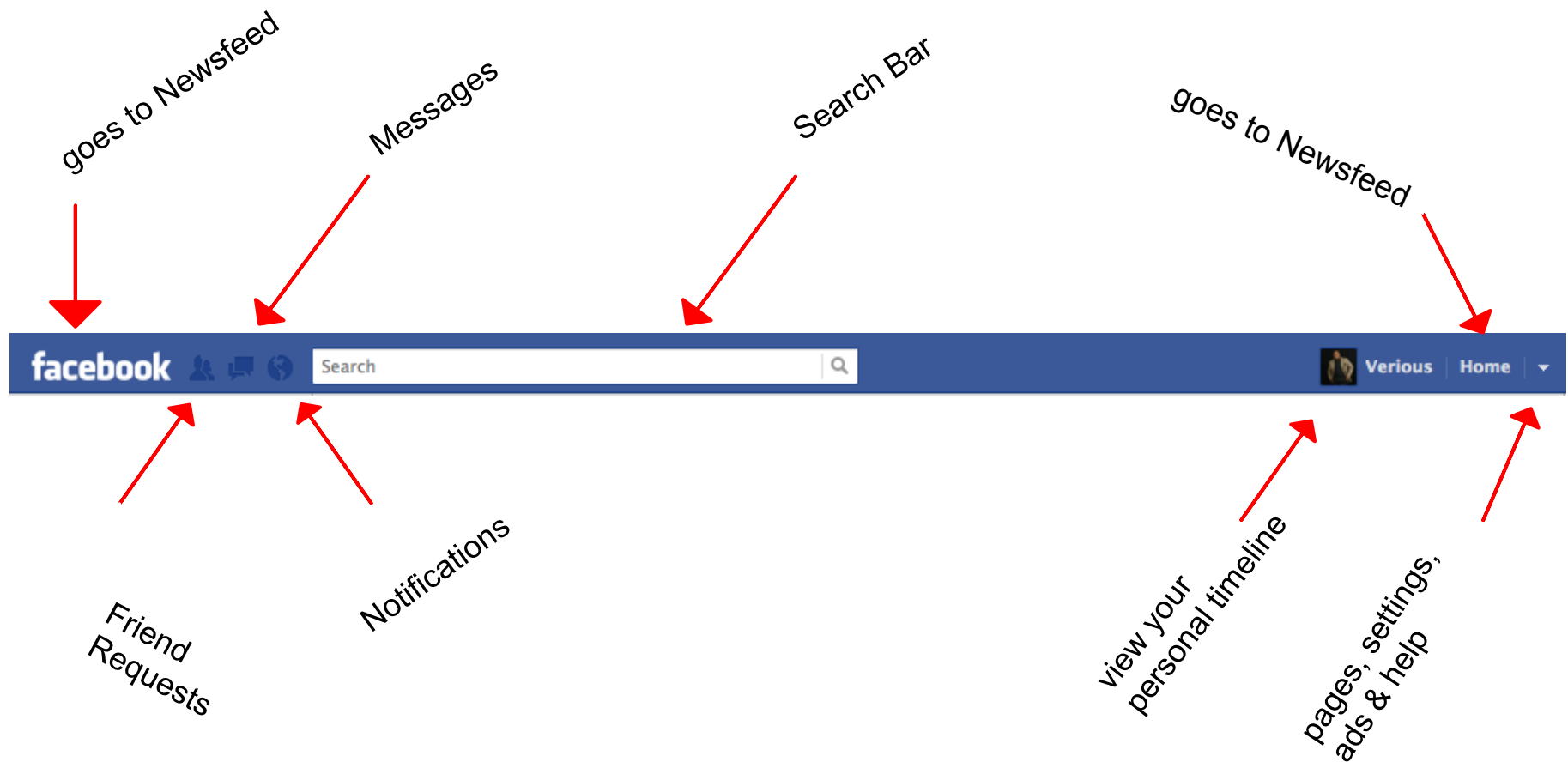# Facebook for starters

101 Information & Techniques helpful to Business Owners using Facebook

Facebook Basics #1

The Interface: Top Navigation Bar

goes to Newsfeed

Messages

Search Bar

goes to Newsfeed

facebook

Search

Verious | Home

Friend Requests

Notifications

view your personal timeline

pages, settings, ads & help

Facebook Basics #2

The Interface: The News Feed

This is your Facebook back office (so to speak)

• Only you see this

• Games, apps, pages, ad campaigns for your pages, specialty groups & chat are all in the left sidebar

• Add a public post (status update, Photo, video or poll) in & around the area that says "What's on your mind?"

• Stream, birthdays, requests, recommendations, ads & legal info in right sidebar.

https://www.facebook.com/help/?page=132070650202524

Facebook Basics #3

The Interface: Your Profile Timeline

This is your Facebook public face (according to your personal privacy settings)

• Highly customizable

• Timeline elements can be featured

• Cover Photo can be changed

• Show as little or as much as you like.

Get informed: http://www. facebook.com/about/timeline

Create a Status Update

Posting from your Personal Profile

Create a Post

- There are several types of posts: Status updates (plain text w/ or w/o a link), Photo (w/ text & w/ or w/o a link), video or polls.

- Select Type of post, type in this box and click on post.

- All who are subscribed to your feed or are your friends will see this if the have not blocked your posts

Change a Post's Privacy

Page or Profile?

• A profile is used for to indicate a person (i.e. You!)

•A page is used to promote a business, organization, product or brand.

Don't make the mistake of using a personal profile. This is annoying & against facebook policy

Create a Facebook Page

Promote your business, organization, product or brand the right way.

Create your Facebook page.

navigate in your browser to here:

https://www.facebook.com/pages/create.php

Follow the on-screen Instructions.

Post from your page

Post from your Page

Similar to posting from your profile except this must be done from your page or a 3rd party app connected to your page. Type here and send.

Use Facebook as Page

Use Facebook as Page
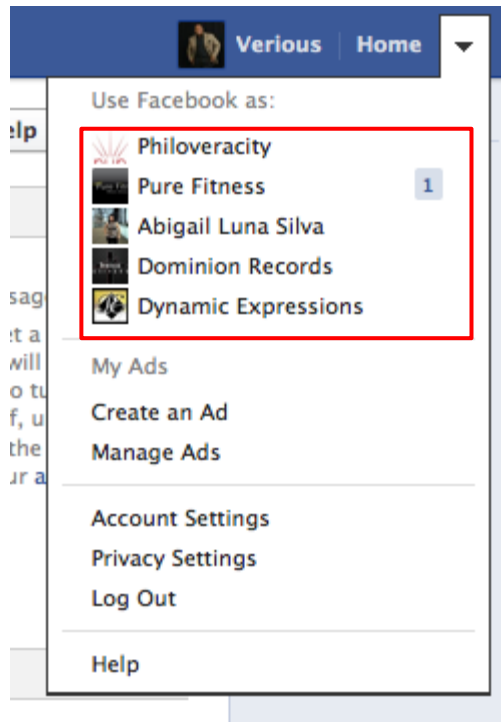
Step #1

In the top right corner, click on the arrow

Step #2

Click on any of the pages you currently Administer.

Create A Group

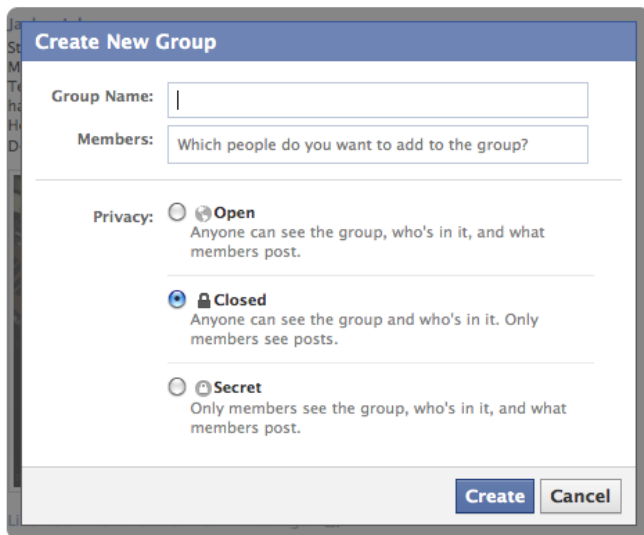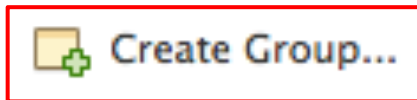Begin to build a platform for close communication within your tribe

Create a group

GROUPS   MORE

Create Group...

Step #1

In the left hand column click this

Create New Group

Group Name: |

Members: Which people do you want to add to the group?

Privacy: ○ 🌐 **Open**
           Anyone can see the group, who's in it, and what
           members post.

           ● 🔒 **Closed**
           Anyone can see the group and who's in it. Only
           members see posts.

           ○ 🕐 **Secret**
           Only members see the group, who's in it, and what
           members post.

                                    Create   Cancel

Step #2

Fill in the group info, select the type of group then click create!

There are **three types of Facebook Groups:**

• **Public (Open):** everyone can see the Group, find it in a search and make posts

• **Closed:** everyone can see the Group, but *only members* can *see* (and make) posts

• **Secret:** only members can see the Group, see and make posts

https://www.facebook.com/about/groups   IDEAS FOR Business use of groups HERE!!!

Miscellaneous Tips

Block Annoying Apps #1

Block Annoying Apps #2

find the offending app or Game & click on the "X" that appears on hover

Block Annoying Apps #3
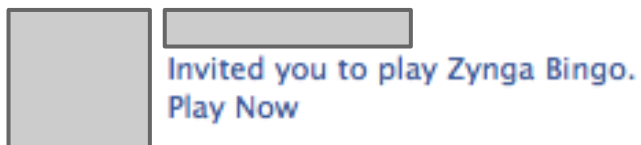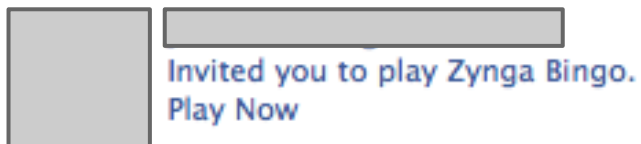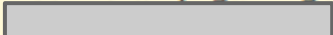
Control Instant Personalization

Control how external sites access your personal information to give you a customized experience.

http://www.facebook.com/instantpersonalization

Then go to the grey box at the bottom of the page