

Facebook 101

Facebook ó what is it?

"a social networking website launched in February 2004 that is operated and privately owned by Facebook, Inc., with more than 500 million active users in July 2010. Users can add people as friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college. The website's name stems from the colloquial name of books given to students at the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better. Facebook allows anyone who declares themselves to be aged 13 or older to become a member of the website ." – courtesy of Wikipedia the Free Encyclopedia.

Benefits of Facebook

A look into your friends' everyday lives. Keeping in touch, or re-establishing communication, with friends who have moved away easily and effortlessly. Share photos. Create events for your organizations and advertise them free or with little cost. Get your message heard about your beliefs and passions. Peak in to your children's lives; keep an eye on the kids he/she hangs out with. Keep in the top-of-mind-awareness with your clients. Soft market your business.

Balance Points

Lack of personalization. Easy to lose track of time and get "sucked" in for hours. Not everyone is on it. Changes regularly, need to refigure where things are. Get TMI from some of your friends. Takes a certain personality type.

Definitions

- **Profile**
 - For personal use. Is about you. People who follow you here are your "**FRIENDS**" Things posted here should more about you and less about your business.
- **Page**
 - For professional use. Used for soft selling your product. Not encouraged to only talk about your product; talk about how it changed people's lives, where you are going today, upcoming events you, or your friends, are having. People "**LIKE**" pages.
- **Group**
 - A collection of people gathered for a specific reason. Can be closed for on group members to see. Groups have "**MEMBERS**".
- **Event**
 - An invitation and party announcement. Send out to everyone, or a select group. Can post to your wall. Can add pictures, or links or updates. Can send messages to the attendees. Can keep track of RSVPs (rule of the thumb, No means Not attending, Maybe means Not attending, Yes means Maybe attending) Can share other people's posts to help them soft market their event. Events have "**ATTENDEES**".
- **Wall**
 - Where you read what you, your friends, fans, likes and so on, have. The snippets into people's lives. You can write on other's walls. They can write on your. When you go to someone's, profile, page, event, group or so on, you are going to their wall. And the same when they come to yours.
- **Home**
 - Yours privately. Where you read everyone's posts. Where you go when you first go to your Facebook profile. You can see what everyone posted by your friend's can't see what they posted. So, don't worry, when your niece goes on about the great night she had, your friends won't see it too. (unless she went directly to your wall and posted it there, but chances are she didn't)
- **Post**
 - What it is when you write your status, on someone's wall, or anywhere.
- **Comment**
 - What it is when you reply to someone's post
- **Like**
 - What it is when you agree with a post but don't have anything to say.
- **Messages**
 - When you want to talk to one person or a group privately... Facebook email without the attachments, CC, or BCC.

Home Page

Friend Request—People who have found you and want to be your friend

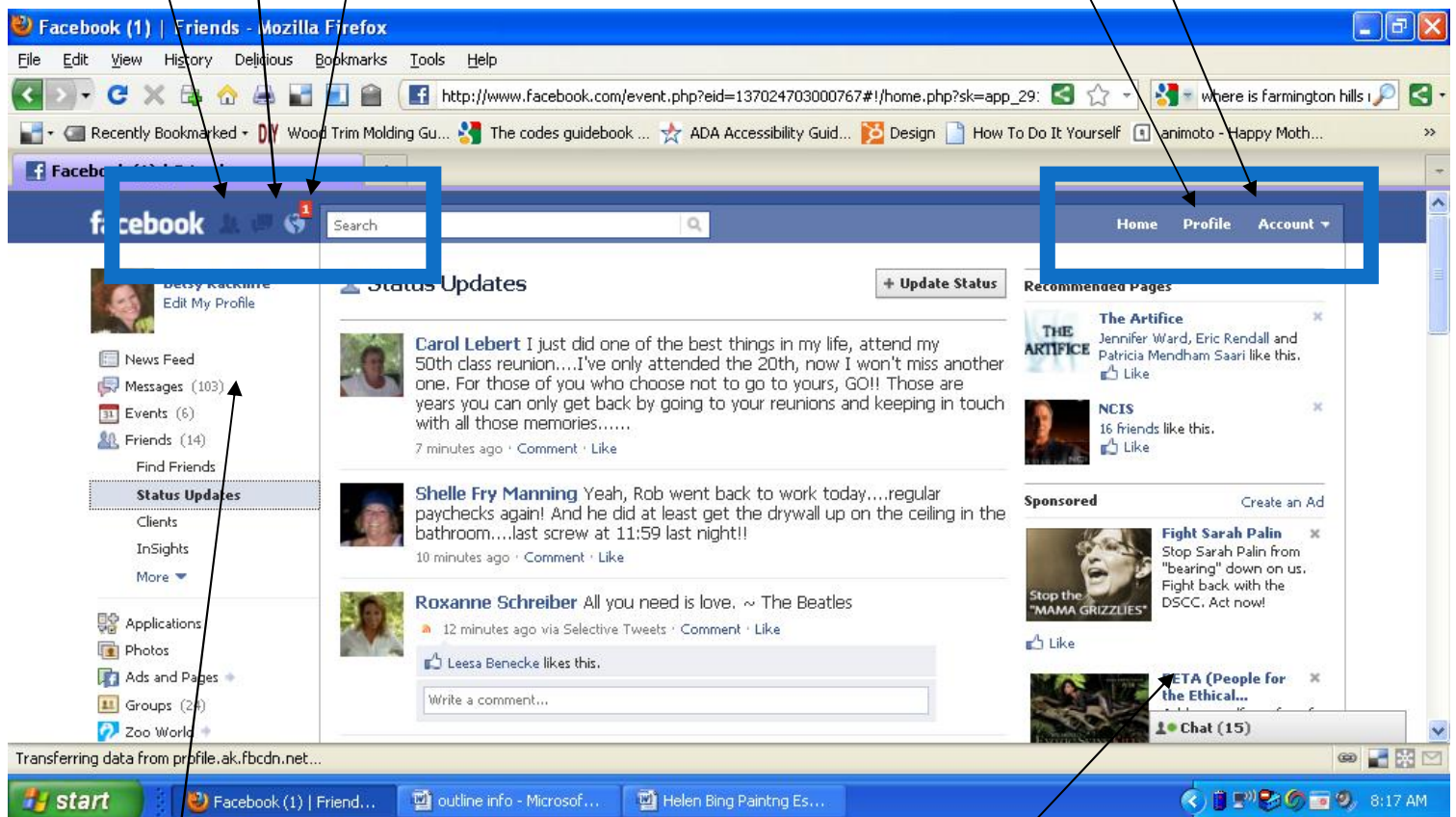
Messages—Facebook e-mail
Private messages to you. Or you send out to others

Notifications—Number in an red square will tell you:

- If some has commented or likes your status updates or photo or link
- Tagged you in a status update

Profile—What the world sees. Your WALL

Account—Where you adjust your privacy and notification settings



Dashboard

Will help you find your way through Facebook.

If your looking for something click on the word and it will take you to where you are going.

Example:

- Finding friends
- Finding applications
- Monitoring your Ads or Pages
- Creating an Event

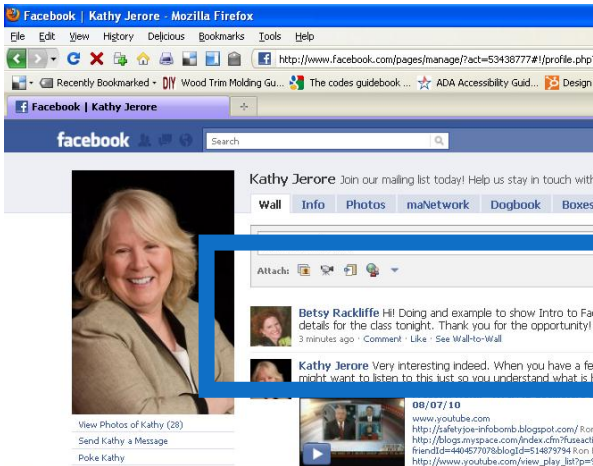
Reminders (your personal assistant)

Helps you keep track of what's going on... Scroll up and down the page to find everything.

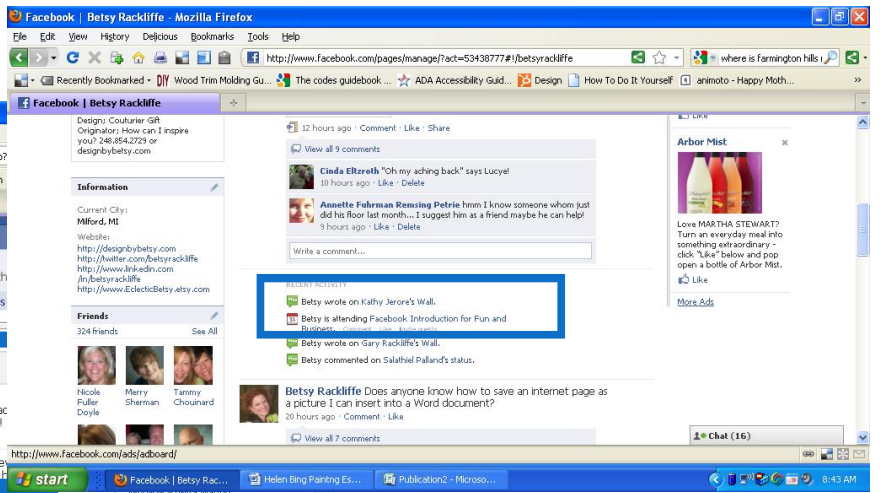
Things to find here:

- Events
- Birthdays
- Requests—any and all games, friends, pages, anything
- Suggestions—things your friends are doing that Facebook things you might like too

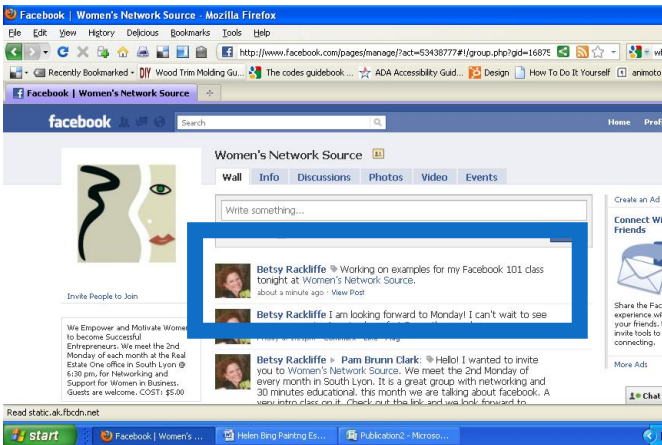
Walls



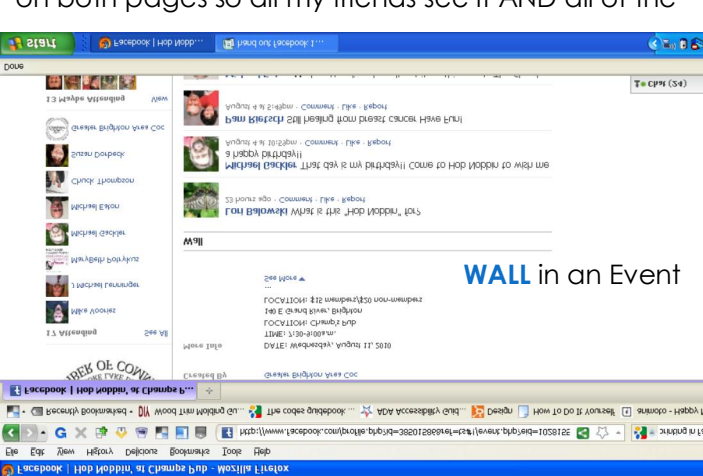
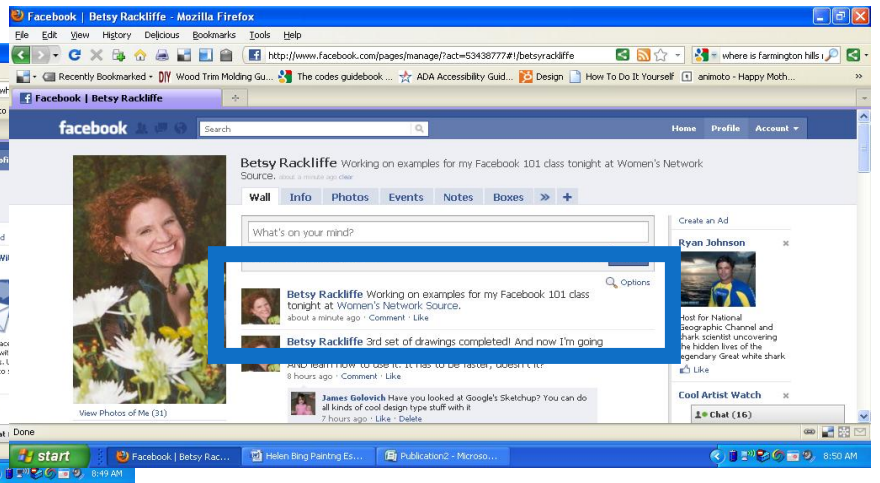
Example of me writing on Kathy's WALL. What shows up to her friends.

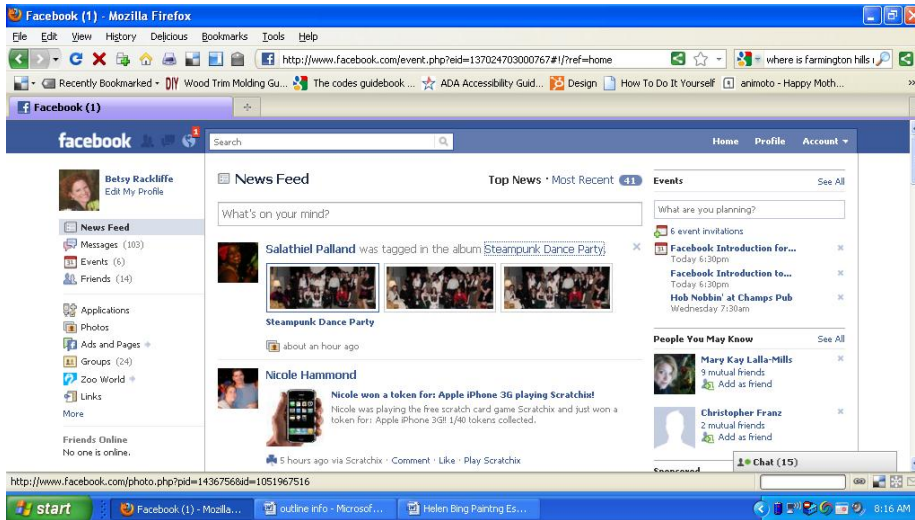


What shows up in my PROFILE WALL and to my friends



Notice the difference... When I posted a comment on the Group WALL I added "@Women's Networking Source" The @ disappeared—the Women's Networking Source became a hyperlink to their group page—the post shows up on both pages so all my friends see it AND all of the





Home

This is what you see when you turn on and go to face book. - OR- When you click on the HOME in the top right hand side

It is a list of your friend's activities, what they have done, what their status update is.

Private only for your eyes only.. Your friends can not see this page.

Notes:



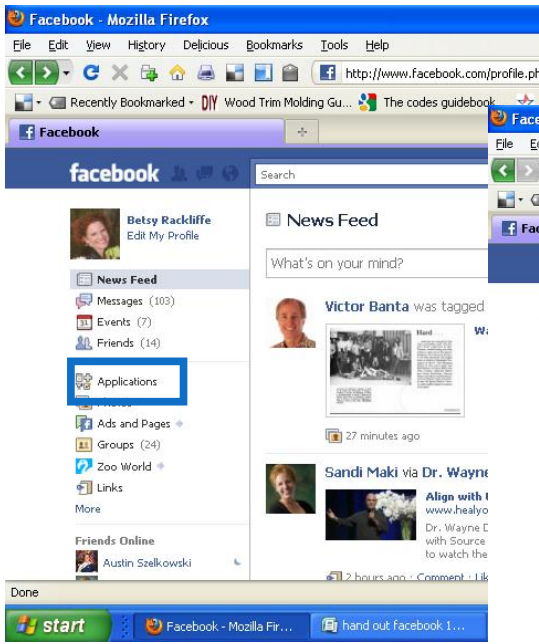
Wall

This is and example of a wall from a profile (thank you Kathy.)

This is public. This is what people see when they come to your profile. What does yours say about you? Is it easy to find your information?

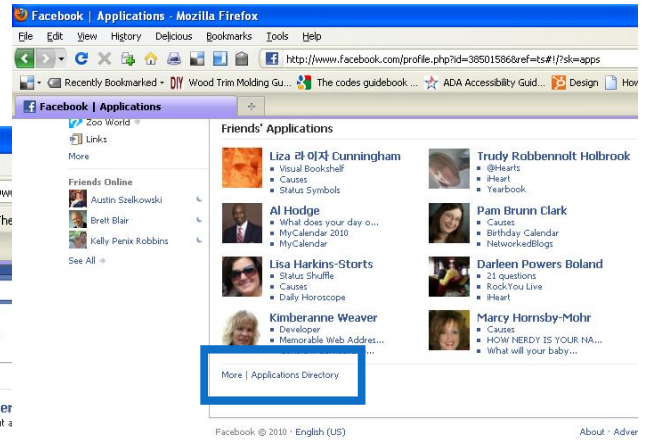
I could write on her wall and it would show up for all her friends to see.

Notes:



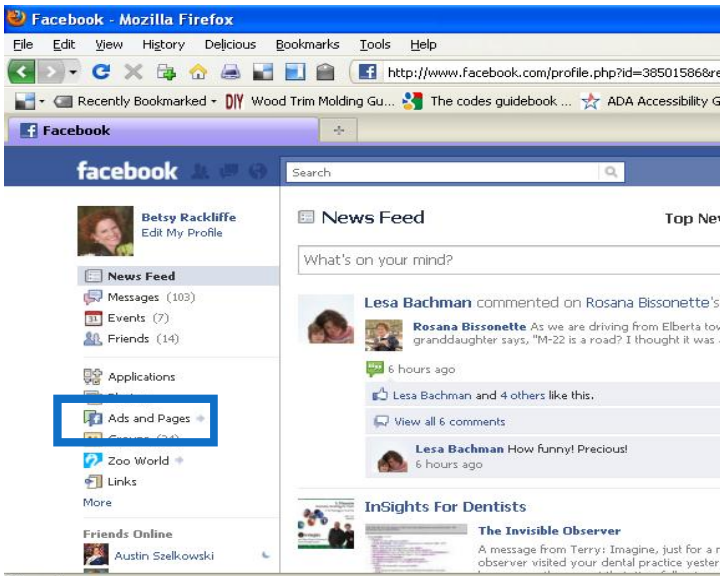
HOME — look to the left and open your Applications.

APPLICATION DASHBOARD — scroll down to the bottom to look at all of them.

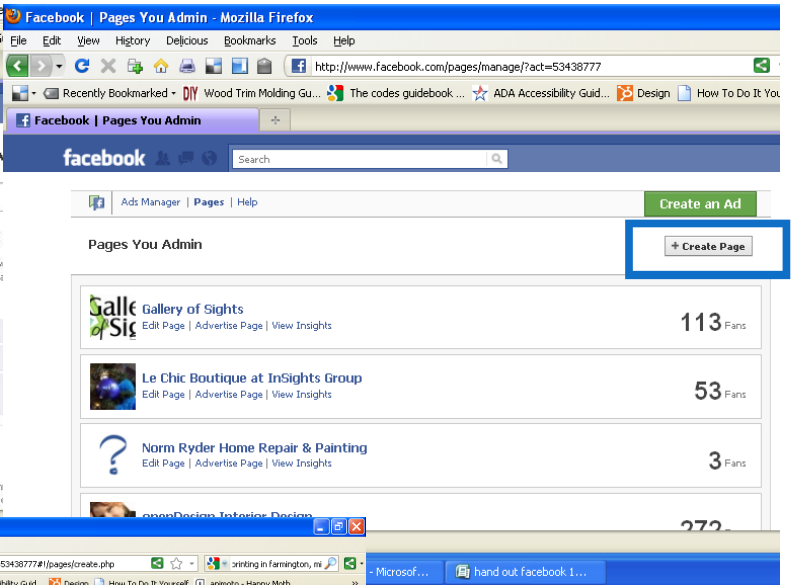


Search look and have fun!!!

Applications

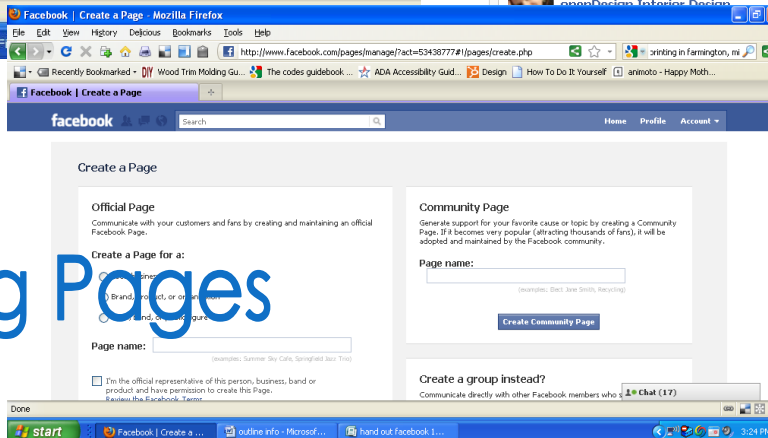


HOME — from your left hand list...



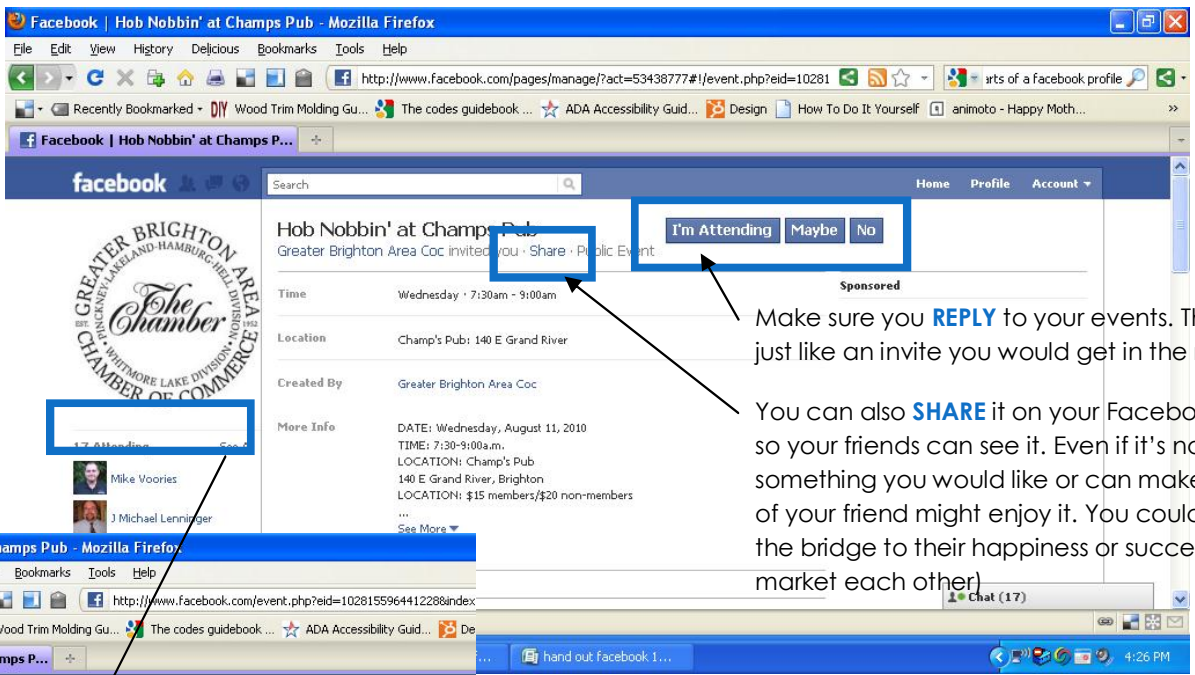
Click on **CREATE PAGE**

Creating Pages



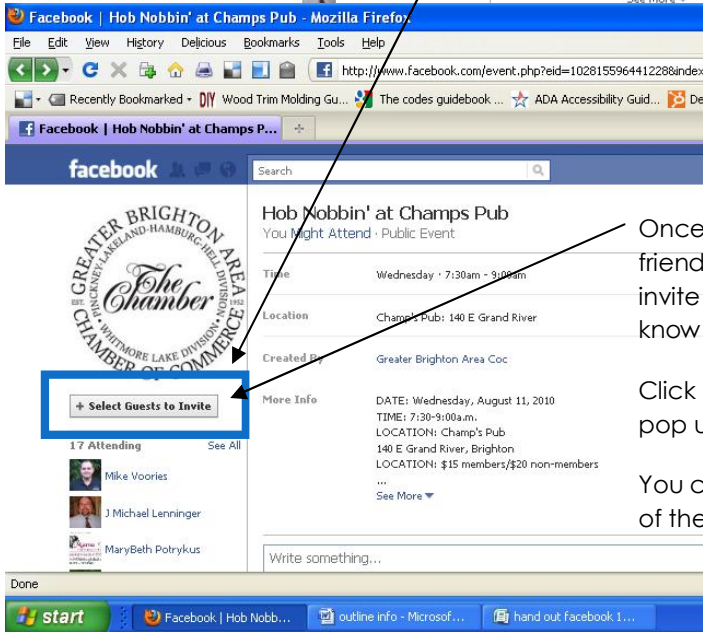
Follow the instructions and answer the questions 10

Events



Make sure you **REPLY** to your events. They are just like an invite you would get in the mail.

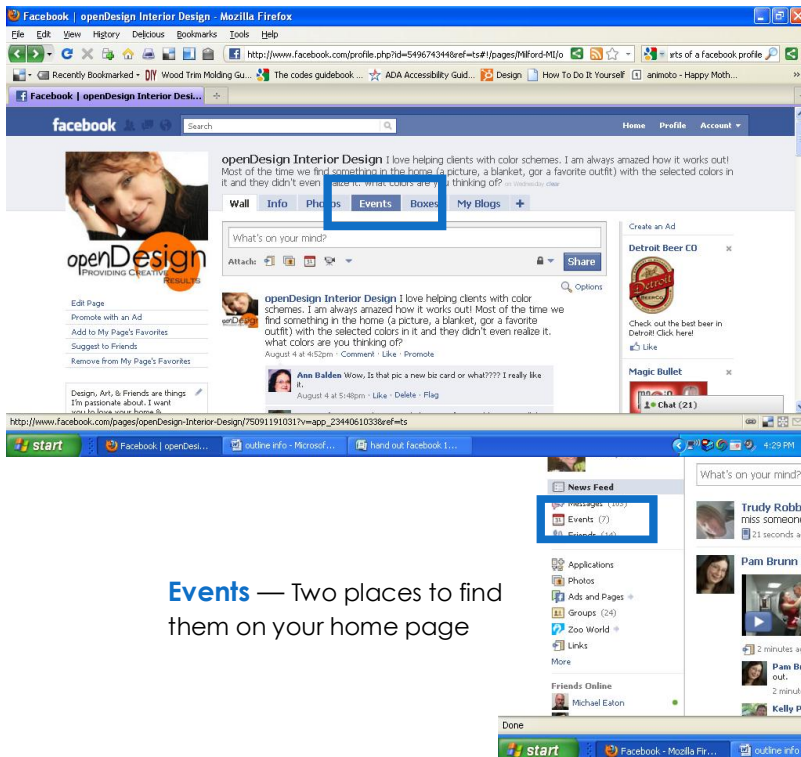
You can also **SHARE** it on your Facebook wall so your friends can see it. Even if it's not something you would like or can make it, one of your friend might enjoy it. You could be the bridge to their happiness or success (Help market each other)



Once you Reply — You can invite your friends to the event. They will get the same invite you got. That way more people will know about it.

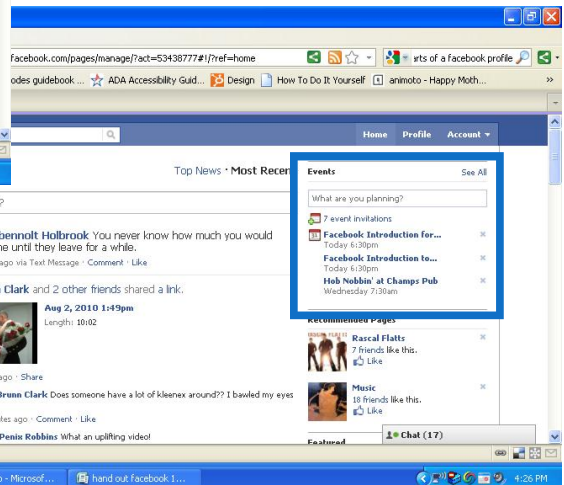
Click on the button and your list of friends will pop up and you select who you would like.

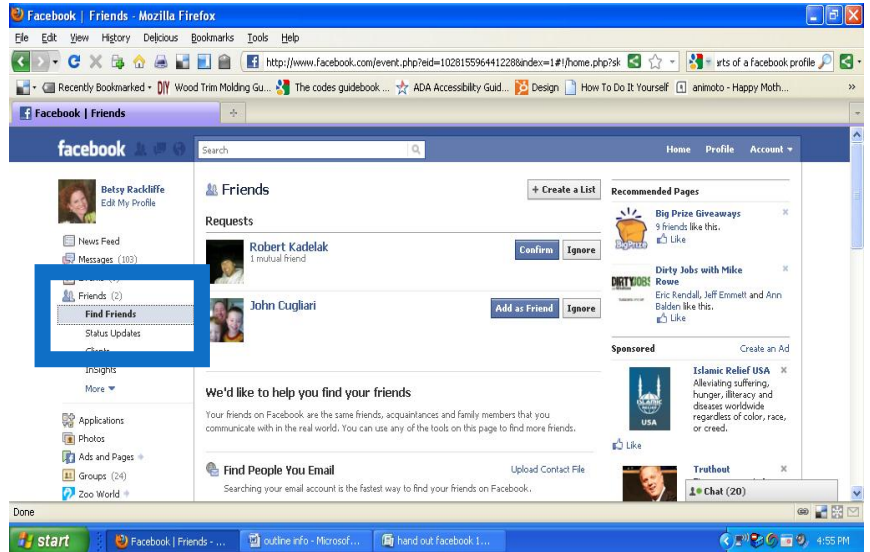
You can add a personal note to the bottom of the invite. It is a nice touch.



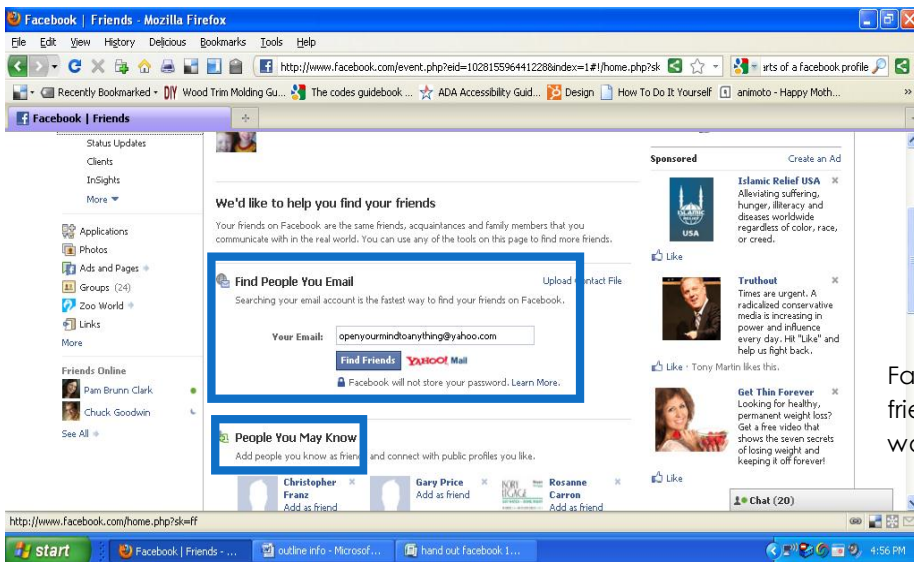
Events — Two places to find them on your home page

Events — As a tab you can find place it on your Profile or on your page and everyone can see what you are holding or attending (note—find someone you respect and see what events the are having or attending)





From your home page Dashboard —
Click on **Friends**, then Click on **Find Friends**



Facebook helps you find your friends. Here are two easier ways to get started.

When you find someone you want to be friends with...

Click on their picture and their profile will pop up.

Then click on the **ADD A FRIEND** button

A new window will pop open—Follow the prompts. Make sure you write a note. Remind people how they know you. Make it more personal and memorable.

Then **SEND REQUEST**

