ABSTRACT

This paper focuses on the ways by which Senior College students of De La Salle University -Dasmariñas manage their privacy on social media specifically on Facebook, Twitter and Instagram. It identifies the concealed and revealed private information as well as the participants' reasons for limiting their post on the said social media sites.

As a qualitative research, Focus Group Discussion was used as the research instrument through the help of a facilitator to thoroughly get the perspective and insights of the senior college students about the things to reveal and conceal on social media as well as on how to limit posting too much information online. The findings of the study revealed that there are factors that urge them to **reveal** or to **conceal** on their social networking sites. The length of exposure on social networking sites is one factor that affected their manner. **Self-expression** and **self-representation** are also present; there are times that they disregard their privacy unconsciously by posting too much information on those social networking sites.

With the results, this research recommends online users to manage their privacy by considering several factors online. Experiences in social networking presented in this study may and will raise further awareness about the dangers of posting too much information online and may promote a more responsible social networking.