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Social Media Privacy Audit

Platform-by-platform settings checklist for Instagram, TikTok, Facebook, X, Snapchat, and LinkedIn

Estimated time: 25 minutes

From the book *Why Am I the Only One Naked?*

thedreamerai.com/digitally-undressed

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Before You Start

Every social media platform is designed to maximize the amount of data you share and the number of people who can see it. The defaults always favor exposure. This checklist walks you through each platform's privacy settings in order of impact.

PRO TIP

Do this with your phone in hand. Open each app as you go through the checklist. Most changes take one tap. The hardest part is finding where they hid the setting.

[Instagram] Grade: D+

Private Account: Settings > Privacy > Private Account > ON. This single change controls who sees your posts, stories, and activity.

Activity Status: Settings > Privacy > Activity Status > OFF. No one needs to know when you were last online.

Message Controls: Settings > Privacy > Messages > "Only people you follow." Blocks unsolicited DMs from strangers.

Story Sharing: Settings > Privacy > Story > disable "Allow Sharing to Messages." Prevents your stories from being forwarded.

Data Download: Settings > Your Activity > Download Your Information. See exactly what Instagram has collected about you.

Connected Apps: Settings > Security > Apps and Websites. Remove anything you do not actively use.

[TikTok] Grade: F

Private Account: Settings > Privacy > Private Account > ON.

Personalization: Settings > Privacy > Personalization and Data > disable all toggles. This limits (but does not eliminate) behavioral profiling.

DMs: Settings > Privacy > Direct Messages > "No One" or "Friends."

Ad Personalization: Settings > Privacy > Ads Personalization > OFF.

Download Data: Settings > Privacy > Download Your Data. TikTok collects keystroke patterns, device identifiers, and clipboard contents.

CRITICAL

TikTok's algorithm learns your preferences within minutes from hesitation, replay, and dwell time. Even with all privacy settings locked down, the content feed adapts aggressively. The data collection is architectural, not optional.

[Facebook] Grade: D-

Privacy Checkup: Settings > Privacy Checkup. Facebook's own wizard walks you through the most important settings. Use it as a starting point.

Off-Facebook Activity: Settings > Your Facebook Information > Off-Facebook Activity > Clear History > Disconnect Future Activity. This is the single most impactful Facebook setting. It stops Facebook from tracking you across other websites.

Face Recognition: Settings > Face Recognition > OFF. Prevents automatic tagging and facial template storage.

Ad Preferences: Settings > Ad Preferences. Review and remove interest categories. Remove advertisers who have uploaded your contact info.

[X / Twitter] Grade: D

Protect Posts: Settings > Privacy and Safety > Audience and Tagging > Protect your posts. Makes your account private.

Location: Settings > Privacy and Safety > Location Information > disable "Add location to posts" and delete all location history.

Data Sharing: Settings > Privacy and Safety > Data Sharing > disable "Allow additional information sharing with business partners."

Personalization: Settings > Privacy and Safety > "Personalization and data" > disable all toggles.

[Snapchat] Grade: D

Ghost Mode: Snap Map > Settings (gear) > Ghost Mode > ON. This hides your real-time GPS location. Non-negotiable.

Contact Me: Settings > Privacy Controls > Contact Me > "Friends Only."

Quick Add: Settings > Privacy Controls > "Show Me in Quick Add" > OFF. Prevents strangers from discovering your account.

See My Location: Settings > Privacy Controls > See My Location > "Only Me" or "My Friends."

CRITICAL

Snap Map shows your exact, real-time GPS location to everyone on your friends list by default. Ghost Mode is the single most important setting on Snapchat.

[LinkedIn] Grade: C

Profile Visibility: Settings > Visibility > Edit your public profile > limit what is visible to non-connections.

Activity Broadcasting: Settings > Visibility > "Share profile updates with your network" > OFF. Stops broadcasting every profile change.

Data Privacy: Settings > Data Privacy > disable "Social, Economic, and Workplace Research" and all advertising-related data sharing.

Two-Factor: Settings > Sign In and Security > Two-step verification > ON. LinkedIn accounts are high-value targets for impersonation.

This checklist covers the highest-impact settings. The full book includes 50 platforms with complete breakdowns of what each one collects, who they share with, and every setting worth changing.

Want the full picture?

Why Am I the Only One Naked? covers 50 platforms, graded A through F, with step-by-step fixes for each one.

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