

AUDITING



SOCIAL MEDIA

EFFECTIVELY



TEXAS WOMAN'S
UNIVERSITY™

About Us



**ALI
SUBHANI**

**CIA
CISA
GSNA**

Director Audit Services

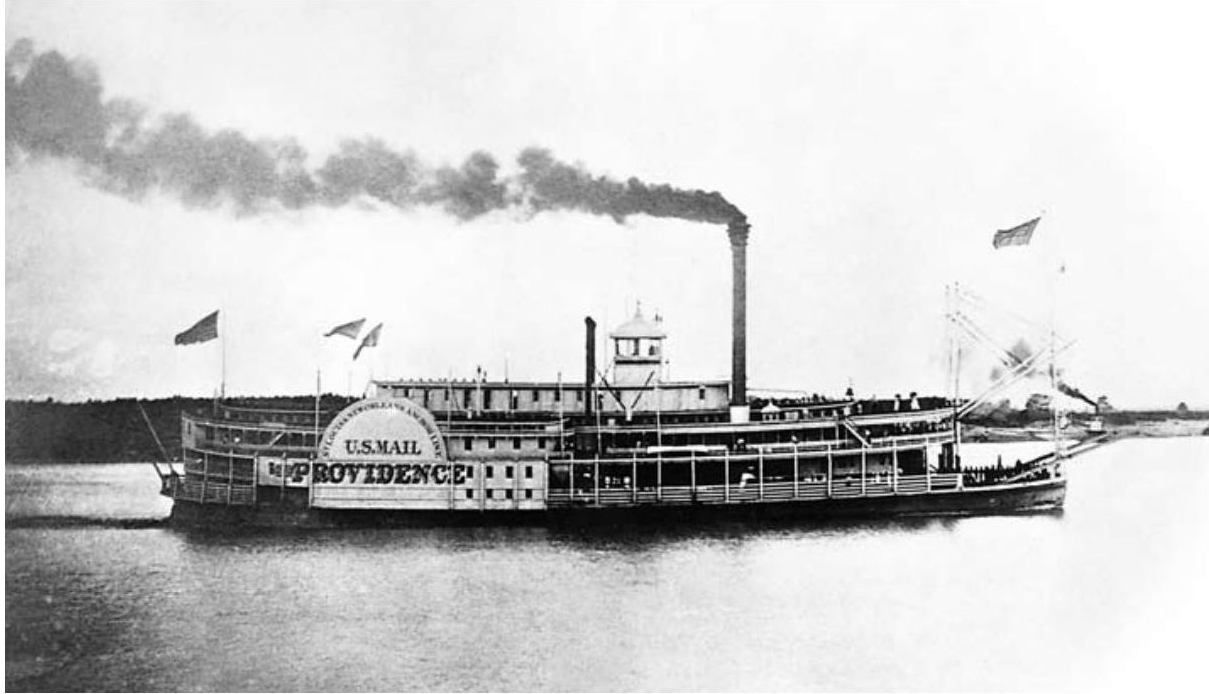


**RAY
KHAN**

**CFE
CIDA**

Senior Data Analytics Auditor

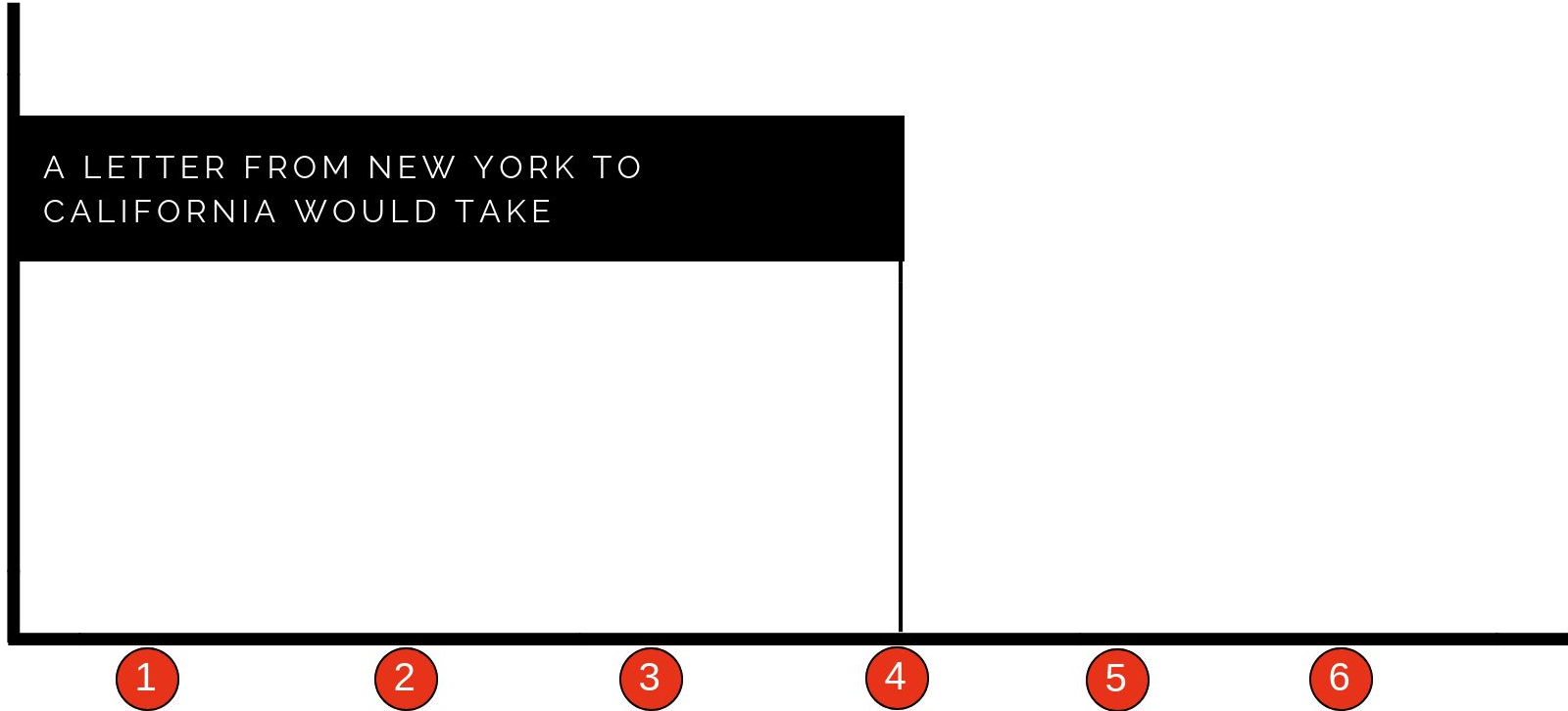
Technological Marvel



STEAM BOAT

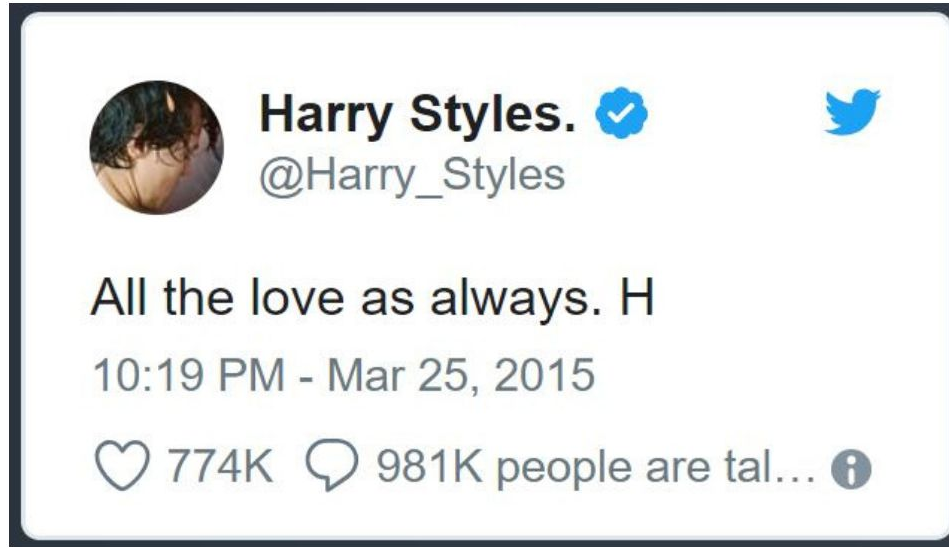
SOURCE: USPS

Rate of Transmission



Rate of Transmission





CURRENT ERA

SOURCE: TWITTER

AGENDA

Social Media

GOALS

Social Media

- What Is It?
- Basic Terminology
- Why Worry ?
- Success Stories



Controls 101

- Authentication
- Users and Privileges
- Content Guidelines
- Profanity Filters



What's the next step?

- Personal Audit of Social Media
- Considerations For Your First Audit



What is Social Media?

A collection of online platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives, and media itself, facilitating conversations and interactions between groups of people

Social Networking



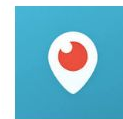
Microblogging



Photo Sharing



Video Sharing

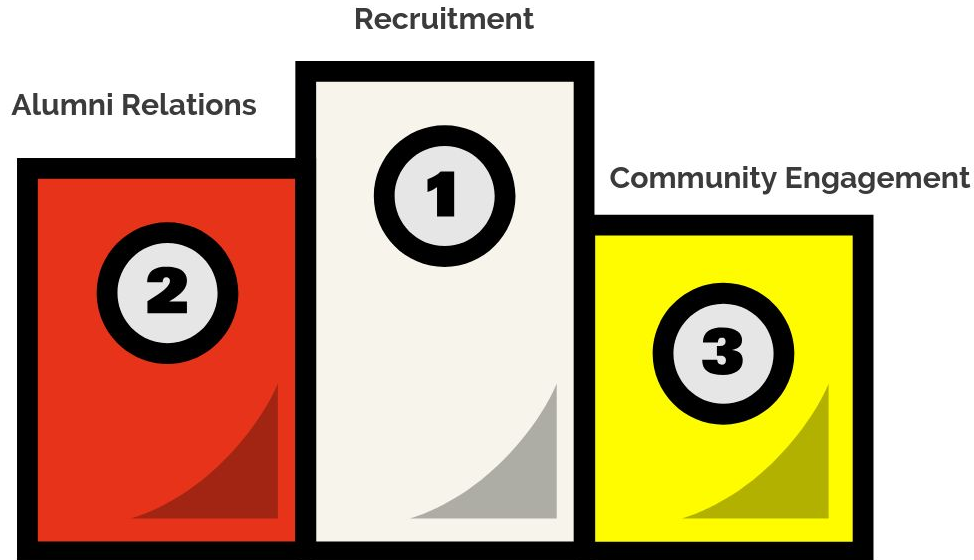


Other

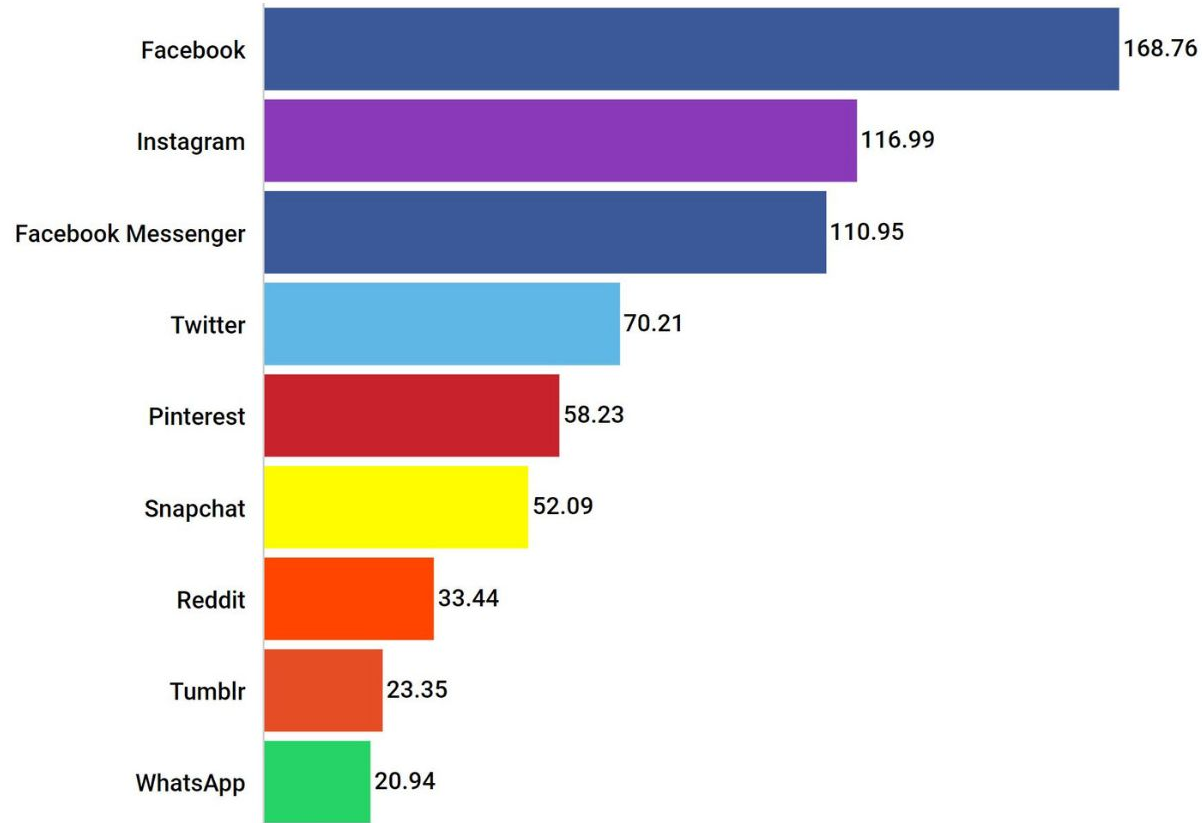


Benefits of Social Media

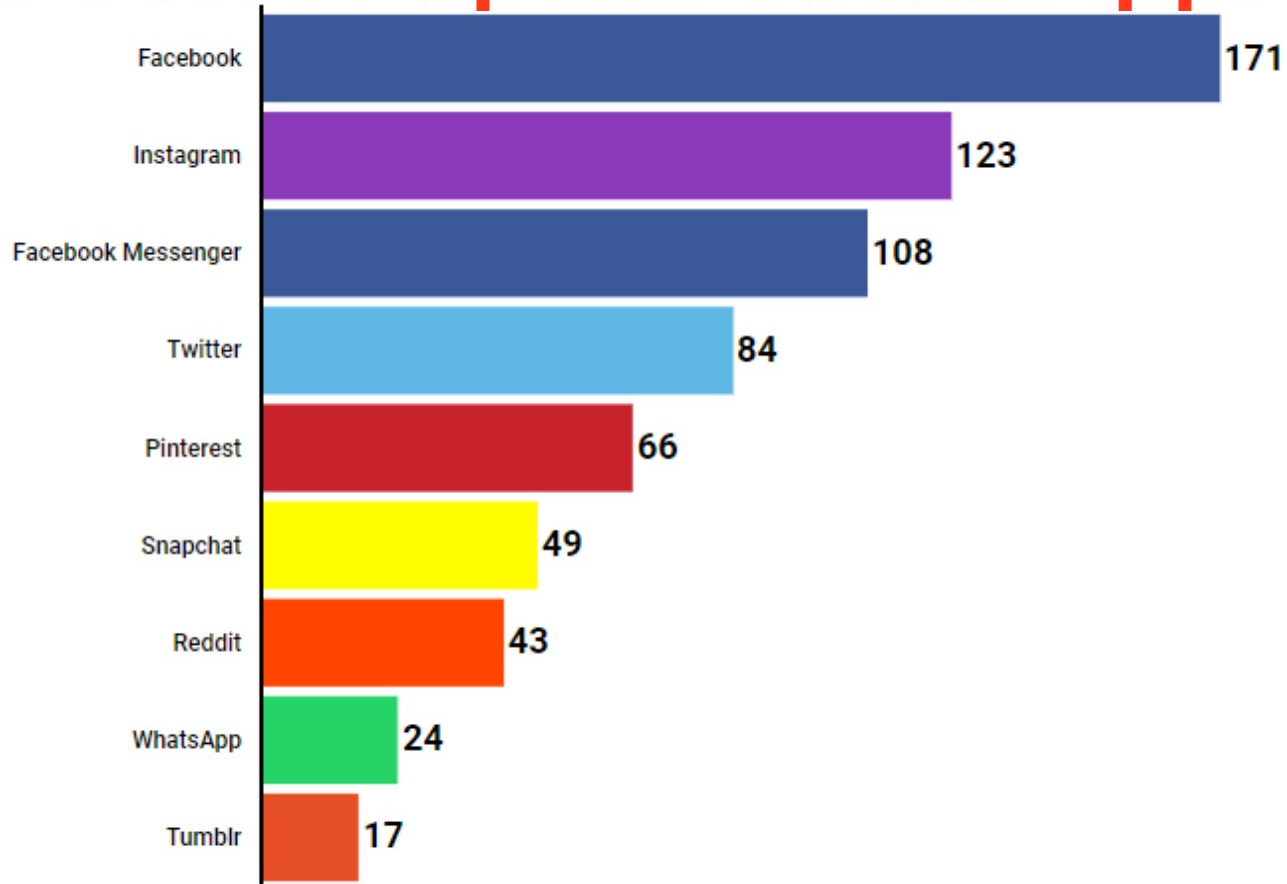
Social Media can offer multiple benefits to an organization such as:



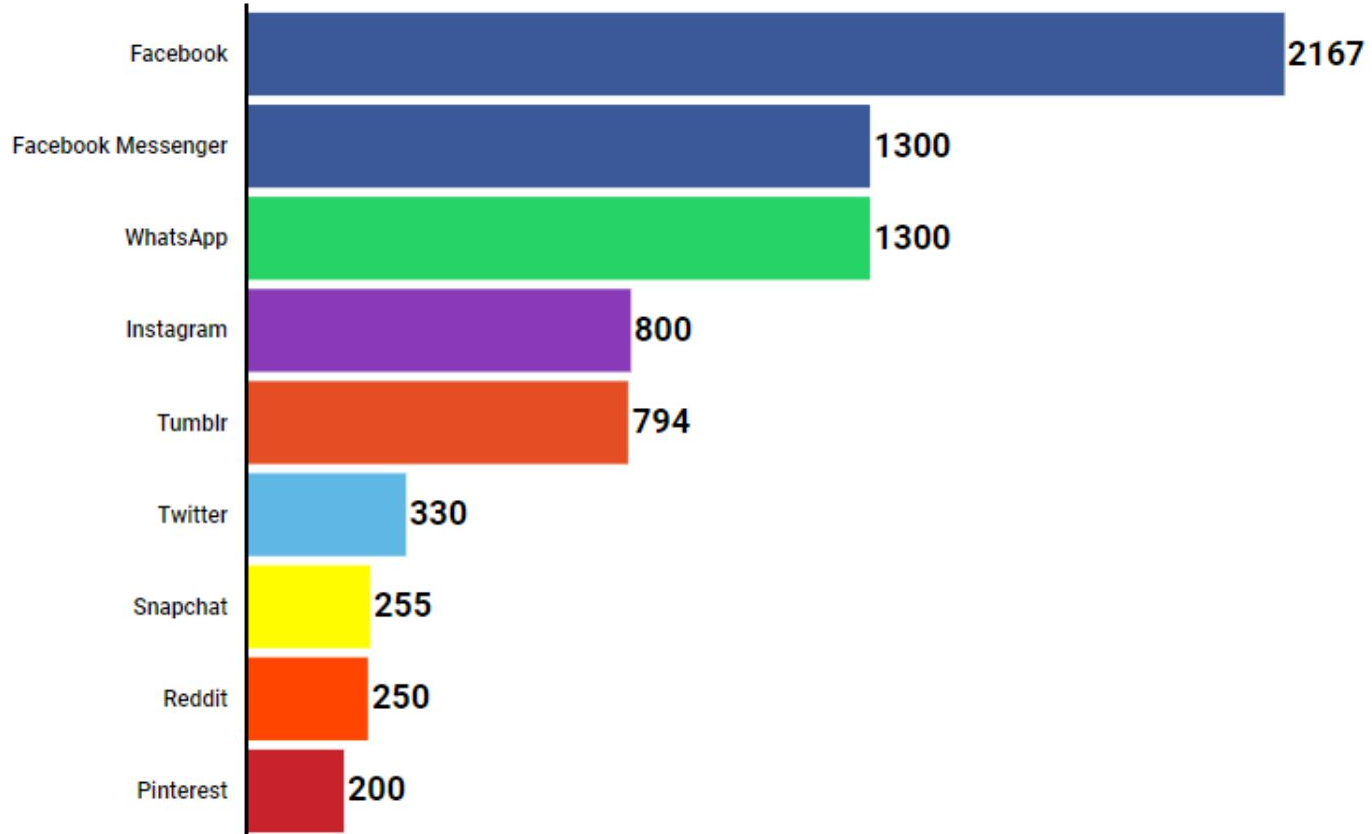
2018 Most Popular Social Apps- US



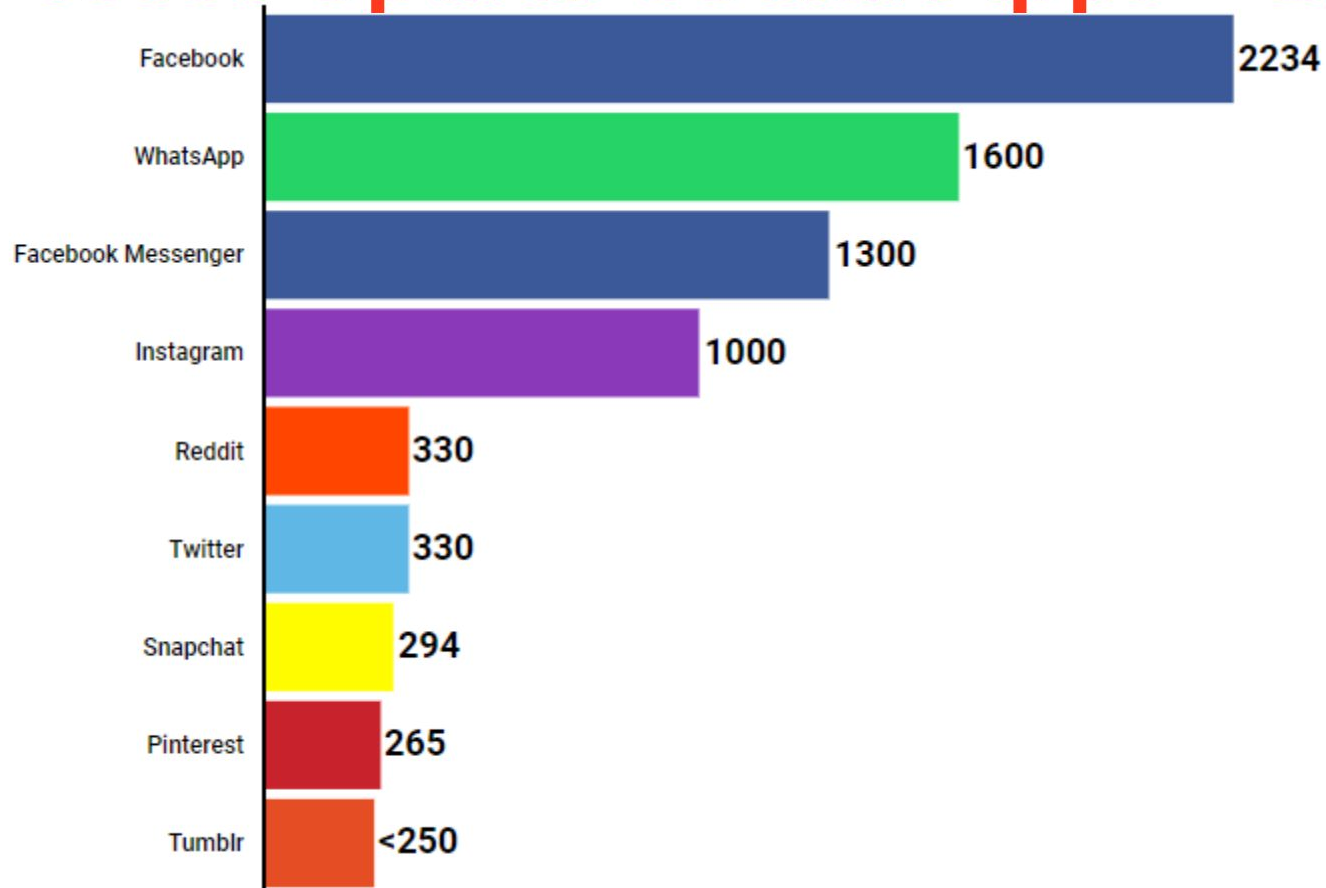
2019 Most Popular Social Apps- US



2018 Most Popular Social Apps - Global



2019 Most Popular Social Apps - Global



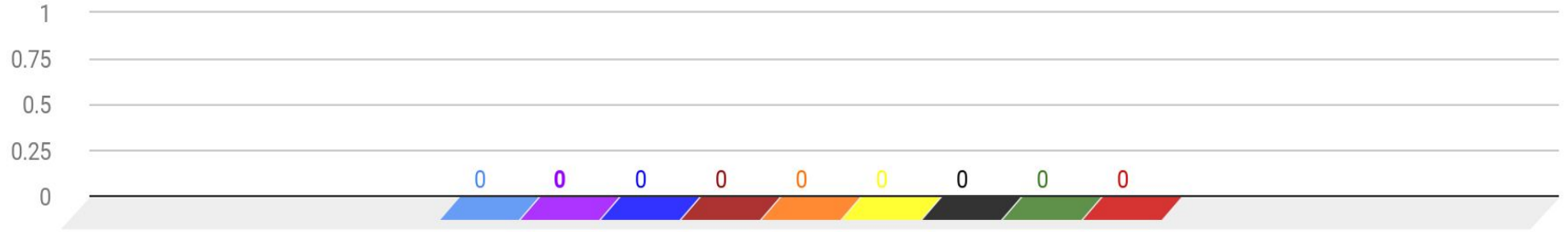
Polling Question



What Social Media Platforms Do YOU Utilize Consistently ?

<https://rebrand.ly/ACUA-Poll-1>

Social Media Platforms Utilized Consistently



■ What Social Media Platforms Do YOU Utilize Consistently? [Facebook]

■ What Social Media Platforms Do YOU Utilize Consistently? [Instagram]

■ What Social Media Platforms Do YOU Utilize Consistently? [LinkedIn]

■ What Social Media Platforms Do YOU Utilize Consistently? [Pinterest] 5 more



Terminology



Engagement:

Users interacting with content by liking, commenting, sharing etc.

Reach:

The total number of unique people who see your content

Post reach - how many unique users who saw your post

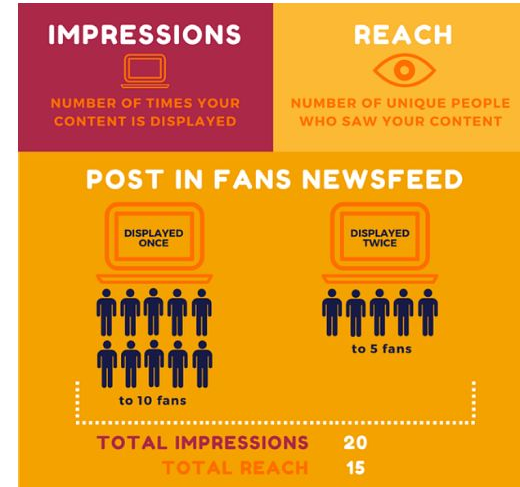
Page reach - how many users saw any content you posted

Organic reach - how many users saw your content on their own accord

Paid reach - how many users saw your promoted piece

Impressions:

The total number of times your content is displayed





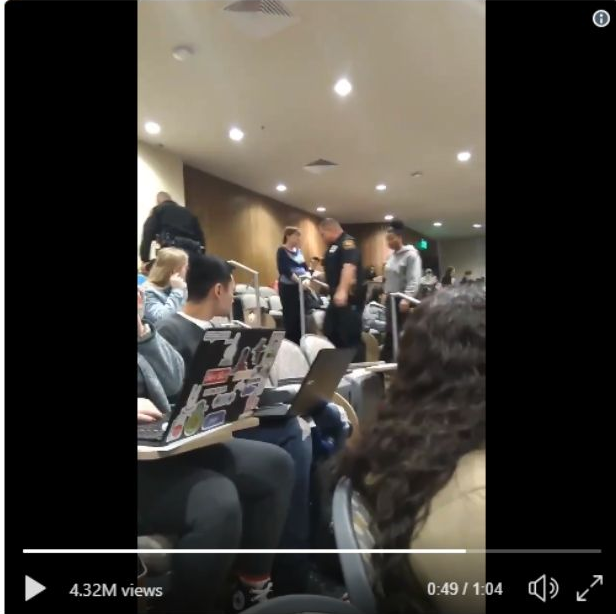
Why

Worry?





UTSA Removal of Student



4.32M views 0:49 / 1:04

Apurva Rawal
@ApurvaYRawal

So this happened today in class, a girl had her feet up and the professor called the police after calling our class uncivil



67.2K 1:29 PM - Nov 12, 2018 · San Antonio, TX

34.7K people are talking about this



UTSA ✓
@UTSA

Follow

University statement regarding classroom incident:

We are concerned by what the video shows and have initiated multiple investigations into the matter. We recognize the importance of promptly gathering the facts and being transparent in the outcomes.

Both the student and the professor have separately met with university officials. The professor will remain out of the classroom for the remainder of the week and the student has been offered multiple options for continuing her studies while the investigations continue. Once they are completed next week, appropriate final action will be determined.

President Eighmy will update the campus community later today.



10:10 AM - 13 Nov 2018

399 Retweets 1,630 Likes



178 399 1.6K

  **Amherst Anti-Hate Speech**



Request for Student to Remove Sign

From this conversation it appears to be that the sign in mention can be paraphrased as: "Nazis are not welcome here." Though this sign is permitted under Freedom of Speech, I would also like to discuss the impact on the community that this sign has had. There are some in the community who have expressed that the sign should be taken down as it has created mixed emotions in the community on how to proceed, issues of inclusion, and the ability to be active members of their community.

While Residence Education cannot force you or your roommate to take the sign down, I am asking that you or your roommate take the sign down so that all students can be a part of an inclusive residential experience, as well as having a respectful environment to be a part of here on our campus.

University Response



UMass Amherst ✓

@UMassAmherst

Follow



A poorly worded email from Residence Life staff about a sign posted by students in a residence hall window does not reflect the values of the campus, and it should not have been sent.

9:12 AM - 20 Dec 2018



UMass Amherst ✓

@UMassAmherst

Follow



UMass Amherst emphatically rejects Nazis, and any other hate group, a view expressed in the students' sign. However, we are sensitive to the use of profanity, which some may find inappropriate. The university respects the students' right to display the sign and it may remain up.

9:12 AM - 20 Dec 2018



Duke VP of Student Affairs

"We are aware of a posting that appeared on a Duke student's Facebook site that used deeply offensive and racist terminology. Though the language itself may not be in violation of any Duke policies on speech and expression, we nonetheless find its use to be deplorable."

Larry Moneta, vice president for student affairs, in a statement

DUKECHRONICLE.COM



Facebook Post

11:55 Search
Larry Moneta
Dec 12 at 1:01 AM · 🌐

Reason to move to China...NOT!

16
15 Comments

Like Comment

11:56 Search
Larry Moneta
Dec 12 at 1:21 AM · 🌐

Reason #2 to move to China...NOT!

中国联通 LTE 2:20 PM 64%

air-quality.com

Kunshan
Jiangsu, China Mainland

152
AQI (US)
Unhealthy

Pollutants
PM2.5 PM10

11:56 Search
Larry Moneta
Yesterday at 7:36 PM · 🌐

Reason #3 to move to China...NOT!

Squat toilet in a public restroom.

*How
do we*

Succeed?



Vanderbilt Student Take-Over



vanderbiltadmissions • [Follow](#)

vanderbiltadmissions Watch our insta story tomorrow for our first student takeover! Allison is a junior from Los Angeles, CA majoring in Human and Organizational Development in the Peabody College and minoring in Studio Art in the College of Arts and Sciences. On campus, she's involved at the Vanderbilt Hustler, VanderbiltTV, and she's a student tour guide. Watch tomorrow to see her day-in-the-life at Vandy and to ask her any questions you have about Vandy, college apps, and Nashville! #vandyIRL

Morehouse State Babysitting



Side

Lessons Learned

- Timely responses to campus concerns
- Consistent messaging among university administrators
- Understanding the impact of current social/campus climate
- Taking advantage of opportunities to engage with a larger community
- Utilizing student talent for recruitment
- Ensuring executive social media accounts are in line with university values



Risks

Risks		Risk Category
<ul style="list-style-type: none">• Users with roles exceeding job responsibilities or outdated users	<ul style="list-style-type: none">• Account credentials are compromised	Authentication / Access Management
<ul style="list-style-type: none">• No inventory of institutional social media pages	<ul style="list-style-type: none">• Lack of institutional policy defining social media utilization	Governance
<ul style="list-style-type: none">• Infrequent and inconsistent content development and responses	<ul style="list-style-type: none">• Management does not have a process to formally review metrics related to social media effectiveness	Content
<ul style="list-style-type: none">• Student privacy (FERPA) is compromised through posts on institutional social media pages	<ul style="list-style-type: none">• Social posts include copyright material without permission	Compliance



Controls

101

Multi-factor

43,000 BREACHES INVOLVED USE
OF STOLEN CREDENTIALS

SOURCE: Verizon Data Breach Report 2018

Multi-factor

A method of confirming a user's claimed identity by utilizing something they know (password) and a second factor

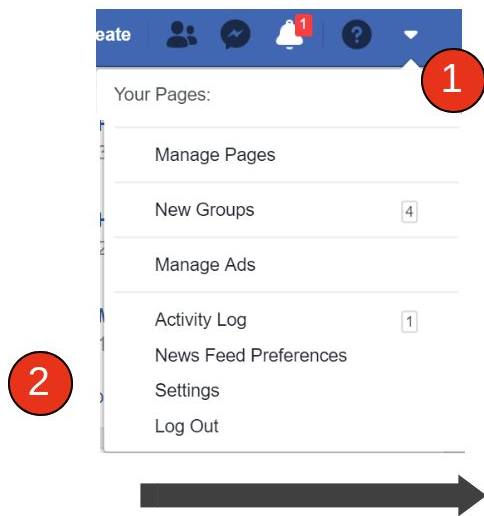
(something they have or something they are).



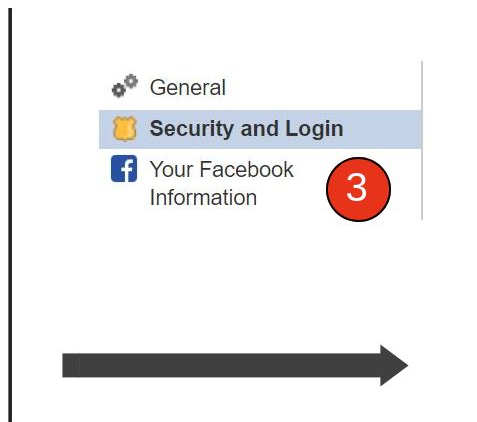


AUTHENTICATION

Multi-factor



VERIFICATION



Two-Factor Authentication

 **Use two-factor authentication**
Log in with a code from your phone as well as a password





Other Authentication

RELATED ITEMS

Recommended



Choose friends to contact if you get locked out

Nominate 3 to 5 friends to help if you get locked out of your account. We recommend this to everyone.

Edit

Where You're Logged In



Windows PC · Allen, TX, United States

Chrome · **Active now**



Android · Dallas, TX, United States

Chrome · about an hour ago

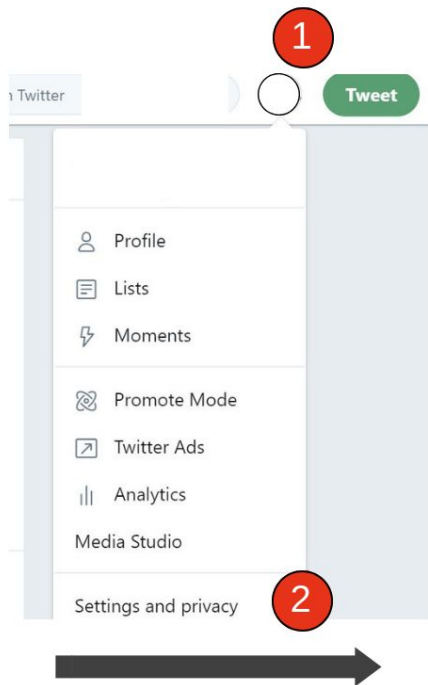




AUTHENTICATION

Multi-factor

VERIFICATION



Security

Login verification

[Set up login verification](#)

After you log in, Twitter will ask you for additional information to confirm your identity and protect your account from being compromised.





Other Authentication

RELATED ITEMS

Apps and devices	>
Widgets	>
Your Twitter data	>
Accessibility	>

Recently used devices to access Twitter

[Log out all](#)



Windows

Lucas, TX

Current device



Windows

Denton, TX

Oct 9, 2018, 11:32 AM

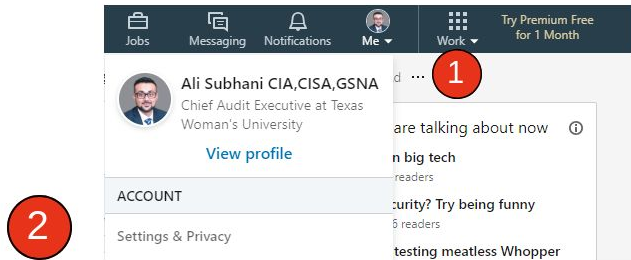
[Log out](#)



AUTHENTICATION

Multi-factor

VERIFICATION



Login and security

- Site preferences
- Subscriptions and payments
- Partners and services
- Account management

Login and security

Email addresses

Add or remove email addresses on your account

Phone numbers

Add a phone number in case you have trouble signing in

Change password

Choose a unique password to protect your account

Where you're signed in

See your active sessions, and sign out if you'd like

Two-step verification

Activate this feature for enhanced account security



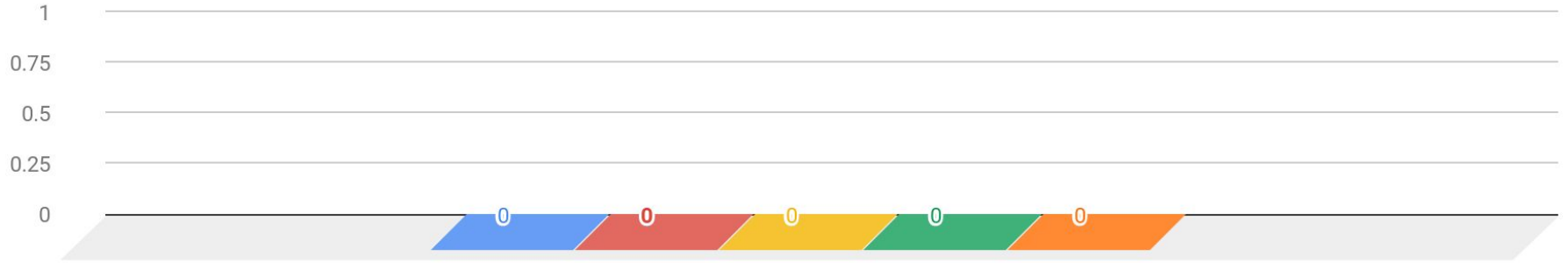
Polling Question



For Your Personal Accounts, What Services Do You Currently Have Multi-Factor Authentication Enabled On?

<https://rebrand.ly/ACUA-Poll-2>

Dual-Authentication



■ For Your Personal Accounts, What Services Do You Currently Have Multi-Factor Authentication Enabled On? [Bank

■ For Your Personal Accounts, What Services Do You Currently Have Multi-Factor Authentication Enabled On? [Email]

■ For Your Personal Accounts, What Services Do You Currently Have Multi-Factor Authentication Enabled On? [Social

■ For Your Personal Accounts, What Services Do You Currently Have Multi-Factor Authentication Enabled On?

1 mor

Roles

Roles provide users the capability to carry out specific tasks within the apps.





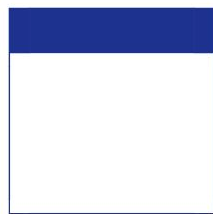
ROLES

User Setup

A user logs into fb with their own account



Brand Page Setup



User provided capability to carry out tasks on page





Listing of Access

ROLES

Page **Inbox 20+** Notifications Insights Publishing To... Ad Center

Settings Help

1

⚙️ General

💬 Messaging

🖋️ Page Info

🗪 Templates and Tabs

🚩 Post Attribution

🔔 Notifications

💬 Messenger Platform

👤 **Page Roles**

👥 People and Other Pages

👤 Preferred Page Audience

🔑 Authorizations

🔗 Branded Content

📷 Instagram

Page Roles

Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more](#)



Sections

[Assign a New Page Role](#)

[Jump to Section](#)

[Existing Page Roles](#)

[Jump to Section](#)

Assign a New Page Role

Type a name or email

- Admin
- ✓ Editor
- Moderator
- Advertiser
- Analyst

Add

Can send messages and publish as the Page, respond to and create ads, see which admin created a post or comment, view Instagram comments from the Page and edit Instagram accounts on the Page, and delete the Page.

2



Role Descriptions

ROLES

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads, promotions or boosted posts	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who published as the Page	✓	✓	✓	✓	✓

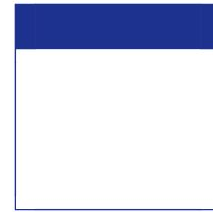


Page Setup

A user creates an organizational account



Same account used for posting content





Ad Role Descriptions

ROLES

	Account Administrator	Ad Manager	Campaign Analyst	Organic Analyst
View analytics.twitter.com	✓	✓	✓	✓
View campaign data and pull reports	✓	✓	✓	
Create and edit paid campaigns	✓	✓		
Add/remove users to an ad account	✓			
Modify payment method	✓			

SOURCE:
TWITTER



Tweet Deck

ROLES

Allows multiple people to share a Twitter account without having to share the password.

Owner

- Can manage password, phone number, and login verification settings.
- Can invite others to access the account as admins or contributors.
- Can take action on behalf of the team account (Tweet, Retweet, Direct Message, like, etc.), schedule Tweets, create lists, and build collections.

Admin

- Can invite others to access the account as admins or contributors.
- Can take action on behalf of the team account (Tweet, Retweet, Direct Message, like, etc.), schedule Tweets, create lists, and build collections.

Contributor

- Can take action on behalf of the team account (Tweet, Retweet, Direct Message, like, etc.), schedule Tweets, create lists, and build collections.



LinkedIn

ROLES

Institutional Page

- Access allows employees to make edits to your Page, add other admins, and post updates

Alumni Section

- See what alumni have accomplished since graduation and expand your sense of what's possible for you
- Identify alumni in the professional world and offer networking opportunities
- Learn about job opportunities and mentoring partnerships



LinkedIn

ROLES

Designated Admin

- Access allows employees to make edits to your Page, add other admins, and post updates

Sponsored Content Poster

- Access gives company and agency employees the ability to share Direct Sponsored Content to the homepage feed of LinkedIn members through a LinkedIn Ads account on behalf of the company.

Lead Gen Forms Manager

- Access allows assigned admins to download leads from Campaign Manager.

Pipeline Builder Admin

- Access gives users the ability to create and edit Pipeline Builder landing pages that are associated with your Page.



LinkedIn

ROLES

Account Manager

- Can view campaign data and reports for the ads account
- Create new campaigns
- Edit existing campaigns
- Manage user access for the account
- Edit account details
- Can view account billing history and print payment receipts

Campaign Manager

- Can view campaign data and reports for the ads account
- Create new campaigns
- Edit existing campaigns
- Can view account billing history

Creative Manager

- Can view campaign data and reports for the ads account
- Edit new and existing creatives (image, text, landing page)
- Can view account billing history

Billing Admin

- For each account you'll need to assign a billing admin.
- Can change billing details on the account.
- Can view account billing history

Content Guidelines

CONTENT

Content quality, timeliness & relevance

- High quality content that gains traction
- Critical to determine if there is a 'social media' calendar in place to preplan content around key events/dates
- Content must be relevant to the target demographic

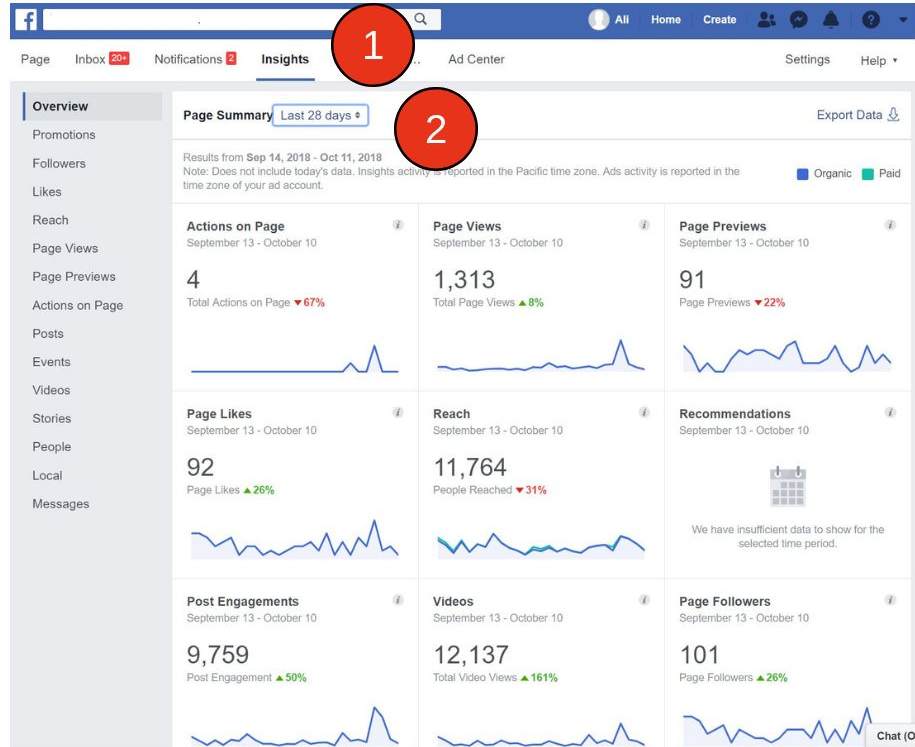
Social Media goals in relation to Institutional goals

- Improve brand awareness: Monitor followers, increase reach, and monitor engagement metrics
- Generate new leads: Evaluate leads developed through social media and clicks on your lead-generating social media posts
- Drive traffic to your website: Check referral traffic



Content Metrics

CONTENT





Content Metrics

1

Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

- Page data
Key Page metrics for engagement, like sources and audience details.
- Post data
Key post metrics for reach, impressions and feedback.
- Video data
Key video metrics including views, unique views, paid views and organic views.

Date Range

October 1, 2018 - December 31, 2018 ▼

File Format

Excel (.xls) ▼

Layout

All Page Data ▼

[Facebook Page Terms](#)

[Cancel](#) [Export Data](#)

2

3



Content Metrics

CONTENT

1

The screenshot shows the Twitter web interface. At the top, there are navigation links for Home, Moments, Notifications, and Messages. A search bar and a 'Tweet' button are also visible. The main content area features a tweet from TD Ameritrade (@TDAmeritrade) dated 20 Dec 2017, with the text 'Your toughest strategy questions answered by an elite service team.' and an illustration of a customer service representative. To the left, there is a 'Trends for you' section with various hashtags and their respective tweet counts. On the right, a dropdown menu is open, showing options like Profile, Lists, Moments, Promote Mode, Twitter Ads, Analytics (highlighted with a red circle and the number 2), Media Studio, Settings and privacy, Help Center, Keyboard shortcuts, Log out, and Night mode.

2



Content Metrics

CONTENT

3

Analytics Home Tweets Audiences Events More

Account home



28 day summary with change over previous period



Oct 2018 • 12 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 182 impressions

Moments from our Fall Fest last year. This

Tweets with photos get noticed

More Tweets with images deliver more



ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content



Content Metrics

CONTENT

Analytics Home Tweets Audiences Events More

Sign up for Twitter Ads

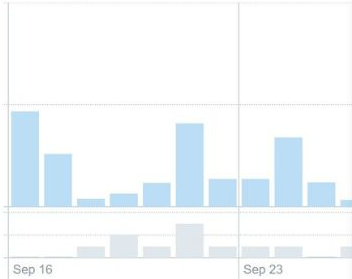
Tweet activity

Last 28 Days

Export data

4

Your Tweets earned 9.0K impressions



Select a date range

Start date 09/16/2018

End date 10/13/2018



Last 7 Days

Last 28 Days

October 2018

September 2018

August 2018

July 2018

June 2018

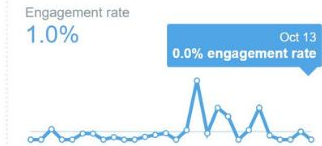
Update

Clear

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
enM	10...			24	1	4.2%
deo to Facebook				27	0	0.0%

Showing 28 days with daily frequency





Content Metrics

CONTENT

1

Page Content Suggestions **NEW** **Analytics** Activity

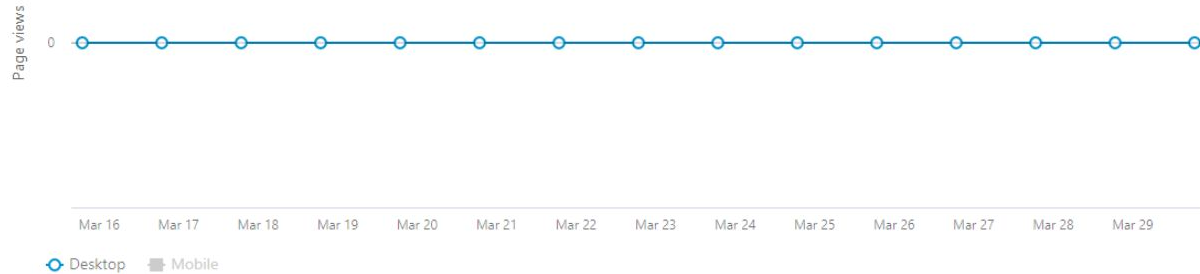
Admin tools

Visitor analytics

All analytics dates and times are displayed in UTC

2

Export



Visitor demographics

Time range: Mar 16, 2019 - Mar 30, 2019 Data for: Job function

Top job functions

Profanity Filters

Profanity filters can help:

- Maintain a safe place for people to share ideas
- Ensure a brand page is kept clean and professional
- Encourage people to return to your page



Profanity Filter

FILTERS

Page **Inbox** 20+ **Notifications** 2 Insights Publishing To... Ad Center **Settings** Help

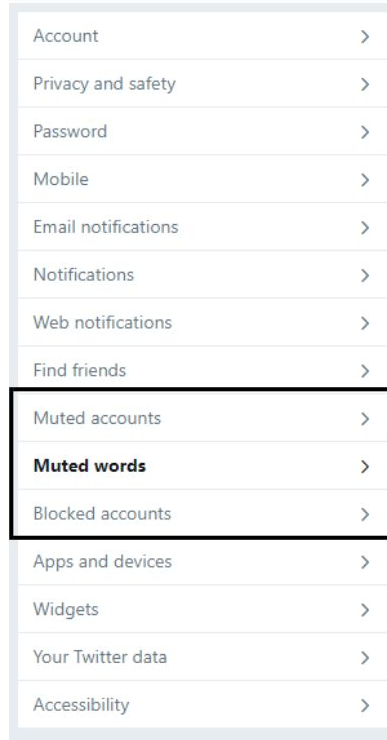
General	Page Visibility	Page published	Edit
Messaging	Page Verification	Page is verified	Edit
Page Info	Visitor Posts	Anyone can publish to the Page. Post moderation is turned on	Edit
Templates and Tabs	Audience Optimization for Posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off	Edit
Post Attribution	Messages	People can contact my Page privately.	Edit
Notifications	Tagging Ability	Other people can tag photos posted on my Page.	Edit
Messenger Platform	Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Roles	Page Location for Effects	Other people can use your Page's location for photo and video frames and effects.	Edit
People and Other Pages	Country Restrictions	Page is visible to everyone.	Edit
Preferred Page Audience	Age Restrictions	Page is shown to everyone.	Edit
Authorizations	Page Moderation	Posts containing these words are blocked:	Edit
Branded Content	Profanity Filter	Set to strong	Edit



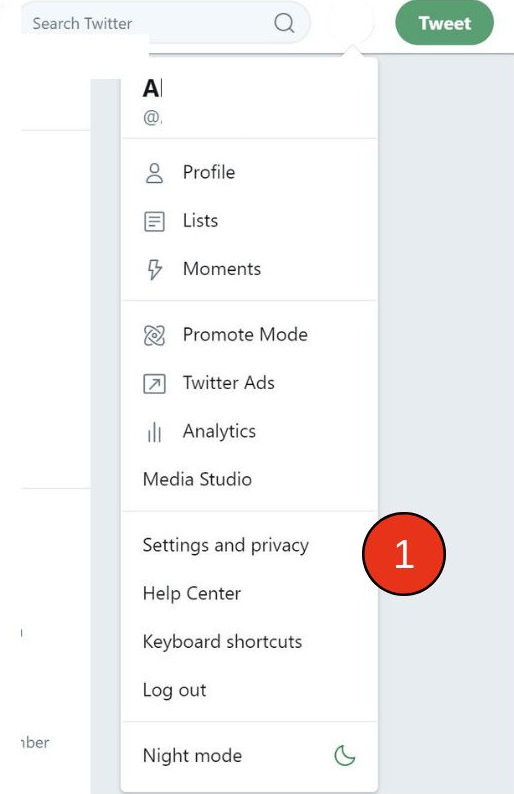


Profanity Filter

FILTERS



2



1

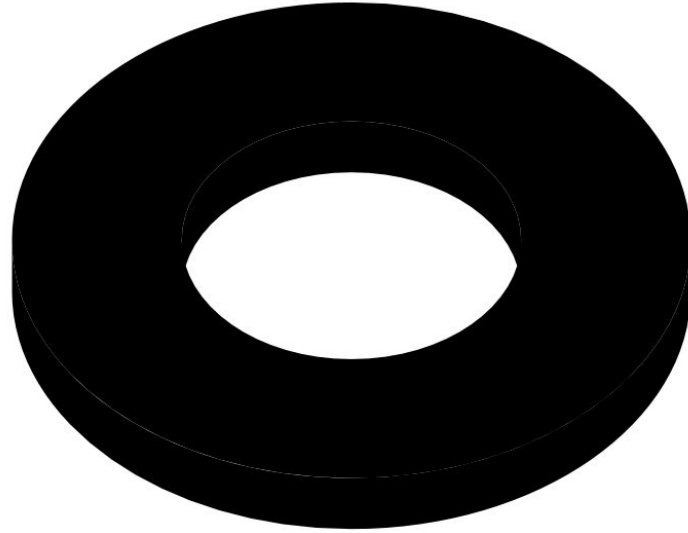
Polling Question



Could Social Media Use, Lead to Anxiety?

<https://rebrand.ly/ACUA-Poll-3>

Social Media & Anxiety



● Yes

A close-up shot of a man with short, dark brown hair and a light beard. He is looking slightly to the right of the camera with an engaged expression, his mouth open as if speaking. The background is a blurred indoor setting, possibly a studio or office.

60 OverTime



Next

Steps



An illustration of a hand holding a magnifying glass. The hand is orange and is holding the handle of a magnifying glass with a grey frame. The magnifying glass is positioned over the word 'Audit' in the title. The title 'Audit Program' is written in a bold, red, sans-serif font. The background is white, and there is a red horizontal bar at the bottom of the slide.

Audit Program

- Inventory of Social Media Accounts
- Individuals with Access and Privileges
- Approval of Social Media Page
- Consistency and Frequency of Posts
- Social Media Utilization for Recruitment

Policy

Existence

Is a policy governing social media in place?

Review

How often is the policy updated and reviewed?

Does the policy cover the following topics:

- Creation
- Access Management
- Content (tone, language, copyright)
- Confidentiality
- Uniform Branding
- Retention



Employee Training

Existence

Does your institution provide training?

Review

How often is training conducted?

Does the training include the following:

- Access management
- Content (tone, language, copyright)
- Confidentiality
- Uniform branding
- Lessons learned from other institutions



Monitoring

Tools

What tools are utilized?

Alerts/Reporting

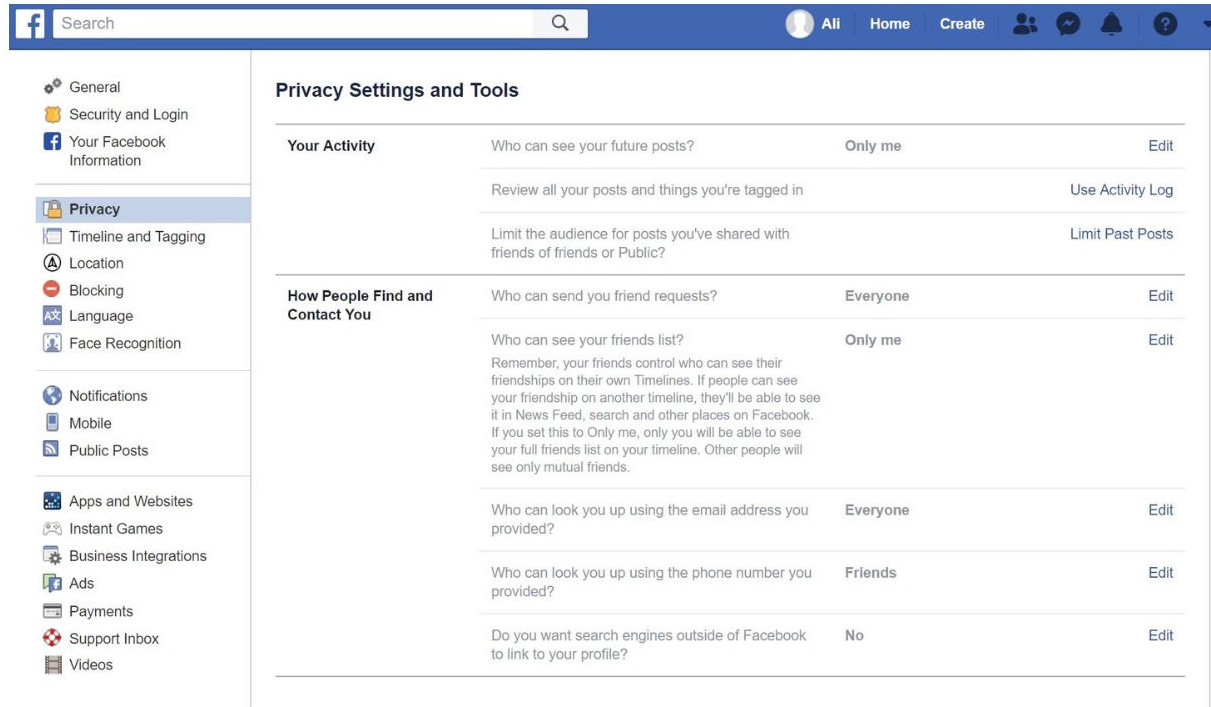
What type of alerts are configured?

Who gets the notifications?

How is the institution monitoring its social media universe?



Personal Audit of Social Media



The image shows a screenshot of the Facebook Privacy Settings and Tools page. The top navigation bar includes the Facebook logo, a search bar, and user profile information for 'Ali'. The left sidebar lists various settings categories, with 'Privacy' highlighted. The main content area is titled 'Privacy Settings and Tools' and is divided into two sections: 'Your Activity' and 'How People Find and Contact You'. Each section contains a table of settings with their current values and an 'Edit' link.

Your Activity			
Who can see your future posts?	Only me		Edit
Review all your posts and things you're tagged in			Use Activity Log
Limit the audience for posts you've shared with friends of friends or Public?			Limit Past Posts

How People Find and Contact You			
Who can send you friend requests?	Everyone		Edit
Who can see your friends list? Remember, your friends control who can see their friendships on their own Timelines. If people can see your friendship on another timeline, they'll be able to see it in News Feed, search and other places on Facebook. If you set this to Only me, only you will be able to see your full friends list on your timeline. Other people will see only mutual friends.	Only me		Edit
Who can look you up using the email address you provided?	Everyone		Edit
Who can look you up using the phone number you provided?	Friends		Edit
Do you want search engines outside of Facebook to link to your profile?	No		Edit



Personal Audit of Social Media

-  General
-  Security and Login
-  Your Facebook Information

-  Privacy
-  Timeline and Tagging
-  **Location**
-  Blocking
-  Language
-  Face Recognition

Location Settings



You can change your Location Settings in the app on your device. If you don't have the app, location information cannot be received from the device.

Location History

Your Location History is off

Facebook builds a history of precise locations received through Location Services on your device. Only you can see this information and you can delete it by viewing your location history. [Learn More.](#)





Personal Audit of Social Media



Ad settings

Close ^

Ads based on data from partners

To show you better ads, we use data that advertisers and other partners provide us about your activity off [Facebook Company Products](#).

Not allowed

Ads based on your activity on Facebook Company Products that you see elsewhere

When we show you ads off [Facebook Company Products](#), such as on websites, apps and devices that use our advertising services, we use data about your activity on Facebook Company Products to make them more relevant.

Not allowed

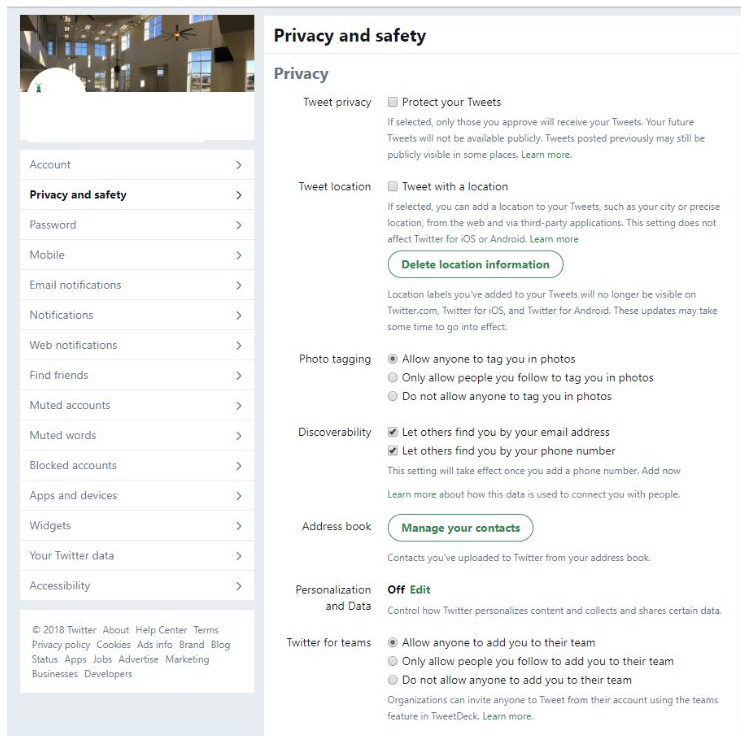
Ads that include your social actions

We may include your social actions on ads, such as liking the Page that's running the ad. Who can see this info?

No One



Personal Audit of Social Media



The screenshot shows the Twitter 'Privacy and safety' settings page. On the left is a navigation menu with options like Account, Privacy and safety (selected), Password, Mobile, Email notifications, Notifications, Web notifications, Find friends, Muted accounts, Muted words, Blocked accounts, Apps and devices, Widgets, Your Twitter data, and Accessibility. The main content area is titled 'Privacy and safety' and includes sections for 'Privacy', 'Photo tagging', 'Discoverability', 'Address book', 'Personalization and Data', and 'Twitter for teams'. Each section contains various toggle switches and buttons for managing settings.

Privacy and safety

Privacy

Tweet privacy **Protect your Tweets**
If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more.](#)

Tweet location **Tweet with a location**
If selected, you can add a location to your Tweets, such as your city or precise location, from the web and via third-party applications. This setting does not affect Twitter for iOS or Android. [Learn more](#)
[Delete location information](#)
Location labels you've added to your Tweets will no longer be visible on Twitter.com, Twitter for iOS, and Twitter for Android. These updates may take some time to go into effect.

Photo tagging **Allow anyone to tag you in photos**
 Only allow people you follow to tag you in photos
 Do not allow anyone to tag you in photos

Discoverability **Let others find you by your email address**
 Let others find you by your phone number
This setting will take effect once you add a phone number. [Add now](#)
[Learn more about how this data is used to connect you with people.](#)

Address book [Manage your contacts](#)
Contacts you've uploaded to Twitter from your address book.

Personalization and Data **Off Edit**
Control how Twitter personalizes content and collects and shares certain data.

Twitter for teams **Allow anyone to add you to their team**
 Only allow people you follow to add you to their team
 Do not allow anyone to add you to their team
Organizations can invite anyone to Tweet from their account using the teams feature in TweetDeck. [Learn more.](#)

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“

It's not what happens to you, but how you react to it that matters

”

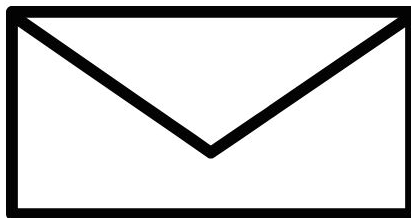


EPICURUS

Questions



Contact



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Location Facebook

- Do you allow Facebook access to your



Location Facebook



- To turn Location Services on or off for your Android device:
 - Go to your device's home screen.
 - Tap Settings, then tap Applications. Scroll through the list of apps and tap Facebook.
- Below Permissions, tap Location, then tap to turn Location Services on or off.



- Go to your device's home screen.
- Tap Settings, then scroll down and tap Privacy.
- Tap Location Services and tap to turn Location Services on or off.

When Location Services is turned on, you can also control if you allow Facebook to access your device's precise location when you're not using the Facebook app. This control is called Background Location and is a setting found within the Facebook app:

- Open the Facebook for Android app.
- Tap , then tap Settings & Privacy.
- Tap Privacy Shortcuts, then tap Manage your location settings.
- Tap to turn Background Location on or off.