

The background of the slide features a stylized city skyline at the bottom with various building silhouettes in shades of blue and white. The upper portion of the slide is a solid blue sky with several light blue, fluffy clouds scattered across it.

How to use **Facebook** safely and spot **fake** ads



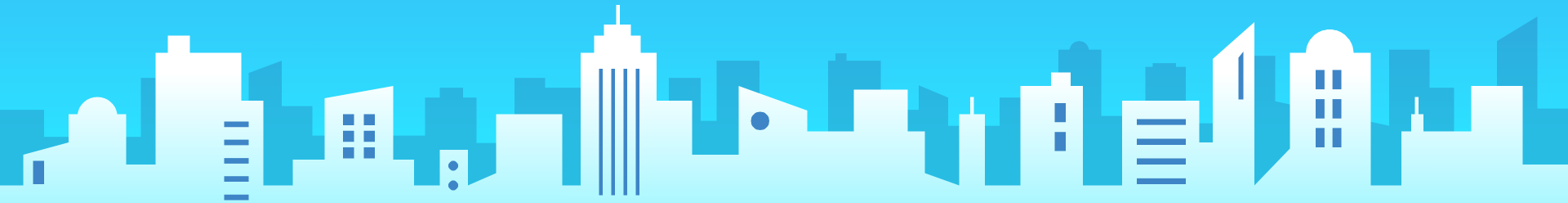
Hi!

I am Janell Sims

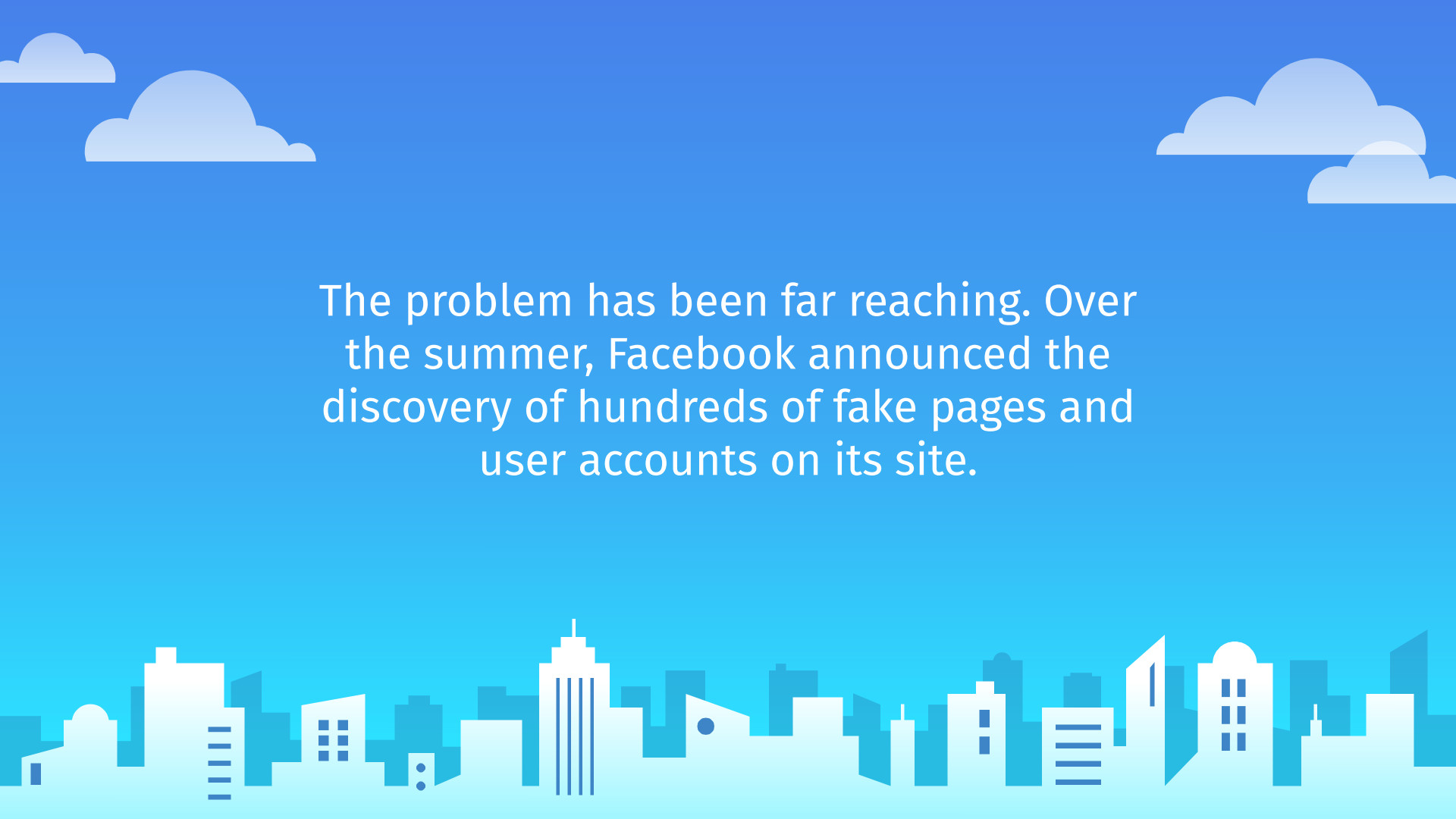
I run the website at Harvard Law School, and I'm a
LWN Computer Lounge Volunteer.

You can find me at

@janellsims | jsims@law.harvard.edu



Last fall, Facebook, Twitter and Google executives testified in Washington about foreign influence campaigns and disinformation online ahead of the midterm elections in November.

The background of the slide features a solid blue sky with stylized white clouds in the upper corners. At the bottom, there is a silhouette of a city skyline with various building shapes in shades of blue and white. The text is centered in the middle of the slide.

The problem has been far reaching. Over the summer, Facebook announced the discovery of hundreds of fake pages and user accounts on its site.

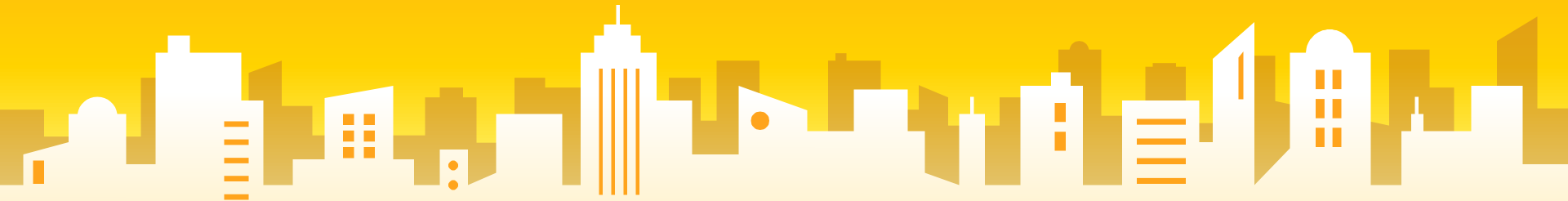
Some pages appeared to specifically target Americans with **divisive messages**, using the same tactics that Russian operatives did to influence voters during the 2016 presidential campaigns.

The background of the slide features a solid blue sky with stylized white clouds in the upper corners. At the bottom, there is a silhouette of a city skyline with various building shapes in shades of blue and white. The text is centered in the middle of the slide in a white, sans-serif font.

The latest influence campaigns also imitated posts by legitimate pages and groups on Facebook that advocate political beliefs, making it difficult to tell what was a genuine post and what was not.

Which Ad Is the Real Thing?

Let's compare some to see if
you can tell the difference





Resisters

Like This Page · June 7 ·

Girls make rules and you follow them. If you don't like them you live. End of the story.



Feminist News

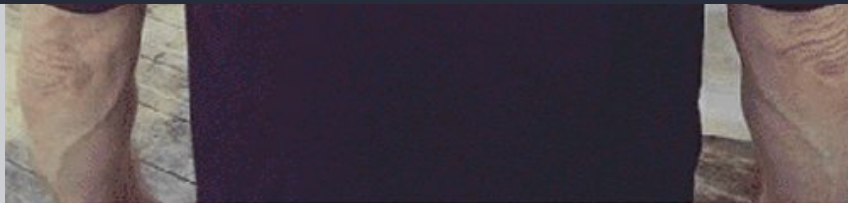
August 14 at 8:26 PM ·



"my boyfriend thinks i should.."

One of these posts was from a genuine Facebook page that supports feminism, and the other was part of an influence campaign.

Can you guess which post is from a fake page?



27

8 Shares



8.4K

341 Comments 5.8K Shares



Resisters

Like This Page · June 7 ·

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Feminist News

August 14 at 8:26 PM ·



"my boyfriend thinks i should.."
"my boyfriend doesn't like it when i.."
"my boyfriend doesn't want me to speak to.."



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341 Comments 5.8K Shares



Mindful Being

July 1 at 8:00 PM · 🌐



Revolutionary Self-Care

April 23 · 🌐

you can't heal what you won't acknowledge.

"Go back and take
care of yourself"

Which post about self care is
from a fake page?

learned because a conditioned
mind cannot comprehend the
infinite.



👍❤️👹 72

2 Comments 104 Shares



👍❤️ 225

95 Shares



Mindful Being

July 1 at 8:00 PM · 🌐



We must unlearn what we have learned because a conditioned mind cannot comprehend the infinite.

👍❤️👤 72

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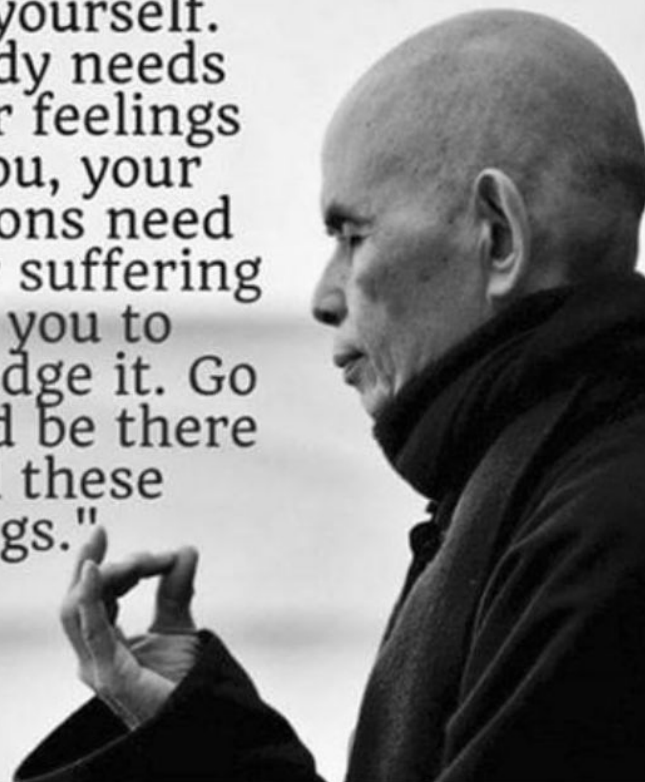


Revolutionary Self-Care

April 23 · 🌐

you can't heal what you won't acknowledge.

"Go back and take care of yourself. Your body needs you, your feelings need you, your perceptions need you. Your suffering needs you to acknowledge it. Go home and be there for all these things."



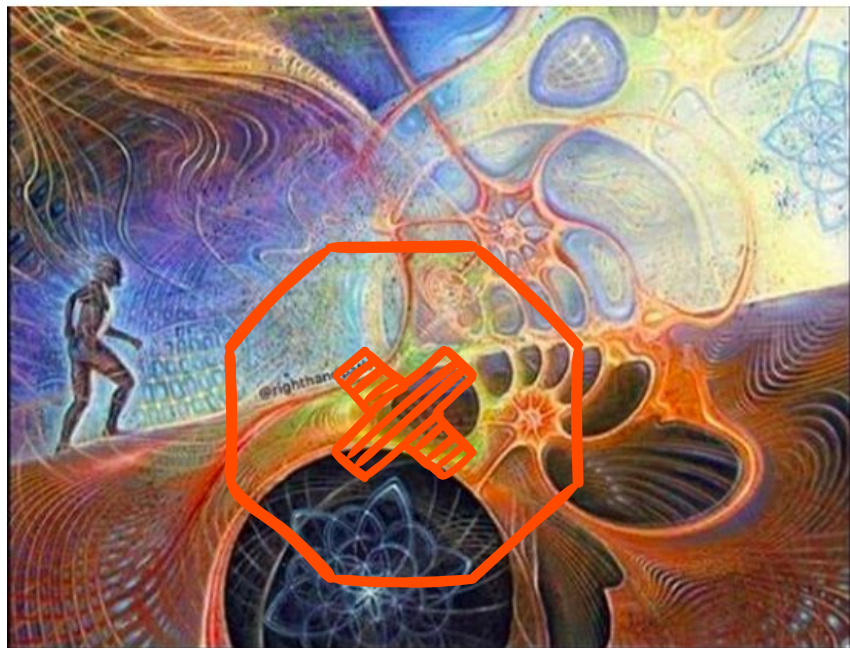
👍❤️ 225

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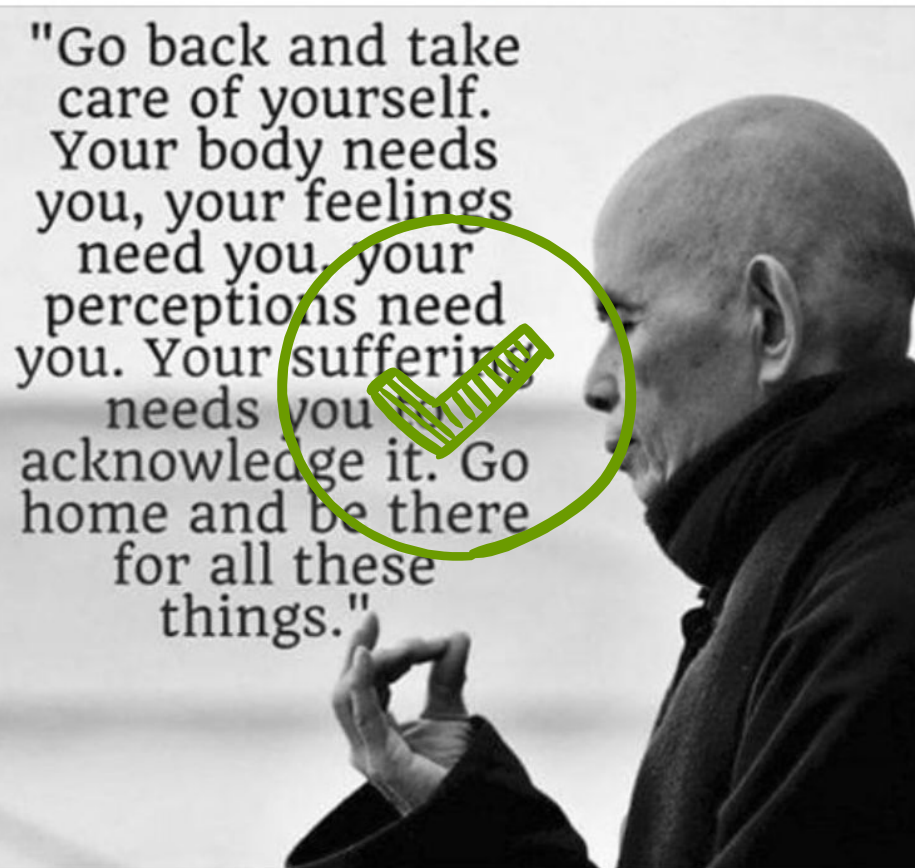
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Revolutionary Self-Care

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95 Shares

Making America Great PERIOD. [#BlackExcellence](#) [#BlackEntrepreneurship](#)

"TEACH OUR YOUTH HOW TO BE

Join Black Elevation team, we're hiring!

POSITION: Event Coordinator (Part-time)

Salary is paid equally in 2 parts: one before the event, and one after. The ...

[See More](#)

Which post about African-American
issues is **from a fake page?**



"NOT GOOD EMPLOYEES"





Black Excellence

February 19, 2017 · 🌐

Making America Great PERIOD. #BlackExcellence #BlackEntrepreneurship

"TEACH OUR YOUTH HOW TO BE
GOOD BUSINESSMEN"



"NOT GOOD EMPLOYEES"



15

17 Shares



Black Elevation

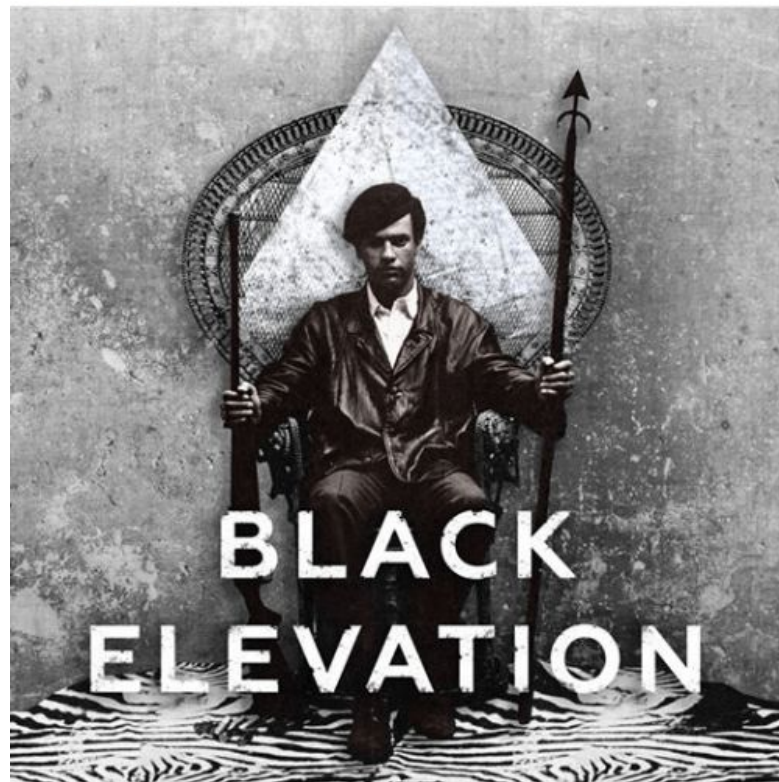
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[See More](#)



1.2K

50 Comments 291 Shares



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February 19, 2017 · 🌐

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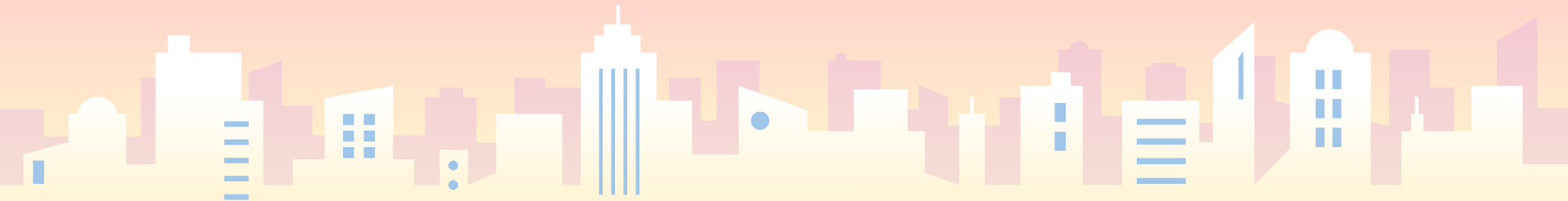
1.2K

50 Comments 291 Shares



583 million

Fake Facebook posts removed in the first
6 months of 2018



How to Spot a Fake Ad

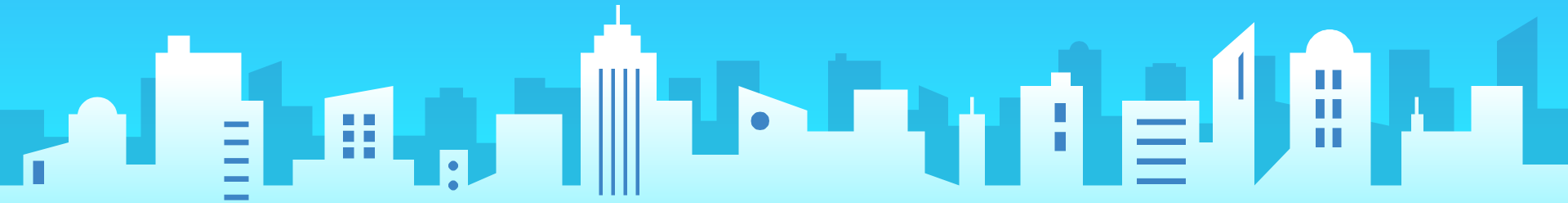
- Look for language clues
- Investigate the posts that pop up on your feed
- Try to get familiar with posts by known Russian pages



Stylized, light blue clouds are scattered across the top of the image against a darker blue background.

**Social media should
bring people together...**

...not tear them apart.



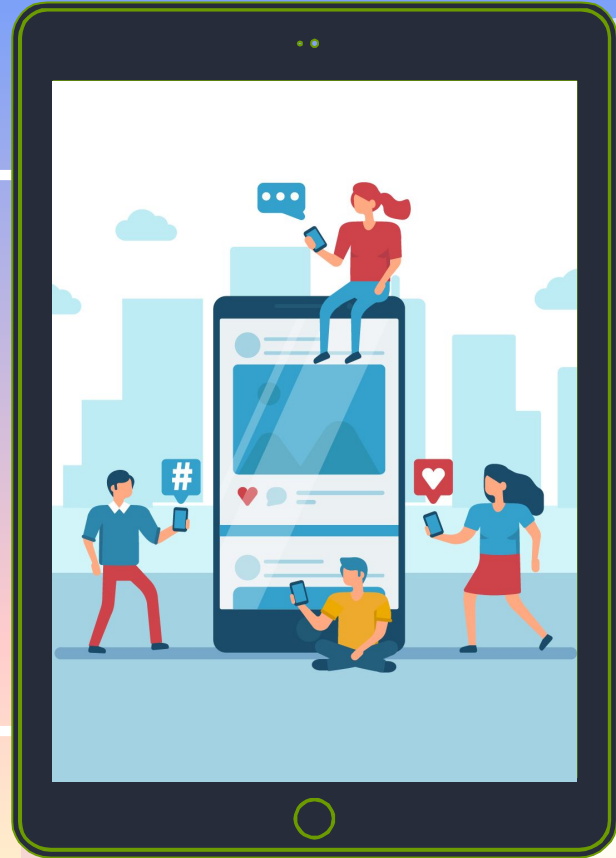
Trolls and Bots and Ads, oh my!

Social media is being used to bring discord and division across the country.



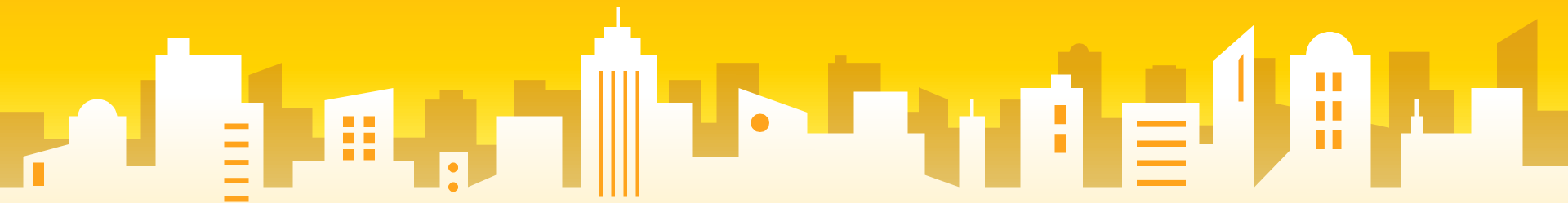
Puppies, Babies and Pies!

Use social media for what it was intended: bringing people together and sharing our moments and experiences.



Understand what data is used to show you ads

Social interactions, businesses and retail,
websites and apps



Understand what data is used to show you ads

Your activity across Facebook companies and products



Ads are shown to you based on your activity across Facebook companies and products - such as:

- Pages you and your friends like
- Information from your Facebook and Instagram profile
- Places you check in using Facebook



Understand what data is used to show you ads

Your activity with other businesses

When you share information like your phone number or email address with a business, they might add it to a customer list that can be matched to your Facebook profile. Facebook then tries to match the ad to the most relevant audience. You may have shared your information with these businesses by:

- Signing up for an email newsletter
- Making purchases at retail stores
- Signing up for a coupon or discount



Understand what data is used to show you ads

Your activity on other websites and apps

Websites you visit or apps you use can send Facebook data directly by using our business tools to help them show you ads based on products or services you've looked at, such as a shirt on a clothing retailer's website. Examples of this include:

- Viewing one of their web pages
- Downloading their mobile app
- Adding a product to a shopping cart or making a purchase

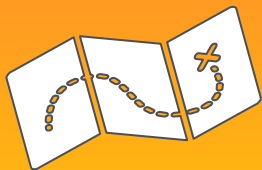


Understand what data is used to show you ads

Your location

Facebook uses location data to show you ads from advertisers trying to reach people in or near a specific place. They get this information from sources such as:

- Where you connect to the internet
- Where you use your phone
- Your location from your Facebook and Instagram profile



Manage your ad and location preferences



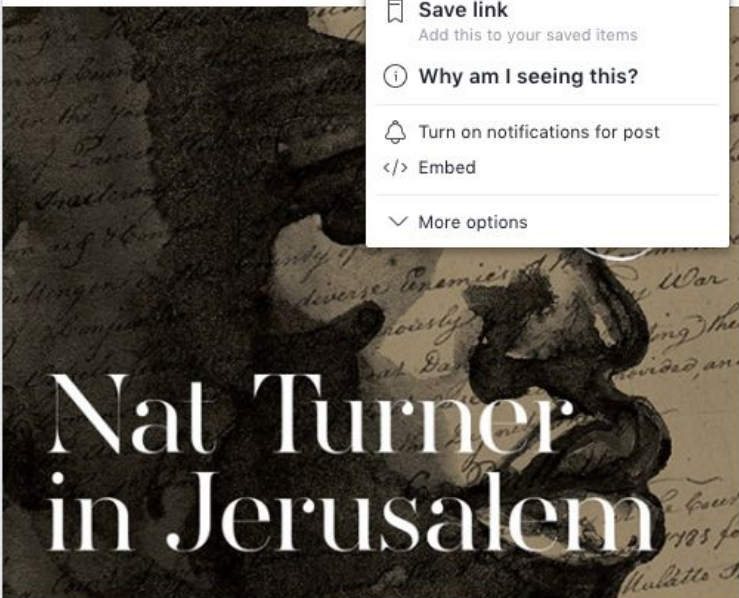
Settings > Ads > Ad Preferences



Settings > Location > History

"Nat Turner in Jerusalem" by Nathan
Directed by Benny Sato Ambush

January 30-February 24 at Hibernian



ACTORSSHAKESPEAREPROJECT.ORG

Nat Turner in Jerusalem

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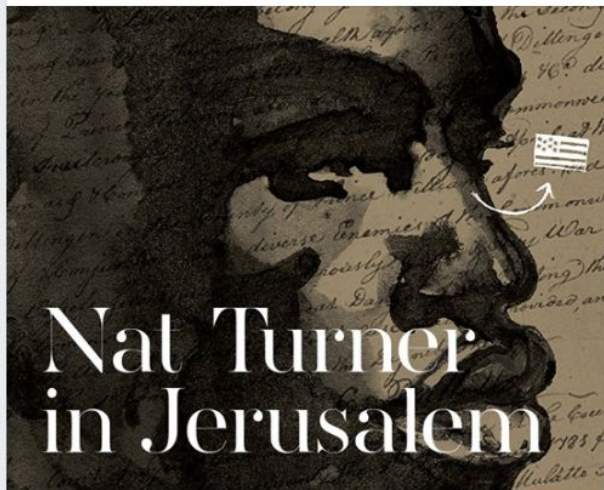
3 Comments 8 Shares



- ☒ Hide ad
Mark ad as irrelevant or repetitive
- ☐ Report ad
Tell us about a problem with this ad
- ☐ Save link
Add this to your saved items
- ☐ Why am I seeing this?
- ☐ Turn on notifications for post
- ☐ Embed
- ☐ More options

"Nat Turner in Jerusalem" by Nathan Alan Davis
Directed by Benny Sato Ambush

January 30-February 24 at Hibernian Hall... See More



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Actors' Shakespeare Project

Sponsored · 

"Nat Turner in Jerusalem" by Nathan
Directed by Benny Sato Ambush

January 30-February 24 at Hibernian

 **Hide ad**
Mark ad as irrelevant or repetitive

 **Report ad**
Tell us about a problem with this ad

 **Save link**
Add this to your saved items

 **Why am I seeing this ad?**

 Turn on

 Embed

 More options

About This Facebook Ad

Why Am I Seeing This Ad?

Options ▾

You're seeing this ad because **Zillow** wants to reach **people ages 25 to 44 who live in the United States**. This is information based on your Facebook profile and where you've connected to the internet.

 [Manage Your Ad Preferences](#)

Tell Us What You Think

Was this explanation useful? [Yes](#) [No](#)

 [Learn more about Facebook Ads](#)



Actors' Shakespeare Project

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"Nat Turner in Jerusalem" by Nathan Alan Davis
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January 30-February 24 at Hibernian Hall... [See More](#)

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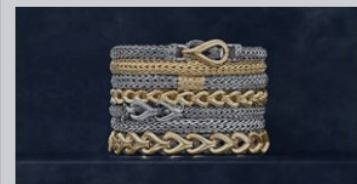
Create Ad

 **Hide ad**
Why am I seeing this?

Find Your Way Home

www.zillow.com

This year, maybe it's time to deck some new halls.



Browse Online or Visit Us

longsjewelers.com/johnhardy

Discover John Hardy's powerful, dramatic and inspiring jewelry at Long's in MA & NH. *Fre...

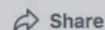
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Nat Turner in Jerusalem

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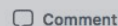
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3 Comments 8 Shares



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Quick Warning:

**NEVER EVER EVER give your SSN,
password, or any sensitive data to
anyone you can't see!**





Thank you!

Any questions?

You can find me at

@janellsims | jsims@law.harvard.edu

