

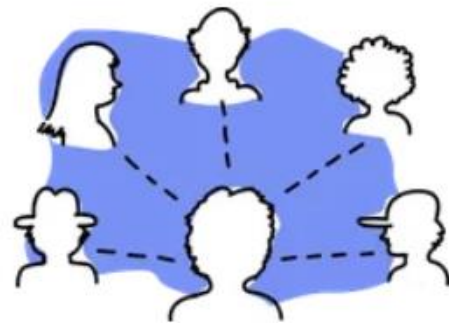
**Social Media**

# FACEBOOK

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# Outline

- What is FACEBOOK
- How to get started
- Security Settings
- Is a friend of a friend really your friend?
- Other Social Media programs



**Social Media**

# What is FACEBOOK

- Facebook is the Internet's most widely used social network, with nearly 1 billion people using it to connect with old friends and meet new ones.
- FACEBOOK's stated mission is to **make the world "more open and connected" by connecting people and facilitating communication between them.**
  - It is also there to make MONEY, and it does it by
  - Selling ads
- People use Facebook to create and share personal profiles, add other users as "Facebook friends" and share information with them in myriad ways.

# What is FACEBOOK



- You can share with small group, larger group or everyone
- You share personal information
- Share your feelings
- Update your health status
- Note Special days
- Share your **Likes & Dislikes**
- Photos
- Videos
- Recopies
- Menus
- Stories
- Discoveries
- Anything & almost everything

# FACEBOOK

- After signing up and creating an account, you add friends, from suggestions given to you from your email address books or names you type.
- people communicate with some or all of their Facebook friends by sending
  - private,
  - semi-private or
  - public messages.
- Messages can take the form of a "status update" (also called a "post"), a private Facebook message, a comment about a friend's post or status, or a quick click of the "like" button to show support for a friend's update or a company's Facebook page.



# FACEBOOK

- Once you learn Facebook, most users share all kinds of content
  - photos,
  - videos,
  - music,
  - jokes,
  - Etc..
- They also join Facebook interest groups to communicate with like-minded people whom they might not otherwise know.
- After growing familiar with how Facebook works, you will also use special Facebook applications that are available to
  - plan events,
  - play games and
  - engage in other activities.

# How to get started with FACEBOOK

- Go to FACEBOOK.com
- Create new account (sign in if you have one already)
- Need a unique ID
- Need a very secure password – e.g. Ukr498\*# etc.
- Copy information on piece of paper & put in safe place
- Start filling out as much information about yourself you wish -  
REMEMBER you will be sharing this with all your “friends”

GO TO: [www.facebook.com](http://www.facebook.com)

## Log into Facebook

**Log In**

or

**Create New Account**

[Forgot account?](#)



## Sign Up

It's free and always will be.

---

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Select Sex:



Birthday:

Month:



Day:



Year:



Why do I need to provide my birthday?

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

Sign Up

Pin it

# Typical FACEBOOK page

The screenshot shows a Facebook news feed for user Samantha Rivers. The top navigation bar includes the Facebook logo, a search bar, and the user's profile picture and name. The left sidebar contains navigation options: FAVORITES (Welcome, News Feed, Messages, Events, Find Friends), APPS (App Center, SimCity Social, Photos, Music, Notes, Links, Pokes), GROUPS (Create Group...), and FRIENDS (Close Friends, Family, Verizon Wireless, First Colonial High, George Mason University). The main content area features a status update box at the top with the prompt "Your friends want to hear from you..." and a "Post" button. Below this are two posts from Cynthia Kanabe. The first post is a sponsored advertisement for "Danny & Kate" with a logo and text describing a social marketplace. The second post is a text-based update about a craft store's prices. The right sidebar includes "Create Event", "8 The Ville requests", and "People You May Know" with several friend suggestions.

facebook Search for people, places and things Samantha Rivers Find Friends

Samantha Rivers

Update Status Add Photo / Video Ask Question

Your friends want to hear from you...

Public Post

SORT

**Cynthia Kanabe**  
awesome site great deals

**Danny & Kate**  
dannyandkate.com  
Danny & Kate is a social marketplace made up of parents and friends who buy and sell new and gently used clothing, toys, gear, games and trinkets with other parents around the country.

Like · Comment · Sunday at 1:46pm via Danny & Kate · Sponsored

**Cynthia Kanabe**  
Goodwill in Durant has lost their minds...really \$3.00 for a used stained craft leaflet not even a book..\$1.00 for already cut patterns \$5.00 for a couple half skeins of yarn..I know this is still less than retail but this is way out of line in my book for used prices..

Like · Comment · Share · 20 hours ago

16 people like this.  
View all 27 comments

leannene Casner Midgeette Same here in Omaha. It is

Create Event  
8 The Ville requests

People You May Know

**Rosemary Tierney**  
17 mutual friends  
Add Friend

**Mojò Atelier (Charms Mojomagic Sweetcatvio)**  
16 mutual friends  
Add Friend

**Sandy Williams Speno**  
17 mutual friends  
Add Friend

**Gayle Ideas-Woman**  
15 mutual friends  
Add Friend

**Michele Yen**  
17 mutual friends  
Add Friend

**Wilma Kamm (Avocado)**  
17 mutual friends  
Add Friend

**Mariahhas** Pin it  
17 mutual friends

Facebook's home page offers each user a personalized news feed in the middle, links to other Facebook features on the left and much more.

# Getting Started

- After signing up for Facebook, skip the next part where it asks to import your email contacts to help build your friend list. You can do that later.
- First, you should fill out your Facebook profile before you start connecting with many friends, so they'll have something to see when you send them a "friend request."
- Facebook calls its profile area your Timeline because it arranges your life in chronological order and displays a running list of your activities on Facebook.

# Timeline

The image shows a screenshot of a Facebook profile page for James Madison. At the top, the Facebook logo is on the left, and a search bar with the text "Search for people, places and things" is in the center. On the right, the user's name "James Madison" and a "Find Friends" button are visible. Below the search bar, a "Welcome to Your Timeline" message is displayed, along with a "Start Tour" button. The profile picture of James Madison is shown on the left, with an "Add a Cover" button to its right. The name "James Madison" is prominently displayed in the center, with "Update Info" and "Activity Log" buttons to its right. Below the name, there are several tabs: "About", "Friends", "Photos", "Map", and "Likes". The "About" tab is selected, showing information such as "Worked at Dollar General", "Studied at University of Northern Virginia", and "Born on January 1, 1985". The "Activity" section on the right shows a recent activity: "James added a job at Dollar General to his timeline." with a "Pin it" button. At the bottom, there is a "What's on your mind?" text box with a "Post" button and a "Public" privacy setting.

facebook  James Madison Find Friends

Welcome to Your Timeline [Start Tour](#)

This is your place to collect and share the photos, experiences, and life events that tell your story on Facebook. Please take this quick tour to learn more about what's here and how to get started. [Learn More.](#)

Add a Cover

**James Madison** [Update Info](#) [Activity Log](#)

Worked at Dollar General  
Studied at University of Northern Virginia  
Born on January 1, 1985  
[Add your hometown](#)

About Friends Photos Map Likes

Status Photo Place Life Event

What's on your mind?

Activity Recent

James added a job at Dollar General to his timeline. [Pin it](#)

Public Post

# Timeline

- At the top of the Timeline is a large horizontal banner image which Facebook calls your "cover" photo.
- Inset below it is an area reserved for a smaller, square "profile" picture of you. You can upload the image of your choice; until you do, a shadowy avatar will appear.
- Your Timeline page is also where you can upload basic biographical information about yourself--education, work, hobbies, interests.
- Relationship status is a big deal on Facebook, too, though you don't have to publicize your relationship status if you don't feel like it.
- This Timeline/profile area is where other people will go to check you out on Facebook, it's also where you can go to check out your friends because each of them has a Timeline/profile page.





Mark Zuckerberg

✓ Friends

✓ Subscribed

Message

Call



- 📍 Lives in Palo Alto, California
- ❤️ In a relationship with Priscilla Chan
- 🗣️ Knows English, Mandarin Chinese
- 🏠 From Dobbs Ferry, New York

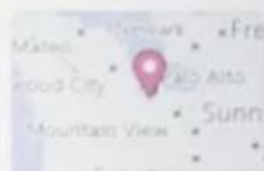
About



Friends · 868



Photos · 1,056



Map · 336



Likes

Status

Photo

Place



What's on your mind?



Mark Zuckerberg

Wednesday near Palo Alto



Social Cooking  
Recent Activity



- Cooked R... With A...
- Cooked B...
- Cooked S...
- Cooked Ro... Thighs W...

See more activity



# Using FACEBOOK

- Using [Facebook](#) isn't as easy as it seems. Many people are too embarrassed to admit they barely know how to use Facebook.
- They remain puzzled after getting past the Facebook login and stare at the publisher or Facebook status box that asks, "What's on your mind?"



# Using FACEBOOK

- Most Facebook users, even newbies, know that box is where you type in status messages and upload photos to share with friends--and that the content below it is their "news feed."
- But a surprising number don't know the differences between their
  - home,
  - [profile](#) and timeline pages, or the
  - "news feed" and
  - "wall" appearing on those pages.
- Since the power of Facebook's publishing tools rests in such nuances, it's worth taking the time to understand them.



# Facebook's Key Features and What They Do

- **Friends**--your list of friends, those with whom you've connected.
- **Publisher Box**--the blank "status" update box for typing in text updates, sharing Web links and other media.
  - On the desktop version, this update box says in pale gray letters, "What's on your mind?"
  - On the mobile [Facebook app](#), it commands, "Write something."
- **Homepage & News Feed**--the page you see after logging in; it displays a "News Feed" of updates about what your friends are saying and doing on Facebook in the middle column.

# Facebook's Key Features and What They Do

- **Ticker**--A real-time feed of actions your friends are taking on Facebook that appears in a small scrolling box in the right sidebar of your Facebook page. This feature proved controversial and annoyed many users; Facebook provided a toggle switch allowing users to hide it, and eventually wound up de-emphasizing it in a 2013 redesign.
- **Timeline/Profile/Wall**--the page you see if you click your name at the right top your Facebook homepage; it displays your personalized "Wall" of content in a reverse-chronological [Timeline](#) in the middle column.
  - When you visit a friend's page, their profile page/timeline is what you see. The Timeline is basically the same as your old Wall, only a lot more in depth.

# Facebook's Key Features and What They Do

- **Bio**--info about you that displays on your profile page/Timeline when you (or a friend) click the "Info" tab on the left sidebar. A short summary appears by default, clicking "info" displays the full bio.
- **Privacy Settings**—is used to determine who can see your status updates and personal info.
  - Access them by clicking the down arrow to the right of the "Home" button in the top blue horizontal bar.
  - You should make sure your privacy default is set to "Friends" and not "Public."
  - You can also use the audience selector button beneath the status update box to set different sharing/viewing options for each piece of content you post.

# News Feed is About Friends; Timeline is About You

- The key is to understand what you are looking at when you view your homepage and your profile/Timeline pages.
- The homepage News Feed is all about your friends and what they're doing;
- Your profile page's Timeline/Wall content is all about you. That's one thing that tends to trip up newbie Facebook users--not understanding the differences between what gets displayed in each area.

# Your Private, Personalized News Feed on Facebook

- The News Feed on your homepage is hard to miss, it appears smack in the center column.
- This stream of updates posted by your Facebook friends is personalized for you; **no one else can see it.**
- By default it's private and that default can't be changed.
- That is different from the updates and other content posted to your Timeline/Wall, which are meant for viewing by other people.
- You have the option to make your Timeline content viewable to just your friends, only you, the general public or a [customized list](#) of people.

# News Feed Viewing Options

- New users often have trouble understanding their limited, confusing options for changing or influencing what's shown in their personalized News Feed on their homepage.
- There are two different content streams you can view on your homepage; you simply toggle between them by clicking the
- **"Top News"** and
- **"Most Recent"** buttons.

# News Feed Viewing Options

- "Most Recent" displays a majority of available content about your friends, with the most recent appearing first.
- "Top News" shows a limited subset, which is selected by a **secret Facebook formula** that attempts to judge what you're going to like most by counting "likes" and comments from other users.



# Your Public Timeline/Wall Content on Facebook

- New users often also fail to realize that
  - while their homepage and its News Feed are private and only get shown to them,
  - their Wall content is by default more public.
- It helps to keep in mind that everyone's profile page and associated Timeline/Wall content is meant to be viewable by other people, at least by your friends.
- It's where Facebook users typically go to check each other out, and so is the one area of their own Facebook where most people spend a fair amount of time preening and wondering about how they look to others.
- The Timeline/Wall's management tools are the core feature as your public face on the social network.



# Editing Your Facebook Timeline/Wall is Tricky

- You can edit the privacy settings for content on your Timeline/Wall mainly by
  - deleting items or
  - changing who can view them.
- You can delete anything that's been posted there, including stuff you posted and what your friends put there, too.
- You can also selectively decide who can or can't view any item by using the "audience selector" button that appears beside each item..



# Navigation:

## Left Sidebar Links on Home and Profile/Timeline

- Home and Profile/Timeline are your two main Facebook pages.
- You toggle between them by using the two small links at the top right of Facebook's blue horizontal menu bar labeled with
  - your name and
  - "Home."
- Clicking your name in the blue bar(or your picture) will always take you to your Timeline/Profile page.



# Navigating Your Profile Page, Bio and Timeline/Wall

- Everyone's profile pages are in an area called the Timeline.
- What's there? Well, on
  - your profile page, and
  - your friends' profile pages, a short summary of each user's personal bio (or "Info" as Facebook calls it) is accessible there.
  - Just click "About" beneath each user's picture to access their bio info.
- On your Timeline page, and your friends' Timeline pages, a big banner image appears across the top.
  - Beneath that is a snippet of bio about the person and
  - a one-column "Wall" summarizing their activities on Facebook,
  - including recent posts from and about them, as well as any photos, videos, status updates
- Click the "About" button beneath their profile picture at top left to see a user's full profile bio--or your own. Click any of the thumbnail images to the right of that to see other content you or your friends have chosen to highlight.

# Friends

- After filling out your profile, you can start adding friends by sending them a "friend request" via
  - an internal Facebook message or to
  - their email address if you know it.
- If they click to accept your friend request, their name and a link to their profile/Timeline page will automatically appear on your list of Facebook friends.
- Facebook offers various ways to find friends, including a scan of your existing email contact list if you grant access to your email account.

# Looking for friends



Facebook invite friends interface.

# Searching for Friends

- Searching for individuals by name is another option.
- As soon as you have a few friends and have "liked" some companies, comments or products, then Facebook's automated friend recommendation tool will kick in and start showing you links to "people you may know."
- If you recognize their face when their profile image appears on your Facebook page, you can just click the link to send them a friend request OR YOU CAN JUST IGNORE THEM

# Organize Your Facebook Friends

- Once you have a lot of friend connections, it's a good idea to organize your Facebook friends into lists, so you can send different types of messages to different groups:
  - Family
  - Friends
  - Acquaintances
  - Groups, e.g. Computer interest, college buddies, etc.
- The [Facebook friends list](#) feature is a great way to manage your friends to accomplish that.
- You can also choose to [hide Facebook friends](#) whose messages you don't really want to see;
- the hide feature allows you to maintain your [Facebook friendship](#) with someone while keeping their messages from cluttering up your daily stream of Facebook updates.
- It's really useful for dealing with friends who publish minutia of their lives and/or private matters.

# Managing your FACEBOOK page

- What trips up people new to social networking tends to be the Facebook interface;
- it can be hard to understand when you first join because it's not immediately apparent what determines the material you see on your homepage or profile page--or even how to find those pages.
- When each user signs in, they are shown a homepage containing a personalized stream of information that Facebook calls the "news feed" or "stream;" it's full of information posted by their friends.
- The news feed appears in the middle column of the homepage. You can always return to your personal homepage by clicking the "Facebook" icon at upper left on every Facebook page.



# Managing your FACEBOOK page

The screenshot shows the Facebook interface for user Samantha Rivers. At the top, there is a search bar and navigation links. Below this is the 'Publishing Box' with options to 'Update Status', 'Add Photo / Video', and 'Ask Question'. A red arrow points to the text input area of this box. The main content area is the 'News Feed', which contains a post from Cynthia Kanabe about 'Danny & Kate' and another post about 'Goodwill in Durant'. A red box highlights the second post, and a red arrow points to it. The right sidebar shows 'People You May Know' with several friend suggestions.

The Facebook publishing or status box is at the top of the page. Your news feed is a continuous stream of updates from your friends appearing below the status box, in the middle column of your home page.

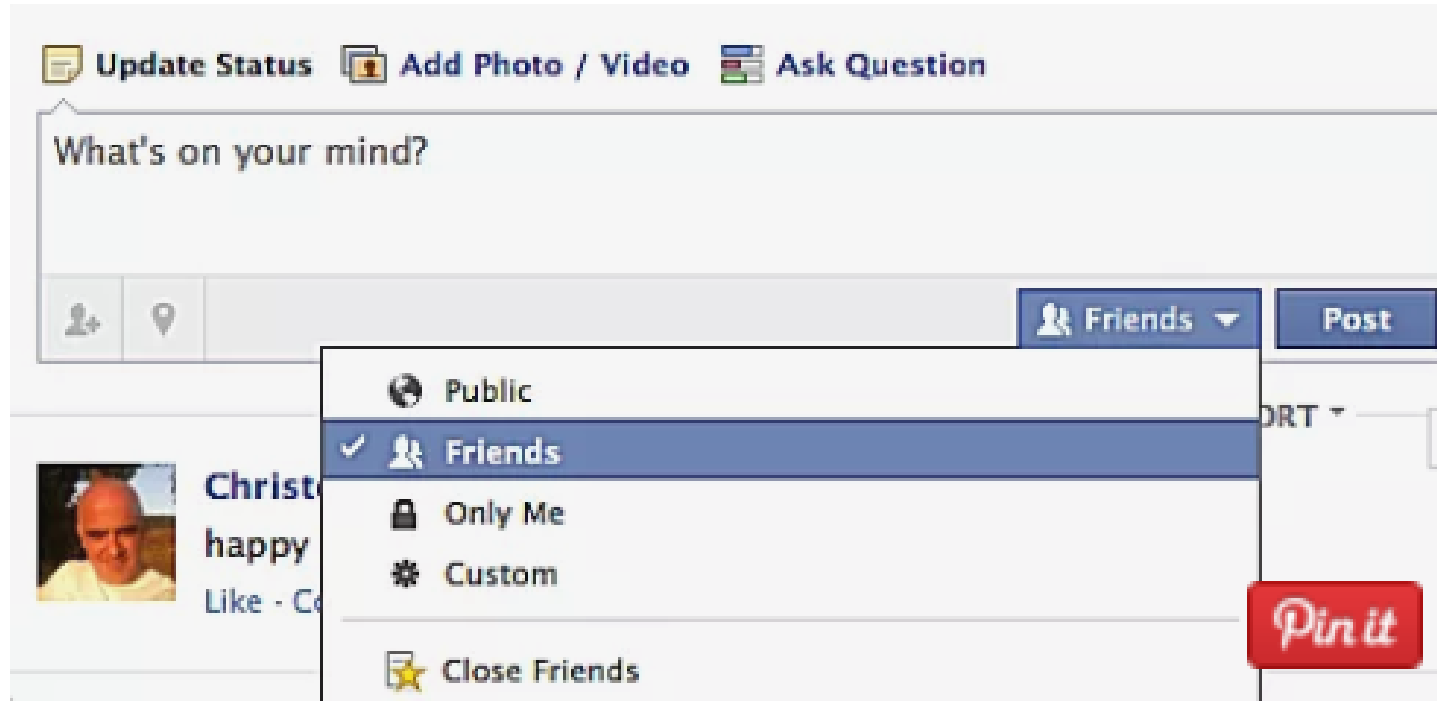
# Managing your FACEBOOK page


- In the news feed are posts or status updates that a user's friends have posted to the network, typically shown only to their Facebook friends.
- Each user sees a different news feed based on who their friends are and what those friends are posting.
- The feed can include more than just text messages; it can also contain images, photos and videos.
- The main point is that this stream of updates on your homepage is all about your friends and what they're posting.

# Ticker Appears on the Right

- On the right sidebar of the homepage is the "Ticker," Facebook's name for a different stream of information about your friends.
- Instead of status updates or posts, the Ticker announces each activity your friends take in real time, such as when
  - Someone makes a new friend connection,
  - Likes a page or comments on a friend's post ,or
  - Does NOT like something

# Facebook Communication System - Status Updates, Messages, Chat



 The Facebook publishing box is where people type status updates and post to the network. An audience selector below it controls who can see each message.

# Communicating

- Communication is the heartbeat of Facebook and takes place in various forms, including
- three major forms:
  - **Status Updates**

"Status update" is what Facebook calls a message that you post via the publishing box that says "What's on your mind?" The publishing box (shown in the image above) appears at the top of both your homepage and Timeline page.

- **Internal Messages**

Messages are private notes you can send any friend you're connected with on Facebook; they're viewable only by the person to whom they're sent and do not go into the news feed or ticker for viewing by your network of friends. Rather, each message goes into the recipient's Facebook inbox which functions like a private email address.

Each user is actually assigned a username@facebook.com email address for this private inbox.

By default, messages also get forwarded to the external email address the user has provided to Facebook.

# Communicating

- **Live Chat**

Chat is Facebook's name for its instant messaging system. You can engage in real-time conversation with any of your Facebook friends who happen to be online and signed in at the same time as you are.

The Facebook Chat box is on the lower right side of the interface and contains a small green dot next to "Chat." Clicking it will open the chat box and show a green dot next to the name of friends who happen to be signed into Facebook at that time.

Facebook Chat has a gear icon with settings you can change to determine who can see that you're online and when.

# How Facebook Privacy Works: Control Who Sees What



**Privacy Settings**

**Control Privacy When You Post**

You can manage the privacy of your status updates, photos and information using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try editing your profile to see how it works or learn more.

What's on your mind?

San Francisco

Public

Post

**Control Your Default Privacy**

This setting will apply to status updates and photos you post to your profile from a Facebook app that doesn't have the inline audience selector, like Facebook for BlackBerry.

Public Friends Custom

Pin it

Facebook privacy controls let you select who can see each item you post.

# Privacy

- Facebook lets each user control who can see their personal information and each bit of content they post to the network.
- There are global settings that every user should tweak for their personal privacy comfort level when they first start using Facebook.
- There are also individual controls--through the audience selector button below the publishing box, for example—
  - that you can apply to change the viewing permission for posts on a case by case basis.
  - You might want to let only your closest friends see some of your wilder or ridiculous activities and e.g., NOT your prospective employer
- SEE: <https://www.lifewire.com/facebook-privacy-settings-tutorial-2654415>



# Social Media Platforms that help you Network

- **Facebook**: Mark Zuckerberg started Facebook out of his dorm room for his fellow students at Harvard. Today, toddlers to grandmothers can be found on Facebook.
  - Strengths: Widely-adopted by large segments of the population.
  - Weaknesses: Will the younger generation stay on Facebook once Grandma has “friended” them?
- **Google+**: The clean, simple interface makes connecting with friends, family and business associates a piece of cake.
  - Google+ was the fastest-growing social network in history but it looks as though it has plateaued.
  - Strengths: Ease-of-use and uncluttered environment.
  - Weaknesses: Competition from other well-established social media platforms like Facebook.

# Social Media Platforms that help you Network

- **[hi5](#)**: This is a social networking platform that skews a little younger than LinkedIn. Members can play games, watch videos, flirt, give gifts or just hang out.
  - Strengths: It's a great alternative to MySpace and/or Facebook for the younger crowd.
  - Weaknesses: It may not be the best social networking platform for business.
- **[LinkedIn](#)**: This is the Grand Pooh Bah of them all. They've been around since 2003, which, in social media terms is also known as "since the beginning of time." I think LinkedIn succeeds despite itself, but others may disagree.
  - Strengths: Everybody's on [LinkedIn](#).
  - Weaknesses: Most people have trouble knowing what to do with LinkedIn after they upload their business information.

# Other Social Media Platforms

- LinkedIn

[https://www.youtube.com/watch?v= kwqqtpprE](https://www.youtube.com/watch?v=kwqqtpprE)

- Twitter

<https://www.youtube.com/watch?v=2v-oGuRRFMk>