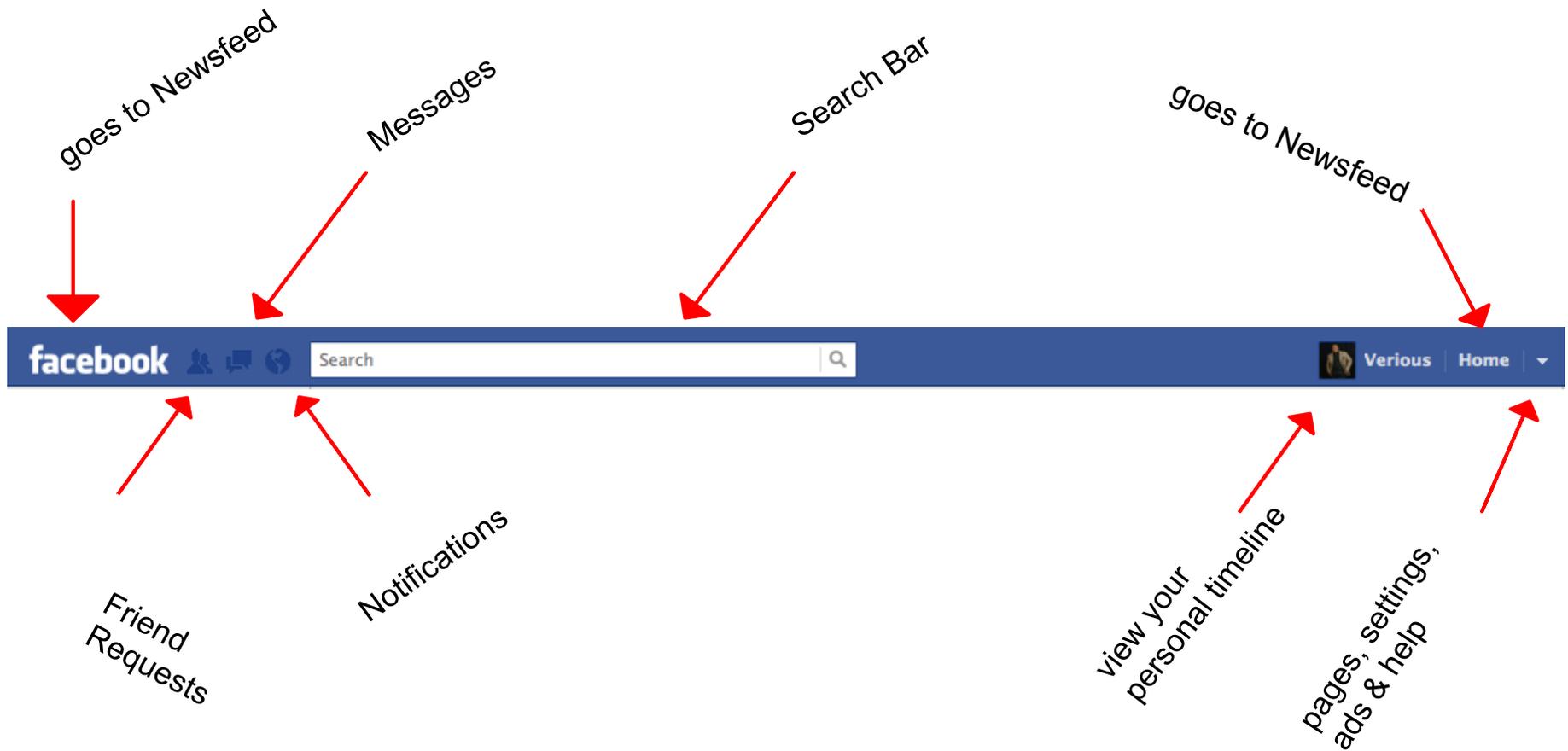


# **Facebook for starters**

101 Information & Techniques helpful to Business  
Owners using Facebook

# Facebook Basics #1

## The Interface: Top Navigation Bar



# 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.

# Facebook Basics #3

## The Interface: Your Profile Timeline

The screenshot displays a Facebook profile for Verious Benjamin Smith III. The browser address bar shows the URL <https://www.facebook.com/verious.smith>. The profile features a cover photo of a sunset in Corona, California, and a profile picture of Verious. The 'About' section includes his role as Founder/Creative Director at Philoveracity, his location in Las Vegas, Nevada, and his relationship with Kimberly Conedy. The 'Friends' section shows 1,178 friends and a grid of friend photos. The 'Timeline' section shows a post from 4 hours ago with the text 'Another shot of the beautiful sunrise in Corona, California. — in Corona, CA.' and a photo of the same sunset.

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

 Update Status  Add Photo / Video  Ask Question

What's on your mind?

  Las Vegas  Friends  

- 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 they have not blocked your posts

# Change a Post's Privacy

Update Status Add Photo / Video Ask Question

What's on your mind?

Las Vegas Friends Post

Public  
✓ Friends  
Only Me  
Custom

Close Friends  
Las Vegas Area  
See all lists...

You will inevitably worship what gives you the  
outside of Christ will ultimately lead to torme  
nagging emptiness inside your heart...

But, oh, the bliss of our union with God! He is  
and ecstatic joy that never runs dry and is alw  
and His love has been poured out for you to f  
Lovers! Enjoy the bliss of perfect union!! Wee

Like · Comment · Share · about an hour ago via mobile ·

5 people like this.

Write a comment...

# 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.

The screenshot shows the Facebook 'Create a Page' page in a browser window. The browser's address bar displays 'https://www.facebook.com/pages/create.php'. The Facebook navigation bar is visible at the top, including the search bar and the user's name 'Verious'. The main content area features the heading 'Create a Page' and the subtext 'Create a Facebook Page to build a closer relationship with your audience and customers.' Below this, there are two buttons: 'Pages I Like' and 'Pages I Admin'. The page is divided into six categories, each with an icon and a label:

- Local Business or Place**: Represented by an icon of a storefront with a red and white striped awning.
- Company, Organization or Institution**: Represented by an icon of a classical building with columns.
- Brand or Product**: Represented by an icon of a pink high-heeled shoe, a red bottle, and a tablet.
- Artist, Band or Public Figure**: Represented by an icon of a person's silhouette with sparkling stars around it.
- Entertainment**: Represented by an icon of a television screen showing a person, a CD/DVD, and a book.
- Cause or Community**: Represented by an icon of a red heart on a sign and a document on a clipboard.

At the bottom of the page, there is a footer with the text 'Facebook © 2012 - English (US)' on the left and a list of links: 'About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help' on the right. A 'Chat (Offline)' button is located in the bottom right corner.

**Post from your page**

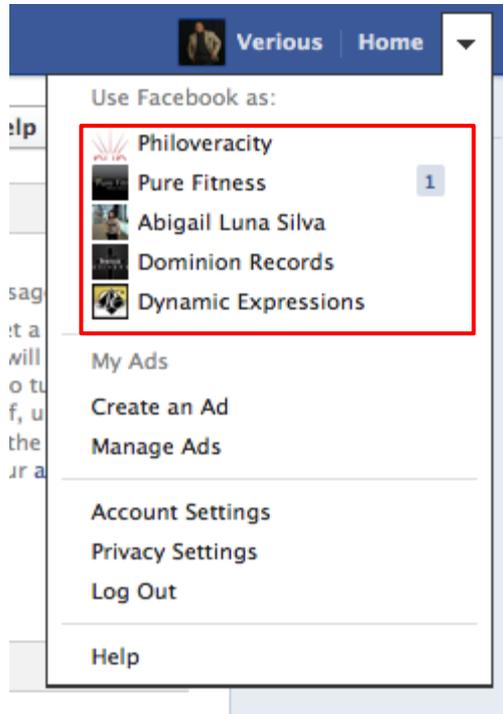
# Post from your Page

The image shows a screenshot of a Facebook page for 'Philoveracity'. The page header includes the Facebook logo, a search bar, and navigation links like 'Timeline', 'Now', and 'Highlights'. The main content area features a cover photo with promotional text and a profile picture. Below the cover photo, there are sections for 'About', 'Photos', 'Likes' (242), 'Map', and 'Careers'. At the bottom, there is a 'Write something...' text box with options for 'Status', 'Photo / Video', and 'Event, Milestone +'. A red box highlights this text box and its options. To the right, there is a '197 Friends' section with a '+188' link.

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

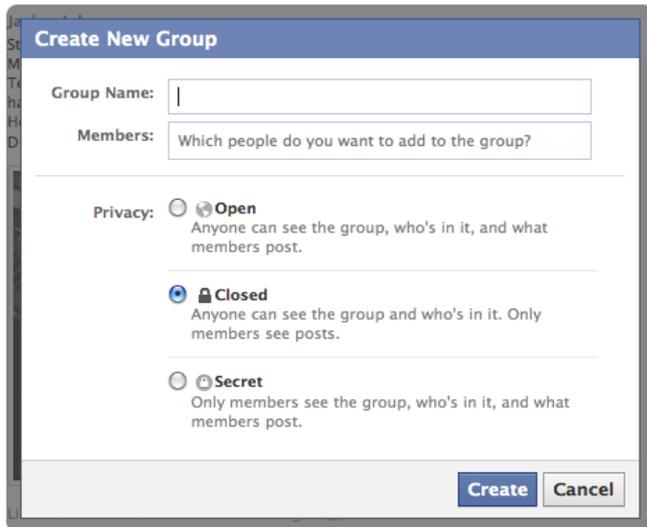
# Create a group

GROUPS

MORE

## Step #1

In the left hand column click this

A screenshot of the 'Create New Group' dialog box. The dialog has a blue header with the text 'Create New Group'. Below the header, there are three main sections: 'Group Name' with an empty text input field, 'Members' with a text input field containing the placeholder text 'Which people do you want to add to the group?', and 'Privacy' with three radio button options: 'Open' (selected), 'Closed', and 'Secret'. Each option has a brief description of its visibility settings. At the bottom right of the dialog, there are two buttons: 'Create' and '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

# Miscellaneous Tips

# Block Annoying Apps #1

The image shows a Facebook interface with several sections. At the top is the Facebook logo and a search bar. Below the logo are three icons: a person, a speech bubble, and a globe. The main content area shows a sponsored post from Target with the text "Never quit thanking God for these.. :)" and a photo of a sunset over the ocean. The post has 9,882 likes and 1,985 comments. Below the post, there is a comment from a user that says "likes this.".

On the left side, there is a navigation menu with the following sections:

- TEEN MANIA TRI-STATE AL...
- TBI alumni
- You know you went to t...
- PAGES AND ADS
  - Ads
  - Dominion Records
- FRIENDS
  - Close Friends 2
- GROUPS
  - GRACE WHACK 13
  - Mystery Revealed 20+
  - Create Group...
- APPS MORE
  - Apps and Games
  - Marketplace
- INTERESTS

Red annotations are present:

- A red arrow points to the "Apps and Games" icon in the left navigation menu.
- A red arrow points to the "Apps and Games" text in the left navigation menu.
- A red arrow points to the "Apps and Games" text in the left navigation menu.
- Red text on the left says "click on the apps & games icon".
- Red text in the center says "If you dont see apps & games click here".

# Block Annoying Apps #2

## Apps and Games

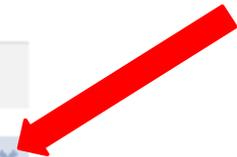
Your Apps and Games See All



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

Invites from Friends

 Invited you to play Zynga Bingo. Play Now	 Invited you to play Zynga Bingo. <a href="#">Play Now</a> <span>X</span>
 Invited you to play Zynga Bingo. Play Now	 Invited you to play Zynga Bingo. Play Now



# Block Annoying Apps #3

## Apps and Games

### Your Apps and Games

[See All](#)



### Invites from Friends

   
Invited you to play Zynga Bingo.  
[Play Now](#)

You hid a Zynga Bingo request sent by   
[Block Zynga Bingo?](#)   
Ignore all requests from Samantha York Owens?

Block  
IT!!!!!!!

   
Invited you to play Zynga Bingo.  
[Play Now](#)

   
Invited you to play Zynga Bingo.  
[Play Now](#)

# 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