

Avira Social Network Protection

User Manual

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1. User Manual

1.1 Introduction

Avira Social Network Protection monitors your child's social network accounts and informs you of all potentially dangerous activities. This manual describes how to set up and use the application.

Please go to our website www.avira.com to check for an updated version of this PDF manual or to acquaint yourself with other Avira products.

On our website you can also find information such as telephone numbers for technical support and information on how to subscribe to our newsletter.

Your Avira team

1.2 Icons and emphases

The following icons are used:

Icon / designation	Explanation
✓	Placed before a condition which must be fulfilled prior to execution of an action.
▶	Placed before an action step that you perform.
↳	Placed before an event that follows the previous action.
Warning	Placed before a warning when critical data loss might occur.
Note	Placed before a link to particularly important information or a tip which makes your Avira product easier to use.

The following emphases are used:

Emphasis	Explanation
<i>Italics</i>	File name or path data.
	Displayed software interface elements (e.g. window section or error message).
Bold	Clickable software interface elements (e.g. menu item, navigation area, option box or button).

2. Product information

This chapter explains which functionalities Avira Social Network Protection contains and which are the prerequisites for using this application.

- see chapter: [Delivery scope](#)
- see chapter: [System requirements](#)

Avira products are comprehensive and flexible tools you can rely on to protect your computer, cell phone and even your children from the possible dangers lurking on the Internet.

2.1 Delivery scope

Avira Social Network Protection is a monitoring tool that informs parents of their children's online activities. It checks their social network accounts for comments, photos etc. that may influence the child's reputation in a negative way or may indicate that the child is in danger.

It contains the following engines:

- Alerts Engine™
The Alerts Engine makes sure that you receive an alert whenever Social Network Protection finds your child participating in any online discussions with inappropriate content.
- Friends Engine™
The Friends Engine checks your child's friends to make sure that they are who they say they are and no adult befriends your child unnoticed.
- Photos Engine™
The Photos Engine analyzes all the photos your child has posted as well as those your child is tagged in to ensure your child has an unblemished online reputation and is not the victim of cyberbullying.
- Activities Engine™
The Activities Engine archives all your child's conversations, photos and friends in context to make sure you have everything in detail, should you need to document anything for the authorities.

Avira Social Network Protection protects your child on the following networks:

- Facebook
- Google+
- Twitter
- Myspace

- Formspring

2.2 Social Network Protection system requirements

As Social Network Protection is an online application, it is very simple to use.

All you need is:

- PC, Mac or a tablet computer
- Web browser
 - Microsoft Internet Explorer
 - Mozilla Firefox
 - Google Chrome
 - Safari
- Internet connection
- Email account
- optional: Facebook account

Note

To enable monitoring of any of your children's accounts you will need either their approval and/or their username and password for the respective account.

3. Setting up Social Network Protection

This chapter contains information relating to setting up Avira Social Networks Protection.

- see chapter: [Creating a Social Network Protection account](#)
- see chapter: [Connecting your child](#)
- see chapter: [Alert Settings](#)
- see chapter: [Completing the setup](#)
- see chapter: [Logging in to an existing Social Networks Protection account](#)

3.1 Creating a Social Network Protection account

- ✓ Make sure that your computer is connected to the Internet.
- ▶ Go to www.socialshield.com.

-OR-

- ▶ If you are trying to connect from inside another Avira product, click **Control Center > View > Child Protection > Social Networks**.

Click **Get Started Here**.

→ The web browser opens displaying the Avira Social Network Protection website.

- ▶ If you have a Facebook account, you can now log in to Avira Social Network Protection by clicking the **Facebook logo**.

Click on **Allow** to give Avira Social Network Protection access to your Facebook account.

Note

If you have chosen to use Facebook Connect, you are required to use your Facebook credentials to log in to Social Network Protection from now on.

-OR-

- ▶ If you do not have a Facebook account, enter your first name, your last name, your email address and a password in the required fields.

Click **Get Started**.

Note

From now on your email address will serve as your username.

Related Topics:

- [Logging in to an existing Social Network Protection account](#)
- [Connecting your child](#)

3.2 Connecting your child

Connecting an account directly

- ✓ To connect directly to your child's Facebook account, you need your child's Facebook login credentials.
- ▶ Go to www.socialshield.com and click **Login**.
 - The **Login** page opens.
- ▶ Click the **Facebook logo** and enter your child's email address and password.

You now have to give the application access to the information on your child's Facebook profile.

Note

Please make sure to enter your child's login credentials and not your own.

Connecting an account by email

- ▶ Go to the website and click **Login**.
 - The **Login** page opens.
- ▶ Click the link below the Facebook logo.

Enter first and last name, your child's email address and - if you wish to do so - a customized message to prove to your child that the information is in fact coming from you.

 - Your child receives an email asking to complete the connection to your Social Network Protection account.
 - You are asked to specify the [Alert Settings](#) for your child's account.
- ▶ Your child has to [complete the setup](#).
 - Avira Social Network Protection will inform you whether your child has completed the setup.
- ▶ If the setup was not completed or the setup link has expired, you can send out an email reminder including a valid link at any time.

Log in to your Social Network Protection account and choose the child you would like to connect.

Click **Connect Now** in the *Recent Activity* section and fill in the email form for your child.

Adding a new child

- ▶ Log in to your Social Network Protection account.

Navigate to the *New Child* icon in the side bar and click **Add**.

Again, choose between connecting directly via Facebook or sending out an email to your child to complete the setup.

Related topics:

- [Alert settings](#)
- [Completing the setup](#)

3.3 Alert Settings

When you connect Avira Social Network Protection to your child's account for the first time, you can specify of which types of alerts and by which means you would like to be notified.

There are three different levels of alert severity.

Alert Level	Description
LOW	Only critical alerts are shown on the report. Critical alerts are not emailed to you.
MEDIUM	Only high concern alerts are shown on the report. Critical alerts are also emailed to you.
HIGH (default)	All alerts are shown on the report. Critical alerts are also emailed to you.

All alerts are sorted to one of twelve categories. You can specify a different alert level for each one of the following categories:

- Friend Analysis
- Stranger Analysis
- Photo/Video Analysis
- Cyberbullying/Profanity
- Drugs
- Drinking/Smoking
- Sex
- Violence/Gang
- Meeting up

- Suicide/Depression
- Health
- Personal Information

Adjusting the Alert Settings

- ▶ To change the alert settings, select the category you want to change.
In this category click on the bar above the alert level you want to apply.
When you have changed the alert level for every category that you wanted to change, click **Save Preferences**.
→ You are automatically forwarded to the overview.

Note

Once you have specified the alert levels for all categories and clicked **Save Preferences**, you cannot change the alert settings for this account again. We therefore recommend to leave the alert levels at default value.

Related topics:

- [Completing the setup](#)
- [Overview](#)
- [Alerts](#)
- [Email Report](#)

3.4 Completing the setup

When a parent has invited a child by email to connect to Social Network Protection, the child has to perform the following steps to complete the setup:

- ▶ Click the link **Complete the setup now** inside the email.
→ The **Social Network Protection** page opens.
- ▶ By clicking on the respective logo you can now connect Facebook, Google+, Myspace, Twitter and Formspring accounts with Social Network Protection.

In order for Social Network Protection to analyze all potentially harmful content in the accounts, you have to allow the application to access the personal information, the wall, the groups and events, photos and videos as well as the private messages in the inbox .

As soon as one or more accounts are connected to Social Network Protection, all activities are analyzed. A report is built according to the [Alert Settings](#) and sent to the email address the parent has registered with. Potentially inappropriate activities also trigger an alert on the [overview](#).

Related Topics:

- [Connecting your child](#)
- [Alert Settings](#)
- [Handling Social Network Protection](#)

3.5 Logging in to an existing Social Network Protection account

- ✓ Make sure that your computer is connected to the Internet.
- ▶ Go to www.socialshield.com.

-OR-

- ▶ If you are trying to connect from inside another Avira product, click **Control Center > View > Child Protection > Social Networks**.

Click **Log in**.

- ↪ If you have an active session on your web browser, you will automatically be logged in.

-OR-

- ↪ If your web browser session has already expired, you can either log in by clicking on the **Facebook logo** or by entering your username and password.

Related Topics:

- [Creating an account](#)
- [Handling Social Network Protection](#)

4. Handling Social Network Protection

This chapter contains information on how to use Avira Social Network Protection.

- see chapter: [Overview](#) (overview of your child's online activities and triggered alerts)
- see chapter: [Email Report](#) (how to interpret and react to the email reports)

4.1 Overview

In the overview you have all the information you need about your child's social online activities at your fingertips. Here you can see all critical alerts and those of high concern, get a better understanding of the triggers for these alerts and decide whether you want to save or dismiss an alert.

Note

Once you are logged in, you can always return to the overview by clicking **Overview**.

4.2 Alerts

Alert Level

The *Alert Level* shows you the number of items, i.e. friends, posts, messages, photos etc., analyzed and the pointer shows you the alert score. The alert scoring system is based on an assessment of the relative number of alerts and their severity in relation to the total number of interactions. As long as the pointer remains in the green area of the meter the alert score is still low. The further the pointer moves towards the red area the sooner a parent should intervene, check the reported alerts and - where necessary - talk to the child.

For a better overview the alerts are sorted into different categories:

Friend Analysis

Friend Analysis continuously checks your child's friend list and analyzes the contacts. Friend alerts are triggered whenever somebody on your child's friend list either appears to be an adult or has very few friends in common with your child.

Public Posts

The *Public Posts* alerts are triggered when special keywords that indicate inappropriate language or discussions are found on your child's and their friends' profiles.

Private Messages

If your child has given permission to do so, private messages and chats are analyzed and checked for any inappropriate conversations. If certain keywords show up, a *Private Message* alert is triggered.

Photo/Video Analysis

The *Photo/Video Analysis* does not only analyze those photos and videos uploaded by your child, it also checks photos and videos for inappropriate content that were uploaded by other people and where your child is tagged.

There are three different status messages for each of these alert categories:

- **No alerts**

No analysis carried out by Social Network Protection has ever triggered an alert for this category.

- **No new, see old alerts**

The analyses carried out by Social Network Protection have not triggered an alert in the last seven days.

- ▶ Click on **see old alerts** to view alerts older than seven days.

- **<n> new Alerts**

An analysis carried out by Social Network Protection has triggered one or more alerts for this category.

- ▶ Click on **<n> new Alerts** to view the alerts triggered.

- ↳ The alerts are displayed in a timeline.

- ▶ Use the dropdown filter option to display all of them or only the new ones.

You can click one tab after the other and choose whether to delete each alert by clicking **dismiss** or save it by clicking **save**.

4.3 Activities

In the **Activities** section you will find an archive of all alerts (keywords in public posts as well as in private messages, photos, videos, friends) in context. The information given in the **Activities** section is a very detailed and in-depth look into your child's accounts. It is very useful if you need more information about a certain alert or want to document an incident for the authorities. Otherwise it might constitute too much of an invasion of your child's privacy.

Recent Activity (last 30 days)

In this section you can see your child's activities on all the monitored networks for the last thirty day. The number of new posts as well as the number of new friends is displayed.

- ▶ If your child has not connected one of the social network accounts with Avira Social Network Protection, you can click **Connect Now** to send out an email to your child to complete the setup.

4.4 Friends

In the **Friends** section you will find a list of your child's friends. The personal information they have made public on the network (e.g. name/alias, gender, age, location) is also displayed.

- ▶ You can sort this list by date, network or the alphabet by using the drop-down menu at the top.

To view the **Friendship** between this friend and your child, click the friend's name. All new messages are shown.

You can see a list of mutual friends by clicking on **Mutual Friends**. This might give you an indication of the legitimacy of this friend's account. If the person shares a lot of friends with your child, it is not very likely that this person is actually a stranger.

To go straight to the friend's profile on a social network, click the link to the respective network.

Friends with Alerts

In this section you can view your child's friends who have triggered an alert.

- ▶ Click **See all** to view the entire list of friends, not only those who triggered an alert.

4.5 Photos

In the **Photos** section you can see all the photos that have triggered an alert, either because of the photo's subject or a comment made about it.

- ▶ To learn more about the reason for the photo alert, click on the photo. Every photo has a headline, stating the severity of the alert in red (critical) or yellow (high concern) giving the category in which the alert belongs and stating what exactly has triggered the alert.

If you want more information about the alert, click **explain**.

Photos with Alerts

In this section you can view the photos which have triggered an alert.

- ▶ Click **See all** to view the photos which have triggered an alert.

4.6 Email report

Every week you will receive an email report for each child summarizing the alerts that have been triggered recently. This overview helps you to keep track of your child's online activities at a glance without having to log in to your Social Network Protection account.

Alert Level

For the email report Social Network Protection analyzes your child's activities and calculates an alert score for your child.

You can see the number of items, i.e. friends, posts, messages, photos etc., analyzed and the alert score calculated on the *Alert Level* meter.

The alert scoring system is based on an assessment of the relative number of alerts and their severity in relation to the total number of interactions. As long as the pointer remains in the green area of the meter the alert score is still low. The further the pointer moves towards the red area the sooner a parent should intervene, check the reported alerts and - where necessary - talk to the child.

- ▶ Click the orange **new alerts** buttons to see details of all alerts affecting the meter.

Friend Analysis

Friend Analysis continuously checks your child's friend list and analyzes the contacts. Friend alerts are triggered whenever somebody on your child's friend list either appears to be an adult or has very few friends in common with your child.

Public Posts

The *Public Posts* alerts are triggered when special keywords that indicate inappropriate language or discussions are found on your child's and their friends' profiles.

Private Messages

If your child has given permission to do so, private messages and chats are analyzed and checked for any inappropriate conversations. If certain keywords show up, a *Private Message* alert is triggered.

Photo/Video Analysis

The *Photo/Video Analysis* does not only analyze those photos and videos uploaded by your child, it also checks photos and videos that were uploaded by other people and where your child is tagged for inappropriate content.

Recent alerts (last 7 days)

In the recent alerts section information on the alerts triggered within the last 7 days is provided.

- ▶ Click on the item to view the alert details.

If there are no new alerts, you need to log in to your Social Network Protection account to review older alerts.

Cancelling the email subscription

- ▶ If you'd like to stop receiving reports by emails, click the link at the bottom of the email.
 - ↳ You are now unsubscribed from receiving Avira Social Network Protection emails.

Related Topics:

- [Handling Social Network Protection](#)

5. Contacting the support

You can contact the customer support in one of the following ways:

- **By email:** socialnetworkprotection@avira.com
- **Via Twitter:** [@askavira](https://twitter.com/askavira)
- **Via Live Chat:** on our website from 7:00 a.m. to 5:00 p.m. (pacific standard time) on weekdays
- **By phone:** 1-800-239-0120 from 7:00 a.m. to 5:00 p.m. (pacific standard time) on weekdays

Social Network Protection FAQ

If you have any further questions concerning Avira Social Network Protection, please visit:

- **The Avira Knowledgebase** at www.avira.com/knowledgebase

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