Facebook Privacy & Visibility Audit

A practical five-minute checklist for digital, affiliate, and network marketers. Make your intended introduction visible without making your private life public.

Use with: Definitive Profile Blueprint, pages 39 and 48; Beginner Marketer Problems & Answers, TAS-169.

1 | First impressions

☐ My profile photo clearly represents me.

☐ My cover photo communicates something useful about me.

☐ My public bio explains who I am or what I do.

☐ Relevant business information is visible to non-friends.

2 | Public post visibility

☐ Recent public posts reflect who I am and what I know.

☐ Educational or business posts use the audience I intend.

☐ My visible feed offers value beyond promotions and links.

☐ My pinned introduction (if I use one) is visible to non-friends.

3 | Privacy and personal boundaries

☐ Family and personal content has appropriate audience settings.

☐ I reviewed visibility of my friends list and personal details.

☐ I reviewed tagging and profile-review controls.

☐ I reviewed who can follow and comment on public posts.

4 | The stranger test

☐ I checked my profile using Facebook's View As feature, where available.

☐ My profile does not appear abandoned to non-friends.

☐ A first-time visitor can understand who I am in about 10 seconds.

☐ A visitor can find a sensible way to connect or learn more.

Duey’s real-talk tip: You cannot build trust with information people cannot see. Keep private things private. Make the right things visible.

Before & After: The Friend Request Test

A profile can look inactive to a stranger and active to a friend. Test what visitors can see before they decide whether to connect. Do not assume a quiet public feed means the person never posts.

Step 1 | Check your public view

On your Facebook profile, open the three-dot menu and choose View As if available. Check your photo, cover, bio, recent posts, featured content, and introduction. Menu names and features can change.

Step 2 | Record what a stranger sees

Date checked: _____

Most recent visible public post: _____

What would a stranger think I do? _____

What important information is missing? _____

Step 3 | Make one intentional change

☐ Post or update a public introduction if appropriate.

☐ Check the audience selector on posts intended for non-friends.

☐ Keep personal details restricted according to your boundaries.

☐ Check that links and featured resources work for a non-friend.

Step 4 | Recheck and compare

One change I made: _____

What is now visible? _____

Next review date: _____

Visitor test: Ask a trusted person who is not your Facebook friend what they can actually see and what they understand about you. Do not ask them to bypass privacy controls.

Remember: Public visibility is a choice, not a requirement to expose everything. Facebook audience settings may differ by post, profile field, follower settings, and featured content.

Related reading: Profile Blueprint pp. 39 and 48 | TAS-169: Public settings that hide information visitors need.