

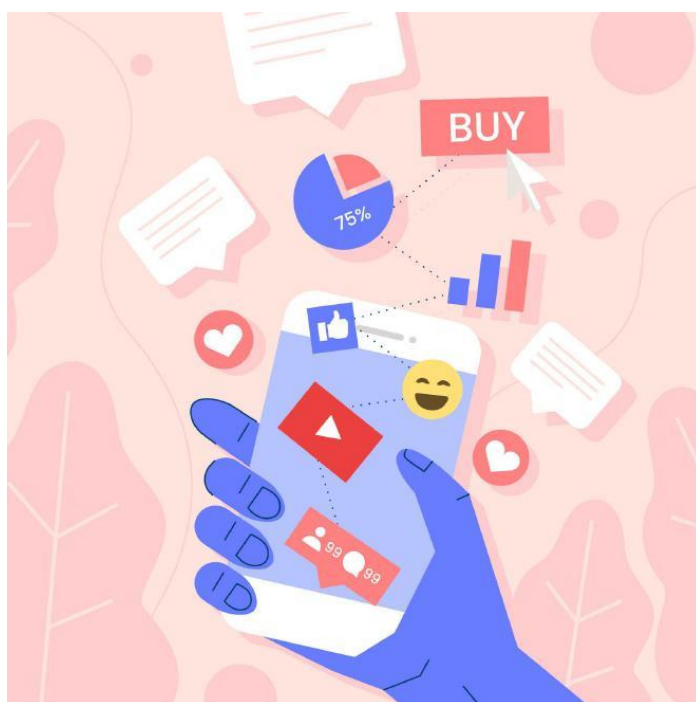
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GUIDE 4

CLEANING UP YOUR SOCIAL NETWORKS





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NB: Before starting your CleanUp, you will need to have the **Quantitative Grid** within reach.

There, you will have to remember to **mark the number of deleted items** (e.g., 50 emails) and the **deleted memory volume** (e.g., 50 megabytes), this last step is the subtraction between the memory before and after deleting the data.

Without this information it won't be possible to calculate your positive impact.



1. UNDERSTAND

Understand data impact on social networks

Social networks represent more than 5% of global internet traffic. Source:

<https://www.qgf.fr/infographie/69/pollution-numerique-du-clic-au-decllic>

The data produced are linked to everything we share: a selfie, a like, a GIF... and what weighs the most are **photos and videos**.

Everyday there are:

- On Facebook, 8 billion videos viewed and 350 million photos shared
- On Instagram, 95 million photos and videos posted
- On Snapchat, 3 billion snaps

In your opinion, what percentage of internet data streams is used for video streaming?
60%.

Source: <https://www.greenpeace.fr/la-pollution-numerique/>

To supply the data centers necessary for streaming, fossil fuels such as gas and coal are often used. This is the case for Amazon, Netflix, Pinterest and Twitter. But some digital giants are investing in renewable energy such as YouTube, Google, Facebook and Apple.

By using social networks, **metadata** (i.e., geolocation, connection times and duration, activities, etc) are created and stored.

Facebook has nearly 2.4 billion active worldwide users.

In your opinion, how many kg of CO₂ are released per year?

Over 645 million kg of CO₂, which is the equivalent of 645,000 Paris – New York flights.

Source: <https://www.qgf.fr/infographie/69/pollution-numerique-du-clic-au-decllic>

Cleaning your data on social networks will allow you to **free up storage space and better control your internet presence**.



Measure your impact

On the social media side, it is more difficult to measure your data before/after cleaning. Indeed, the storage volume displayed on your mobile concerning the application of the social network concerned only represents the volume of the application for its operation and the stored data in cache, not necessarily the weight of your profile.

The only way would be requesting, for each social network, the availability of your stored data on their servers in order to have an accurate count before and after the cleaning.

This action, although interesting to **raise awareness** of the volume of stored data by social networks, is time-consuming and the environmental cost caused by the data flows generated would be higher than the gain obtained by the deletion.

Thus, only a **simulation** of your deleted data will therefore be requested. The main thing is indeed sort it out by yourself.

So, we go straight to action!



2. TAKE ACTION

Clean your data: step by step

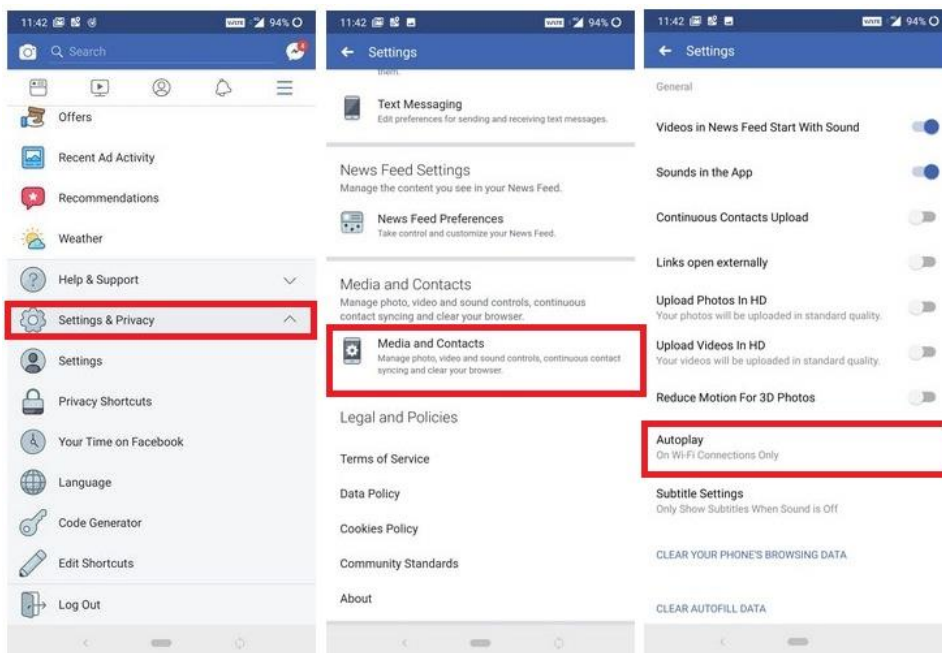
#1 Facebook

The operations below can be performed on the mobile application, but we advise you to perform them on the web version which offers more options.

- Delete old posts: go on your profile page and click on *"Manage posts"*. No need to scroll to your posts of more than 10 years ago to clean them up: to sort, **use filters!** Once the filter is defined you can do *"Select all"* then *"Next"* to access the delete option. You can do this on each post or on a personalized selection.
- Sort and delete photos and videos: go to your profile page and click on *"Photos"*. Delete the ones you don't want to keep.
- Sort your groups: go to *"Groups"*, then select the group you want to leave and, on its page, click *"Leave the group"*.
- Sort your likes: go to *"Pages"* > *"Liked pages"*, then select the page from which you want to unsubscribe and click on *"Unsubscribe"*.

Take advantage of your cleanup to **update** your *"About"* section and check your privacy settings.

A good practice to limit data consumption during consultation is **disabling automatic video playback**. To do this, in Facebook Watch, go to *"Settings"* > *"Media and contacts"* > *"Autoplay"*, then check *"Never play videos automatically"*.

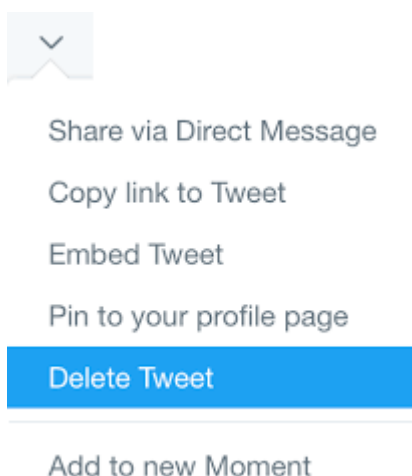


#2 Twitter

Twitter does not allow you to delete multiple tweets once. Therefore, since you have to go through the manual solution, undertaking a big cleaning requires patience.

- To **delete the tweet** of your choice:

Go to your **profile page**, locate the Tweet you want to delete and click on the icon, then click on **"Delete Tweet"**.

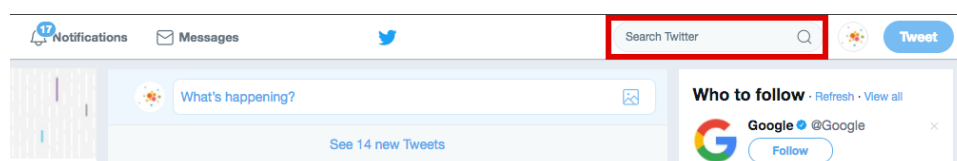


- To **cancel a retweet**, click the retweet button again.

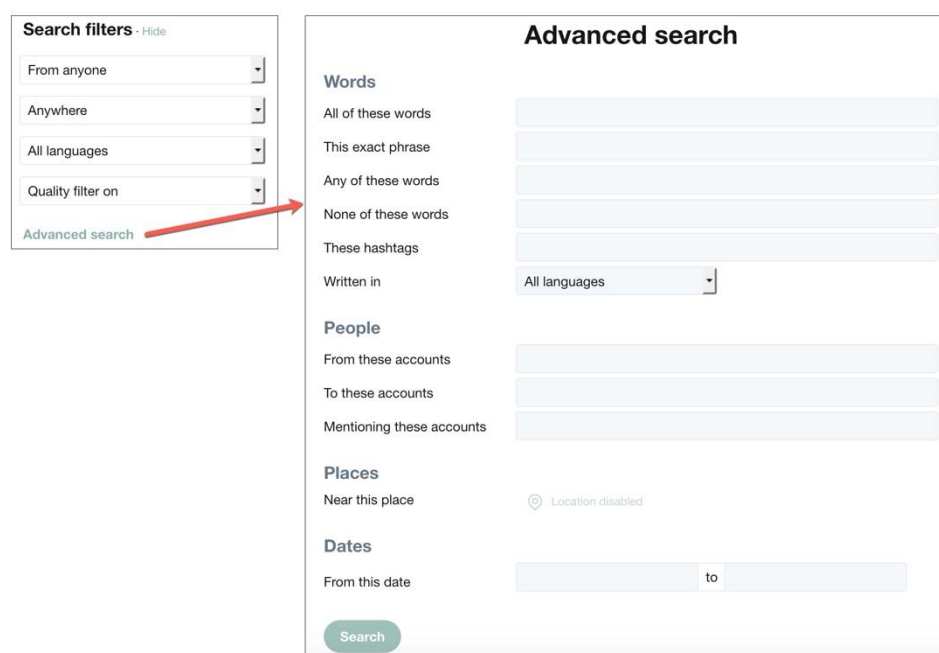
Tip: You can use the **advanced search** form. The advanced search allows you to customize the search results by specifying a **date range, person or other criteria**. It is as well a lot easier to find **specific Tweets**.

How to use the advanced search?

1. Enter the desired text in the **search bar** offered on Twitter.



2. Click on **“Advanced Search”** under **“Search Filters”** at the top right of your results page.



Search filters · Hide

From anyone

Anywhere

All languages

Quality filter on

Advanced search

Advanced search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

All languages

People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

Location disabled

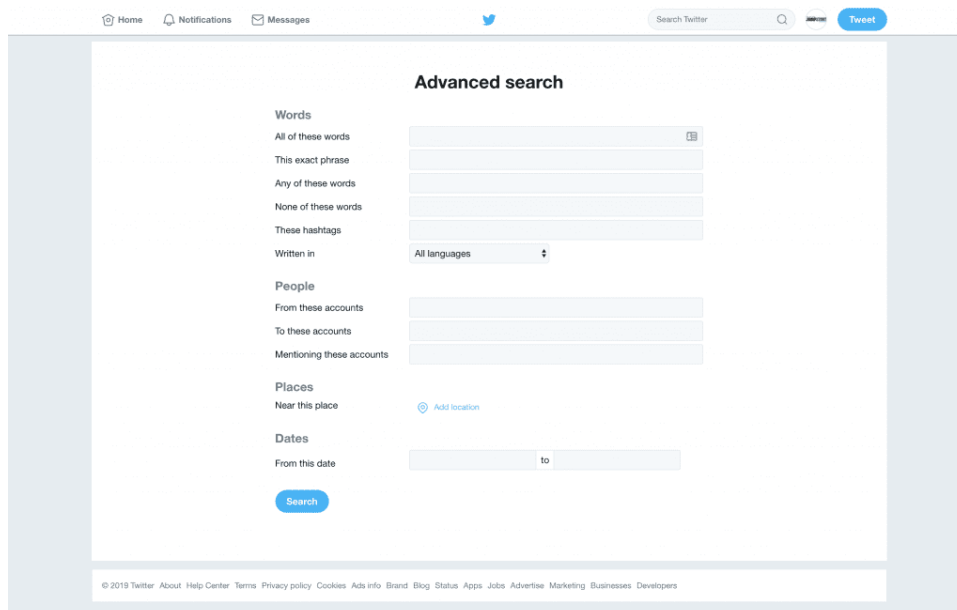
Dates

From this date

to

Search

3. **Refine your search** results by filling in the appropriate fields.

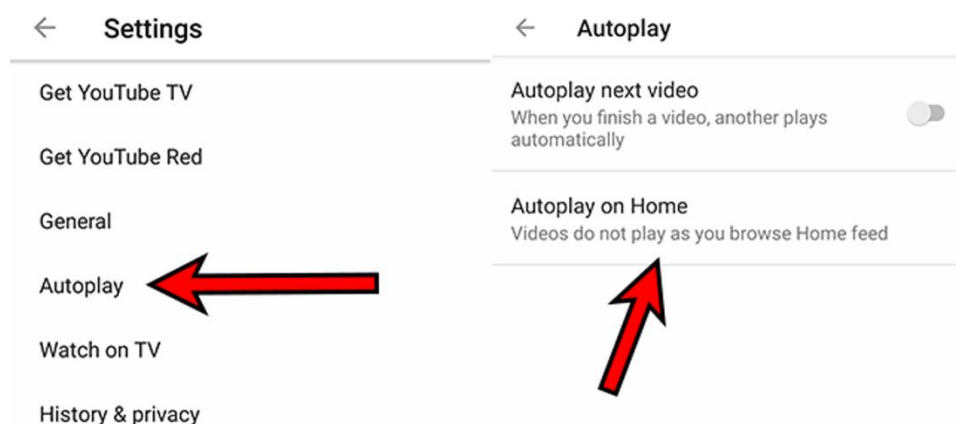


4. Finally, click on “Search” to display the results.

#3 YouTube

To **turn off automatic video playback**, when viewing video, an “on/off” button is available in the icons at the top of the player.

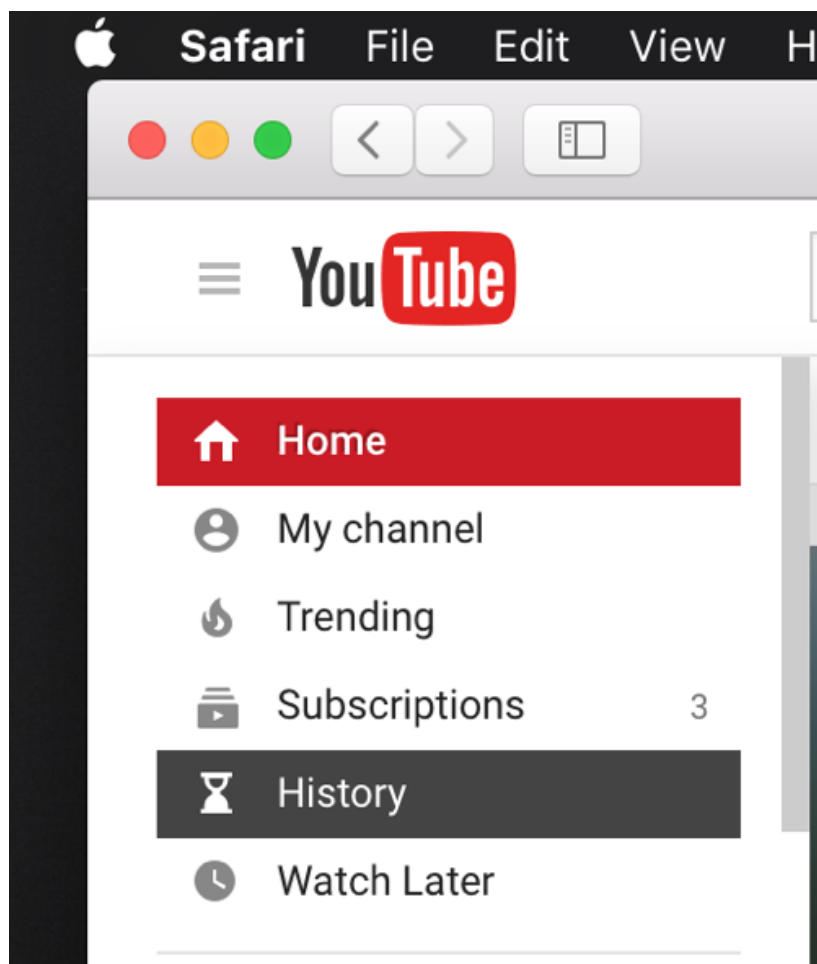
Videos that are automatically launched on the home page also consume data. To disable this autoplay, click on your profile picture, go to “Settings” > “Autoplay” > “Autoplay on the home page” and click on “Disable”.



This housekeeping can also be done at other levels:

In **Library** sort through your saved videos and your different lists.

You can also go to **History** and clear all your history. In the option “*Manage your history*” you can also select a period beyond which it will be automatically deleted.



In your **subscriptions channel**, review your subscriptions. If the channel concerned no longer interests you, simply unsubscribe.

If you have a personal YouTube channel, go to “*Your videos*” to delete obsolete and unused videos.

#4 LinkedIn

Professional networks are not left out. Thus, on LinkedIn, several items should be reviewed:



- Delete old publications: go to *"Personal Profile / Posts and Activities"* to delete obsolete publications.
- Delete conversations in the messaging: click on *"Messaging"* > click on the three dots ("...") > Select obsolete messages > Click on the trash can and confirm by clicking *"Yes, delete"*.
- Delete obsolete notifications: in the eponymous tab, click on the three dots at the end of the notification you want to delete. In *"View preferences"* we can make sure that we only receive notifications that interest us in the future.
- Sort your groups: go to *"Groups"*, then click on the three dots on the row of the group you want to leave and select *"Leave this group"*.
- Manage your network: go to *"Network"*, then select in the left column *"Connections"* > *"Teammates"* > *"Contacts"* > *"People I follow"* > *"Events"* > *"Pages"* > *"Newsletter"* > *"Hashtag"*, in order to verify that all the information is still relevant.

Even on LinkedIn you can uncheck the option *"Launch videos automatically"* by going on *"Preferences"* > *"Account preferences"*.

In the same *"Preferences"* menu you can also go to *"Data confidentiality"* and *"History"* to erase it.

And if you are a company, don't forget to check that all the information on the company page is up to date – both in general terms and in employees identified as still belonging to the company.

#5 Instagram, Snapchat & TikTok

You will need to manually sort and delete your photos and videos in the app, but also in the folder on your smartphone. If you want to keep them, consider storing them on an external hard drive.

Checklist

- Clear the cache
- Sort and delete media files (photos and videos)
- Sort and delete old posts
- Sort and delete conversations
- Sort and delete groups
- Delete history (conversations, searches, location, etc)
- Block automatic video playback



Well done!
You have cleaned your social networks!



3. GO FURTHER

Now that you have cleaned up your social media, would you like them to stay clean all year round? Here are some tips to help you better manage data on your social networks.

- **Limit your consumption of streaming videos.** To stop scrolling endlessly through social media video, ask yourself if you really want to watch the video presented to you. If so, choose lower quality or download it.
- **Reduce the quality of photos and videos** you share.
- Set up a **data saver**.
- Switch to **dark mode**.
- Choose to **disconnect from social networks** after a certain time.



4. SOURCES

Cover image: <https://fr.freepik.com>

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