How to use Facebook safely and spot fake ads
Hi!

I am Janell Sims

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

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

RULES FOR DATING MY DAUGHTER
1. I DON'T MAKE THE RULES
2. YOU DON'T MAKE THE RULES
3. SHE MAKES THE RULES
4. HER BODY, HER RULES

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

"my boyfriend thinks i should."
"my boyfriend doesn't like it when i.."
"my boyfriend doesn't want me to speak to.."
Which post about self care is from a fake page?
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."

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

you can't heal what you won't acknowledge.
Which post about African-American issues is from a fake page?
"TEACH OUR YOUTH HOW TO BE GOOD BUSINESSMEN"

"NOT GOOD EMPLOYEES"

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...
Making America Great PERIOD. #BlackExcellence #BlackEntrepreneurship

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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
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
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
Quick Warning:

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

Any questions?

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