



Better Technology, Onsite and Personal

Connecting NIOGA's Communities

www.btopexpress.org www.nioga.org



Facebook Combo: Set Up an Account/Use it!

Overview: Facebook is the “granddaddy” of all social networking. Come and learn more about the phenomena of social networking and “micromarketing.” Set up a Facebook profile if desired, or learn to better use the one you have!

Student Skill Level: Intermediate/Advanced

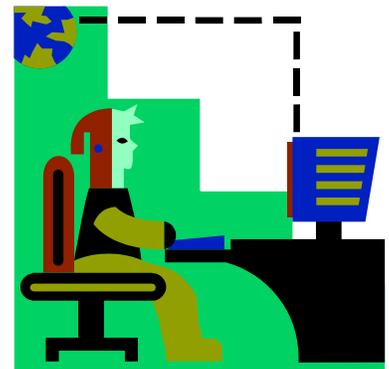
Requirements

- Active Email account (to create a Facebook account)
- Good mouse skills (ability to move the mouse on the computer screen and click or double click as required with minimal assistance)
- Familiarity with Internet (frequent use of browsing web pages, clicking links)

Length: 3 hours (including 10 minute break)

Objectives

- Define Facebook
 - Why use Facebook?
 - How do people use it?
 - Find a “Page” using Google
 - Use the Navigation area and view Timeline
 - Sign up for a Facebook account (optional)
 - Set up profile (optional)
 - View and discuss News Feed page
 - Navigation on left and top of page
 - Status update with settings
 - Choose privacy settings



Social Networking

So what's the big deal with social networking (online)? Well, there are a myriad of ways to meet people and find common interests – not just socially, either. It's very normal to talk about work or the job search, so why not share some professional interests online? It makes sense.

Currently, the biggest social networking site is **Facebook**. **Twitter** is also quite popular, and quite different. They are both web sites devoted to communication and “personal” access. Many celebrities have both Facebook and Twitter sites, and many of them actually use them from time to time (as opposed to having administrators).

Of course, celebrities are not the only ones on Facebook or Twitter – millions upon millions of people use these sites daily to keep up with family and friends, share information, play games, “write” on “timelines” on the sites, and other things.

So how can **you** use **Facebook**? I'm glad you asked.

Facebook started as a “pet project” of then-Harvard sophomore Mark Zuckerberg in 2003, and was limited to Harvard students. It was opened to all people 13 and older with a valid email address in 2006. The idea was to allow people to create online profiles and share information. It is owned and operated by Facebook, Inc, a publically-traded company.

Even though Facebook is focused more on social networking, it can still be used to network for job opportunities. It is another way for people to “get out there” online and start making connections that could lead to employment opportunities.

What is Facebook?

“**Facebook** is a global social networking website that is operated and owned by Facebook, Inc. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school, and region” (Wikimedia, “Facebook,” 2009).

Zephoria, an Internet marketing firm, states the following (2013):

“More than 950 million active users

500 million users log on to Facebook in any given day

5 new profiles are created every second

Every 60 seconds on Facebook: 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded.

More than 70 translations available on the site

About 70% of Facebook users are outside the United States

Last but not least, **it can be good to use and understand** Facebook so you have an idea of what your children or grandchildren may be doing online. Knowing about Facebook, and perhaps creating your own profile, is a good way to start the process of understanding the implications of social networking for kids today.

“As a parent, it's hard to debate the importance of knowing where your [child] is spending his/her free time. It might help to think of it like this...since you'd most likely want to check out a destination where your child was going, the same should hold true for the internet.” (TweenParent.com, nd).

Find and Navigate a Page (not a Profile) on Facebook

The easiest way to actually find individual pages on Facebook is to use the **Google search engine**. By harnessing the power of Google, it is actually easier to find individual pages within these sites – and you can find these **pages** WITHOUT a Facebook account! By using Google, you **don't need the exact name** on the page, which makes searching a lot quicker and easier.

The following is an example of a **Facebook Page** that people or businesses (or libraries!) can create on Facebook. Remember, pages are integrated with Facebook's advertising system, allowing Page owners to easily advertise to Facebook's users. Owners can send updates to their fans, which show up on their news feed.

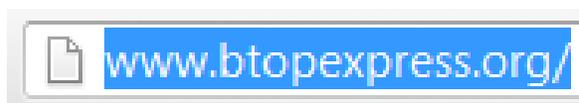
This is THE trend now for companies. Social media and social advertising are the ways to “micro target” advertising dollars. Just look at any television commercial today and you’ll see a tag line akin to, “See more at facebook.com/Oreo” or whatever the business name or product happens to be. Mass marketing is very slowly being replaced by such “micro marketing” strategies.

Let's go to Google and find BTOP's page.

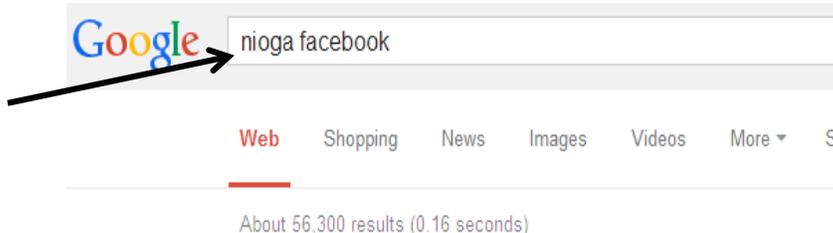
Open the Internet



Click once in the address bar and type **google.com**. Press the **Enter** Key.



Type “nioga facebook” in the Google search box.



Click the link for Nioga's BTOP Facebook page and this should appear:

[Nioga Library System - BTOP Express | Facebook](https://www.facebook.com/pages/Nioga-Library.../111332612290787)
<https://www.facebook.com/pages/Nioga-Library.../111332612290787>
 Nioga Library System - BTOP Express. 19 likes · 6 talking about this. NIO Express serves the libraries of Niagara, Orleans and Genesee Counties.

Cover image

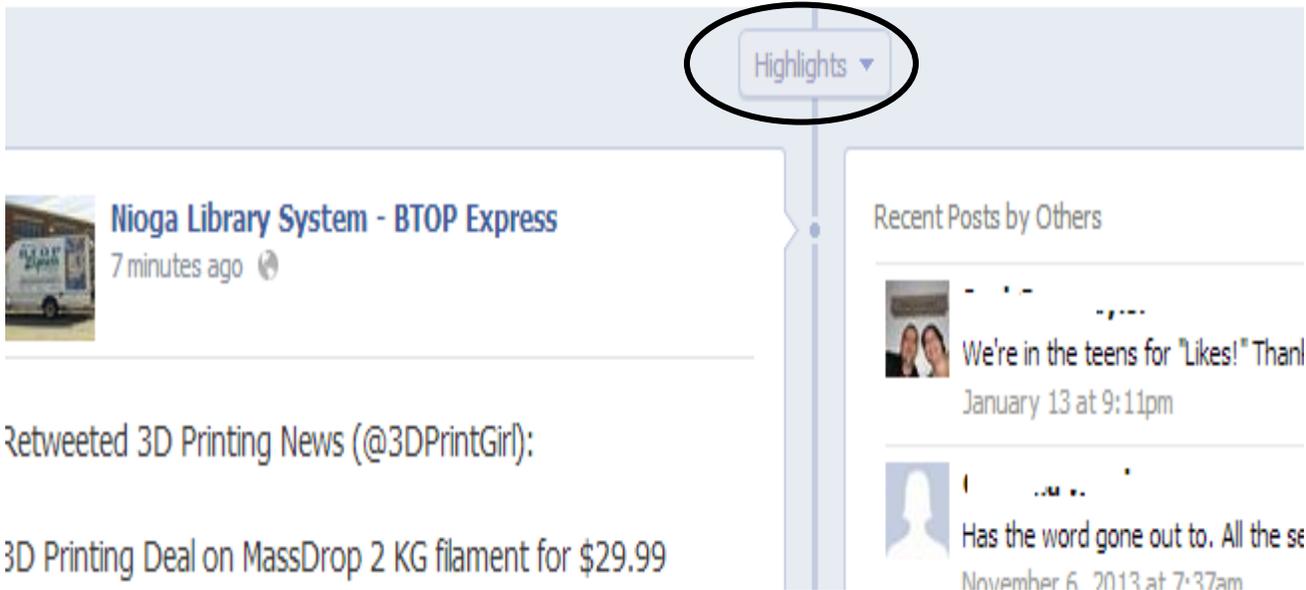
Profile picture

Navigation area

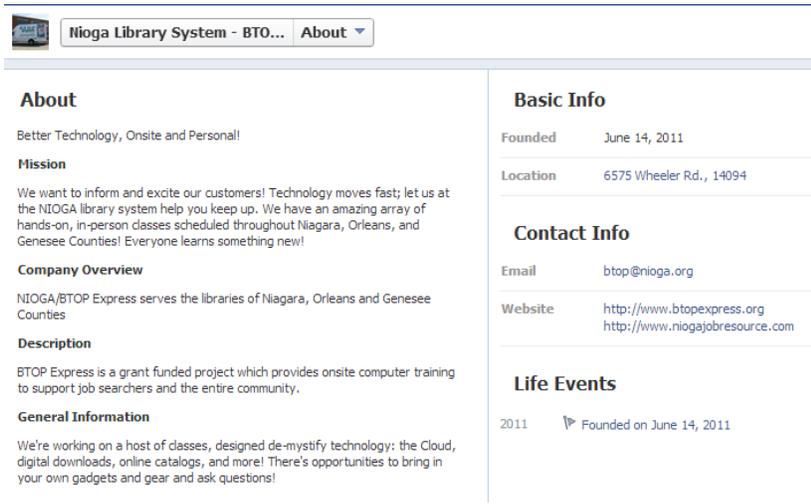
The screenshot shows the Facebook page for Nioga Library System - BTOP Express. The page features a blue header with the Facebook logo and a search bar. The main content area has a cover image with the text "NIOGA LIBRARY SYSTEM is on Facebook." and "To connect with Nioga Library System - BTOP Express, sign up for Facebook today." Below this is a large green logo for "BTOP Express" with the tagline "Bringing you up to speed". The profile picture shows a white van with the BTOP Express logo. The navigation area at the bottom includes links for "Community", "About", "Photos", "Likes" (19), "Events", and "Twitter".

From the navigation area, you can see BTOp's:

Timeline: Facebook users can comment directly to the page:



About: Basic information about the library and any current programs running



Photos: People can take their own photos and submit them to the site, or the library itself can post pictures



Facebook Privacy Policy

There are many writers who have tackled the issues of privacy and the troubles Facebook has had with its members and its own ever-changing privacy policy (or lack-of-privacy policy). Here are a few quotes and overall guidelines you should know before creating a profile

“Unless you stay off Facebook entirely, you can’t stop others from finding your profile or seeing photos of you. But in a few minutes, you can at least make it harder for them to search you out... By default, all the information you enter into your personal profile is visible to “Everyone,” which means not just everyone on Facebook, but everyone on the Internet, since other people don’t need to login to Facebook to see it. Someone who Googles your name will very likely get a link to your profile page... Facebook allows anyone to upload photos — which may be pictures of you — and tag them with your name. You can’t stop them, but you can prevent other Facebook users from finding pictures of you by name” (Boutin, 2011).

The Facebook privacy policy affects **everything** posted to a page or profile, **regardless** of the individual privacy settings. Facebook’s proposed changes appear to make it easier for third parties to get information from these profiles for marketing and other business purposes.

What does this mean for you? Well, only you can decide what information you’d like to put on Facebook, or even if you’d like to create a profile. Millions of people have profiles and use the service; many use it on a daily basis.

It’s really up to you!



Facebook Signup

PLEASE NOTE: A VALID EMAIL ADDRESS IS REQUIRED FOR FACEBOOK SIGNUP.

In order to see more information about a person’s individual page, you will need to sign up to Facebook itself.

You **must** type in:

First Name

Last Name

Your Email

New Password (create your own)

Select Sex

Birthday (Facebook Help states that it “requires all users to provide their real date of birth to encourage authenticity and provide only age-appropriate access to content. You will be able to hide this information from your profile if you wish....”)

Click the **Sign Up** button.

You will now receive a confirmation email from Facebook acknowledging creation of a page under the email address you entered. You must log into your email and click the link provided in the email from Facebook. Once you do that, you may begin to edit your profile.

Using Facebook

Since Facebook changes so quickly, we'll use our remaining time to go over what you see as you log in:

Navigation – along the top and left side of the screen

Post status updates, like and comment on your friends' posts

Find friends, view your profile, messages, and more

News Feed – to stay on top of what your friends are posting to Facebook

Friends – who you know on Facebook

Account Settings, Privacy Settings, and Log Out – located at the top right of the screen, under the drop-down arrow

News Feed Page

If you choose to create a Facebook account, the News Feed page will be the first thing you see when you log in. There's a lot of information on this page, so let's break it down!

Going from left to right, we see:

Search bar – to search for information on Facebook

Your name – to see your timeline

Home – to see the News Feed

Find Friends – search for people you may know

Friend Requests, Messages, Notifications – these are grouped right next to the Facebook logo. A

Friend request is from someone who may know you and also has a Facebook profile. **Messages** functions just like an inbox in your email account. **Notifications** are made when certain things happen on your profile (like someone "writing" on your wall)

On the left side is a navigation area with links, including the **News Feed, Messages, Events, Find Friends, Apps area** (for games you may play), **Friends lists** (including any you may have grouped into lists), **Groups, Interests, and Pages**.

Status Update

Here you may easily type information, add a photo or video, tag a friend, add a location (a map location), or add an "emoticon" (The smiley face). You may post a status for public access, or limit it to your Facebook friends, or only for yourself. Remember, whatever you post as a status update goes on your timeline, and into your friend's news feeds.

Last, on the right side of the screen we see:

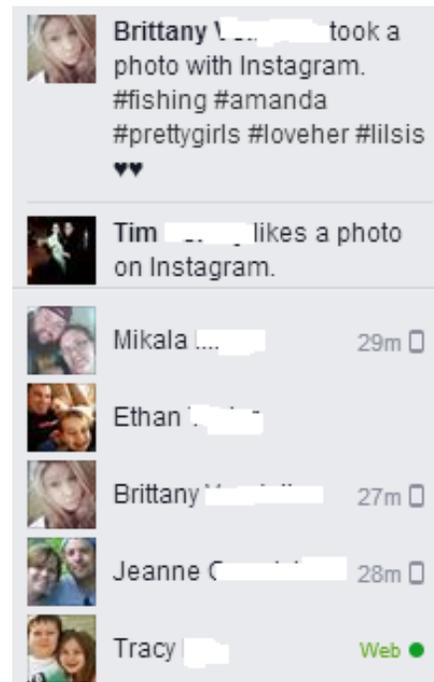
Trending – news items or people of interest right now

Sponsored – advertising (keeps the Facebook service free of charge to users)

Updates – what your friends are commenting on, or saying now

Partial Friends List – people who are on Facebook now, or were logged in recently.

Chat Window – you may instant message your friends. If they are off line, a chat will appear as a message for them when they log in

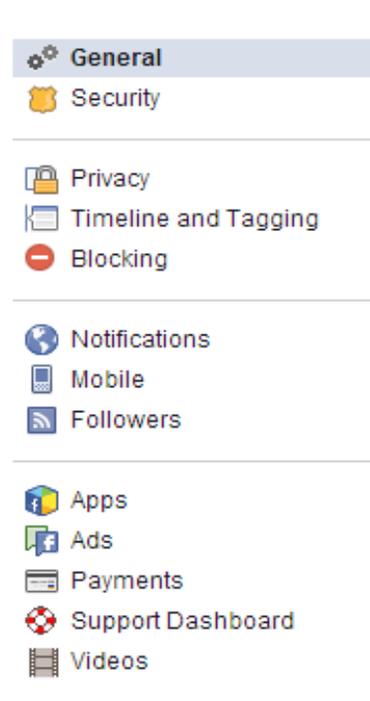


Choosing or Changing Privacy Settings

Click the **drop-down** link near the top right corner of the Facebook page.

Click **Settings**

There are multiple categories within **Settings** that can be changed.



We will look at the navigation section on the left side of the screen, concentrating on the highlights only.

References

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<http://en.wikipedia.org/wiki/Facebook>.
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http://en.wikipedia.org/wiki/Facebook_features.

Resources

These items are available in the NIOGA Library System!
 Contact your local library for assistance!

Edited 2017

Call Number	Author	Title	Date
006.7 COLL	Collier, M	Facebook and Twitter for Seniors for Dummies	2011
650.1402 CROM	Crompton, D	Find a job through social networking : use LinkedIn, Twitter, Facebook, blogs, and more to advance your career	2011
006.754 JOSH	Joshi, K	Using Facebook	2011
006.754 ABRA	Abram, C	Facebook for Dummies	2010

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