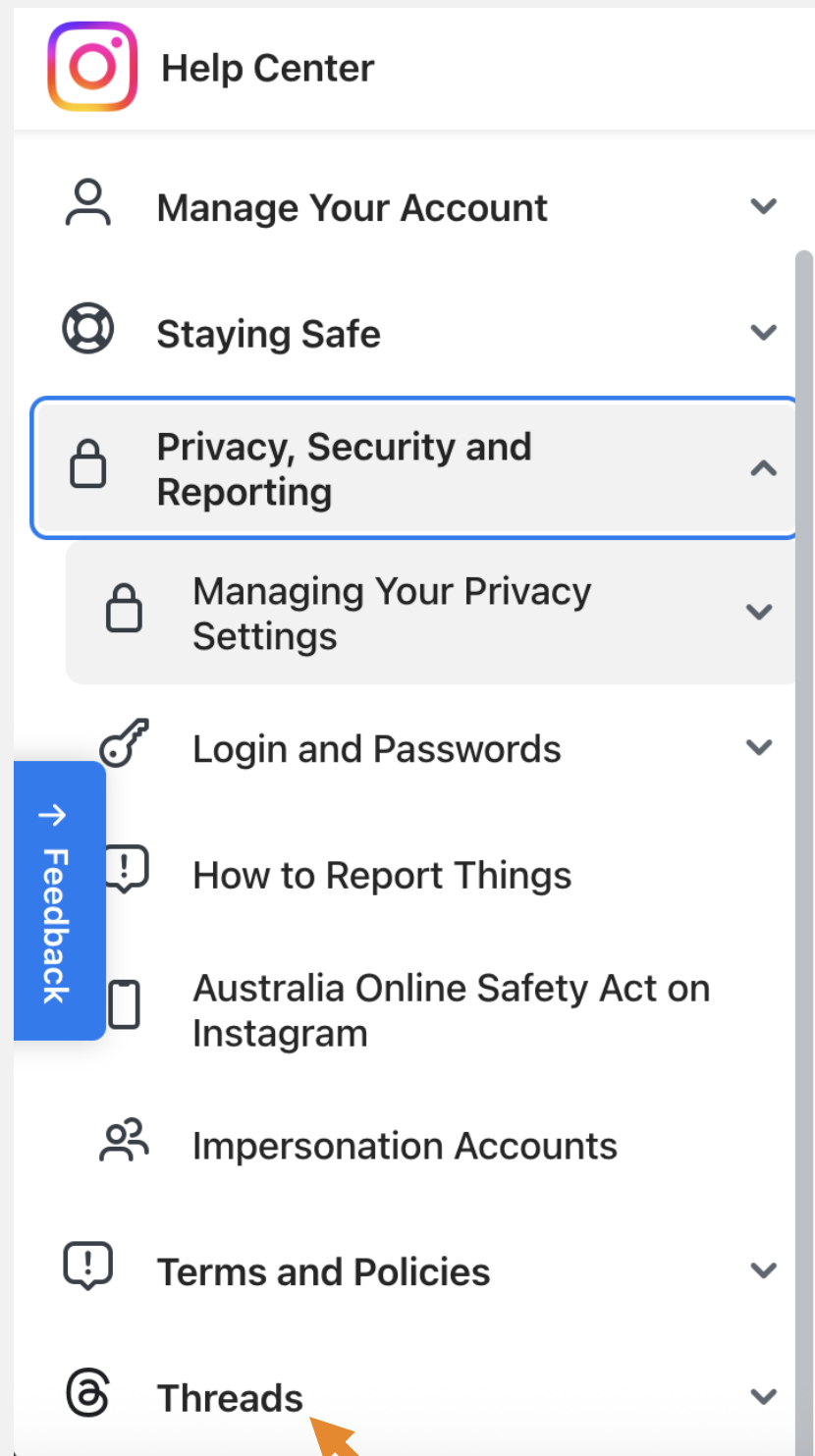
•**Reporting an Account** – Tap the 3 black tops in the top right of the account and subsequently tap “Report”

Threads Safety Tools

Safety suite and functionalities on Threads



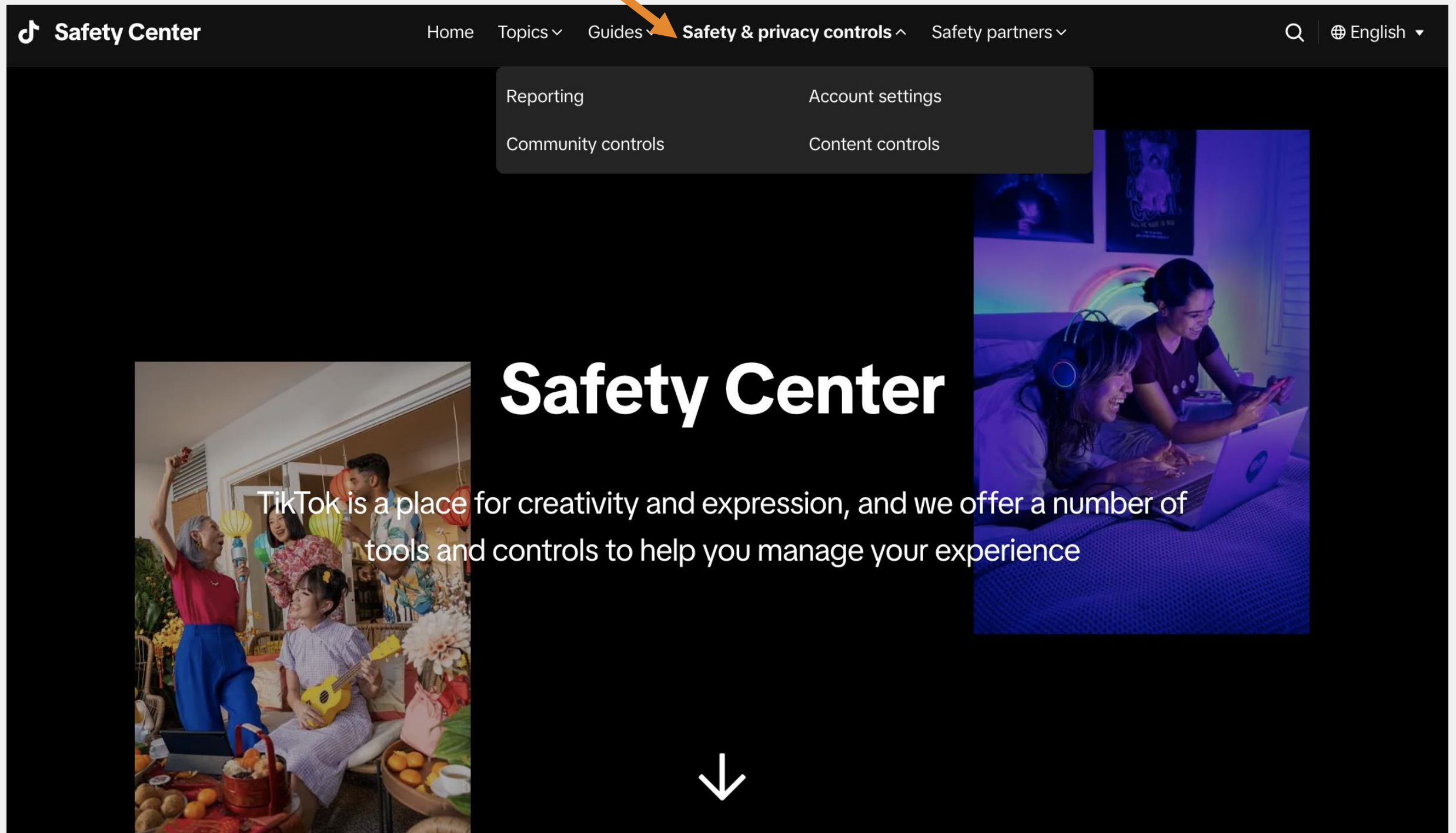
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Your Threads account is linked to your Instagram account more often than not, and Threads safety features can be found under the Instagram Help Center menu. They are identical to the Instagram safety tool suite.

TikTok Safety Tools

Safety suite and functionalities on TikTok



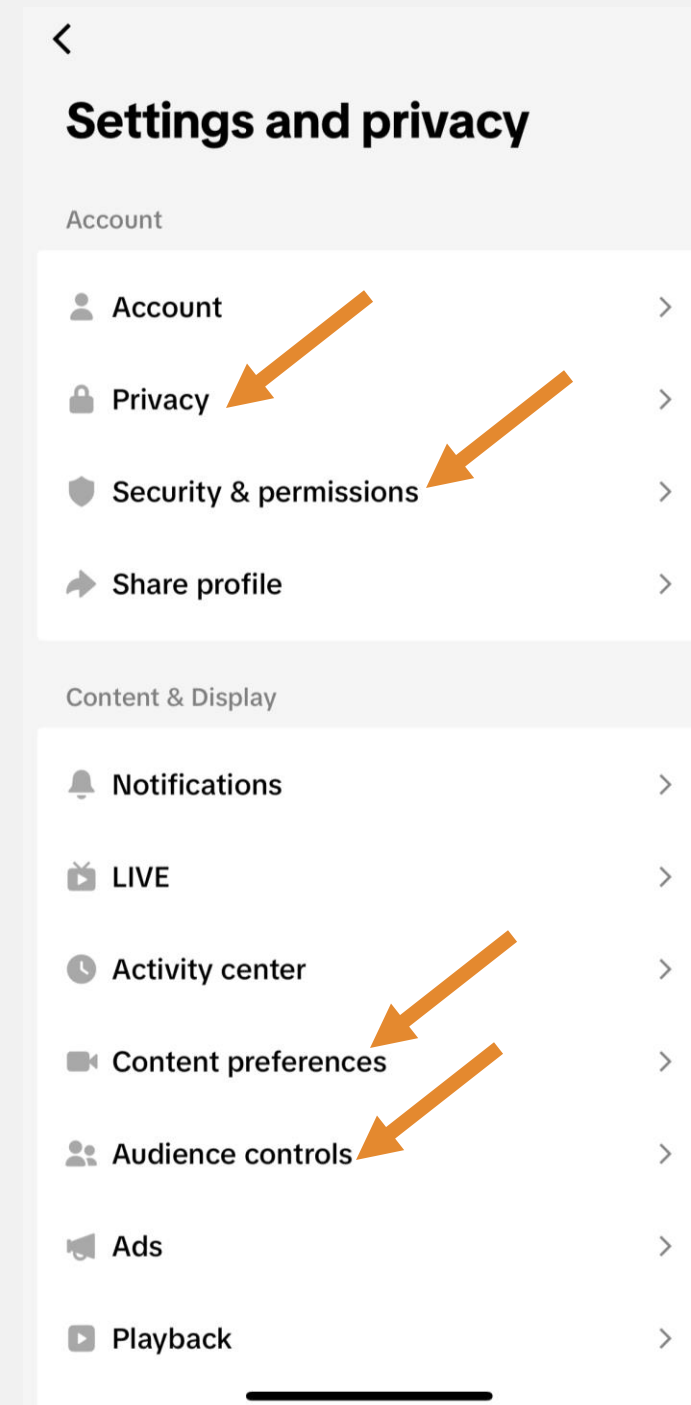
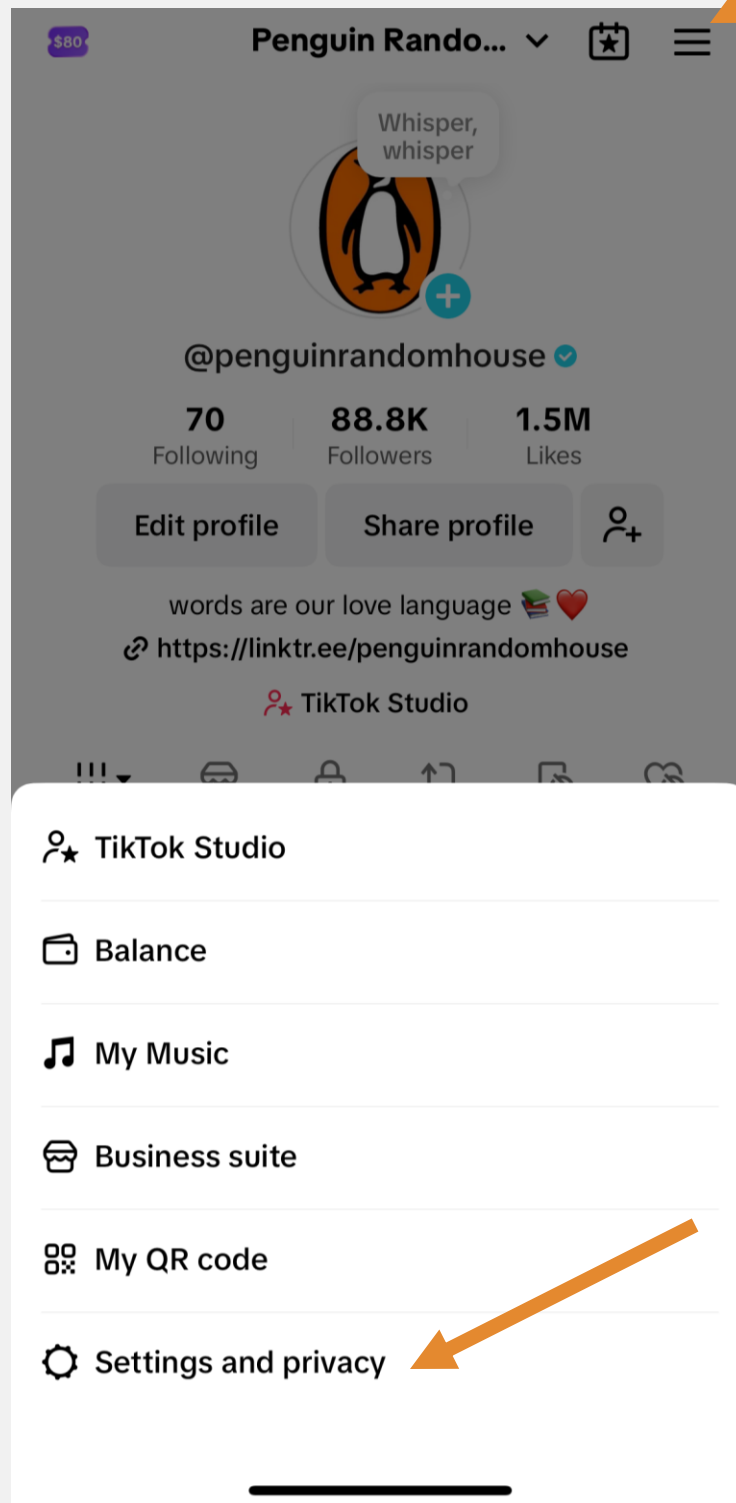
The screenshot shows the TikTok Safety Center interface. At the top, there's a navigation bar with the TikTok logo and "Safety Center" on the left, and links for "Home", "Topics", "Guides", "Safety & privacy controls", and "Safety partners" on the right. A search icon and "English" are also present. An orange arrow points from the title above to the "Safety & privacy controls" link. A dropdown menu is open under this link, showing options: "Reporting", "Account settings", "Community controls", and "Content controls". Below the navigation bar, the main content area has a dark background. On the left, there's a photo of a family celebrating. In the center, the text "Safety Center" is displayed in large white letters, followed by the message: "TikTok is a place for creativity and expression, and we offer a number of tools and controls to help you manage your experience". On the right, there's a photo of two young women using a laptop. A large white arrow points downwards at the bottom center of the page.

Safety Center

TikTok is a place for creativity and expression, and we offer a number of tools and controls to help you manage your experience

TikTok Safety Tools

Safety suite and functionalities on TikTok



TikTok Safety Tools

Safety suite and functionalities on TikTok



Managing Your FYP

On TikTok, the **For You** feed reflects preferences unique to each person. Content controls help you manage the videos you see in-app.

These settings may vary depending on your region and version of the app.

Manage the content you see by adjusting your For You feed

The more you use TikTok, the better tailored your **For You** feed will be to your interests – so the best way to curate your For You feed is to simply use and enjoy the app. When you decide to follow new accounts, for example, that action will help refine your recommendations, as will exploring hashtags, sounds, effects, and trending topics on the **Discover** tab. [Learn more](#)

Sometimes you may come across a video that isn't quite to your taste. You can simply long-press on a video and tap **Not interested** to indicate that you don't care for a particular video. You can also choose to hide videos from a given creator or made with a certain sound, or report a video that seems out of line with our guidelines. All these actions contribute to future recommendations in your For You feed. [Learn more](#)

Report videos, sounds, hashtags, or other content

If you see something that you think might violate our Term of Service or Community Guidelines, please [report](#) it so our moderation team can review and take appropriate action. You can report a specific video, livestream, user, direct message, or comment directly within the app itself. To report, simply long press the video. A pop-up will appear. Select **Report** and follow the outlined steps. [Learn more](#)

TikTok Safety Tools

Safety suite and functionalities on TikTok



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Managing Comments

Filter comments

In addition to comment controls, we also offer people the ability to use comment filters. You can turn comment filters on or off at any time.

Filter all comments



The **Filter all comments** setting hides all comments on your posts, unless you approve them.

Note: This feature isn't currently available to everyone.

Filter unwanted comments



The **Filter unwanted comments** setting hides comments on your posts that may be offensive or spam, unless you approve them.

Filter keywords in comments



The **Filter keywords in comments** setting allows you to enter a custom list of keywords that you want to hide. Comments on your posts that have those keywords will then be hidden, unless you approve them.

Learn more about [filtering comments](#) in our Help Center.

TikTok Safety Tools

Safety suite and functionalities on TikTok



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Managing Comments

Turn off, delete, or report comments

You're in control of your content, including the comments that people may leave on your posts.

Turn comments off



You can turn comments off for each of your existing posts or before you publish new content. Learn more about [turning comments off](#) in our Help Center.

Delete a comment



You can remove unwanted comments on your posts by deleting them individually or in bulk. Learn more about [deleting comments](#) in our Help Center.

Report a comment



We're always working to maintain a safe, positive, and friendly community on TikTok. If you encounter a comment that you think goes against our [Community Guidelines](#), you can report it. Learn more about [reporting comments](#), as well as [TikTok LIVE comments](#), in our Help Center.

Keep in mind that you can also manage comments on TikTok LIVE as a creator or moderator. Learn more about [managing comments on TikTok LIVE](#) in our Help Center.

TikTok Safety Tools

Safety suite and functionalities on TikTok



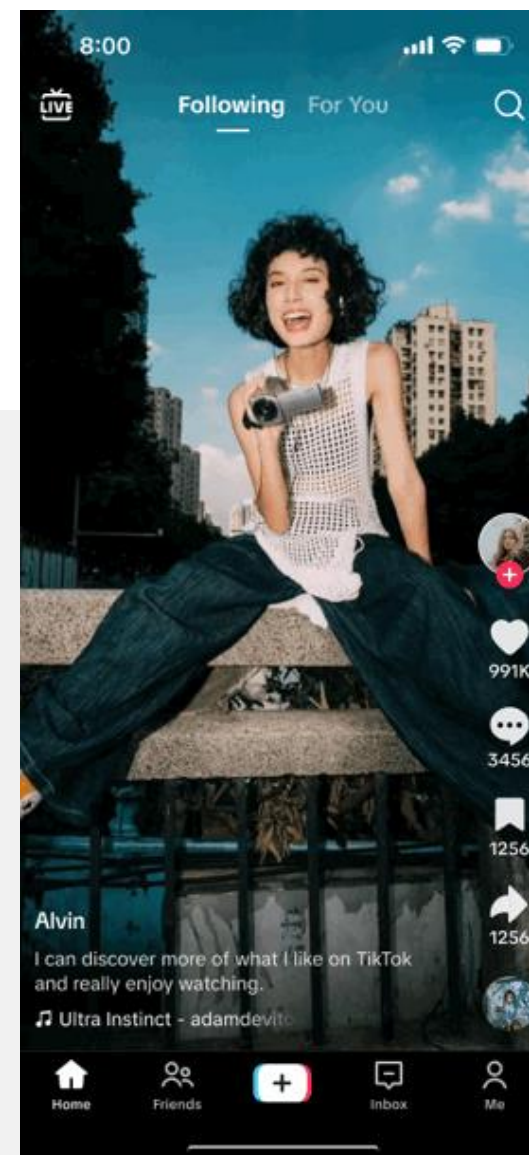
Reporting Other People's Content

How to report content on TikTok?

You can support the community by reporting any video, comment, or account you believe violates our Community Guidelines. Your report helps us to take appropriate action if warranted.

Visit our Help Center for more details on [reporting a problem](#), including how to:

- [Report an account](#)
- [Report a video](#)
- [Report a comment](#)



TikTok Safety Tools

Safety suite and functionalities on TikTok



Managing Followers & DMs

Community controls help you define who can interact with you or your content on TikTok. Keep in mind that the following settings may vary depending on your region.

Manage who can view your content

On TikTok, you can apply different privacy settings to each post you share, whether your account is private or public. Your visibility settings help determine how your content is seen on TikTok. You can also adjust your settings later if you've changed your mind.

Public accounts



Private accounts



Learn more about [post privacy settings](#) in our Help Center.

Control who messages you

Direct messaging (DM) helps you connect with your friends and community on TikTok. Direct messaging is only available to registered account holders who are at least 16 years old. You can [control who can send you messages](#) on TikTok. Parents and guardians can also set restrictions on this feature through [Family Pairing](#).

People who are 16 to 17 years old



People who are at least 18 years old



Learn more about [direct messages](#) in our Help Center.


X/Twitter Safety Tools



Safety suite and functionalities on X





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X Safety Tool Suite

 **Help Center**

  [Contact Us](#)

How we're making X safer



Reply prompts

Sometimes conversations get heated. When we detect strong language we'll pause and ask you to reconsider your words so everyone can feel safe.

Addressing misleading information

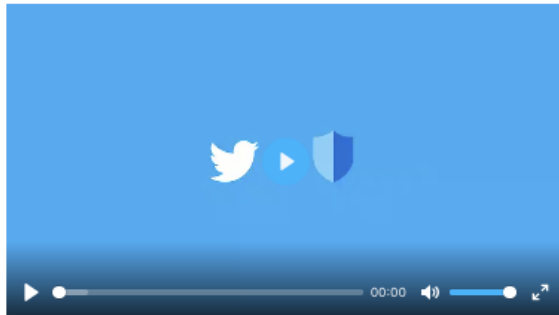
Misinformation comes in many shapes and sizes, moves quickly, and often evolves again. Learn more about X's in-app features and how we think about leaving room for debate while minimizing societal harm.

X/Twitter Safety Tools

Safety suite and functionalities on X



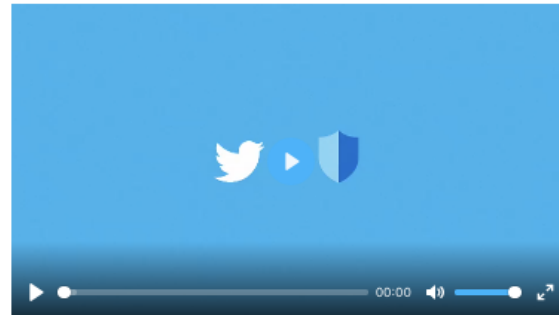
X Safety Tool Suite



Proactive detection

We use technology that aims to proactively detect and flag posts that break our rules, before you need to report them.

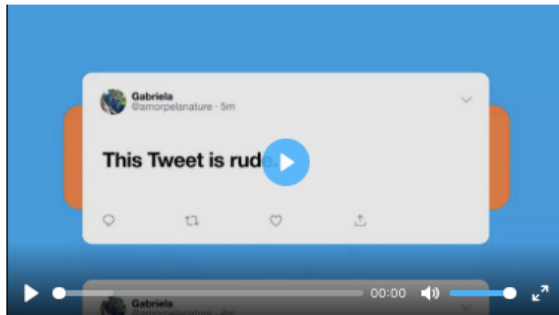
[Learn how](#)



Hide replies

You can hide replies to your posts that you don't want to see.

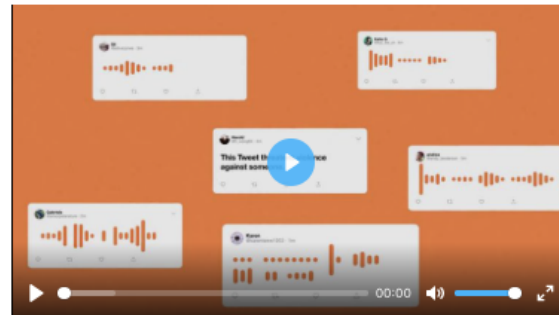
[Learn how](#)



Block accounts

Block any account instantly when you don't want someone to see your posts and don't want to see theirs.

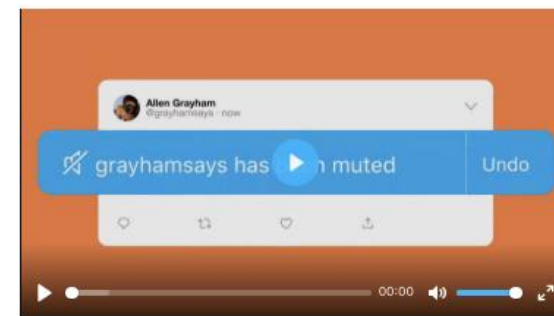
[Learn how](#)



Report abusive behavior

If abusive behavior happens, we want you to report it to us.

[Learn how](#)



Mute accounts

You can mute an account if you don't want to see their posts, but don't want to unfollow the account.

[Learn how](#)



Mute words

Avoid topics you don't want to see by muting specific words.

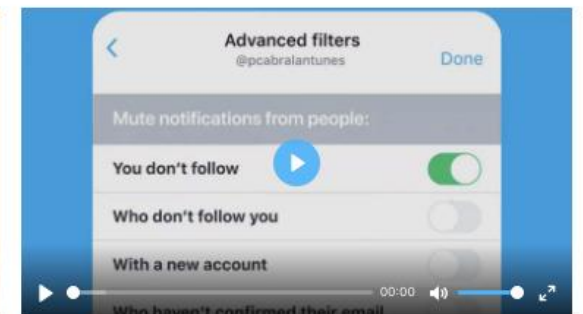
[Learn how](#)



Mute conversations

Mute a conversation to stop notifications about a post you're a part of.

[Learn how](#)



Notification timeline filters

Filter the types of accounts you see in your notifications timeline.

[Learn how](#)

Q&A

Thank you!