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# Facebook: Class Goals

- There are many features available in Facebook. It would be beyond the scope of this class to cover all of them.
- This class will cover the basics, including:
  - Registering or Becoming a member
  - Setting up your Profile and Security
  - Finding Friends
  - Review the parts of Facebook and how to navigate
  - Adding Photos

# What is Facebook?

- FB is a LIFESTYLE site – a central networking social hub where members can connect and share.
- Anyone can Join
- It is free
- Average member age is 35+
- Facebook vs Twitter

# History of Facebook

- FB was launched in Feb 2004 by Harvard student Mark Zuckerberg. Originally was for campus students but quickly gained popularity and expanded.
- Today, FB gains about 250,000 new members every day worldwide. New sites are Spain, Germany, France.

# So what can you do on FB?

- Connect to people
- Find old friends
- Find new friends (be careful)
- Members can advertise anything (legal) on Marketplace for free.
- Other: Online dating service, chat room, worldwide phone directory, email account, voter registration services, online games and apps ...
- And ...

# Facebook “Words”

- Join and create new clubs or social forums (GROUPS)
- Personal bulletin board (called a WALL)
- Social Calendar (called EVENTS)
- Free advertising in the Marketplace
- Personal blogs (called NOTES)

**Register: Become a Member**

# Getting Started on FB

- Three easy steps:
- 1) go to facebook.com and create User ID (your email address), Password, Birthdate (mandatory)
- 2) Type in security code (Captcha)
- 3) Open your email & activate by clicking on the link within the message. This will take you to FB to begin your adventure.

# Profile / Security

Let's Take a Facebook Security Quiz !

# Create a Profile

Your profile allows you to share your interests, activities, and anything else you want to include with people you connect to on Facebook.

Your Facebook profile is about representing yourself and sharing what's going on in your life with your friends.

Each profile information section represents what people will see when they arrive at your profile.

[Web Wiz Home](#)

# Using the Wall

The WALL is your personal bulletin board.

You set who sees comments on your wall thru Security. We'll go thru that, too.

FB Wall

# Security

You can share your information with friends, friends of friends or everyone, and Facebook offers presets to help you do that. Or, if you prefer, you can customize your settings.

FB Privacy Explanation

webwiz security

# Friends: Finding & Adding

# Inviting Friends

Search for your friend's profile using the search bar at the top of your profile. Find the person you know and click on the "Add as Friend" button to the right of their profile name.

A friend request will be sent to that person. Once they confirm that they actually are friends with you, they will show up on your friends list.

Please note that privacy settings may limit your ability to see the "Add as Friend" link for some users.

# FB Friends Link

facebook Home Profile Friends Inb

News Feed

Los Angeles, CA

college

Status Updates

Photos

Links

close

family

More

What's on y

Attach:

SHOW 4 NEW F

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9 minutes aq

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- close
- family
- high school
- junior high
- michigan
- Weblogs, Inc.
- Mashable
- Pages
- Video
- Notes
- Gifts
- Friends
- Create New List
- Less



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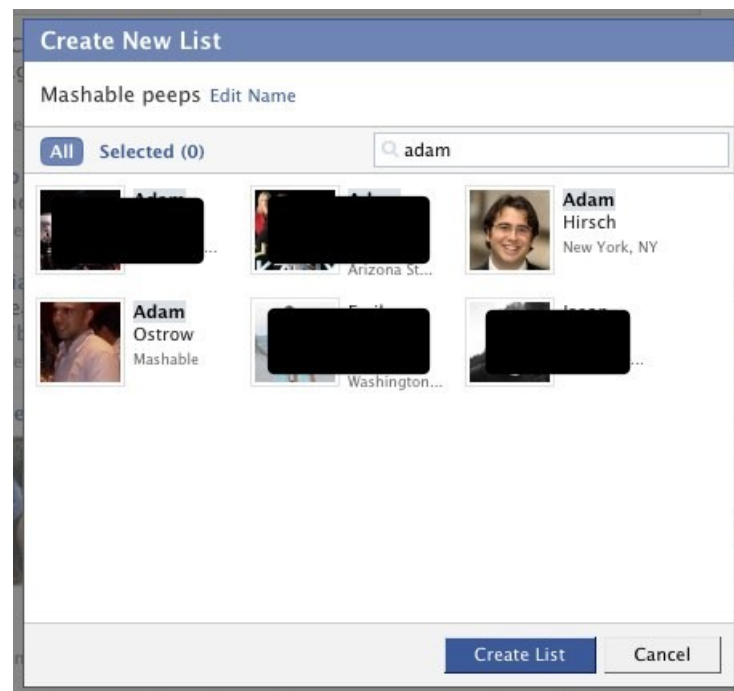
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# Create a Friends List

After clicking the “Create New List” link, a window will pop up prompting you to give your new list a name. The search box in the upper right allows you to search through your friends to find the people you want to add to the list.



# Creating FB Friends List

The friend lists feature is simply a way to create groups of [Facebook](#) friends, so you can see just the updates from that set of contacts at a time.

If you go to your Home tab in your Facebook profile, you'll see the leftmost column contains a number of line items or "filters" that will change the contents of the central pane. If you have enough items in the list you'll see a "More" link at the bottom — click that and the list will expand. At the bottom you should see a "Create New List" link, which you can follow to set up some new friend lists.

# Friends List

Clicking on a friend's name or portrait will add them to the list, and their entry will now have a blue box with a checkmark around it to denote that they have been selected as members of this list. You can toggle between "All" and "Selected" in the upper left to switch between the view of all your friends and the view of which friends you've selected so far for this list.

When you've selected all the friends for your list, click the Create List button to complete and create the list. You'll now see it show up as an option in the left-hand sidebar of your Home page. The pen icon to the right of the list name allows you to edit the list again, if you wish at a later time to change the name or add or subtract list members.

# How to Use a Friends List

This is the easy part: just go to your Facebook Home page and select a friend list to view from the left-hand menu. If you don't see the list you're looking for, click the "More" link at the bottom of the stack to expand it.

Once a list is selected, you'll only see the updates from the people in that list in the center activity pane. This is a very powerful way to drill down into just the people whose updates you want to see, whether you only have 100 friends or 1000.

For example, you could create a list for work colleagues, family, close friends, associates from a club or organization, and so on — and any time you wanted to check in with that group, you can then do so very easily from your Home page without having to sort through lots of other noise.

# How to Delete A Friends List

Maybe you're leaving a workplace or organization you once belonged to, or maybe you've just found a particular list never gets checked. When it comes time to delete a Friend List, you can't currently do that from the same place we just created them (Home), so we wanted to walk you through this somewhat counterintuitive step.

Go to your Friends tab in your Facebook profile. Here you'll see a list of your friends in the center, with a list of all your Lists in the left-hand column. Note that from this page you can actually also create new lists, and add friends to existing lists using the "Add to list" dropdowns to the right of each person's avatar and name.

If you select a list in the left column by clicking it, you'll see a list of the friends in that list in the middle pane. At the top are three buttons: Create New List, Edit List, and Delete List. Create New and Edit work just as we talked about above.

# Delete a Friends List

The screenshot shows the Facebook interface for managing friends lists. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 309', and user options 'Barb Dybwad', 'Settings', and 'Logout'. Below the navigation bar, there is a search bar for friends and three buttons: 'Create New List', 'Edit List', and 'Delete List'. The 'Delete List' button is circled in red. To the left of the main content is a sidebar with navigation options: 'All Connections', 'Find Friends', 'Browse', 'Phonebook', 'Recently Added', 'Recently Updated', and a 'Lists' section with various categories like 'Friends', 'Pages', 'News Feed', 'SMS Subscriptions', 'Weblogs, Inc.', 'Mashable', 'close', 'college', 'family', 'high school', 'junior high', 'Mashable peeps', and 'michigan'. The main content area displays a list of friends with their names, locations, and the number of lists they are in. Each friend's name is bolded, and their location and the list name 'Mashable peeps' are shown below. A dropdown arrow next to '1 list' indicates that each friend is in exactly one list.

Friend Name	Location	Number of Lists
Adam Hirsch	New York, NY Mashable peeps	1 list
Adam Ostrow	Mashable Mashable peeps	1 list
Ben Parr	Mashable Mashable peeps	1 list
Christina Warren	Georgia State Mashable peeps	1 list
Jennifer Van Grove	San Diego, CA Mashable peeps	1 list
Pete Cashmore	San Francisco, CA Mashable peeps	1 list
Sharon Feder	Mashable Mashable peeps	1 list
Stan Schroeder	Croatia Mashable peeps	1 list

# Confirm Delete Friend List

Facebook will prompt you to make sure you really want to do this, with the warning that “This cannot be undone.” If you’re sure about deleting the list, go ahead and click the Delete List confirmation button; otherwise just hit Cancel to keep your list intact

And that’s all there is to it. As you can see, it’s not rocket science — but it’s an incredibly easy feature to overlook that has the power to change the signal to noise ratio in your Facebook account. Then, you can also combine your friend lists with privacy settings to atomically determine which of your friends can see which types of updates, without having to manually update each person’s settings individually.

# Doing Things on FB

# Update your Status

To update your status, use the share menu that's located at the top of your home page and profile. Click "Status." A text field will expand where you can share your post.

Your status will appear on your profile, and can appear in News Feed. To control whether or not specific people have the option to view your stories, you can change the privacy settings for each piece of content you post.

# Posting Photos and Videos

Select "Photo" at the top of your home page or profile.

Select the option to "Create an Album."

Click "Select Photos." You will then see the option to select the photos you want to upload. To upload multiple photos at once, hold down the Control button on your PC – or the Command button on your Mac – while clicking the image files.

Click "Open" once you have selected your photos.

After you select photos to upload, you will be prompted to choose an album title, privacy setting for the album and photo quality.

A progress bar will indicate the status of your upload. Once it has completed, click the blue "Create an Album" button and you will be directed to the new album.

# What is a FB Page?

Pages are for organizations, businesses, celebrities, and bands to broadcast great information in an official, public manner to people who choose to connect with them. Similar to profiles, Pages can be enhanced with applications that help the entity communicate and engage with their audiences, and capture new audiences virally through friend recommendations, News Feed stories, Facebook events, and beyond.

You can create and manage a Facebook Page for your organization from your personal account. Please note that only the official representative of an organization, business, celebrity, or band is permitted to create a Page.

# What is a FB Group?

Groups are a bit different than Pages. To create a group you go to [facebook.com/groups/create.php](https://facebook.com/groups/create.php) and then fill in information about the type of group, and decide if it is open to a particular network (such as a University network) or all of Facebook. You can set **join permissions** on groups so that they are either open to anyone, closed (where users must get administrator approval to join) or secret (invite only). Groups have administrators that manage the group, approve applicants or invite others to join. Administrators can also appoint “officers” who are nominally in charge – however, being an officer doesn’t mean the person has the ability to administer the group.

Because of these privacy settings, Facebook’s groups are analogous to clubs in the offline world. Administrators can invite members to join via Facebook mail and email, and public groups can be found via Facebook search.

# Settings for Groups

d in the past month.

Show: Recently Used

### Edit Groups Settings

Profile    Bookmark    **Additional Permissions**

Groups has permission to:

- Publish to streams

Allow Facebook to notify me by email when someone:

- Invites me to join a group
- Promotes me to be an officer
- Makes me a group admin
- Requests to join a group of which I am an admin
- Replies to my discussion board post
- Changes the name of a group to which I belong

Okay

Edit Settings    Profile

# Pages vs. Groups

Personal vs. Corporate:

Due to their security features, and size limitations (only groups under 5,000 members can send email blasts), Facebook Groups are set up for more personal interaction. Groups are also directly connected to the people who administer them, meaning that activities that go on there could reflect on you personally. Pages, on the other hand, don't list the names of administrators, and are thought of as a person, almost like a corporate entity is considered a 'person' under the law.

Facebook considers groups to be an extension of your personal actions. When you post something as a group administrator, it appears to be coming from you and is attached to your personal profile. Alternately, Pages can create content that comes from the Page itself, so that content doesn't have to be linked to you personally.

*Update:* Also one key difference is that Pages are indexed by external search engines such as Google, just like a public profile while Groups are not.

# FB Apps

The Facebook Platform allows outside developers to create applications — such as games or other programs — that run inside of Facebook and have access to your social data (if you grant such access). The platform has become one of the most popular developer ecosystems on the Internet.

Facebook applications, then, can be defined as any application that runs inside of Facebook itself and can be found in the official App Directory.

You can access the directory by clicking on the “**Applications**” button in the lower left hand corner of the Facebook screen (on the bottom navigation bar), and then clicking on the “**Browse More Applications**” link.

# Installing an App.


Once you've selected an application to add, navigate to its App Page. From there you can add the application, block it (so that you won't get updates about it in your news feed if friends are using it), become a fan of the app, or add it to your favorites.

To add an app, click on the “**Go to Application**” button beneath the app's logo. If you have the app installed already, clicking this button will bring you to the actual app. If you don't have it installed, you'll be directed to a page asking you to grant the application permission to access your Facebook data. Some apps may have additional steps as part of installation or set up, such as creating a character for games

# Allow access to App.

## Allow Access?

Allowing **Visual Bookshelf** access will let it pull your profile information, photos, your friends' info, and other content that it requires to work.



**Visual Bookshelf** ★★★★★

Millions of books added! Catalog your books and reading list \* See what your Friends are Reading, Write Reviews, and Recommend Books \* Meet new People who are Reading your Favorite Book!

or cancel

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By proceeding, you are allowing Visual Bookshelf to access your information and you are agreeing to the [Facebook Terms of Use](#) in your use of Visual Bookshelf.

# Managing Apps

Once you have apps installed, it's a good idea to go to the **Application Settings** page to tweak the privacy and notification settings of your apps, or to remove an application. To access this page, click on the "**Applications**" button on bottom left of the Facebook screen, and then click on the "**Edit Applications**" link.

By default, the Application Settings page will list your most recently used apps. You can change this by clicking on the "Show" drop down menu and choosing which apps to display. To see a list of all applications you have installed, choose "**Authorized.**"

# Facebook Help

Video on how to use FB:

[http://www.ehow.com/videos-on\\_108\\_use-facebook.html](http://www.ehow.com/videos-on_108_use-facebook.html)

OR

<Http://www.facebook.com/help>

OR

Type in your question and search:

- Google.com
- Bing.com

# Q's from Class

## What is a 'tag' on a photo mean?

Tagging means labeling the people in the pictures with their name. That way, when you scroll your mouse across the picture, you can see who is who.

Also, when you tag people (or people tag you), it shows up in that persons pictures, as "Added by Others." That way not only the pictures you've uploaded yourself appear under your pictures, but any other picture you're in as well. It also immediately alerts the person by e-mail (unless you've opted out of that feature) that a picture of them has appeared on facebook.

However, the one who posted a picture has the power to tag it. If you want to tag yourself, you recognize others in the picture that aren't tagged, or perhaps the person who uploaded the picture doesn't have the person in the picture as a friend, you have the power to tag other people's picture. The owner of the picture has the ability to take down the tags, but that rarely happens unless you added something incorrect or plain mean.

If someone tags a horrible picture of you, you can "untag" the picture. The picture stays up, but it's no longer connected to your facebook. If you want the picture taken down, ask the person or report it.

Thank you

