

All about Facebook

Facebook is a huge social networking site that you can use to connect with friends, family, businesses, charitable organizations and more. Users can create their own experiences of Facebook; the content that you receive and the information you share are very much in your own hands. Taking some time to set up the Facebook experience that works best for you will make Facebook a useful and interesting tool for you to use.

For this workshop, you can either use your own FB account, or use the Jackie's Room practice account.

Username: wfl.jackies.room@gmail.com

Password: wfl34870

Setting up your account:

The screenshot shows the Facebook 'Sign Up' page. At the top, it says 'Sign Up' in large bold letters, followed by the tagline 'It's free and always will be.' Below this are several input fields: 'First Name' and 'Last Name' (two separate boxes), 'Your Email', 'Re-enter Email', and 'New Password'. Under the 'Birthday' section, there are three dropdown menus for 'Month', 'Day', and 'Year', with a small link that says 'Why do I need to provide my birthday?'. Below the birthday fields are two radio buttons for 'Female' and 'Male'. At the bottom, there is a green 'Sign Up' button. A small disclaimer at the bottom left reads: 'By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.'

Facebook is a password-protected tool; you need to create an account and sign-in with a username and password to access the information.

Enter your name, your email address and a password. Avoid using the same password that you use for your email account.

FB asks for your birthday to confirm that you are over 13. You are free to put in any birthday you'd like.

After your initial Sign Up page, Facebook will lead you through a number of pages in which you will be asked to give FB permission to look through your email contacts list to see if FB can locate friends for you on FB, and then to give some information about yourself regarding schools and employers. Filling out this information might help you locate more people you know on Facebook, but there is no reason you need to give this info out. You can always choose, "Skip this Step."

Profile Page

Your profile page contains a variety of information personal to you, including your **cover photo**, **profile picture**, and a record of posts you have made on FB.

Navigating the Main Page

Before you get too comfortable with Facebook main page, remember this; as a company, FB is famous for unveiling redesigns. The page you see today may not be the page you'll see in a few weeks, but the general content areas should remain the same: on the left, you'll see your menu bar, in the middle of the page, your news stream, and on the right, a "trending" area, your news ticker and a "chat" area that lets you see which of your FB friends are online. Facebook is a fairly flexible tool, and offers you many options to change your display layout.

- Look for **Notifications**: Notification areas will tell you if you have friend requests, messages and more
- Look for **Menu** options: There are a number of menu options that will let you see different parts of your FB account, including friends, groups and more.
- Look for **News** sections: News sections will be the bulk of your FB page. In your newsfeed, you will see all of the posts of people you "follow" on FB. In your ticker, you will see comments and activity by those you "follow."

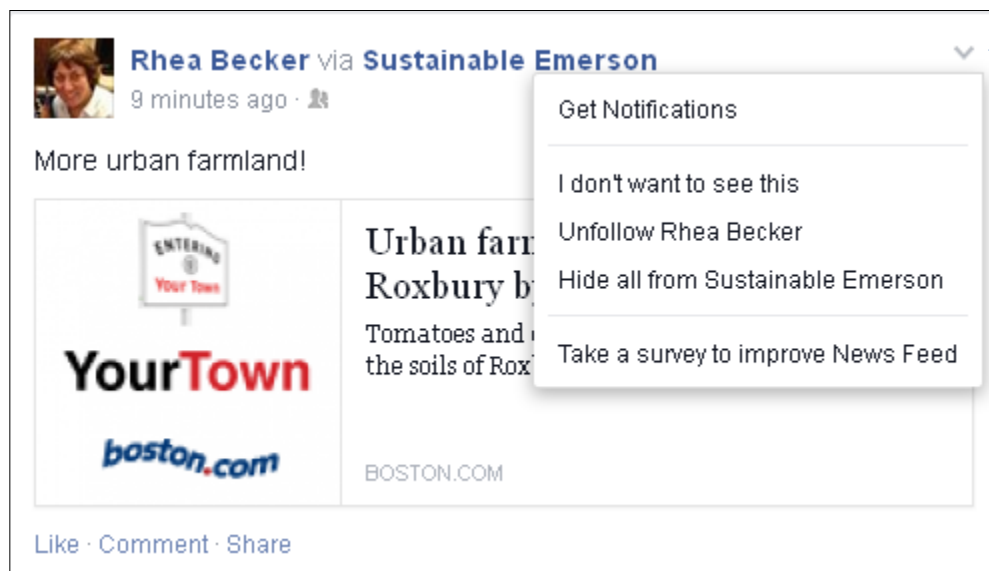
Populating your Facebook feed with Content

For most users, FB is only a useful tool if you have a content stream, that is, if you are using FB to receive content. Facebook content can be from your friends and family, from news organizations or public groups, from alumni groups, and more. Whatever type of content you choose to receive on FB, you'll need to go out and get it. The **Find Friends** Tool in your FB menu bar is always available for searching out new friends. The **Search** tool, on the top of the page is another good place to look for people or organizations to follow. As a social networking tool, you need to populate your Facebook account for it to be useful, but you can populate it in any way that you see fit. You can fill your account with friends, colleagues, public personalities, news organizations; whatever will be most useful for you.

Reading your Newsfeed:

The news feed in the middle of the page is the heart of the site. Once you find friends and other content producers to “follow,” content they publish will end up here. Here, you will see posts by friends and others who you follow. This section of your FB page will be constantly updated with new information from your content sources, and each person’s newsfeed should be unique, reflecting the social world and interests of each individual.

Your feed is also customizable. At any point, you can choose to edit your content in your newsfeed by clicking on the down carrot in the top right corner of each post.



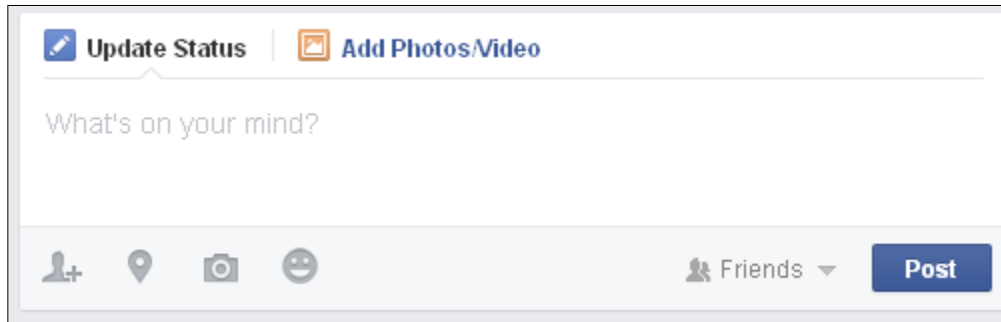
Click on the down arrow to see options such as Unfollowing (no longer getting content), or removing pieces of content from your feed.

Interacting with Content in your Newsfeed

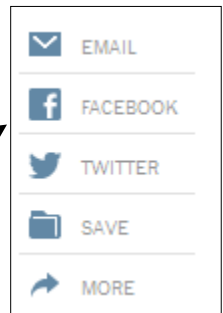
One of the things that makes Facebook useful for many users is the ability not just to read content, but to interact with content. There are a few ways that users interact with content. You can **Like** posts, indicating approval, agreement or sympathy, you can leave **Comments** on posts, or you can **Share** content from others so that you are essentially republishing content. Using any of these tools can be a way to communicate with your friends, or, to spread the word about stories and topics of interest to you.

Publishing Content:

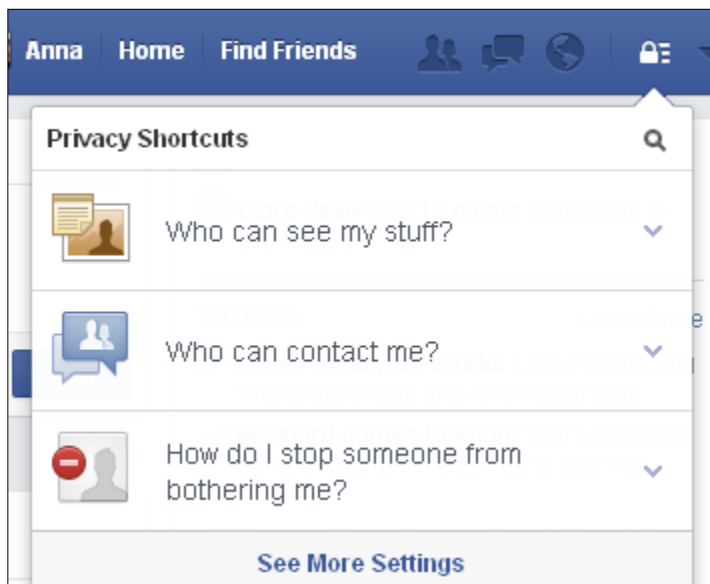
You can publish a number of types of FB content. First, you can simply write in the Status bar or add a photo to your status, creating a simple post. Who sees your content, or Status Updates, depends upon your personal settings. Use the drop down here to select who can see individual posts.



Second, you can share some content, either from within FB, or from an external site. Linking news stories from external sources can be a very powerful way to use FB to spread information about topics that interest you. Exactly how do to this might differ from source to source, but regardless, start training your eyes to see sharing tools like this one:



Privacy and Facebook



Privacy issues have been a major issue for the company. Begin to take control of your FB settings by clicking on the lock symbol at the top of your page.

Click on the down carrot next to any of your privacy settings to see more information, select settings that are appropriate for you, and begin to take better control of your privacy.

Some Good Uses for Facebook: Facebook can be great for keeping in touch with friends, getting information from businesses or organizations, sharing great articles, and much more. If you are not sure how to use FB well, ask some friends. People who use the site might be able to tell you how it is useful for them.