

Sherry Kinkoph
Gunter

**Second
Edition**

Sams **Teach Yourself**

Facebook®

in **10**
Minutes

SAMS



Sherry Kinkoph Gunter

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Facebook®

in **10 Minutes**

SAMS

800 East 96th Street, Indianapolis, Indiana 46240

Sams Teach Yourself Facebook® in 10 Minutes

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About the Author

Sherry Kinkoph Gunter has written and edited oodles of books over the past 17 years covering a wide variety of computer topics, including Microsoft Office programs, digital photography, and web applications. Her recent titles include *Easy Microsoft Word 2010*, *Craigslist 4 Everyone*, *Teach Yourself VISUALLY Microsoft Office 2007*, *Microsoft Office 2008 for Mac Bible*, and *Master VISUALLY Dreamweaver and Flash CS3*. Sherry began writing computer books back in 1992 for Macmillan, and her flexible writing style has allowed her to author for a varied assortment of imprints and formats. Sherry's ongoing quest is to aid users of all levels in the mastering of ever-changing computer technologies, helping users make sense of it all and get the most out of their machines and online experiences. Sherry currently resides in a swamp in the wilds of east central Indiana with a lovable ogre and a menagerie of interesting creatures. Sherry is also hopelessly addicted to Facebook.

Dedication

Special thanks go out to Michelle Newcomb, for allowing me the opportunity to tackle this second edition of a very fun project; development editor Charlotte Kughen, for her dedication and patience in shepherding this project; to copy editor Keith Cline, for ensuring that all the i's were dotted and t's were crossed; to technical editor Vince Averello, for skillfully checking each step and offering valuable input along the way; and finally to the production team at Pearson, for their talents in creating such a helpful, much-needed, and incredibly good-looking book. Also, special thanks to my loveable cohort, Shrek (a.k.a. Matty), for his constant support and irrepressible humor. Lastly, extra-special thanks to all my Facebook friends (you know who you are) and their avid interest in helping with this project.

We Want to Hear from You!

As the reader of this book, *you* are our most important critic and commentator. We value your opinion and want to know what we're doing right, what we could do better, what areas you'd like to see us publish in, and any other words of wisdom you're willing to pass our way.

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Introduction

With more than 400 million active users and growing, it's hard to ignore the buzz about Facebook. It's a hot topic these days, and shows no signs of letting up. If you're ready to get to the bottom of this Internet sensation and find out how to use this social networking phenomenon for yourself, this is the book for you. Social networks are a bit daunting at first, but don't worry. This book shows you how to navigate the site and make use of its various features in no time at all. By the end, you'll feel like you can Facebook with the best of them!

About This Book

As part of the *Sams Teach Yourself in 10 Minutes* guides, this book aims to teach you the ins and outs of using Facebook without wasting a lot of precious time. Divided into easy-to-handle lessons that you can tackle in 10 minutes each, you learn the following Facebook tasks and topics:

- ▶ How to painlessly set up a Facebook account
- ▶ How to create and manage a profile page, including how to add a profile picture
- ▶ How to connect with friends and make new ones
- ▶ How to communicate by messaging, chatting, and posting status updates
- ▶ How to track what your friends are doing and what they're up to on Facebook
- ▶ How to upload photos, links, and videos to share with friends
- ▶ How to share your common interests and hobbies through groups
- ▶ How to add applications to get more out of your Facebook experience
- ▶ How to sell and buy stuff in the Marketplace

- ▶ How to use Facebook's mobile features
- ▶ How to create pages for a professional business or organization
- ▶ How to keep yourself safe on Facebook
- ▶ How to conduct yourself on the site and follow Facebook's terms of service and unspoken etiquette rules

After completing these lessons, you'll know everything you need to know to get the most out of your time on Facebook.

Who This Book Is For

This book is geared toward anyone interested in learning his or her way around Facebook. Whether you're a new user or a seasoned participant, or you're just learning how to navigate the new and improved interface, this book shows you each major feature of the site and how to make use of it. For example, have you always wanted to start your own group? Have you ever wondered how to invite people to a party? Or perhaps you've always wanted to look for more applications to try but didn't know how to find them? You'll learn how to do these tasks, and more.

Each lesson focuses on a particular subject, such as communicating on Facebook or using the Photos application. You can skip around from topic to topic, or read the book from start to finish.

What Do I Need to Use This Book?

To use this book, all you really need is a healthy dose of curiosity to find out what you can do on Facebook. To use Facebook itself, you'll need a computer (PC or Mac), a web browser (any kind will do), and an Internet connection. That's it. Facebook is free to use, so if you've got those three things, you're all set and ready to go.

Conventions Used in This Book

Whenever you need to click a particular button or link in Facebook, you'll find the label or name for that item bolded in the text, such as "click the **Delete** button." In addition to the text and figures in this book, you'll also encounter some special boxes labeled Tip, Note, or Caution.

TIP: Tips offer helpful shortcuts or easier ways to do something.

NOTE: Notes are extra bits of information related to the text that might help you expand your knowledge or understanding.

CAUTION: Cautions are warnings or other important information you need to know about consequences of using a feature or executing a task.

Screen Captures

The figures captured for this book are mainly from the Internet Explorer web browser (version 8.0) captured on a PC. If you use a different browser or a Mac, your screens might look slightly different.

Also keep in mind that the developers of Facebook are constantly working to improve the website. New features are added regularly, and old ones change or disappear. This means the pages change often, including the elements found on each, so your own screens may differ from the ones shown in this book. Don't be too alarmed, however. The basics, though they are tweaked in appearance from time to time, stay mostly the same in principle and usage.

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LESSON 1

Introduction to Facebook

In this lesson, you learn about the Facebook phenomenon, where it came from, and what you can do with it.

What Is Facebook?

Facebook is a social networking website. To flesh out this definition a bit more, it's an online community—a place where people can meet and interact; swap photos, videos, and other information; and generally connect with friends, family, coworkers, fellow students, fellow hobbyists and enthusiasts, and numerous others in their social network. Facebook connects people within cities or regions, work or school, home or abroad, and so on. Built on an architecture of profile pages that allow individual users to share information about themselves and communicate with others, Facebook seeks to create an environment in which members log in regularly to keep track of what friends and colleagues are doing, share their own activities, interact about interests and hobbies, send messages, and join groups and networks—just to name a few things.

Facebook is the number-one social networking site on the Internet, surpassing the previous leader, MySpace, in the number of registered users. Offering free access and dozens of tools for connecting people in social, school, and workplace environments, Facebook has more than 400 million active users and is growing, with 200 million logging in daily to use the site. More than 100 million users access Facebook through mobile devices. Perhaps you're wondering at this point why so many people are flocking to Facebook? That's easy: It's incredibly simple to use.

What started out as a college-based social networking site, two-thirds of Facebook's members are now outside of the college startup base and

include users of all ages and walks of life. In other words, Facebook isn't just for college kids anymore. One of the fastest-growing segments of users is the 35- to 54-year-old crowd.

Facebook is also a global phenomenon. More than 70 translations of the site are up and running, with others in development. Currently, 70% of users are outside the United States, but those numbers are changing as Facebook rapidly catches on stateside.

At its heart, Facebook is all about connecting people with people. Facebook users do a variety of things with the site: track news about friends far and wide; make new friends often based on common interests; share photos, music, links, and videos; organize and invite people to events; play games; spread the word about charities and causes; buy and sell stuff; market products; and much, much more.

As a website, Facebook is accessible to all Internet users, where permitted. In addition to connecting people, third-party developers are creating a wide variety of applications—programs that run within the Facebook framework—to entertain and inform. Applications range from the silly to the serious, and new ones are added each day. What makes Facebook such a huge hit are its features and tools and the willingness of its users to network with each other in their communities locally and globally.

Facebook History

Social networks have been around for awhile now, and most are focused on connecting friends and colleagues. Bulletin Board Services (BBS) and Usenet groups were examples of early forms of social networks. As the concept evolved, generalized communities, like Geocities and Tripod (back in the mid-1990s), brought people together through chat rooms and forums. Today, social networks are flourishing all over the Web, including the ever-popular MySpace, Twitter, and LinkedIn. Some social sites, like Classmates.com, specialize in connecting former schoolmates, whereas other social sites, such as SixDegrees.com, focus on indirect ties between people. Some sites specialize in niche groups, whereas others aim for more generalized populations of people. Internet business strategies are recognizing the opportunities inherent in social networks and are happy to cater to different groups of people and their networking needs.

So where does Facebook fit in? Facebook is quickly becoming a front runner in the social networking race. Originally called *The Facebook*, Facebook started out in 2004 as a network geared toward college students at Harvard University. Founded by a computer science major, Mark Zuckerberg, and his roommates, Dustin Moskovitz and Chris Hughes, the project quickly gained popularity among students. With financing assistance from Eduardo Saverin, the site grew seemingly overnight.

The original idea was based on hardcopy “*face books*” commonly used to acquaint students with the campus community, including staff, faculty, and incoming students. Initially, the website was available only to Harvard students, but rapidly expanded to other universities in the Boston, Massachusetts area. Eventually, the concept spread to other universities and high schools, and today, anyone with a valid email address can join the fray. Facebook swiftly became an Internet sensation, and in 2005, the facebook.com domain was purchased and the base of operations moved to California.

Although the site is free to join, it generates revenue through advertising, including banner ads. New features and updates are added regularly, and the Facebook folks are quick to heed the ideas, wants, and needs of its members. In 2007, the Facebook Platform was launched, allowing a framework for software developers to create applications for the site. Today, tens of thousands of applications are available for Facebook, with more added daily.

Facebook Uses

So what does a Facebook member do on the site? What exactly does the site have to offer? More importantly, what can you get out of the experience? Here’s a list of various activities and pursuits to get you started on the road to answers to those questions:

- ▶ Connect with people. Connect with friends, family, colleagues, and fellow students. Reconnect with old friends, acquaintances, and family members scattered about the globe. Make new friends who share your interests.
- ▶ Keep track of your friends’ activities, while they keep track of yours.

- ▶ Share messages, links, photo albums, and video clips.
- ▶ Blog with the Facebook Notes feature.
- ▶ Organize events and invite friends to parties, concerts, band performances, meetings, and gatherings of all kinds.
- ▶ Play games with friends.
- ▶ Send virtual gifts, birthday greetings, and other digital objects.
- ▶ Join in groups and networks to connect with people sharing similar interests.
- ▶ Become a fan of a celebrity, politician, band, television show, or business.
- ▶ Buy and sell stuff in the Facebook Marketplace.
- ▶ Share a resumé, or find an employer or an employee.
- ▶ Collaborate on project info at work or school.
- ▶ Market yourself, your products, or your company.

This list is just the tip of the iceberg. There's plenty more to do and see, and plenty of people to meet. So what are you waiting for? Log on and start socializing!

Looking at Facebook Pages

The Facebook makers have kept the site fairly simple, which is a major part of its appeal. Naysayers complain that there are not enough customizing options; but truthfully, most customizing that takes place on personal web pages these days usually ends up making the pages distracting and difficult to follow. Navigationally, Facebook includes a login page as the starting point for entering the website. After you pass that, you're presented with a Home page, shown in Figure 1.1, and links to other pages. At the top of every page, you can find a blue navigation bar with links to the Home page (which is always your starting point at every visit), your profile page, and the Account menu. If you click the **Account** menu, you can access settings, the Help Center, and a log out option.

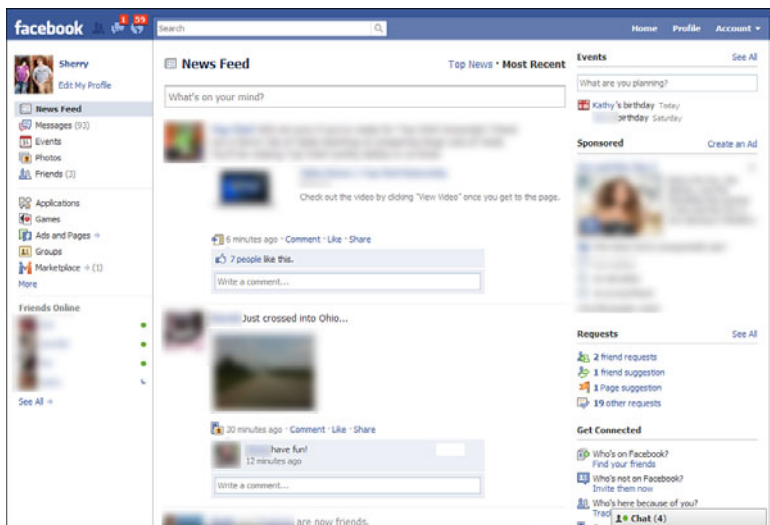


FIGURE 1.1 Here's an example of a Home page on Facebook, where a scrolling news feed appears, along with advertisements and other bits of information.

The left pane area of the page offers more links to Facebook features, such as messages, friends, and photos. The left pane also keeps a running list of friends currently logged in at the same time as you. The right pane lists events and notifications, such as friend requests, suggestions, and advertising. If you scroll to the bottom of any Facebook page, you'll find links for advertisers, developers, terms of service, help, and more.

The Home page is sort of like Grand Central Station for news about your friends on Facebook. It tracks the ongoing status updates of your friends, published photos and videos, shared links, fan pages they've joined, and so forth. All the activities come together on a scrollable page that's constantly changing (if you refresh the page, that is). The Home page is where you go to see and be seen on Facebook.

As mentioned previously, the focus in Facebook is on profile pages—the place where you add information about yourself to share with others. Figure 1.2 shows an example of a profile page. A typical profile page includes a picture, a status text box so you can let the rest of the Facebook world know what you're up to or what you're thinking, a Wall of activities

you're pursuing and communications from friends, and tabs for accessing other pages and features. For example, to add or edit profile information, you can click the **Info** tab to view your details and make changes.

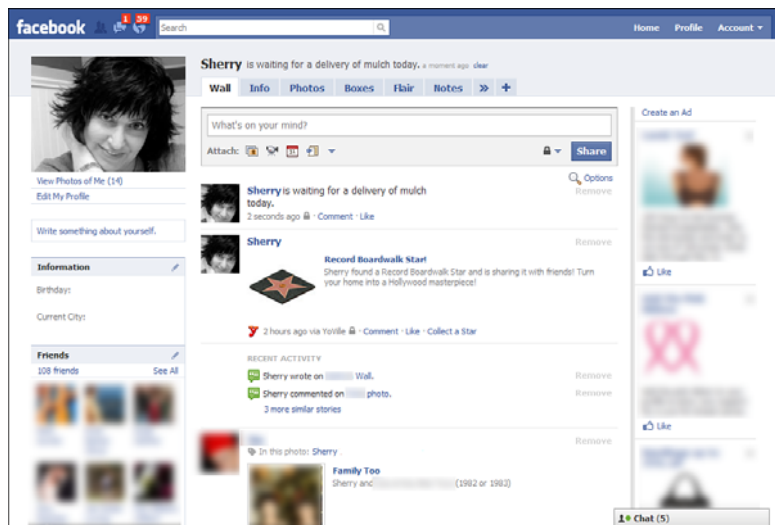


FIGURE 1.2 Here's an example of a profile page on Facebook.

You can view your friends' profile pages to check out what they're doing and what they're up to on Facebook. The information you see listed on your Facebook pages is always changing based on your activities and the activities of your friends, so be sure to refresh your pages often.

So far, I've described just a few of the pages you'll encounter. There are lots more. Now that you've had a brief tour, you're ready to jump in, right? If you haven't created an account yet, Lesson 2, "Setting Up a Profile," shows you how. If you're already a Facebook member, move on to the other lessons detailing how to use the site and get the most out of your social networking experience. Enjoy!

Summary

In this lesson, you learned about social networking sites and how Facebook got its start. You also learned about the various things you can do on the site and what to expect when you start viewing pages. In the next lesson, you learn how to sign up for a Facebook account and start building your profile page.

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LESSON 2

Setting Up a Profile

In this lesson, you learn how to sign up for a Facebook account, create a profile, and specify a current status. This information covers everything you need to get started as a Facebook member.

Signing Up for an Account

If you're new to Facebook, the first thing you need to do is sign up for an account. Joining Facebook is free, and the only requirements are that you have a working email address—in other words, a real email address—and you must be 13 years of age or older. At the end of the registration process, Facebook sends you a confirmation email you must follow to finish setting up your account. The process is relatively painless and fast.

NOTE: If you want to create a professional account, such as a profile page for a band or business, you can click the **Create a page for a celebrity, band, or business** link located on the Facebook Sign Up page (see Figure 2.1). Learn more about the professional and promotional sides of Facebook in Lesson 13, "Understanding Pages."

When creating a Facebook account, you need to use your real name. The whole social networking architecture of the site is built on the authenticity of its users. Odd nicknames, pseudonyms, or aliases are simply not allowed. In fact, if you try to use an odd-looking name, it will probably be flagged by Facebook as a possible bogus account. For example, if you attempt to create an account for Lone Ranger, chances are it will not make it. If the name happens to be your real, honest-to-goodness name, you can appeal to Facebook by clicking the **Help** link on the Sign Up page.

To sign up for an account, follow these steps:

1. Use your web browser to display the Facebook Welcome page, www.facebook.com.
2. You can start the registration process by filling out the initial sign-up form, shown in Figure 2.1. Click inside the first form box and fill in your first name.



The screenshot shows the Facebook Sign Up page. At the top, there's a blue navigation bar with the Facebook logo on the left and a login section on the right with fields for 'Email' and 'Password' and a 'Login' button. Below the navigation bar, the main content area is white. On the left, there's a section titled 'Facebook helps you connect and share with the people in your life.' with a world map showing user icons connected by lines. On the right, there's a 'Sign Up' section with the text 'It's free and anyone can join'. The form includes fields for 'First Name', 'Last Name', 'Your Email', and 'New Password'. Below these are dropdown menus for 'I am:' (gender), 'Birthday:' (Month, Day, Year), and a link 'Why do I need to provide this?'. A green 'Sign Up' button is at the bottom of the form. Below the form, there's a link 'Create a Page for a celebrity, band or business.' The footer contains language links (English (US), Español, Português (Brasil), Français (France), Deutsch, Italiano, العربية, বাংলা, 中文(台灣), 中文(香港)) and copyright information 'Facebook © 2010 English (US)'. There are also links for 'About Advertising Developers Careers Terms' and 'Find Friends Privacy Mobile Help Center Blog Widgets'.

FIGURE 2.1 Facebook's Sign Up page is the place to start when you want to create a new account, as well as where you log in to use your account.

3. Type in your last name.
4. Type in your email address.
5. Establish a password. As with most passwords you use on the Internet, choose one that contains both numbers and letters for maximum security.
6. Click the **I am** field and select your gender.
7. Click the **Birthday** fields to specify your date of birth. Don't worry—you don't have to show this on your profile page if you don't want to. This information is a security measure to make sure you're old enough to use the site.

NOTE: If you already have a Facebook account, you can use the login fields at the top of the page to enter your email and password to log in.

8. Click the **Sign Up** button when you're ready to continue.
9. The next phase of the registration process is the security check. Type in the words shown on the screen.

TIP: If you have difficulty reading the wavy words on the Security Check page, you can click the option for changing the words to a new set or listening to an audio file instead.

10. Click the **Sign Up** button to continue.

NOTE: It's a fact that people rarely read the terms of service and privacy policy when signing up for things. In case you were wondering, Facebook's policies basically say you're not allowed to send spam or post pirated material, and you're expected to be honest and nice to everyone online. They also say you cannot hold Facebook accountable if you get into trouble. See Lesson 4, "Finding Help with Facebook Services and Etiquette," to learn more about the terms of service.

This next page is the first section of creating your Facebook account. You might notice that in your browser tabs, these pages are labeled Getting Started. There are actually several pages you'll jump through as the next phase of your registration. Each page asks you to do something, such as look up friends using your email contacts, specify profile info about your education or job, add a profile picture, and specify interests. You can choose to pursue each page's options right then and there and add all the necessary details, or you can skip the steps and fill in the information at a later time. We'll opt for the latter in this lesson. Keep in mind that Facebook may change its sign-up steps from time to time, so your own steps might vary slightly.

In Figure 2.2, Facebook wants to know whether you want to look up friends by searching through your contacts list and seeing if any matches already have Facebook accounts. You can learn all about how to find friends in Lesson 3, "Connecting with Friends." For now, just click the **Skip this step** link at the bottom of the page to continue onward. If you do

opt to find friends now, click **Find Friends** and follow the instructions. You can click the **Save & Continue** button to proceed to the next step.

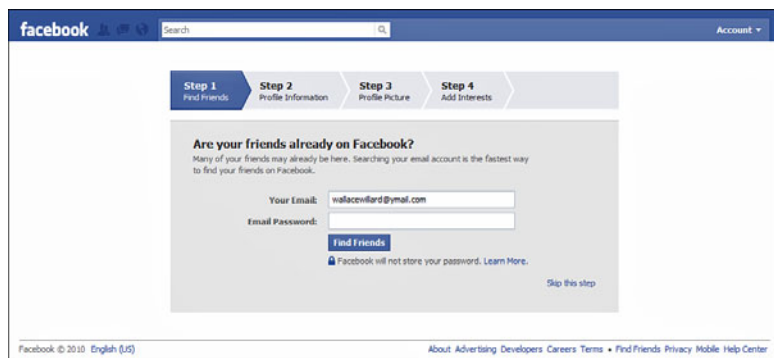
The screenshot shows the Facebook 'Find Friends' setup screen. At the top, there's a navigation bar with the Facebook logo, a search bar, and an 'Account' dropdown. Below this is a progress bar with four steps: Step 1 (Find Friends, highlighted), Step 2 (Profile Information), Step 3 (Profile Picture), and Step 4 (Add Interests). The main content area is titled 'Are your friends already on Facebook?' and explains that many friends may already be on Facebook. It provides a form to search for friends by email, with fields for 'Your Email' (containing 'wllacewillard@gmail.com') and 'Email Password'. A 'Find Friends' button is below the fields. A note states 'Facebook will not store your password. Learn More.' and a 'Skip this step' link is at the bottom right. The footer contains copyright information and links for 'About', 'Advertising', 'Developers', 'Careers', 'Terms', 'Find Friends', 'Privacy', 'Mobile', and 'Help Center'.

FIGURE 2.2 Step 1 allows you to search for existing friends on Facebook using your email contacts list.

Figure 2.3 shows the second step in the procedure. This time, Facebook wants to get you started on your profile by adding high school, college or university, or company information. You can take the time to fill this out now, or you can do so later. Skip this by clicking the **Skip** link and move on. If you did fill out the info, click **Save & Continue** instead.

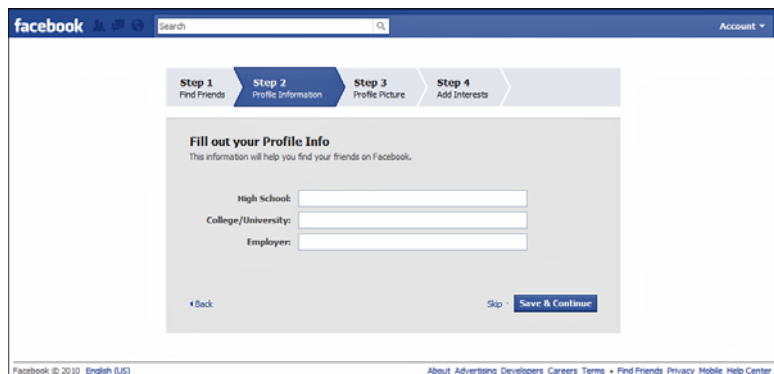
The screenshot shows the Facebook 'Fill out your Profile Info' setup screen. The navigation bar is the same as in Figure 2.2. The progress bar now highlights Step 2 (Profile Information). The main content area is titled 'Fill out your Profile Info' and explains that this information will help find friends. It provides three input fields: 'High School', 'College/University', and 'Employer'. At the bottom left is a 'Back' link, and at the bottom right are 'Skip' and 'Save & Continue' buttons. The footer is the same as in Figure 2.2.

FIGURE 2.3 The second step lets you specify your education or work associations.

The third step, shown in Figure 2.4, prompts you to add a profile picture. You can click the **Upload a Photo** option, or if your computer has a web camera, you can click **Take a Photo** and create a new picture. You can also save this task for later and just click the **Skip** link. If you added a picture, click **Save & Continue**.



FIGURE 2.4 The third step lets you add a profile picture.

The final step, shown in Figure 2.5, enables you to select any interests you want to connect to your profile, such as a favorite band or celebrity. The window lists some popular Pages, special profile pages for celebrities, bands, or businesses. By choosing a special interest, you can include automatic news about the interest along with your regular news feed. You don't have to complete this step, either, but if you do, just click the items that interest you. Otherwise, click the **Skip** step. If you do make selections, click **Save & Continue**.

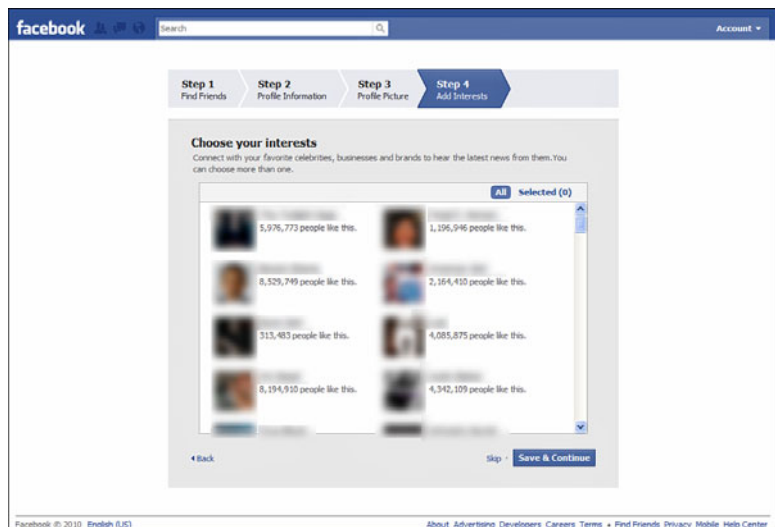


FIGURE 2.5 Step 4 lets you choose interests you may want to associate with your Facebook profile.

After you jump through all the registration hoops, Facebook finally shows you a customized Welcome page featuring your name (see Figure 2.6). The first thing you need to do is confirm your email address as prompted at the top of the page; go check your email. Facebook sends you an email confirmation. When you open the email message, click the link or cut and paste it into your browser to finish the registration process. You'll end up at the Welcome page, but the confirmation message is now gone.

CAUTION: Depending on your browser setup, the confirmation process may cause several of the same Facebook pages to open. Use the newest window and close the others as needed.

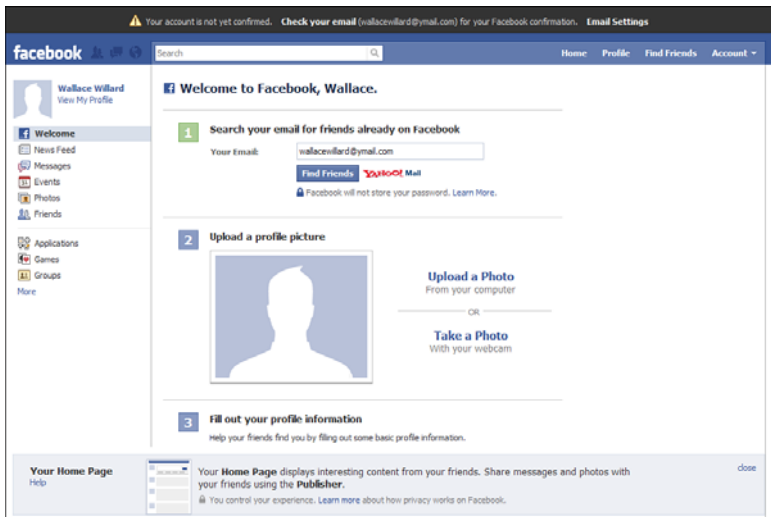


FIGURE 2.6 The Welcome page prompts you to confirm your email address.

Now that you have an account, you can begin customizing your profile, searching for people you know, adding your mobile device, and so on. The next section shows you how to add nitty-gritty data to your profile page.

By the way, now that you're officially a member, you can log out and in again using your email address and password at the main Facebook page. You'll see boxes (form fields) at the top of the page to enter both these pertinent pieces of information. You can even tell the site to remember you so you don't have to keep typing in the info each time. As for logging out, you can click the **Account** menu and click **Logout** to exit the site at any time.

Building Your Profile

After you've registered on Facebook and navigated the Getting Started pages, you can start customizing your personal profile right away. A *profile* is just a collection of information about you, such as your hobbies and interests, where you go to school or work, favorite music or television

shows, favorite quote, and so on. Your Facebook profile is visible to your friends and anyone on your network. After you complete the registration process, Facebook starts you out with a bare-bones profile page. It's up to you to add the meat.

In the land of Facebook, *profiles* are for individuals, but *pages* are for bands, celebrities, politicians, businesses, and other groups. We focus on your individual profile in this lesson. To see your profile, just click the **Profile** link located in the navigation bar at the top of any Facebook page. You'll open a page similar to Figure 2.7.

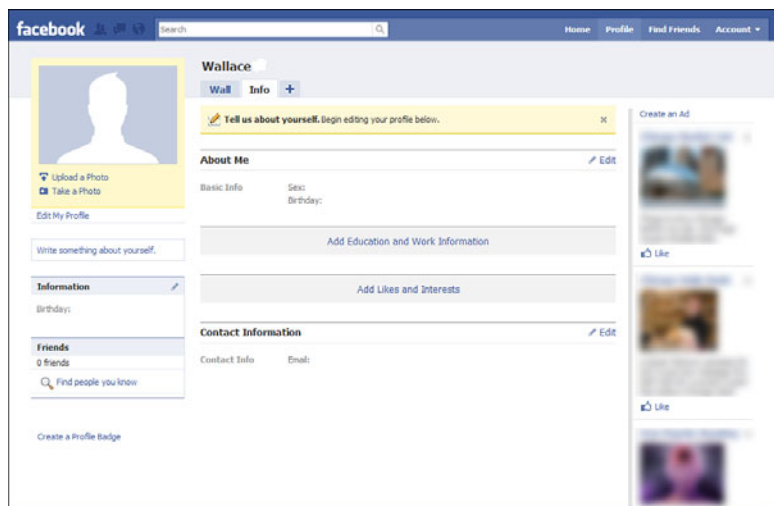


FIGURE 2.7 The bare-bones profile page.

As you can see in Figure 2.8, the page starts out with several tabs listed at the top of the page: Wall, Info, and the giant plus sign (which is actually the “Add a New Tab” tab). There’s also an empty profile picture. Any information you added in the sign-up process already appears below the photo area or on the Info tab. To learn how to add to your profile, see the next section.

NOTE: A help area, which offers you tips on what to do, might appear on your screen as you work with your new profile; click **Close** to hide the feature.

Adding to Your Profile

Ready to start filling out your profile information? You can click the **Edit My Profile** link located under your profile picture area on your profile page, or you can click the **Edit Profile** button back out on the Welcome page. With either method, Facebook takes you to a page where you can edit your profile's different categories, similar to Figure 2.8. You decide what you want to input. You can choose to make a comprehensive profile, or just dole out little bits of information about yourself. As you can see in Figure 2.8, profile info is grouped into several categories, as follows:

Basic Information This group of info includes birthday, gender, hometown, relationship status, and political and religious views.

Profile Picture Click this link to view a page where you can upload a profile picture to your account. See the next section, "Adding a Profile Picture," to learn how to add a photo.

Relationships Use this category to set a personal status, such as single or married, and list family members in your profile text.

Likes and Interests This category has fields for entering activities and interests, listing favorite books, movies, and so on.

Education and Work This category includes fields for listing your education and employment information, such as which school you attend, where you work, degrees earned, and so on.

Contact Information Use this category to input information about how to contact you, such as address, cell phone number, website, and so on.

The screenshot shows a web form for profile information, organized into four expandable/collapsible categories. The 'Education and Work' category is currently expanded, revealing several input fields and links. The 'Basic Information' category is collapsed. The 'Personal Information' and 'Contact Information' categories are also collapsed. The 'Education and Work' category contains the following fields and links:

- College/University:** A text input field followed by a 'Class Year' dropdown menu. Below the input field is a small dropdown arrow.
- Concentration:** A text input field. Below it are two links: 'Add Another Concentration' and 'Remove School'.
- Add Another School:** A link centered below the 'Concentration' section.
- High School:** A text input field containing 'Marion High School' followed by a 'Year' dropdown menu set to '1980'. Below it is a link: 'Remove High School'.
- Add Another High School:** A link centered below the 'High School' section.
- Employer:** A text input field.
- Position:** A text input field.
- Description:** A large text input field.
- City/Town:** A text input field.
- Time Period:** A checkbox labeled 'I currently work here.' which is checked. Below it are two dropdown menus for 'Month' and 'Year', followed by the text 'to present.'.
- Add Another Job:** A link centered at the bottom of the 'Education and Work' section.

FIGURE 2.8 Profile info is grouped into categories.

Click a category to view the form for entering associated profile information. To edit any field on the form page, click inside the box and start typing. Some fields are text boxes; others are drop-down menus with selections you make. You may notice as you type that Facebook tries to help you with common words and phrases in a pop-up box that appears. You can make selections from the pop-up box and insert them immediately, or you can just ignore the suggestions and keep on typing.

As you make changes to the data in each category, you must click the **Save Changes** button at the bottom of the form page to keep your changes. To forgo the edits, click the **Cancel** button instead.

When you have finished filling out the profile information, you can click the **View My Profile** button at the top of the page.

You can edit your profile information at any time and make changes to your info or add new info. You can click the **Edit** link on the Info tab of your profile or click the **Edit My Profile** link under your photo. You can

also find a pencil icon in the upper-right corner of any info area box; click this icon to return to the category and make changes to the data.

TIP: If you have an account with an instant messaging service, you can add your screen name or alias to your Facebook page using the Contact Information category options.

Adding a Profile Picture

You can add a picture to your profile to help people recognize you or generally add visual interest to your page. Facebook uses your picture as an *avatar*, an image that represents you as you interact with other profiles, groups, and so forth.

If you have a digital image of yourself stored on your computer, you can quickly place it on your page for all to see. If you don't have a portrait photo readily available, you can also insert another type of picture that represents you, such as your favorite hobby or sport. A profile picture can be up to 4MB in file size.

You can choose from several options when adding a picture, as follows:

Upload a Picture This lets you upload a picture you have stored on your computer.

Take a Picture If your computer has a built-in camera, you can use it to take a picture of yourself to place on your Facebook page. Just follow the directions.

Choose from Album Use this option if you want to grab a picture from an existing album you have already placed on Facebook.

Edit Thumbnail This option lets you crop your picture differently, as you see fit.

Remove Your Picture Choose this option to remove the existing profile picture.

Follow these steps to add a picture stored on your computer:

1. From your profile page, move your mouse pointer over the picture area until you see the **Change Picture** link; click the link. (If you're back at your special Welcome page, you can just click the **Upload Photo** link.)

- Facebook displays a pop-up menu of options, as shown in Figure 2.9. Click **Upload a Picture**.

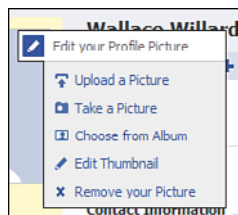


FIGURE 2.9 Use this menu to choose how you want to add a picture.

- The Upload Your Profile Picture dialog box appears, shown in Figure 2.10. Click the **Browse** button.

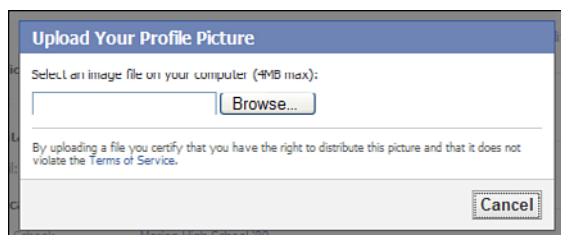


FIGURE 2.10 The Upload Your Profile Picture dialog box.

- The Choose File dialog box opens. Navigate to the image file you want to use and double-click the filename (or click it and click Open).

Facebook begins uploading the file. Depending on the file size and your connection speed, the process may take a few moments. When the upload is complete, Facebook adds the profile picture and a Photos tab to the top of your profile page.

TIP: You can add more than one profile picture to your account and switch between them as the mood strikes you. Facebook stores your profile pictures in the Profile Picture album. Click the **Photos** tab at the top of your profile page and click the **Profile Pictures** album to view, edit, and add new pics.

Adding Something About Yourself

Directly below your profile picture is a link for adding something about yourself. You can use this feature to add a note about you, share a quip or motto, pontificate about a subject, or just advertise your latest project. To fill in this info, simply click the **Write something about yourself** link.

An empty text box appears. Type in your information (see Figure 2.11), and then click anywhere outside the box. You can always change the info again by clicking the pencil icon in the upper-right corner of the box area.

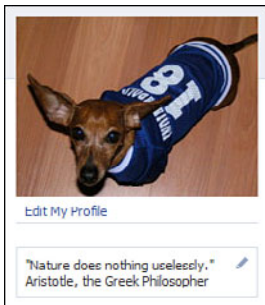


FIGURE 2.11 Type in your info, such as a quote or quip.

Viewing Your Wall

One more thing about your profile page as you're setting things up: You need to check out your Wall. The Wall is a spot where direct social interaction occurs, where you and your friends exchange public messages, and where you and others can see your Facebook activities. You can view your Wall by clicking the **Wall** tab on your profile page. New users to Facebook see a Wall similar to Figure 2.12. The Wall is relatively empty at first. First-time users will notice a yellow help box at the top of the Wall explaining the Publisher feature, and a help area at the bottom of the screen detailing information about the Wall feature. You can close each of these areas if desired; just click the associated **Close** links.

The Wall is a dynamic, scrollable viewing area, keeping track of your activities and social exchanges. The top of the Wall has a special area for sharing your status (called "What's on your mind?"). Officially, Facebook

calls this feature the Publisher. Below that are some tabs for filtering your view and the scrollable Wall area itself. As you do more with Facebook, more entries are added to the Wall. Others on your Friends list or networks can also view your Wall. You can learn more about using the Wall in Lesson 6, “Tracking Wall Postings, News Feeds, and Notifications.” For now, let’s focus on changing your status.

NOTE: You can now create your own personal URL to your Facebook profile page using a unique username. This new feature is handy if you want to direct people directly to your page. To create a Facebook URL, follow this link to set it up: www.facebook.com/username.

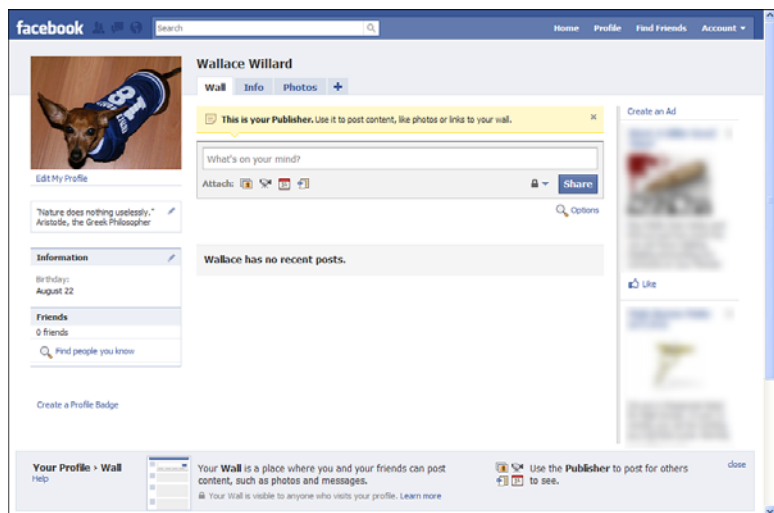


FIGURE 2.12 Behold, the Facebook Wall. It’s a mostly empty area when you first start using Facebook.

Changing Your Status

One way to let others know what you're up to is to post a status update. You can use your status to share a thought, tell people what you're doing at the current moment, or mention other points of interest. Anything you post in the "What's on your mind?" box appears in the newsfeeds of your friends, as well as on your own profile page at the top of your Wall.

To change your status, follow these steps:

1. Click in the **What's on your mind?** box and type an entry (see Figure 2.13).
2. Click the **Share** button.

Facebook adds the status to the top of your profile page (see Figure 2.14), as well as on your Wall. Others can now respond with a comment.

As you're filling out your status, a help box pops up offering help with privacy settings. By default, the status is viewable by everyone on Facebook unless you change the privacy setting. To change it, click the lock icon and choose a setting, such as **Only Friends**. You can learn more about these settings in Lesson 5, "Guarding Your Privacy."

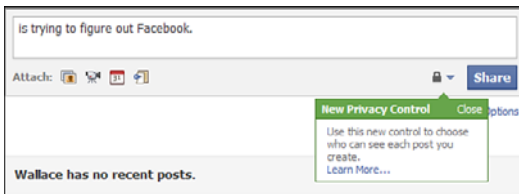


FIGURE 2.13 You can update your status to let people know what you're thinking or what you're doing.

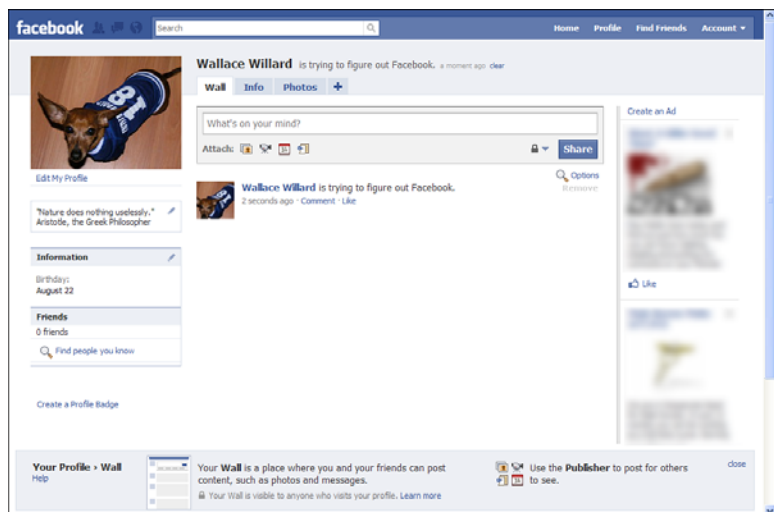


FIGURE 2.14 Facebook adds the new status to your page.

Notice that your status update on the Wall includes a thumbnail size picture of your profile picture or avatar. You can also add links, photos, and video clips to your status updates. You'll learn more about using these features in Lesson 6.

TIP: Need to clear your status? Just click the **Clear** link or **Remove** link next to the status entry on your profile page.

Accessing Your Account Info

You can always access your Facebook account info to make changes to your email address, name (if you get married, for example), password, and other settings. To do so, move your mouse pointer over the **Account** menu at the top of the Facebook page, and then click **Account Settings** from the drop-down menu.

The My Account page appears, as shown in Figure 2.15. To change any account information in the Settings tab, click the **Change** link next to the area you want to edit and then make the appropriate changes.

To return to your profile page again, click **Profile** at the top of the Facebook page.

TIP: Learn more about changing account settings, such as privacy settings, in Lesson 5. Learn how to control notification settings in Lesson 6.

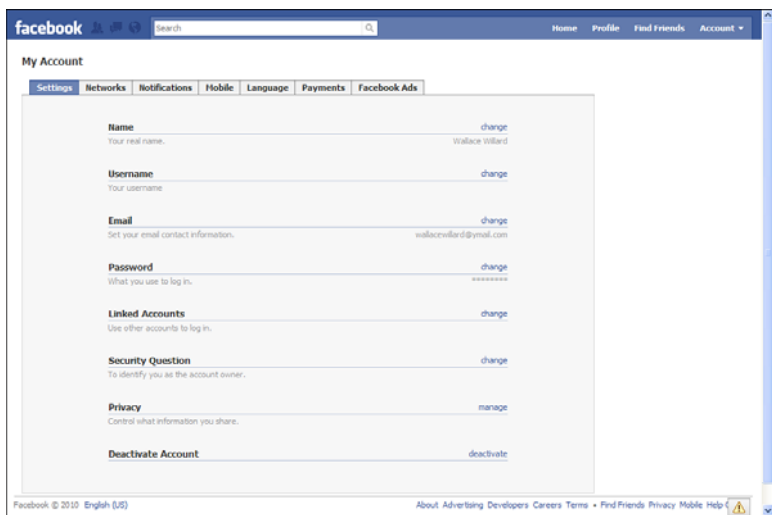


FIGURE 2.15 The Settings tab lets you change basic account details.

Summary

In this lesson, you learned how to sign up for a Facebook account and how to begin building your profile page, including adding information and a photo. You also learned how to update your status and access your account information. In the next lesson, you learn how to start connecting with friends.

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LESSON 3

Connecting with Friends

In this lesson, you learn how to use the Facebook Friends features to connect with friends online. You learn how to find friends, respond to friend requests, and view and organize your lists of friends.

Finding Friends

Because you can't really have a social network without friends in some form or fashion, let's get started with learning how to connect with people on Facebook. Many people find themselves invited to join Facebook by their friends who are already online. If this is the case for you, you already have some friend connections to get you started. If you're brand-spanking new to Facebook, you'll have to start finding friends from scratch.

Looking Up Friends

It's easy to look up people on Facebook and establish online connections. For example, if you want to find an old high school chum or look to see whether a family member has a profile on the site, you can use the Facebook tools to perform a search. You can search for friends to your heart's content using features found on the Friends page, shown in Figure 3.1. Just click the **Friends** link on the left side of the Home page to navigate to the Friends page. If you're a new user, you can also click the **Find Friends** link on the navigation bar at the top of the Facebook page.

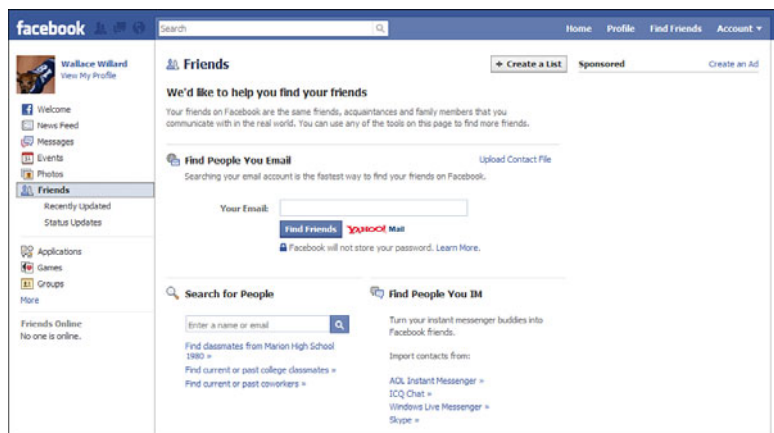


FIGURE 3.1 Use the Friends page to locate friends on Facebook or through your email account.

The Friends page is all set up to help you locate friends through your email account, to offer friend suggestions if you already have some friends online, and to search for people by name. If you already have some friend requests to process, they appear listed at the top of the page. The first friend-finding option appears under the Find People You Email category, and it focuses on finding friends based on your email client's address book or contacts list. In other words, Facebook checks your email address book against users' email addresses on the site and tells you about any matches. You'll have to okay access to your email client to perform this task.

NOTE: To search through your contacts or address book, you must give Facebook the password for the email account. If you're not comfortable doing this, you might want to forgo this search method entirely. To learn more about Facebook's privacy and security settings, see Lesson 5, "Guarding Your Privacy."

If you've already added some friends, the middle of the page lists suggestions based on people you've already added to your list. These are typically friends of friends. As a new user, you won't see friend suggestions until you start adding friends. If you do see some listed, you can click the **Add as Friend** link beneath a name to invite them to be your friend. This area

of the page also lists pages you can become fans of, if interested, that your friends are already supporting.

The bottom portion of the page, shown in Figure 3.2, displays a search tool you can use to look for specific names on Facebook. There's also a tool for looking for connections via your instant message (IM) names.

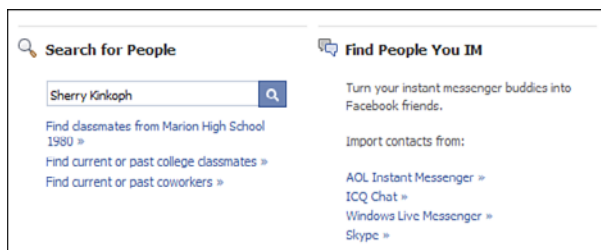


FIGURE 3.2 You can use the Search for People tools to look for people you know on Facebook.

To search for someone on Facebook, just click in the text box under the Search for People area of the page and type in a name; then click the **Search** button or press the **Enter** or **Return** key. Facebook displays a results page with any matches, similar to Figure 3.3. Depending on how common the name is, you may have to scroll through and view each match to determine whether it's the right person. If in doubt, you can always send an email message using the **Send a Message** link inquiring whether it's the person you think you know.

From the results page, you can use the filtering tools at the top and conduct a more detailed search based on profile information, such as location, school, or workplace. Click the **Refine Search** button to filter the results page some more based on the criteria you entered.

TIP: To search for AOL Instant Messenger or Windows Live Messenger buddies, choose a link under the Find People You IM area of the Friends page. You can look up people you contact using instant messaging.

You can also conduct a search for someone using the Search field at the top of the Facebook page on the blue navigation bar. Simply click in the **Search** box, type a name, and click the **Search** button or press **Enter** (**Return**).

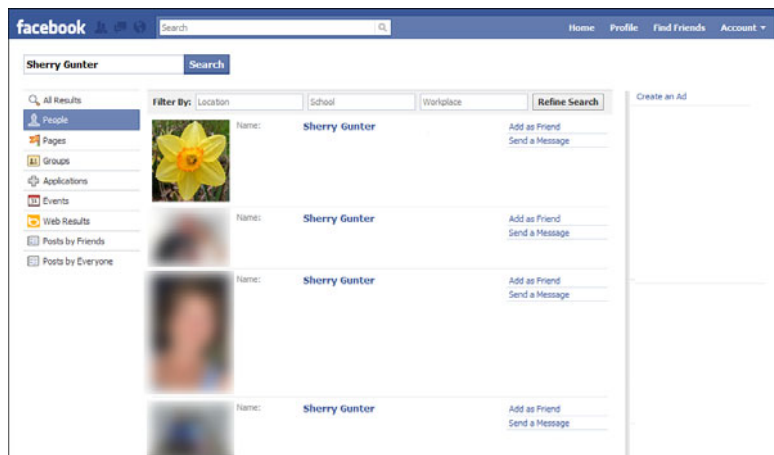


FIGURE 3.3 When you conduct a search, Facebook displays a results page with possible matches. It's up to you to figure out who exactly you're looking for.

When you do finally find a friend on Facebook, you can send him or her a friend request by clicking the **Add as Friend** link. When you click the link, a box pops up, as shown in Figure 3.4. Facebook lets you know that the person will have to confirm you as his or her friend first. You can use the box to add a personal message to the request. You can also choose to categorize the friend if you have organized your friends into lists (which you learn more about later in this lesson). Click the **Send Request** button to continue. If you want to send a message, click the **Add a personal message** link.

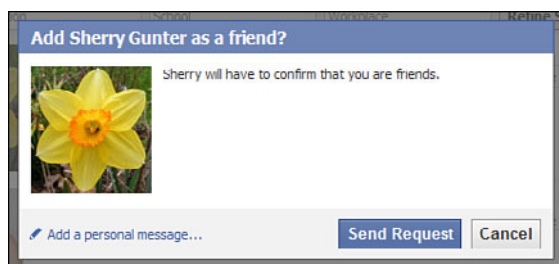


FIGURE 3.4 You have the option of sending a personal message along with your friend request.

TIP: When you add a new friend, you can use Facebook's friend suggestion feature to connect the person to other friends you both know. This feature is especially helpful if your friend is new to Facebook. Open the person's profile page and scroll down a bit under his or her profile picture to find the **Suggest Friends for** link; you might have to scroll halfway down the page to find the link. Click it to open a box for selecting friends to suggest and send along to the people you think might be interested in knowing the new friend.

Next, Facebook then asks you to type in a top-secret code if your account is fairly new (only brand-new users have to jump through this extra step). It's actually just a Security Check box (as shown in Figure 3.5) that helps to verify you're an actual person making the request and not a computer. Type the text and click **Send Request**. Finally, another prompt box appears, this time informing you the request has been sent. Click **Close**.

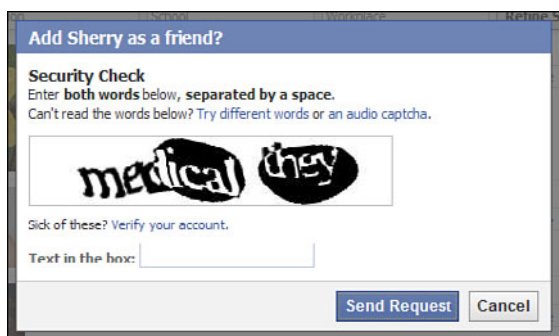


FIGURE 3.5 Type the words you see displayed in the Security Check box exactly as you see them.

Responding to Friends Who Find You

While you're busy inviting people to be your friend, don't forget to look for friend requests from other people. When you're the lucky recipient of an invitation from another Facebook user, it appears on your Home page as a friend request in the Requests area located on the right side of the page. Facebook also alerts you with an email if you've turned on the requests feature. In the Requests area of the Home page, shown in

Figure 3.6, Facebook lists any notifications you have, such as friend requests or invitations.

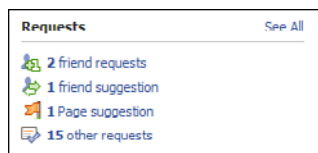


FIGURE 3.6 Remember to check your requests area for requests and invitations.

Click the **friend requests** link to open the Requests page, shown in Figure 3.7, which lists all kinds of requests, including invitations for joining groups, causes, responding to party invites, game challenges, and more.

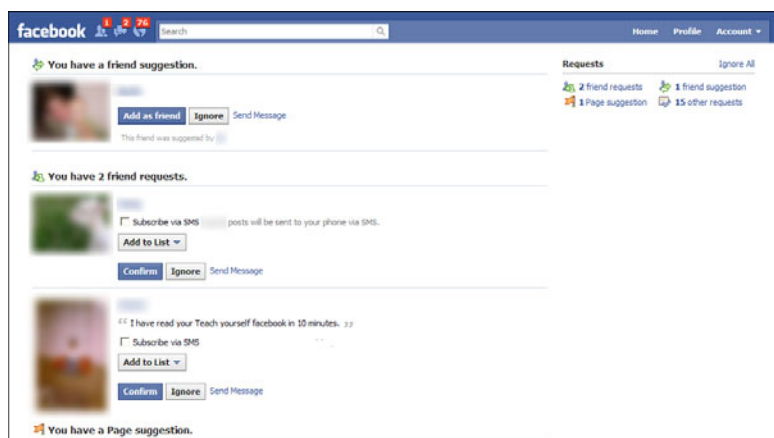


FIGURE 3.7 The Requests page displays a running list of all your current requests, including new friend requests.

If you're having trouble remembering who the person is or how you're acquainted, you can click the person's picture to view his or her profile first, and then decide to add that person as a friend or not. You can also click the **mutual friends** link to learn which mutual friends you have in common. If you're still having trouble figuring out who the person is, you can click the **Send Message** link and fire off an email message—perhaps to diplomatically authenticate that it's the person you think it is, or maybe just to say hello.

If you've organized your friends into lists (which is covered in the next section), you can choose to categorize the person to a particular list using the **Add to List** pop-up menu before you actually confirm him as a friend.

If you decide you'd rather not befriend the person on Facebook, you can click the **Ignore** button. This makes the request disappear without approval.

To process a friend request and make it official, you can simply click the **Confirm** or **Add as friend** button next to the person's picture, as shown in Figure 3.7. Facebook immediately adds the person to your Friends list and gives you the option of viewing his or her profile, as shown in Figure 3.8.

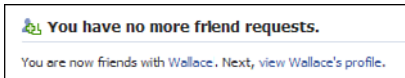


FIGURE 3.8 Facebook displays this information immediately after you confirm a friend request.

Viewing and Editing Friends

After you start accumulating friends on Facebook, you'll want to view their profiles from time to time and see what they're up to online, or check out their latest photo or video postings. For starters, when you open your profile page, Facebook displays a random list of friends in a little Friends box area on the left side of the page. You can click a friend to view his or her profile. You can also click on a friend listed on the Home page in the news feed, or you can click on a friend listed on your Wall postings. You can also open your entire Friends list and access profiles from there, too. As if this all isn't enough, you can also choose to filter which friends appear in your news feed on the Home page. Just look for the Edit Options link at the bottom of the news feed; click it to open the News Feed Settings box where you can choose to who to include and who to hide.

TIP: All the box areas on your profile page are editable, including the Friends box. Just click the **Edit** button—the button that looks like a tiny pencil icon—in the upper-right corner of the area and choose an option. In the case of the Edit box for friends, you can choose to increase or decrease the number of friends displayed in the area, or choose to show only certain friends.

Viewing Friends

To see everyone on your Friends list, click the **See All** link found in the Friends box area on your profile page. This opens a page similar to the one shown in Figure 3.9. If you're using a Mac or another web browser, it might open a dialog box instead.

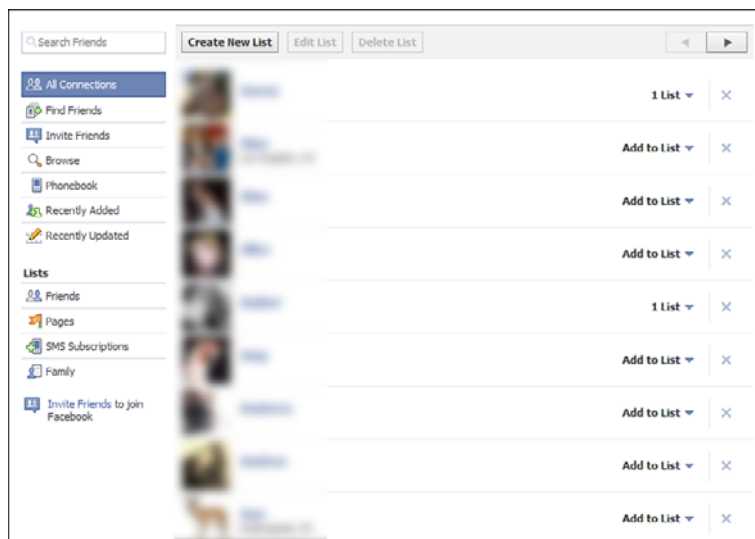


FIGURE 3.9 The Friends list is simply a listing of all your Facebook friends.

To view any friend's profile in the list, just click the person's name or photo. You can use a couple of filters on the left side of the page to filter the list. You can click the **Browse** link, for example, to browse friends based on their network or how recently you've added them. If your friends have added phone information to their profiles, such as a cell phone number, you can click the **Phonebook** link and view their contact information.

Organizing Friends into Lists

If you like organization, you'll love Facebook's various Friends lists. You can group your friends into lists, which is particularly useful if you have hundreds of them on Facebook. For example, you may have a list for family and another for close friends, and still another list filled with casual

acquaintances. Lists can help you keep track of different groups at different times, or send out messages to everyone in a group all at once.

If you're like most people, you probably talk about some subjects with everybody and other subjects with only those who are close to you. For example, you may freely express your political or religious views, but not everyone on your Friends list or network may want to share in those views. So, you end up having private conversations with some, and more public conversations with others. You can make sure your separate worlds don't collide on Facebook using Friends lists as a tool for communicating and organizing.

To create a Friends list, follow these steps:

1. From your profile page, click the **See All** link in your Friends box (located on the left side of the page), or from the Home page, click the **Friends** link in the left pane to display the Friends page.
2. Click the **Create a List** button at the top of the page. If you've already created a list previously, you can click the **Create New List** button to start a brand-new list.
3. In the Create New List box (see Figure 3.10), type a name for the new list and press **Enter** or **Return**.
4. You can scroll through and click on people you want to add to the new list, or you can type their names in the field at the top of the box.
5. When you finish adding friends to the list, click the **Create List** button.

After you create a new list, Facebook saves it and displays it on your Friends page in the left pane area. To view the list, just click the list name.

You can easily add names to a list, or remove names. The list is just for you; no one else can see your lists. To edit your list, return to the Friends page and click the list. Click the **Edit List** button and make your changes. When you finish, click the **Save List** button.

To remove a list entirely, display the list and click the **Delete List** button; then click **Delete List** from the box that appears.

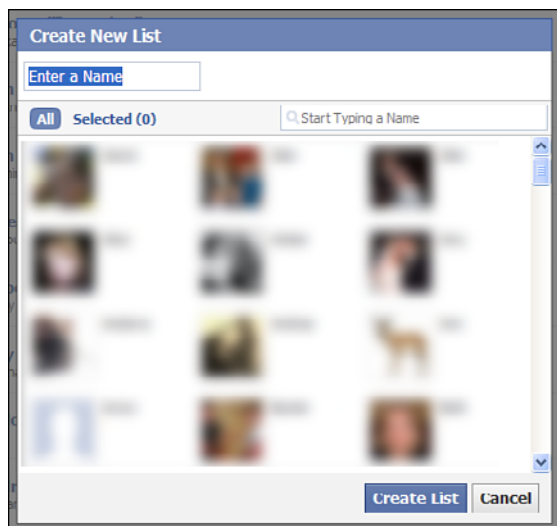


FIGURE 3.10 You can use the Create New List box to whip up a specialized list of Facebook friends.

You can use Facebook’s emailing features to email everyone on a list all at once. To learn more about sending messages in Facebook, see Lesson 7, “Communicating Through Facebook.”

Un-Friending Friends

As your Friends list grows, you may encounter an occasion in which you want to “un-friend” someone. For example, if the person turns out to be a notorious spammer or you have a falling out of some kind, you can remove the person from your list, or perhaps you want to pare down your list to just people you actually know in some way. There’s no official declaration of this action; however, if your friend goes looking for you in her Friends list, your name won’t appear anymore.

To remove a friend, display his or her profile page and click the **Remove from Friends** link located near the bottom-left area of the page. A prompt box appears, as shown in Figure 3.11. Click the **Remove From Friends** button to finalize the removal.

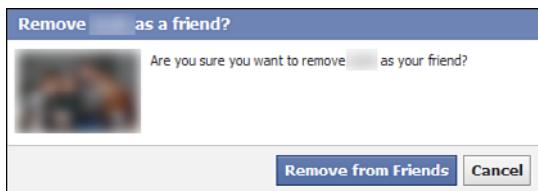


FIGURE 3.11 A friend removal action is permanent.

There's no undo button for a friend removal. If you do want to "re-friend" them again at a later time, you'll have to beg them to be your friend again through a friend request.

TIP: What about when someone un-friends you for no good reason? When you discover you've been un-friended, try not to take it personally. Sooner or later you're bound to encounter someone in your group who gets angry and goes on a tirade un-friending people, like a relative on the warpath or a vengeful coworker. It might even happen by accident. Just shake it off and keep enjoying the more "stable" friends you have left.

Joining a Network

One of the easiest ways to start connecting on Facebook is to join a network. On Facebook, a network is an online community to which you belong. Colleges and universities, high schools, companies, and organizations can all be networks on Facebook. When you join a network, anyone else on the network can view your profile (unless you change your profile's privacy setting).

When joining a network, such as a school or workplace, you are required to have a working email address through the organization in order to sign up on their network. To join a network, follow these steps:

1. Click the **Account** drop-down menu on the navigation bar at the top of the Facebook page, and then click **Account Settings**.
2. From the My Account page, click the **Networks** tab. Facebook displays any networks you've joined listed on the left and a field on the right for joining a network, as shown in Figure 3.12.

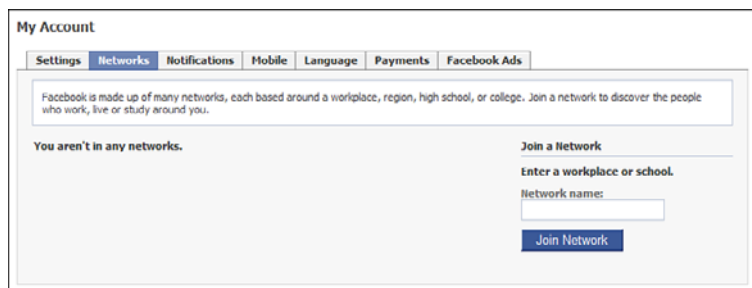


FIGURE 3.12 Use the Networks tab on the My Account page to join networks.

3. Under the Join a Network area, click in the **Network name** box and start typing the workplace, city, region, or school name.

If Facebook recognizes the entry, it displays a list of possible matches. Click one to join.

4. Type the associated email address when prompted.
5. Click the **Join Network** button.

After you join a network, it's added to the list on the Networks tab. You can use the associated links to change your network region or leave the network entirely if you no longer want to participate.

TIP: If you don't see a network for your area or company, you can contact Facebook and ask them to create one.

Summary

In this lesson, you learned how to join a network, look for friends on Facebook, and respond to friend requests. You also learned how to view your Friends list and organize your friends into other lists. Finally, you learned how to “un-friend” a friend. In the next lesson, you learn how to use Facebook’s Help Center and find some tips about how to behave yourself on the website.

LESSON 4

Finding Help with Facebook Services and Etiquette

In this lesson, you learn about Facebook's terms of service, what to expect with the social do's and don'ts of using Facebook, and how to find help with the website.

Understanding Facebook's Terms of Service

Facebook operates under the guidance of a set of values, goals, and rules for how the site works and how users interact. These guidelines are important for the general well-being of its members and for the smooth and seamless functioning of the site. When you sign up for Facebook, you're agreeing to uphold and follow their terms of service. If you're like most people, however, you didn't take the time to read all the legalese and fine print. In a nutshell, the terms of service are broken down into several categories, such as privacy, information sharing, safety, account security, and topics along those lines.

You can read the terms yourself by scrolling to the bottom of any Facebook page and clicking the **Terms** link. The link always sits at the bottom of a page, along with links to Facebook's Help Center page and privacy principles. When you click the **Terms** link, Facebook opens a page detailing a statement of rights and responsibilities, as shown in Figure 4.1.

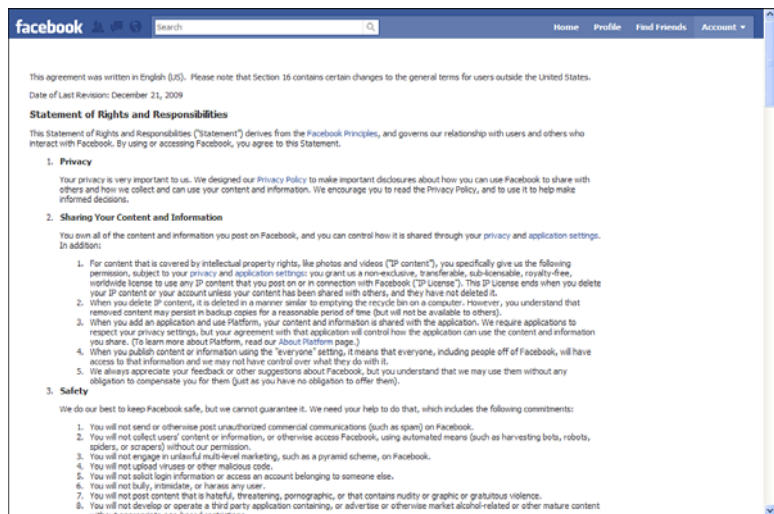


FIGURE 4.1 Facebook's terms of service page.

You can certainly take time to read all the fine print, but if you just want a quick overview, here are a few details about the terms:

Privacy Facebook promises to do their best to keep your information private or at least disclose to you if they share it with others. It's up to you to control your own privacy settings, however. (Learn more about changing privacy settings in Lesson 5, "Guarding Your Privacy.")

Sharing content and information You're the owner of the content and information you post on Facebook. However, by posting it, you're giving Facebook permission to use any content covered by intellectual property rights (kind of a license to use the content until you cancel your account).

NOTE: Keep in mind that if you delete content or even your entire Facebook account, much of that content still resides somewhere on the servers. For this reason, do not post content that you do not want others to access or control.

Safety Under this broad category, you cannot collect information from other users, send spam, upload viruses, solicit login information from others, bully other users, or use Facebook for illegal purposes. In other words, behave yourself.

Content You cannot post content that is hateful or threatening to others. You cannot post pornographic material, or nudity of any kind. You're also not allowed to post anything featuring gratuitous violence. This terms of service category is basically about using common sense and being a good citizen, conducting yourself in a way that would make your parents proud.

Account security You cannot supply Facebook with false or outdated information, and it's up to you to keep your password safe and prevent unauthorized access. You cannot use Facebook if you're under 13 years of age. You cannot use Facebook if you're in a country that is currently under embargo. If you're a convicted sex offender, you're not allowed on Facebook.

So what happens if you violate the terms of service? Facebook has the right to terminate your account for any misdeeds, misconduct, illegal activities, and so forth. They can remove questionable content you post if it violates the terms of service. Basically, you'll get in trouble if you don't play nicely with others. Most of us learned this concept early on. However, there's always someone out there looking for trouble. If you encounter such a person, you can report them on Facebook (as discussed more fully in Lesson 5).

If you're interested in reading more about Facebook's privacy policies, such as exactly what information is collected from you and shared, click the **Privacy** link at the bottom of any Facebook page. You can also get to the page by clicking the **Privacy Policy** link found amid the terms of service information.

Like many large-scale websites, Facebook's terms and privacy policies change over time. You can always revisit the terms of service and principles pages to read up on the most current rules and regulations.

Facebook Etiquette

As you can probably guess, anytime you throw together a bunch of people from diverse backgrounds, ages, experiences, political leanings, religions, and computer proficiency, things happen—expectations differ, assumptions are made, worlds collide. Just like interacting in the real world, interacting in the online world takes some skill and diplomacy. Sure, you might have joined Facebook just to have fun with your friends, but maybe your version of fun differs from the people you have assembled on your Friends list. So what are the social do's and don'ts of using Facebook?

There's no real guide to interacting other than your own common sense and intuition. As in real life, in online life, the golden rule still applies: Treat others as you want to be treated. If you're looking for a few tips anyway, here they are.

Facebook Do's

Do be tolerant of others, particularly when you get friend requests from people you don't immediately recognize or know. They may be looking for someone with the same name. If you don't want to respond, just ignore the request.

Do set your privacy settings to the levels in which you feel comfortable and safe. By default, many of the privacy settings are set for everyone to see your profile information and other postings. It's a good idea to adjust these settings to include just your friends. (See Lesson 5 to learn more about Facebook settings.)

Do report threatening behavior or inappropriate postings. Facebook takes this sort of thing very seriously. You can visit the Help Center page to find a report feature.

Do be considerate of other people's feelings. Communicating electronically is often a challenge because people can't see your face or hear the tone of your voice. Remember this when posting on Walls and making comments.

Do reply to Wall comments and personal messages when applicable. It's mannerly to at least acknowledge people who attempt to communicate with you.

Do keep your Wall postings civil and free of foul or questionable language. Remember, that person's other friends see your comments (perhaps even that person's mother).

Do choose an appropriate profile picture. Tacky or questionable pictures are not the way to go unless that's really the message you want to convey to friends, family, coworkers, or your boss.

Do use your head about what information you share on Facebook and how you conduct yourself. When it comes to the issue of saying too much online, let discretion be your first instinct. It's always better to say too little than too much.

Facebook Don'ts

Don't think of your Friends list as a competition to see who has the most. It's not. Quality over quantity is the best approach. If you're sending friend requests right and left to people you don't intend to know, you're in this for the wrong reasons.

Don't give out your personal information unless you really know the person. And when you do share personal information, do so via private email messages, not the public forum that is the Facebook Wall. Always be cautious about sharing personal or confidential information—never give out your information to someone you don't know.

Don't irritate people with your postings. Keep in mind that not everyone wants to hear about your pet rabbit every single hour of every single day.

Don't annoy people with too many "pokes" or other application actions. It's fun the first time, but over and over again all day is too much. (See Lesson 12, "Adding Applications," to learn more about applications.)

Don't use Facebook as a tool for revenge, bullying, or threats. Such activities will get you kicked off faster than a speeding bullet.

Don't feel obligated to befriend everyone on Facebook. If you don't want a particular person snooping around your profile, you can deny his or her friend request.

Don't share company information online—that's a big no-no.

Don't make your romantic break-ups and get-togethers public knowledge. Save that sort of information for private forums.

Don't lower your guard just because you're with "friends" on Facebook. Accounts can be hijacked, and shared links can take you to questionable places or encourage you to download files that turn out to be viruses or malware.

Finding Help with the Help Center

You may encounter times in which you need a little extra help with your Facebook experience—for example, if you're having a technical issue with your account or want to know more about a particular feature. Check out the Facebook Help Center for answers. The Help Center, shown in Figure 4.2, is just a click away. To view the page, click the **Help** link at the bottom of any Facebook page. You can also click **Account** on the navigation bar at the top of the page and click **Help Center** from the drop-down menu that appears.

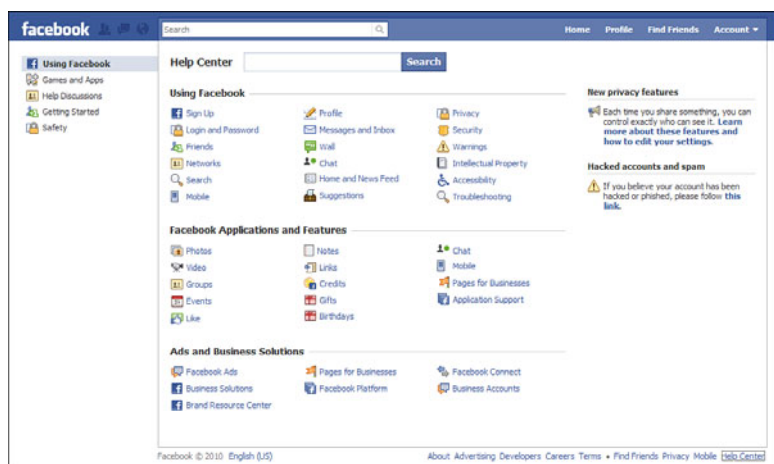


FIGURE 4.2 Visit Facebook's Help Center page when you need help.

The upper-left corner of the Help Center page organizes content into several categories, as outlined here:

Using Facebook Lists topics for Facebook usage, such as Friends, Networks, Profile, and so on. This is the main Help Center page. Click this link whenever you want to return to the main page.

Games and Apps Lists topics for Facebook's main applications and third-party developers you've added to your profile. Click a link to visit the app's support page.

Help Discussions Lists links to common Facebook topics and current discussions or questions asked by other Facebook users.

Getting Started Displays tutorial content about how to get started using Facebook, such as finding friends, setting up a profile, and exploring the site.

Safety Lists safety topics for using Facebook and how to keep yourself secure online.

Click a category to view more links.

The main Help Center page groups help topics into sections. To read more about a topic, just click it to open a page with more details. If you don't find the answer you're looking for, try clicking another topic.

To look up a topic, click in the **Search** box at the top of the Help Center page, type in the word or phrase you want to look up, and press **Enter** or click the **Search** button.

Click the **Getting Started** link to view tutorials (see Figure 4.3). You can read to learn more about finding friends, setting up a profile, and exploring the website.

Be sure to visit the safety content to view information about Facebook's safety policies and how to keep yourself online. The info includes a list of frequently asked questions, tips for parents of children on Facebook, and links to other sites offering safety information.

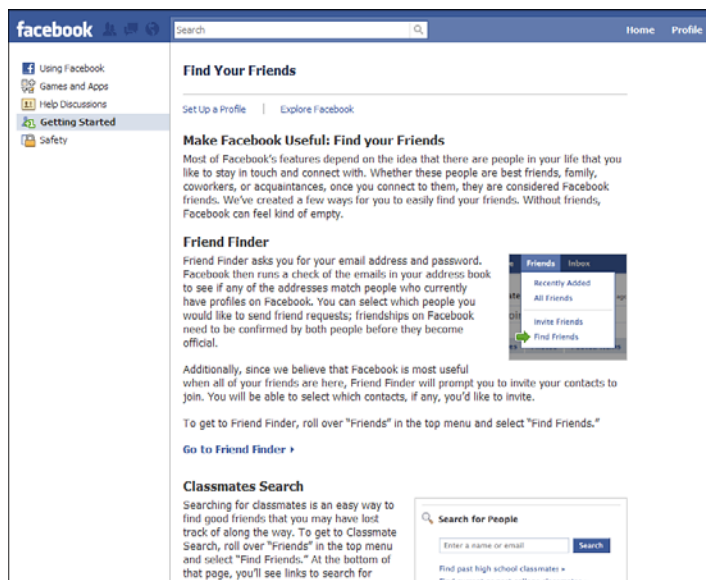


FIGURE 4.3 You can find some tutorials about using Facebook on the Getting Started tab.

TIP: If you're still having trouble finding help, try one of the many Facebook-centric blogs outside of Facebook, including <http://blog.facebook.com> or www.allfacebook.com. If you're an advertiser on Facebook, the Inside Facebook blog is worth checking out at www.insidefacebook.com. If you're having a technical issue, try the People-Powered Customer Service for Facebook board at <http://getsatisfaction.com/facebook>.

Summary

In this lesson, you learned about Facebook's terms of service, a few tips for following proper social networking etiquette, and how to find help in times of trouble using Facebook's Help Center pages. In the next lesson, you learn how to use the privacy settings to control who has access to your information.

LESSON 5

Guarding Your Privacy

In this lesson, you learn how to protect yourself on Facebook by logging in more smartly, changing your privacy settings, and learning how to keep yourself safe.

Understanding Privacy and Security Settings on Facebook

Privacy and security are the number-one concerns on the Internet, and are particularly relevant in the world of social networking. Identity theft is growing daily, and spammers lurk behind every website trying to nab your email address. It's more important than ever to guard yourself online. Along with these dangers, a social networking site like Facebook also throws in the risks of humiliation, embarrassment, and criticism if you end up posting information you're not supposed to or revealing far too much information to the wrong people. So, how do you begin to protect yourself and still network freely?

The reality is anything you post on Facebook has the potential to be publicly available. This includes your picture and your profile information, such as political views, relationship status, and so on. Facebook does do all it can to protect your personal information, but things happen, hackers can attack, and so on. It's easy to think that only people you allow to be your friends on Facebook can view your info, but that's not the case. There are ways of finding someone's profile on Facebook. Potential employers, law enforcement, teachers, and anyone else determined to do so can find a way to see your profile. If your privacy settings are lax, even a simple search engine can access your profile.

Companies and third-party developers that partner with Facebook can also access your information when allowed. Per Facebook's policy, advertisers who sell products on Facebook can access your information, so it's up to

those companies to also safeguard the info. Hundreds of third-party applications are available on Facebook, and to make use of them, you must allow them access to your information. In doing so, there is the potential for unscrupulous third-party developers to misuse your data. Because you've allowed them access to the info by adding the application to your account, there's not much Facebook can do about it.

The bottom line is it's up to you to take steps to protect yourself. Thankfully, you can pursue some strategies to help battle privacy and security breaches, and stop them before they ever occur.

Pursuing Protection Strategies

Despite the possibilities for exposure and risk, don't let the fear of privacy and security keep you from enjoying your Facebook experience. You can keep yourself relatively safe just by following a few simple practices:

- ▶ First and foremost, use common sense when participating in any online endeavor. If something seems risky, it probably is. If someone from your Facebook network emails you about a get-rich plan, you can be sure it's a scam, so don't take the bait.
- ▶ Never give out personal or sensitive information in a public forum. For example, don't post your cell phone number so that it can be read in everyone's Facebook news feed. You're just asking for trouble.
- ▶ If Facebook users stalk you or harass you, you can block their access to your profile and report them to Facebook.
- ▶ Although the profile information form (see Lesson 2, "Setting Up a Profile") has places for it, you're not required to place personal information of any kind in your profile. For example, if you don't feel comfortable adding your home or work address and phone numbers, don't do it. You can share this type of information through a private email on a "need-to-know" basis.
- ▶ If you're worried about spammers, consider using a free email address from a site like Google or Yahoo! for your Facebook account. This can help you protect your main email address from unwanted exposure.

- ▶ Always be leery of links to sites outside of Facebook that come to you via friends. Make sure the site is legitimate before giving out information. Phishing, the practice of tricking people into revealing sensitive data, is widespread, but you can usually spot these threats by their poor grammar and typos, so keep your eyes peeled.
- ▶ Even though Facebook advocates honesty, people aren't always what or who they seem to be online. Be skeptical, cautious, and vigilant when it comes to meeting new people online.
- ▶ When it comes to deciding whether to post something, just ask yourself if your mom or your employer would be comfortable with it. For example, do you really want your mom or your boss to see a picture of you at that wild party last weekend? Better to err on the side of good judgment when it comes to your personal information and pictures.
- ▶ Finally, make use of the controls Facebook offers to help you stay safe on the site. Why let useful privacy control settings go to waste?

The rest of this lesson shows you practical steps you can take to protect your privacy and security on Facebook.

Controlling Account Access

The best way to control your Facebook account is to use some smart login practices. When you log in to your account from the top of the main Facebook page, shown in Figure 5.1, you have the option of checking the **Keep me logged in** check box. This feature tells Facebook to keep you logged in until you decide to log out using the Logout link. Although this might seem like a handy way to avoid typing in your ID and password each time you access your account, it's actually a problem if you're using Facebook on a shared computer. For example, if you're using a computer at a public library, school, or workplace, other users access the computer after you. If you forget to log out, the next user at the computer can access your account. In other words, you've left the door to your information wide open.

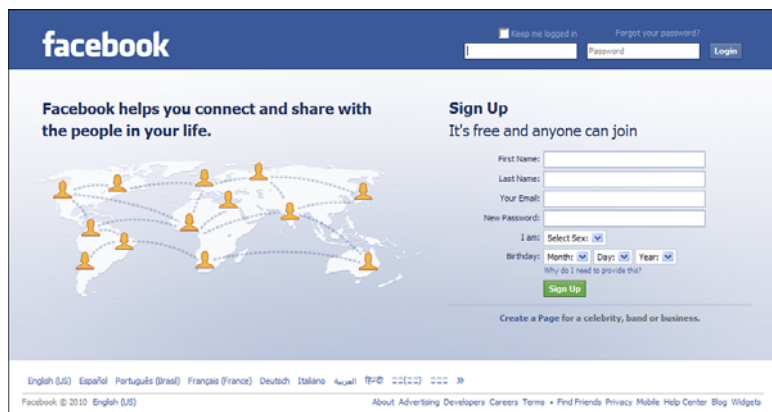


FIGURE 5.1 Facebook's login page.

TIP: Worried about a breach with your Facebook account? You can reset your Facebook password with just a few quick clicks. Good passwords always include a combination of letters, numbers, and symbols. To reset a password, click the **Account** menu and click **Account Settings** to open the My Account page. Click the **Settings** tab, and then click the **Change** link next to the Password option. Type your old password, type a new password, and retype the new password again to confirm it. Click the **Change Password** button to finish the procedure.

To prevent unwanted access, make sure the **Keep me logged in** check box is deselected when you log in to your account. Second, always log out of the site when you've finished by clicking the **Account** menu on the navigation bar at the top of any Facebook page and then clicking the **Logout** option.

Customizing Your Privacy Settings

By default, the Facebook privacy settings are often set to their lowest levels unless you specify otherwise. For example, your photos are automatically viewable by everyone on Facebook when you publish them unless

you change the setting. You can quickly turn some controls on or off using the Facebook Privacy pages. Log in to Facebook and click **Account** at the top of the Facebook page, and then click the **Privacy Settings** option from the pop-up menu that appears (see Figure 5.2).

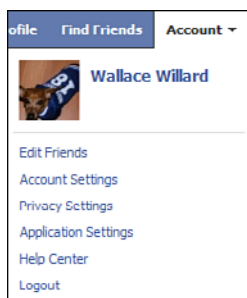


FIGURE 5.2 Access privacy settings through the Account menu.

Facebook displays the Choose Your Privacy Settings page, similar to Figure 5.3. The page features links to controlling privacy settings for your profile, how you appear to others in Facebook's search tools, contact information, applications and websites, and a member block list.

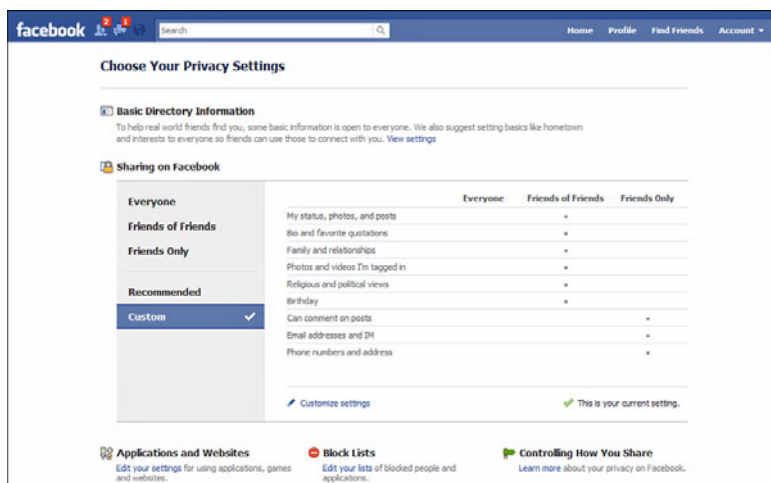


FIGURE 5.3 The Choose Your Privacy Settings page is the place to go to set privacy controls.

Controlling Basic Directory Information

Some information that's associated with your Facebook account is always public, such as your name, profile picture, gender, and network. Facebook has made this information automatically public so it's easy for others to find and connect with you. It really wouldn't be a social network without this very important aspect of "social" activity. However, you can control other basic information and functions, such as how friend requests are handled and whether your hometown is visible to everyone or not. To exert some control over basic directory information, you can open the Basic Directory Information page, shown in Figure 5.4. From the Choose Your Privacy Settings page, click the **View settings** link listed under the Basic Directory Information heading.

FIGURE 5.4 The Basic Directory Information page.

As you can see in Figure 5.4, you can control your overall visibility on Facebook, how friend requests and private messages are sent to you, whether others can see your friend list, and visibility for work or education information, current city and hometown, or specified interests and Pages.

To start setting privacy levels, just click a drop-down menu next to the option you want to set and choose a level. The levels available vary based on the option:

Everyone The most open level of privacy, allowing anyone on Facebook to view the information.

Friends of Friends Only friends and friends of friends can view the information.

Friends Only Only people you've friended on Facebook can view the information.

Customize Enables you to customize exactly which friends can view or not view the information. See the next section to learn how to use this feature.

Unlike other areas of Facebook, you don't need to save your new privacy settings. They're set as soon as you make your selections on the page.

After changing your privacy settings, you might want to see what others see when they look at your profile and find out if things look as private as you think you've set them to be; click the **Preview My Profile** button at the top of the page and type a friend's name. When you complete the name or select it from the list that appears, Facebook shows you what that particular user sees on your profile. You can click the **Back** button on your browser window to return to the Profile Information page again and change what appears on the profile page.

To return to the main Choose Your Privacy Settings page again, just click the **Back to Privacy** button at the top of the page.

TIP: If you're worried about people seeing your picture on your Facebook profile, consider using an image other than an actual photo of you. For example, you might use a picture related to your hobbies or interests instead. Visit Lesson 2 to learn more about adding and changing a profile picture.

Customizing Shared Information

The Choose Your Privacy Settings page (refer to Figure 5.3) displays a table in the middle of the page detailing the settings for information you share on Facebook, such as your status updates, bio, or email address. To edit which bits of information from your profile are shared online, click the **Customize settings** link. Facebook opens a Customize settings page, shown in Figure 5.5. You can use the options on this page to control who sees the things you share on your profile and the things other people share with you, such as Wall postings and tags.

To change a privacy level, just click a drop-down menu next to the option you want to set, as shown in Figure 5.5, and choose a level: **Everyone**, **Friends of Friends**, **Only Friends**, or **Customize**. These are the same four settings described in the previous section, and they are commonly used throughout Facebook.

Choose Your Privacy Settings Customize settings

Back to Privacy Preview My Profile

Customize who can see and comment on things you share, things on your Wall and things you're tagged in.

Things I share

Posts by me
Default setting for posts, including status updates and photos Friends of Friends

Family Friends of Friends

Relationships Friends of Friends

Interested in and looking for Friends of Friends

Bio and favorite quotations Friends of Friends

Website Friends of Friends

Religious and political views Friends of Friends

Birthday Friends of Friends

Edit album privacy for existing photos.

Things others share

Photos and videos I'm tagged in Friends of Friends

Can comment on posts Friends of Friends Chat (0)

FIGURE 5.5 The Customize settings page lets you control what information is shared on Facebook.

When you select the **Customize** option, a dialog box similar to Figure 5.6 opens. To limit who sees the info, click the **These people** drop-down menu and choose **Specific People**, and then start typing out the names to include. To hide the info, click inside the **These people** field and type the names of those you want to exclude. Click **Save Setting** to save your changes.

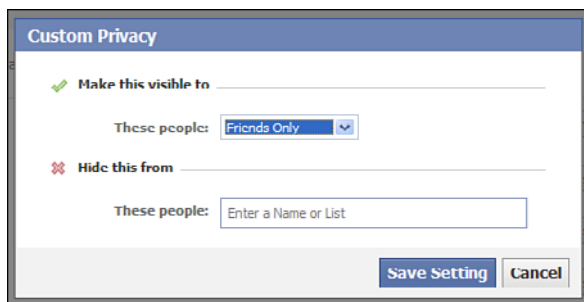


FIGURE 5.6 The Customize Privacy dialog box lets you specify exactly who can and cannot view your info.

To return to the main Privacy Settings page again, just click the **Back to Privacy** button at the top of the page.

Controlling Contact Privacy

You can find privacy settings for contact information listed among the Customize settings. Reopen the Customize settings page again (click the **Account** menu at the top of the Facebook page, click **Privacy Settings**, and then click the **Customize settings** link). After you've opened the page, scroll down to find the Contact information options, as shown in Figure 5.7. You can click a drop-down menu and choose a privacy setting for each contact item. You can choose from the same four levels: **Everyone**, **Friends of Friends**, **Only Friends**, or **Customize**.

It's up to you to decide how much of your data is viewable. Take time to look through all the settings and choose which levels best suit your Facebook usage. To return to the main Privacy Settings page again, just click the **Back to Privacy** button at the top of the page.

The screenshot shows the Facebook privacy settings interface. It is divided into sections: 'Religious and political views', 'Birthday', 'Things others share', and 'Contact information'. Each section contains specific settings with dropdown menus for privacy control. The 'Contact information' section is highlighted, showing settings for Mobile phone, Other phone, Address, IM screen name, and wallace, all set to 'Friends Only'. The 'Things others share' section includes settings for photos/videos tagged in, comments on posts, posting on the wall, and seeing wall posts by friends. The bottom of the page shows 'English (US)' and links for 'About', 'Advertising', and 'Developers'.

Section	Setting	Privacy Level
Religious and political views	Religious and political views	Friends of Friends
	Birthday	Friends of Friends
Things others share	Photos and videos I'm tagged in	Friends of Friends
	Can comment on posts Includes status updates, friends' Wall posts, and photos	Friends Only
	Friends can post on my Wall	☒ Enable
	Can see Wall posts by friends	Friends of Friends
	Mobile phone	Friends Only
Contact information	Other phone	Friends Only
	Address	Friends Only
	IM screen name	Friends Only
	wallace	Friends Only

FIGURE 5.7 Use the Contact Information options to control who can view your contact information.

Controlling Applications, Games, and Websites

Applications and games are add-on programs that work with Facebook. They come in a wide variety of types and functions, from the serious to the silly. Some applications, or apps for short, are part of your Facebook account by default, such as the Notes and Photos applications. We cover applications in greater detail in Lesson 12, “Adding Applications,” but as it relates to privacy, let’s talk about how to control them a bit here so you’re better informed when more apps start crossing your path later.

Here’s a fact: Most of the applications and games you add in Facebook access your profile information. You typically can’t use an application unless you allow this. Sounds logical, yes? But did you know that applications your friends allow access to can also access information about you just because you’re their friend? Sneaky, eh? You can de-authorize this access using the Applications, Games and Websites page as part of the Facebook privacy settings. You can also control what types of information

are shared. To find your way to application privacy settings, click the **Edit your settings** link located under the heading Applications and Websites on the Choose Your Privacy Settings page. The Applications, Games and Websites page, shown in Figure 5.8, offers several options:

What you're using Lists all the applications, games, and websites you're using with Facebook. You can remove apps or turn them off using the options listed here.

Game and application activity Control who can see your game and application activity on newsfeed posts.

Info accessible through your friends Control what information is shared from your profile when your friends use Facebook-enhanced applications and related websites.

Instant personalization Turn on or off personalization shared with Facebook's partner sites, such as Docs.com or Yelp, when your friends use them.

Public search Enable or disable public search controls regarding your profile. Although technically this isn't related to apps and games, it is sort of related to website searches, so the option appears on this page. Learn more about this privacy setting later in this lesson.

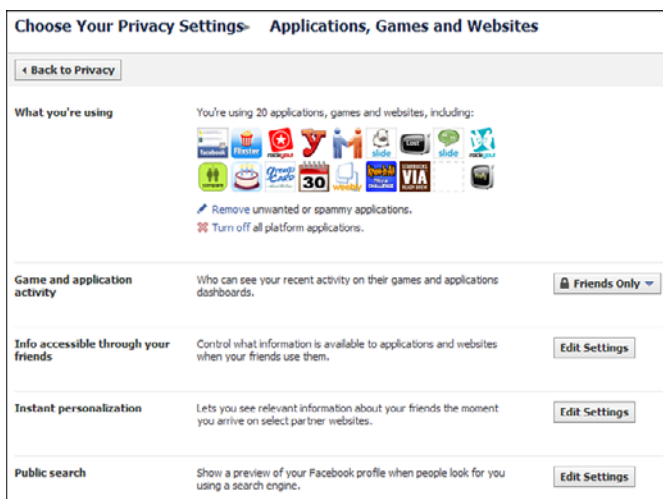
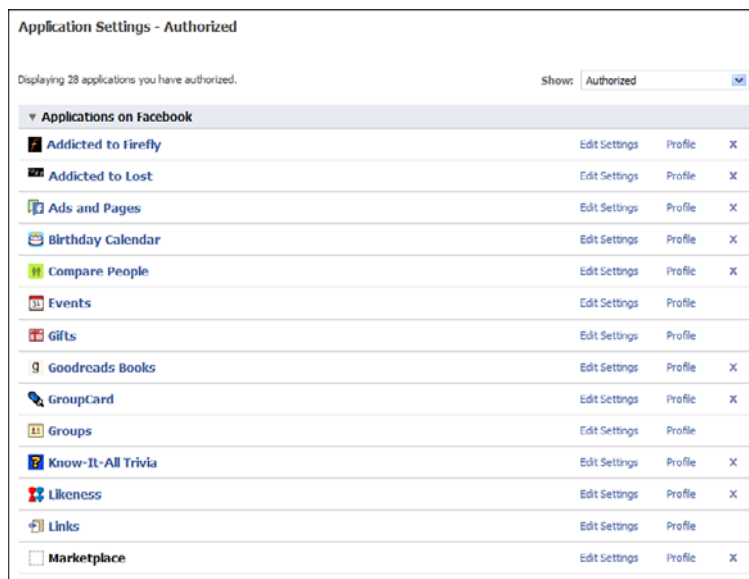


FIGURE 5.8 The Applications, Games and Websites page lets you control what information applications and partner websites can access.

To control individual applications themselves, you must visit the Application Settings page, shown in Figure 5.9. To find your way to this page, click the **Account** menu link at the top of the Facebook page and then click **Application Settings**. By default, the page lists applications you've recently used. To view more or fewer, click the **Show** drop-down menu and choose what you want to see listed.



Displaying 28 applications you have authorized.		Shows:	Authorized	▼
▼ Applications on Facebook				
Addicted to Firefly	Edit Settings	Profile	X	
Addicted to Lost	Edit Settings	Profile	X	
Ads and Pages	Edit Settings	Profile	X	
Birthday Calendar	Edit Settings	Profile	X	
Compare People	Edit Settings	Profile	X	
Events	Edit Settings	Profile		
Gifts	Edit Settings	Profile		
Goodreads Books	Edit Settings	Profile	X	
GroupCard	Edit Settings	Profile	X	
Groups	Edit Settings	Profile		
Know-It-All Trivia	Edit Settings	Profile	X	
Likeness	Edit Settings	Profile	X	
Links	Edit Settings	Profile		
Marketplace	Edit Settings	Profile	X	

FIGURE 5.9 The Application Settings page keeps a running list of your Facebook applications.

From the list of applications, you can edit the settings, read more about the application itself, or remove it entirely:

Click the **Edit Settings** link to open a dialog box of controls for the application where you can further fine-tune how the app works with your information.

Click the **Profile** link to open the app's profile page and view its information.

To remove an application entirely, click the **X** button at the far-right end of the application listing and click **Remove**. You'll be prompted when the process is over; click **Okay**.

To learn more about applications and how they work in Facebook, see Lesson 12.

Controlling Searches

You can also use Facebook's privacy settings to control who can see your search result in Facebook and through search engines on the Web. The option for controlling public searches is tucked away in Facebook's Applications, Games and Websites page. To get there from the Choose Your Privacy Settings page (refer to Figure 5.3), you can click the **Edit your settings** link listed under the Applications and Websites heading. Next, click the **Edit Settings** button next to the Public search option. This opens the Public Search page, shown in Figure 5.10, where you can choose to enable or disable your visibility on Facebook searches.



FIGURE 5.10 The public search option lets you control who can see your search result on Facebook and outside of Facebook.

Blocking People

The final option to cover under Facebook's privacy controls is how to block other Facebook members. Click the **Edit your lists** link listed under the Block Lists area on the Choose Your Privacy Settings page to open the Block Lists page, shown in Figure 5.11. This particular feature is used to block someone from bothering you or accessing you on Facebook. When you block users, they can no longer see your profile information or interact with you through Facebook features. This also means you can no longer see them on Facebook either. Blocking them only knocks them out of contacting you in Facebook. Outside of Facebook is another matter.

FIGURE 5.11 Use the Block People area to block other Facebook members.

To block someone, just type his or her name in the text box and press **Enter (Return)** or click the **Block This User** button. This opens the Block People dialog box. Simply identify the correct person you're blocking, click the **Block** button next to their name, and the deed is done. The blocked user's name is added to the Block Lists page. You can add more people to the list, or even block them based on their email address instead.

You can also use the Block Lists page to block application invites. For example, if your friend is constantly inviting you to play FarmVille or Mafia Wars, you can stop all the application invites from that friend, including FarmVille and whatever other apps the friend is freely sharing with you. Just type your friend's name in the **Block invites from** field.

Reporting Abuse

Facebook tries to maintain a safe environment, but like the real world, the online world is often fraught with illegal, offensive, and inappropriate material and conduct. Nudity, pornography, harassment, hate speech, and unwelcome contact is against the rules. If you spot something along these lines, you can report it to Facebook. To contact them directly, you can email abuse@facebook.com, and they'll look into the problem. In addition to this route, you can find Report links scattered throughout the Facebook pages. You can click a link to report a problem. For example, if you

encounter a pornographic picture in someone's photo album, you can click the **Report This Photo** link.

You can check out Facebook's Security page for more help with questionable material and conduct and how to find help. To access the page, click the **Help** link at the bottom of any Facebook page to open the Help Center, and then click the **Security** link to view related links. You can also click the **Account** menu at the top of the Facebook page and click **Help Center** to find your way to the security info.

TIP: Anytime you want to refresh your knowledge of Facebook's terms of service, click the **Terms** link at the bottom of any Facebook page. This opens a page with information, links to privacy settings, and so on.

Summary

In this lesson, you learned all about Facebook's privacy settings and how to keep your data safe while using the website. In the next lesson, you learn how to work more with news feeds and manage your scrolling Wall.

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LESSON 6

Tracking Wall Postings, News Feeds, and Notifications

In this lesson, you learn how to keep track of news and activities on Facebook. You'll learn how information flows on the site, and how to manage your Wall, news feed, and notifications to keep abreast of the latest information.

Understanding Facebook Information Flow

As a social networking site, Facebook acts much like a broadcasting service, sharing news about its members wherever they are. However, rather than tuning in to see general news about everyone on the site or stories selected entirely by Facebook, your news is narrowed down to just the people you know—your friends, family, coworkers, or colleagues. The news that is shared, whether it's status updates, photos, or the latest group someone joined, is referred to as *stories* on Facebook. This news is also called *feed stories*, *stream*, or *news feed* stories. The information that appears on the Home page is a constant stream of stories about the activities and pursuits of your friends. The official name for this is *news feeds*, so that's what we'll call it, too. The stories that appear on your profile are referred to as *mini-feeds* because they're all about you.

For example, anytime you post a status update on your Wall, it's a story on your mini-feed—information dedicated to you. When your friend shares a photo, for example, it appears on his Wall as a mini-feed about him. Out

on the Home page, both stories may appear listed as news feed stories where other friends you both know can see.

What exactly constitutes as news on Facebook, you may wonder? Anything you do on the site is considered a story. If you join a group, for example, or share a link, it appears as part of your mini-feed, and might even potentially be listed in the main news feed. If you don't want to share all your Facebook activities, you can turn off some of this through your privacy settings. (See Lesson 5, "Guarding Your Privacy," to learn more.)

Another part of this ongoing stream of broadcasting is a Facebook feature called *notifications*. Notifications are messages from Facebook telling you about something that happened on Facebook involving you somehow, such as being tagged (pointed out) in a photo or if someone wrote on your Wall. Typically, these notifications are emailed to you or sent via your mobile connection. On Facebook, they appear on the Notifications pop-up list. Unlike mini-feeds that are generated by you, or news feeds that detail the activities of others, notifications involve you indirectly.

Let's get down to the nitty-gritty details of how to manage your mini-feeds, news feeds, and notifications.

Managing Your Wall

The Wall on your profile page is your public forum for communicating with your Facebook friends and they, in turn, with you. The Wall is a big part of your profile page, located smack-dab in the middle of the page. You can use your Wall to share comments and musings, photos and videos, links to interesting sites, and more. Anytime you update your status, the information appears on your Wall. Friends who view your page can also write on your Wall, or comment on your existing postings. This ongoing spot for social commentary is essentially a mini-feed of news focused solely on you. The news items you post on your Wall, whether it's text or links or photos, are interchangeably called *stories* on Facebook. Figure 6.1 shows an example of a typical Wall. The Wall appears by default when you display your profile. If, by chance, you've clicked another tab on your profile page instead, you can click the **Wall** tab to return to the Wall view at any time.

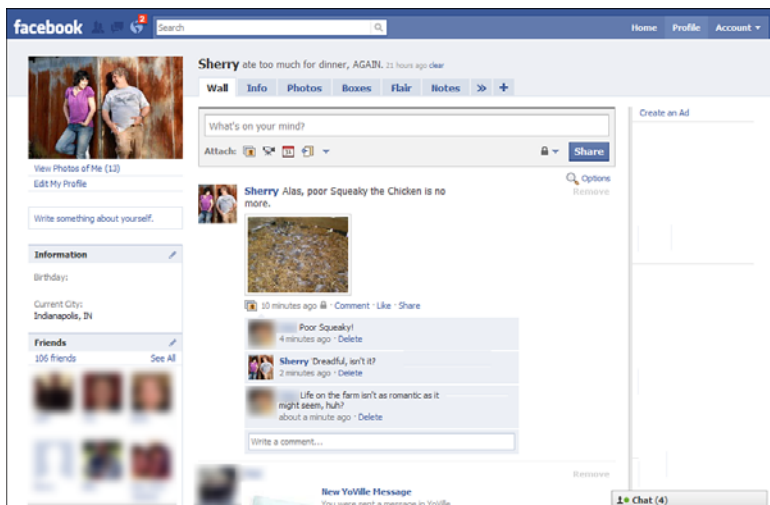


FIGURE 6.1 Use the Wall to share information, such as what you're currently doing, postings of your favorite video clips, and more.

As you add new information onto your Wall, previous postings scroll down to make room for the latest items at the top. You can use your browser window's scrollbar on the right to scroll up and down your Wall stories. Based on how much you or your friends add to your Wall, the postings may change hourly, daily, or weekly. You can use the **Older Posts** link at the bottom of your Wall to view older postings. The more you log in and interact on Facebook, the more activities show up on your Wall. You can do lots of things to work with and manage your Wall. This section shows you how.

TIP: You can adjust privacy settings for your Wall and news feed activities. Move your mouse pointer over the **Account** link at the top of the Facebook page and click **Privacy Settings**. This opens the Choose Your Privacy Settings page, and you can click the **Customize Settings** link under the Sharing on Facebook information to change Wall postings. To control Wall postings, check out the Posts by Me, Friends Can Post on My Wall, Can Comment on Posts, and Can See Wall Posts by Friends options and set them the way you want for your profile Wall.

Updating Your Status

To post something on your own Wall, fill out a status update and share it. Essentially, this creates a story on your page. Click in the text box at the top of your profile page, as shown in Figure 6.2, where it says something like “What’s on your mind?.” In previous versions of the Facebook interface, the box had different titles. The name or text may change at anytime, but the intent remains the same: to share something that you’re thinking or doing, some random remark, observation, or witty thought. Type out your status update, and then click the **Share** button to post it on your page. Facebook adds the information to your Wall, as well as to the news feed that appears on your Home page and your friends’ Home pages.

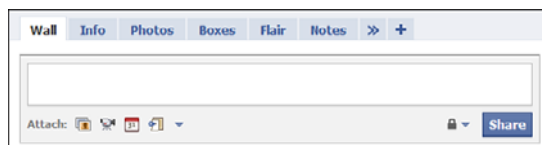


FIGURE 6.2 Use the status update box to post an update about what you’re doing or thinking.

TIP: You can also fill out the update box on your Home page to update your Facebook status. When you click in the box, additional buttons appear for adding photos, video, events, or a link.

The update box is technically known as the *Publisher*. When you activate the What’s on your mind? box, which you can do just by clicking inside the field, you can use the additional buttons below the field for sharing a link, photo, event, or video along with your comment text. If you have other applications loaded, you can click the arrow button at the end of the row of buttons and add an application action to the comment, too. If you click the **Link** button, for example, you can add a link to another web page to share along with your comment. To learn more about sharing links, see Lesson 7, “Communicating Through Facebook.” To learn how to share photos, see Lesson 8, “Sharing Photos.” To learn how to share videos, see Lesson 9, “Sharing Videos.”

How often you update your status is entirely up to you. It really depends on how often you log in to Facebook and how much you want to share about what you're doing or thinking. Some users like to post updates several times a day; others like to post more sporadically based on things that happen throughout their day. Other users like to update their status once a day or, if feeling not so social, once a week. Facebook Walls are really all about connecting with your friends, so it's up to you to decide how much to participate and share.

Removing Wall Postings

Sometimes you might need to edit your Wall postings—for example, perhaps you misspelled a word or need to remove a questionable posting a friend left on your Wall. You can remove the story with the error and replace it with a corrected version. To remove a posting or story, point to the item on the Wall to display a tiny **Remove** button to the far right of the posting. Click the button to open a Delete Post box, as shown in Figure 6.3. Click the **Delete** button to confirm the removal.

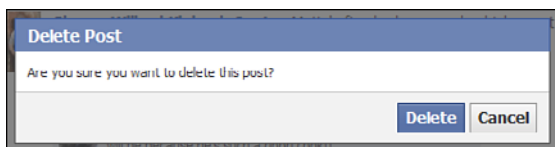


FIGURE 6.3 You can easily remove a posting from your Wall.

TIP: If removing postings from a particular person is a pain, consider adjusting your privacy settings to prevent future postings. Click the **Account** link at the top of the Facebook page and click **Privacy Settings**. This opens a Choose Your Privacy Settings page where you can edit your settings, including customizing who posts on your Wall. Click the **Customize Settings** link to open the Customize Settings page. Under the Things Others Share group of options, you can disable the **Friends Can Post on My Wall** setting so that no one can leave posts, or you can prevent a person from seeing your Wall posts by clicking the pop-up menu next to **Can See Wall Posts by Friends** and choosing **Customize**. This opens a dialog box where you can type in the name of the person who is no longer allowed to view your Wall.

Filtering Your Wall Postings

You might notice a tiny link labeled **Options** at the top of your Wall area. Click the link to display three blue words at the top of the Wall: YourName + Friends, Just YourName, and Just Friends. These are filters that control what's displayed on the Wall. By default, the Wall displays postings by both you and your friends. You can choose to filter the postings by displaying just your own postings, or viewing only the postings left by friends. Just click a filter name at the top of the Wall, as shown in Figure 6.4. Facebook immediately shows the postings based on your selection. To return to the default setting again, click the first filter (*YourName* + Friends). Filters apply only to your view of your Wall, not your friends' view of your Wall.

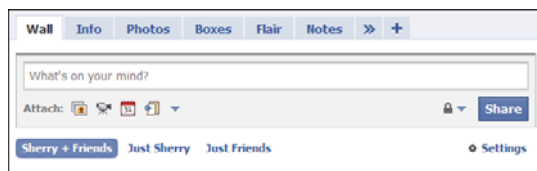


FIGURE 6.4 Use the filters to filter your Wall postings.

You can use these same filtering tools on your friends' Walls. When you open a friend's profile page, you can click the **Filters** link to display the same filter buttons. Of course, instead of your name on the buttons, the friend's name appears.

Writing on a Friend's Wall

You saw how easy it is to write on your own Wall by posting a status update with the Publisher box. You can also post comments on your friends' Walls. Start by displaying a friend's profile page. You can do this from a variety of pages, such as the Home page or Friends list, just by clicking your friend's name link. After her profile is open, click in the **Write something** box, as shown in Figure 6.5, and type your text. Oddly enough, it's the same box you use to update the status on your own profile page, just featuring a slightly different label. As soon as you click the **Share** button, the comment is added to your friend's profile page and also appears on the Home page as one of your activities.

If you'd prefer to add to something someone else has already written instead, just click the **Comment** link below the posting and add your two cents, or click in the **Write a comment** box and type in your comment text. You can also comment on your own postings on your own profile page. When you add a comment, it appears beneath the original story item. If lots of people comment to a story, you can scroll down the comments and see what everyone says. Sometimes entire conversations unfold under just one story posting.



FIGURE 6.5 You can write on your friend's Wall using the Write something text box.

TIP: If you don't have time to type up a text comment, you can always signify your approval of the story by clicking the **Like** link instead. This adds a thumbs-up icon to the story along with your name.

Viewing Wall-to-Wall Conversations

One aspect of communicating via Walls is the appearance of disjointed snippets of conversation scattered about the page. Your friend might have written one pithy comment two days ago, to which you replied, and another comment in response today. However, other activities are listed between the conversation comments. This can be a bit confusing as you're trying to read who said what. You can solve this dilemma by activating the Wall-to-Wall feature. Click the **See Wall-to-Wall** link below the comment to open another page in which the entire ongoing conversation appears without interruption.

Friends who also view your profile page can use the same tool to read the conversation.

Customizing Your Mini-Feed

You can customize how your stories appear on the Wall. You can click the **Settings** link in the upper-right corner of the Wall page to view settings you can turn on or off. If you don't see the link, click the **Options** link and the link changes to **Settings**. When the link is activated, a page similar to Figure 6.6 appears. You can control how imported stories are posted, whether comments are expanded, or even whether you allow postings from others. Simply make your selections; then click the first filter link to return to your regular Wall view. Any changes you made are now reflected on the Wall.

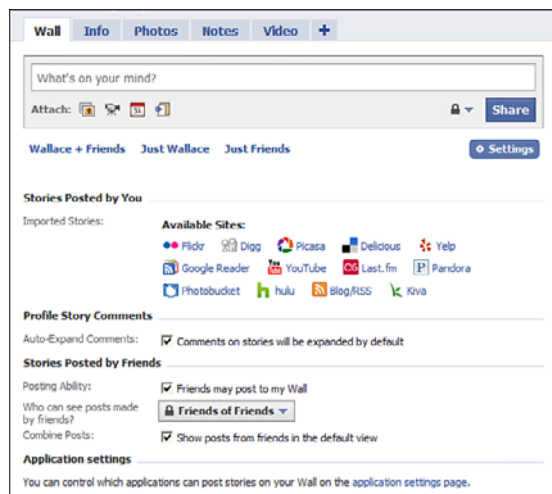


FIGURE 6.6 You can customize your Wall stories using these settings.

Tracking News Feeds

Whenever you want to see what everyone else is up to, click **Home** on the navigation bar (the blue bar at the top of any Facebook page). The Home page, shown in Figure 6.7, displays the constantly updating stories, or live stream, that comprise the news feed about your friends and what they're up to on Facebook. You can read through the list and find out what's happening, view thumbnails of photos, and find out what silly quizzes they're taking or what applications they're using.

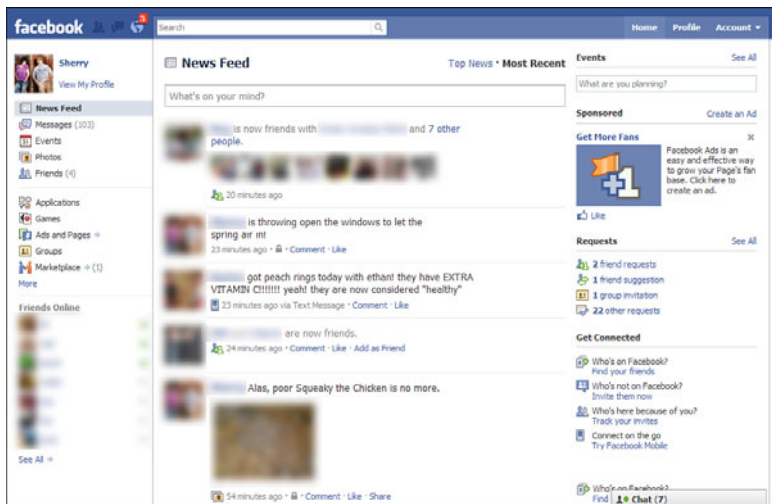


FIGURE 6.7 The Home page displays the news feed.

You can filter your news feed display using the filters on the top. For example, to view only the real-time status updates of your friends, click **Most Recent**. Click the **Top News** filter if you want Facebook to display a random collection of content.

You can choose to hide the stories from people you don't want to see. Move your mouse pointer over the story and look for a **Hide** link that appears in the upper-right corner of the story. Click it, and Facebook hides all the stories in the news feed from that particular person. To add them back in again, scroll to the bottom of the Home page and click the **Edit Options** link. This opens a dialog box that keeps track of people you've "hidden" from view. You can add a person back in again at any time.

You can also hide postings from applications in the same way. Just click the **Hide** link, and then click the application name.

Here are a few more things you can do with the news feed:

- ▶ You can click a person's name in your news feed to immediately open the person's profile page.
- ▶ You can add to the person's story by clicking the **Comment** link and adding a comment.

- ▶ Rather than type up a comment, you can click the **Like** link in the story.
- ▶ You can click a photo to open the album and view a larger picture.
- ▶ You can click a link to view the associated web page.
- ▶ You can click a video to view a video clip.
- ▶ You can click a “take this quiz” or “vote on this poll” or similar link to participate in the same activity listed.
- ▶ You can click an application link to add the listed application for yourself.
- ▶ When you scroll to the bottom of the Home page, you can click the **Older Posts** link to view more stories.

TIP: In earlier versions of the Facebook interface, you could easily customize how stories were displayed in the news feed. As of this writing, you have to work a bit harder to control which activities generate stories. If you don't want Facebook pasting information about every application activity and page you join, you can turn off the postings. Click the **Account** menu, click **Application Settings**, and then make sure the **Show** filter is set to **Authorized**. Next to the Ads and Pages option, click the **Edit Settings** link, click the **Additional Permissions** tab in the dialog box that appears, and then deselect the **Publish Recent Activity** check box. Click **Okay** to save your changes.

Managing Notifications

As mentioned at the beginning of this lesson, notifications are messages from Facebook to alert you to stories or activities that involve you somehow. If a friend tags you in a note, for example, or joins your group, you'll see a notification. Some applications you use also generate notifications concerning you automatically. You can view a brief listing of notifications by clicking the **Notifications** icon in the upper-left corner of the Facebook page, as shown in Figure 6.8. The icon often has a red number that pops up next to it, indicating how many notifications you have waiting to be read.

For a full-on display of all your notifications, however, you need to open the Notifications page. Click the **Notifications** icon, and then click **See All Notifications**. This page, similar to Figure 6.9, displays notifications sent from you or received from others. From here, you can view notifications and control which ones are active.

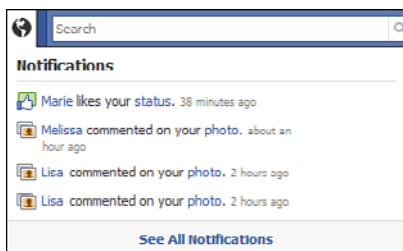


FIGURE 6.8 Activate the Notifications icon to see a menu of recent notifications.

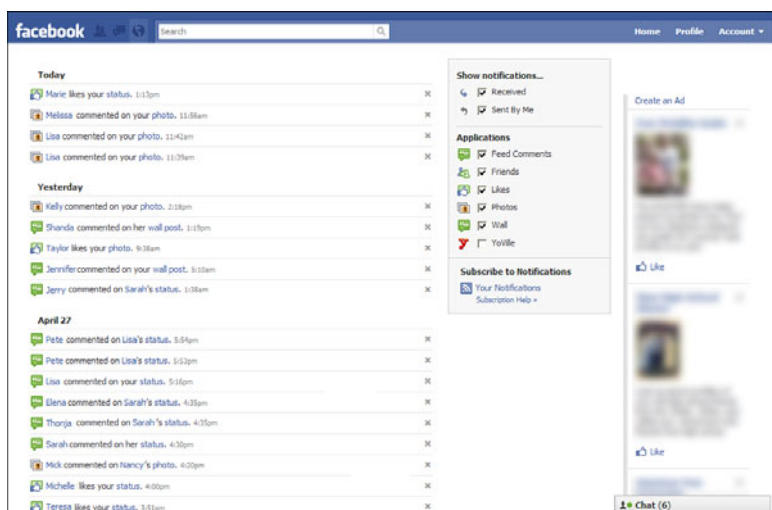


FIGURE 6.9 You can view all your notifications on the Notifications page.

TIP: You can subscribe to your notifications on Facebook, turning them into an RSS feed (which stands for Really Simple Syndication, formats for web feeds of updated content) that you can read through an RSS reader (like Google Reader or Bloglines). Just click the **Your Notifications** link just below the notification settings on the Notifications page and follow the instructions.

Notifications are grouped chronologically by date, so today's notifications appear at the top of the page. Depending on the type of notification, you can click a link to read the message. You can use the check boxes on the right side of the page to control which notifications you see. For example, if you'd rather not see feed comments from applications, uncheck its check box. As you'll quickly learn, the more applications you add to your Facebook experience, the more notifications you'll see. You can easily stop pesky notifications from annoying applications by turning them off. Just deselect the individual application's check box on the Notifications page.

NOTE: It's easy to confuse notifications with requests, and with some applications, the information may appear in both formats. Notifications focus on notifying you, like a mini-news bulletin. Requests focus on inviting you to action, such as befriending someone or joining a group. Just remember, requests appear on the right side of the Home page. Notifications appear when you click the **Notifications** icon.

Summary

In this lesson, you learned how to inform and stay informed on Facebook. You learned the lingo for Facebook news feeds, mini-feeds, and notifications. You also found out how to manage your Wall, write on your friends' Walls, remove postings, and view Wall-to-Wall conversations. You learned how to use the news feed stream on your Home page to view news about your friends. Finally, you learned how notifications work in Facebook and how to view them. In the next lesson, you learn more about communicating through Facebook.

LESSON 7

Communicating Through Facebook

In this lesson, you learn how to use Facebook tools to communicate with your friends, coworkers, family, and so on. You'll learn how to send private messages using the Facebook inbox, share links and actions, blog with the Notes feature, and chat live.

How to Communicate on Facebook

You can't have a social networking site without avenues to communicate, and Facebook has plenty. You've already learned how to express yourself on your profile page by writing on your Wall. This particular form of communication is generated by you for the purpose of letting people know what you're up to. When they pop by your profile page, they see your activities and any status updates you post to the Wall. You've also learned how to add a status update directly from the Home page so it appears out in the news feed for others to see on their Home pages, too.

Wall communication goes both ways—friends can write on your Wall, and you can also write on your friends' Walls to communicate with them. You might write a new posting, or comment on existing postings on a friend's Wall. Anyone else who views the friend's page can also see your postings and comments.

If you join a group, you can communicate through postings on the group Wall. You can learn more about Facebook groups in Lesson 10, "Joining Groups." Like any other Wall communication, when you share postings in a group, everyone in the group can see them.

Communicating with Wall postings can be a bit limiting at times. If you're looking to share a longer chunk of text than will fit in a status update, for example, you can use Facebook's Notes application. Notes are perfect for sharing larger amounts of text, and you can use the feature to communicate by blogging. With the Notes application, you can even include some basic HTML coding to enhance the note text.

If you're looking for more direct, less-public ways to communicate, you can use the Facebook Messages feature to send and receive messages. Just like any email client you use, the Messages feature has options for reading messages, creating and sending messages, and organizing received messages. If you're looking for more immediate communication, try Facebook's live chat feature. You can talk with your friends (via your keyboard) who are logged in at the same time as you.

Finally, you can also communicate through sending Facebook actions and gifts. Sounds, weird, right? Don't knock it until you try it! The remaining sections in this lesson show you how to use many of the communication avenues mentioned here, including how to communicate with actions and gifts.

Sending and Receiving Messages

You can send and receive messages through the Facebook Messages page. It works just like an email client, letting you send personal messages to your Facebook friends using a central page that acts like an inbox. You don't have to know the person's email address to send him a message; you just need to know his name. You can also attach items to a message, such as a photo or link.

To view the Messages Page, click the **Messages** link on the left of the Home page. Figure 7.1 shows an example of a typical Messages page.

When you click the Messages link, two additional options appear listed below the link—Updates and Sent:

Updates Use this tab to find updates on fan pages you subscribe to or support.

Sent Messages Click this tab when you want to view all the messages you've sent.

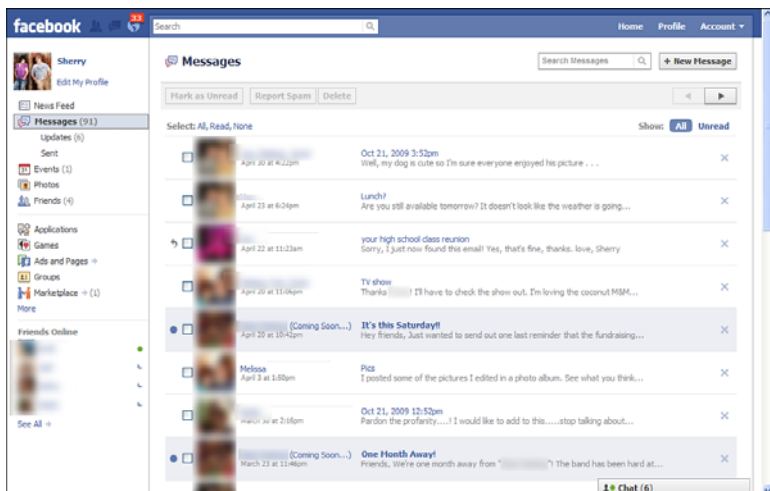


FIGURE 7.1 Use the Messages page to send personal messages to your Facebook friends.

TIP: Facebook lets you know how many unread messages or updates you have waiting in the inbox by displaying the number next to the Messages link on the Home page.

When you click the **Messages** link, a list of all the messages you've received appears, with the most recent messages at the top of the list. Messages include the sender's picture, if applicable, subject, and the first line of the message text. Facebook also includes the time and date of the message. To read a message, click it to open a message window, similar to Figure 7.2. You can click the message title or content line to open the message. Once opened, you can write a reply to the message, attach other items to the reply, and send it back to the person.

To reply to a message you've received, click in the **Reply** box in the message window and type out your reply, and then click the **Reply** button.



FIGURE 7.2 When you open a message to read it, a new window opens, along with a Reply box you can use to send back a reply.

If you're messaging one person and keep replying to the original message, the message text accumulates like a thread on a news posting or discussion board. You can see the previous messages along with a Reply box for continuing the conversation.

CAUTION: Be careful about replying to messages that were addressed to multiple people. Because they were sent out to a bunch of people, the reply goes to the entire group, too. You'll notice with group messages that the Reply box becomes the Reply All box, and the Reply button becomes the Reply to All button. So, don't accidentally type anything you don't want the whole group to know about. If you do want to reply to the sender only, look for the Reply link next his or her name in the message.

Managing Messages

You can use the message indicator icons located on the far-left side of your messages to see the status of each message in your inbox (see Figure 7.3). You can also click in the column where the indicators appear to make changes to the status of a message, such as marking a message as read or unread. One way to tell read messages from unread messages is by their background shading. Unread messages appear with a light, bluish shading as their background color. Read messages have no shading.

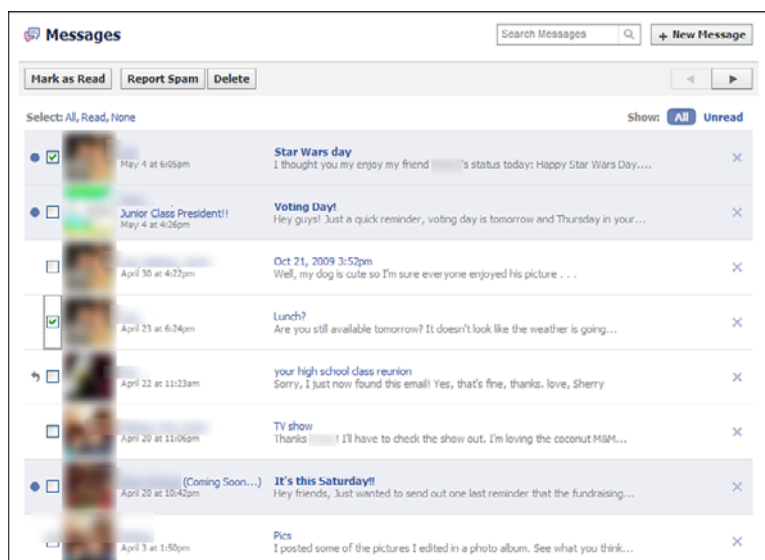


FIGURE 7.3 Look to the message indicators to learn more about a message's status.

Here's what each message indicator means:

- ▶ A blue dot to the left of a message means the message is unread. This mark disappears when you read the message.
- ▶ An arrow icon means you've replied to the message already.
- ▶ A plain old empty check box means you've read the message already.

Here's how you can manage your messages:

- ▶ To mark it as unread again, move the mouse pointer to the left of the check box and click the dot that appears. You can also click the check box and then click the **Mark as Unread** link at the top of the page to mark a message as unread.
- ▶ To mark a message as read again without opening the message, click the blue dot icon next to the message, or check the box and then click the **Mark as Read** link at the top of the page.

- ▶ You can delete messages you no longer want to keep. Select the message by clicking its check box (on the far-left side), and then click the **Delete** link at the top of the page. You can also click the **X** link on the far-right side of the message in the list.
- ▶ To mark multiple messages with a new status or for deletion, click the check box in front of each one, and then click a link at the top of the page.
- ▶ To search through your messages, click inside the **Search Messages** field in the top-right corner and type a word or phrase you want to search for, and then press **Enter** or **Return**.

TIP: You can also mark a message as unread when you open the message in its own window and click the **Mark as Unread** button at the top of the message. You'll also find a link there for deleting the message.

Sending a Message

You can send messages to other Facebook users, or to people you know outside of the Facebook environment as long as you know their email address. To send a message on Facebook, display the Messages page and follow these steps:

1. Click **New Message**.

Facebook opens the New Message window, as shown in Figure 7.4.

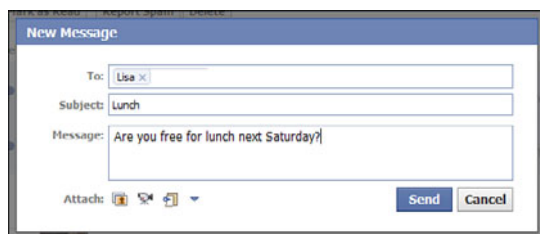
The image shows a screenshot of the 'New Message' form in Facebook. The form has a blue header bar with the text 'New Message'. Below the header, there are three input fields: 'To:' with a dropdown menu showing 'Lisa', 'Subject:' with the text 'Lunch', and 'Message:' with the text 'Are you free for lunch next Saturday?'. At the bottom of the form, there is an 'Attach:' section with icons for adding photos, videos, and links. To the right of the 'Attach:' section are two buttons: 'Send' and 'Cancel'.

FIGURE 7.4 The New Message form.

2. On the New Message form, the To field is selected and ready to go. Type in the name, friend list (if you want to email a group of friends on Facebook), or email address. As you start typing, Facebook displays a list of possible matches to choose from; you can select a name from the list or keep typing.

To remove a name that's added to the To field, just click its **X** button, or select the name and press **Delete**.

3. Click in the **Subject** field and title your message.
4. Click in the **Message** box and type in your message text.

Optionally, you can use the **Attach** links to attach a video, link, photo, and so on. You may also see icons for other applications you've installed that allow you to send items.

5. When you're ready to send, click the **Send** button.

You can message more than one person—just add additional names to the To field. You can add up to 20 names per message.

Sharing Links

You can share web content you stumble across on the Internet with your friends on Facebook. For example, if you find a YouTube clip you want others to see, or if you read an interesting news article you want others to read, you can share a link to the material. When you add a link using Facebook's Links application, the link appears on your profile page and also on the news feed on the Home page.

To share a link on your profile page, click in your status update box (the box that says "What's on your mind?," also known as the Facebook Publisher). As soon as you do, Facebook displays some action icons you can add to the update, including one for links. Click the **Link** icon to expand the status update to include a field for adding a link, as shown in Figure 7.5.

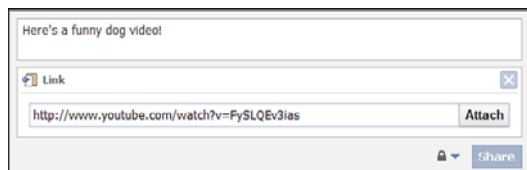


FIGURE 7.5 Use Facebook Publisher to add a comment and a link to your status update.

Facebook Publisher automatically adds the `http://` prefix for you. Click in the field and type the URL to which you want to link. You can also paste a link you've copied from your browser window. Click the **Attach** button; then click **Share**. Facebook may display a Security check box; type in the words that appear and click **Submit**. When you've finished, Facebook adds the link to the update. In Figure 7.6, a video link is added. With photos and videos, you can choose which thumbnail image of the link to add. To add a comment to the link, just fill out the status update box. For example, you might write up an explanation of the link or why you're posting it. When you're ready to post the link, click the **Share** button.

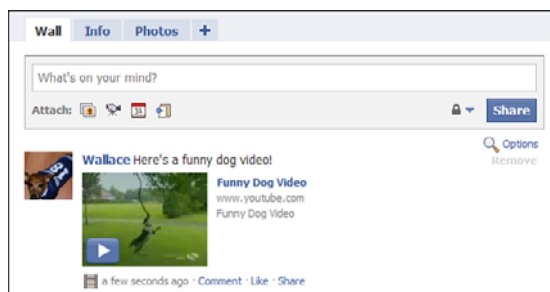


FIGURE 7.6 After you add the link, it appears on your profile page.

TIP: You can choose to view only posted links by your friends by clicking the **Account** menu, clicking **Application Settings**, and then clicking the **Links** link. If the feature link isn't visible on the Application Settings page, just click the **Show** drop-down menu and choose **Authorized**. When you activate the Links application, Facebook displays the Friend's Links page, and you can view all the links posted by your Facebook friends.

If you want to link to a particular page on Facebook, such as an event, a group, or a note, you can quickly share it with others by clicking the **Share** button conveniently located on the page. (You may have to scroll a bit to find it.) When activated, this feature opens a Post to Profile box, similar to Figure 7.7, or as a Send as Message box, and you can choose to post the link publicly on your profile page or send it privately as a message to a friend. (Depending on which box appears, you can click the **Send as Message instead** link to swap boxes or click the **Post to Profile instead** link.)

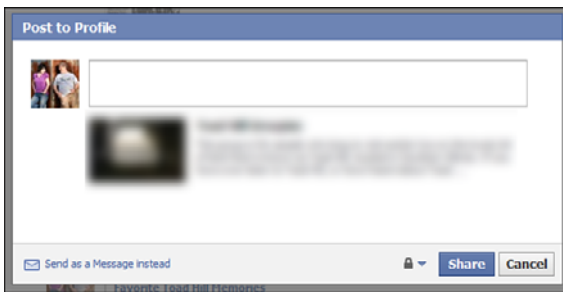


FIGURE 7.7 You can share a link to another Facebook page as a posted link on your profile page or as a message to a friend.

TIP: You can bookmark a website in your browser and share the link on Facebook using the Share Bookmarklet tool. To do so, navigate to the Links page (click the **Account** menu, click **Application Settings**, and then click the **Links** application from the list). When the My Friends' Links page appears, look for the **Share on Facebook** button, a gray button located on the right side of the page. You can drag it to your browser's Bookmarks bar. When you do, you can click it anytime you find a web page you want to share back on Facebook.

Sending Actions and Gifts

You can find lots of applications on Facebook that involve actions of some kind. The most famous is the default Poke application, probably because new members tend to overuse it. A form of nonverbal communication, you can “poke” someone digitally as a way to say hi, much like a gentle punch to the shoulder or a nudge to the ribs, all without the need to type in any words. When you’re viewing a friend’s profile page, you can click the **Poke** link located underneath his or her profile picture (see Figure 7.8). If someone pokes you, Facebook lets you know with a notification. You can poke a person back, or ignore it.

Hundreds of third-party applications send other kinds of actions. For example, SuperPoke lets you send a kiss or a hug, cook a meal, karate chop, pinch, and so forth—all digitally imagined, of course. When you send someone an action from another application, that person sees a request and can respond by loading the application and sending an action in return, or by ignoring your action entirely. For the office, you might try Office Poke, or for the comedy inclined, you might install SuperPoke.



FIGURE 7.8 Use the Poke feature to digitally poke a Facebook friend.

You can also send electronic gifts—and by electronic, I don’t mean stereos and televisions, but rather digital artwork representing various items such as cupcakes, balloons, flowers, and so on. When you send a digital gift, a graphical icon of the gift appears on your friend’s Gift Box area on his or her profile page. You might send a gift on a friend’s birthday or anniversary, for example, or send a gift to cheer up someone.

There's a catch to gifting on Facebook, however. Gifts cost credits, which you must purchase online with a credit card. Most gifts cost about 10 credits, which is equivalent to a dollar. You can buy more credits, if needed, and purchase gifts whenever you want to send someone something special.

The Gifts application is a default part of Facebook. You can access it through your friends' profile pages. Just open a friend's page, and then click the **Gifts** icon below the Write Something box (aka Publisher). The Gifts display opens, as shown in Figure 7.9, and you can choose and pay for a gift (or gifts) to send.

You can learn more about adding other applications to your Facebook experience in Lesson 12, "Adding Applications."

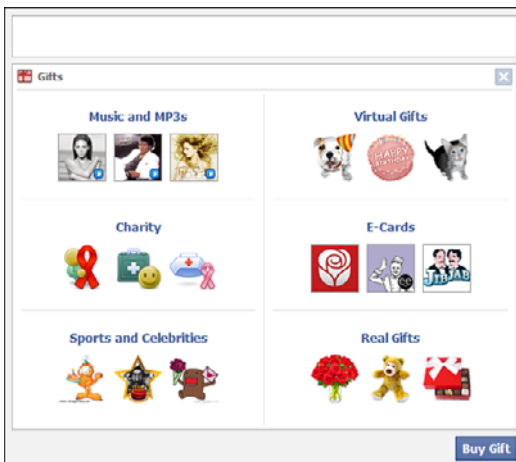


FIGURE 7.9 Use the Gifts application to send digital gifts to your Facebook friends.

Blogging with Notes

The Notes feature is another of Facebook's default applications. You can use Notes to share longer chunks of text than will fit in the typical status update box. You can even add photos to your notes. Notes are perfect for blogging on Facebook and sharing the blog with your friends. When you post a note, it appears on your profile page and in the news feed. You do

have the choice of setting a privacy level for the note. You can choose for everyone to see it, people on your networks and your various friend lists, friends of friends, only friends, or customize and only allow select friends to see the note. After a note is published, others can add their comments to the note.

To use the Notes tool for the very first time, follow these steps:

1. Click the + tab on your profile page and then click **Notes**.

The Notes page tab is added to your profile page.

2. Click the **Write a New Note** button.

Facebook displays the Write a Note page with a blank note form, as shown in Figure 7.10.

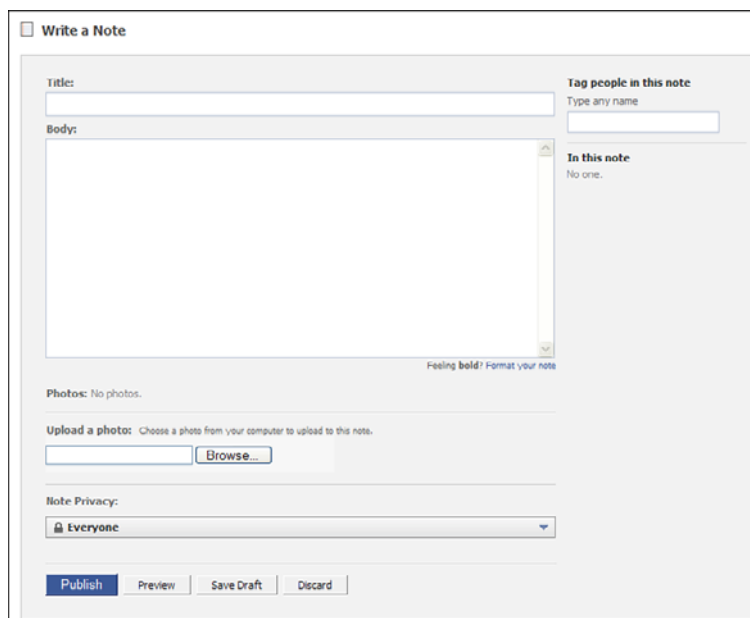
The screenshot shows the 'Write a Note' interface on Facebook. At the top left is a small square icon and the text 'Write a Note'. The main form area has a 'Title:' label above a text input field. To the right of the title field is a 'Tag people in this note' section with the prompt 'Type any name' and a text input field. Below the title field is a 'Body:' label above a large text area. To the right of the body field is an 'In this note' section with the text 'No one.' and a small icon. Below the body field is a 'Photos:' section with the text 'No photos.' and a link 'Feeling bold? Format your note'. Below the photos section is an 'Upload a photo:' section with the text 'Choose a photo from your computer to upload to this note.' and a 'Browse...' button. Below the upload section is a 'Note Privacy:' section with a dropdown menu showing 'Everyone'. At the bottom are four buttons: 'Publish', 'Preview', 'Save Draft', and 'Discard'.

FIGURE 7.10 Fill out the note form to create your note or blog.

3. Click in the **Title** box and type in a title for your note.
4. Click in the **Body** box and type in your note text.

TIP: You can easily copy and paste text from another program into your Facebook Notes feature. For example, you might compose your blog in Microsoft Word and copy the text into the Facebook form.

Optionally, you can tag Facebook friends you mention in your note using the **Tag people in this note** field. This lets them know with a notification that they're somehow involved in your note.

Optionally, you can click the **Browse** button (or Choose File in other browsers) to add a photo to the note, or add one from an existing Facebook photo album. When you add a photo, additional options appear for controlling the photo's position on the note page, and a box for adding a caption.

5. Scroll down the note form to find the privacy setting, click the **Note Privacy** drop-down menu, and choose a privacy level for the note.
6. To preview the note first, click the **Preview** button and check out how your note will look on Facebook. You can publish it from the preview page or click **Edit** to return to the Notes page.

If you prefer to save the draft and open it again later, click the **Save Draft** button. To change your mind about the whole note idea entirely, click the **Discard** button.

7. To publish the note, click the **Publish** button.

To view your note at any time, click the **Notes** tab on your profile page.

You can add pizzazz to your note text using HTML coding. In the bottom-right corner of the Body text box of your Write a Note page is a little link that says "Feeling bold? Format your note." Click this link to view a listing of HTML tags you can type in to add formatting to your text. If you already know HTML coding, you can type it straight in as you compose your note. If you don't, you can use the handy cheat sheet offered by Facebook; print it out and have it handy.

You can also filter your news feed on the Home page to show your friends' recent notes, including your own. Just click the **Notes** link.

Chatting with Friends

If messages, notes, and digital pokes aren't enough ways to communicate on Facebook, you can also talk directly to friends using the Chat tool. If a friend is logged on the same time as you, you can have real-time conversations. If you've chatted with other Chat programs, like Yahoo! Messenger, you'll find that the Facebook Chat tool works the same way.

The first thing to do is check your online status. Look for the Chat icon bar at the bottom of the browser window. If you're already "online" for chatting, the icon just says Chat. If you're offline, or unavailable for chatting, the icon says Chat (Offline). To toggle your offline status on again, click the **Chat** icon bar, click the **Options** button, and then click the **Go Offline** option. You can toggle this command on and off. When it's on, a green dot appears next to the Chat icon. If it's off, the dot changes to gray. After your status is green, you're good to go (see Figure 7.11).

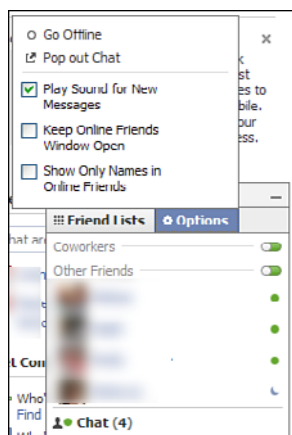


FIGURE 7.11 Turn your Chat status to online.

Now you have to find someone to chat with. Click the **Chat** icon again to see a list of your Facebook friends who are currently online. (You can also see who else is online by viewing the Friends Online list located on the left pane of the Home page.) If they're available for a chat, you'll see them listed in the Chat menu when you click the **Chat** icon. To start chatting, click the friend's name in the list. Facebook opens a mini chat window,

similar to Figure 7.12. Type in what you want to say in the field at the bottom of the chat window, and press **Enter** or **Return**. The text appears in the conversational area of the window, and continues to scroll by as you keep chatting. You can use the scrollbar to revisit parts of the conversation. You can chat with multiple users, but you cannot carry on multiple conversations with many users in one chat window.

To close the window and stop chatting, just click the window's **Close** button (X) in the upper-right corner. You can also minimize the window to move it out of the way. If the window is minimized, Facebook displays a red balloon icon to let you know the other person has typed in more conversation.

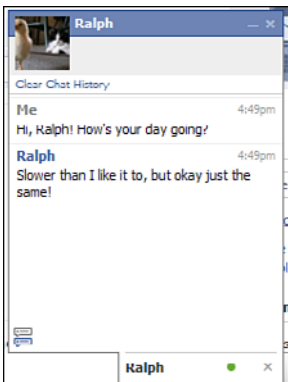


FIGURE 7.12 You can type in the bottom area of the chat window to start chatting.

To create a larger chat window, click the main **Chat** icon again and click the **Options** button. Next, click the **Pop out Chat** command. Facebook displays a large chat window you can view more easily. Repeat the steps (choosing **Pop in Chat** this time) to return the window to a mini-window size again.

When you click the **Options** button in the main Chat menu, you can see additional chat options to choose from, as follows:

- **Play Sound for New Messages** Sounds an alert noise when a new conversation line is added to the chat window.

- ▶ **Keep Online Friends Window Open** Keeps the Chat menu listing of online friends open at all times, until minimized by you.
- ▶ **Show Only Names in Online Friends** Hides the profile pictures in the Chat menu to save some space.
- ▶ **Friend Lists** A button next to the Options button, this feature lets you display a Friends list and display the lists in Chat.

Summary

In this lesson, you learned how to communicate with friends on Facebook using messages, silly actions, blogging, sharing links, and chatting. In the next lesson, you'll learn how to share photos and videos.

LESSON 8

Sharing Photos

In this lesson, you learn how to view and add photos in Facebook. You'll learn how to create an album, upload pictures, and publish the whole thing on Facebook. You'll also learn how to tag people in your photos and organize your photos within Facebook.

Sharing Photos on Facebook

Would you believe that Facebook is the largest photo-sharing site on the Web? It's true. It surpasses popular sites like Photobucket and Flickr, among others. Facebook users upload millions of photos each month. Why? Because it's easy, a fun way to share stuff about yourself, a perfect way to connect with others, and a great marketing tool, just to list a few reasons. It might also help that Facebook lets you post gobs of photos. As of 2010, users have uploaded more than 15 billion photos on the social networking site. That's a lot of pictures.

Photos you add to Facebook are organized into photo *albums*, just like you'd do with actual photographs at home. An album can hold 1 photo or up to 200. You can also create as many albums as you like. You might make an album of vacation pictures, artistic images, snapshots of your friends and family, and so on. When you post photos, you can add captions and tag people in the photos, and other users can add comments to your photos.

All your photo activities on Facebook are handled through a built-in application called, appropriately, Photos. The application, which is part of the default apps available when you start your Facebook account, offers tools for uploading photos, organizing photos, and sharing photos. You can utilize three different uploaders: applications to help you move your photos from your computer or camera onto Facebook, one of which is made for Mac users.

You can share photos on your profile page, in the news feed out on the Home page, in messages and notes, in group postings, and more. One of the easiest ways to view your friends' photos is when you see them posted as a story on the news feed on your Home page, as shown in Figure 8.1. Just click a photo to open the image in its own window, or click the album name located below the photo to open the associated album.

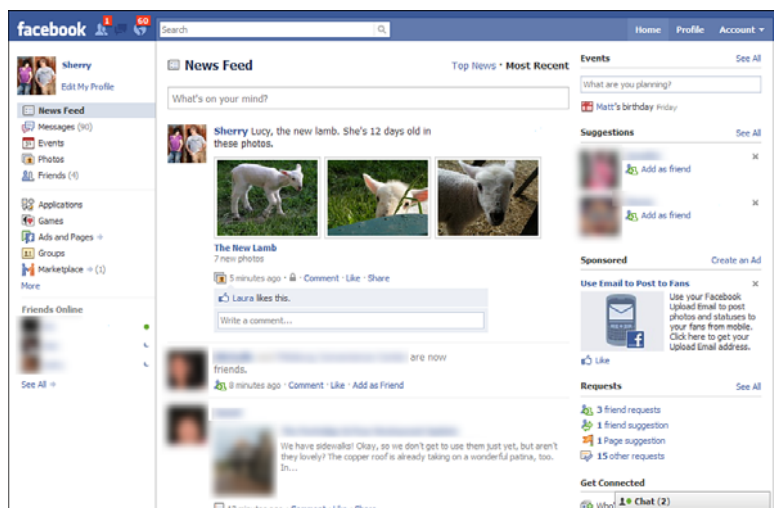


FIGURE 8.1 Posted photos often appear as stories on the news feed on your Home page.

Another way to view photos is on profile pages. For example, if you're viewing your friend's profile page, you can click a photo in her mini-feed stories, or you can click her **Photos** tab and view her listed albums. Figure 8.2 shows an example of photos posted on the mini-feed of a profile page.

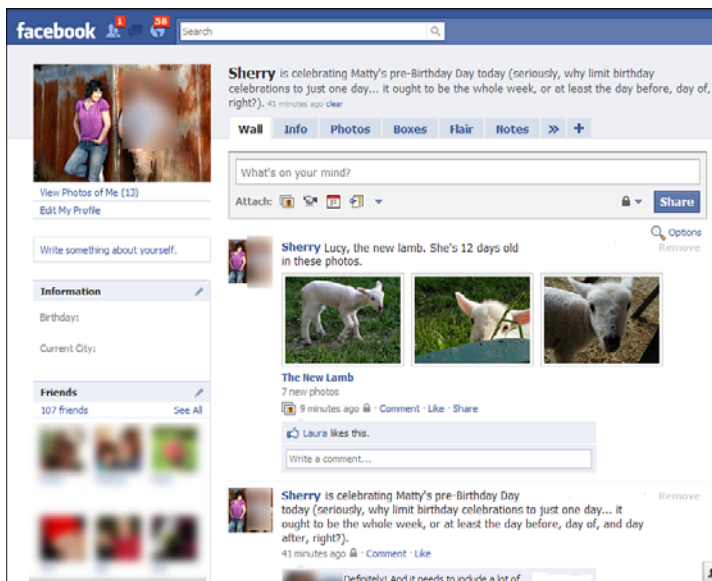


FIGURE 8.2 Another way to view photos is on profile pages.

If you're looking for an all-encompassing spot to view photos, visit the Photos application page. The next section tells you how.

Viewing the Photos Application Page

To find your way to the Photos application, you can click the **Photos** link on the left-side pane of the Home page. When clicked, the link takes you to the Photos page, as shown in Figure 8.3. You can use this page to peruse recently posted albums from your friends or upload your own. You can view a photo album, which displays thumbnails of the images it contains, or you can view the individual pictures in an album.

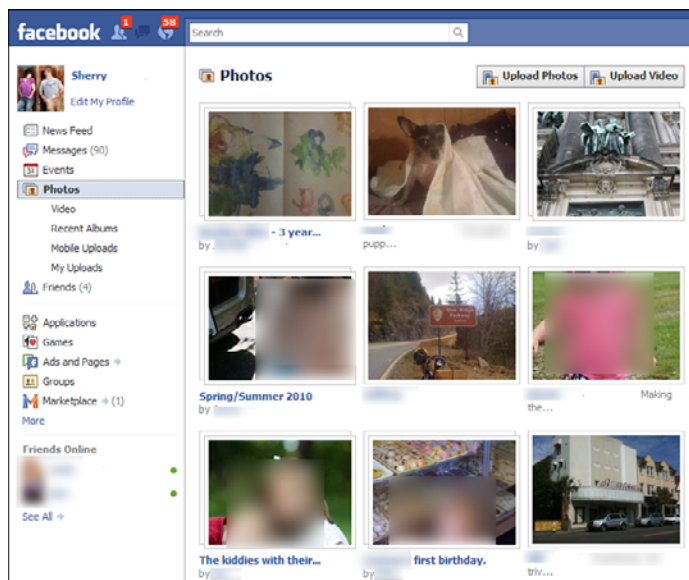


FIGURE 8.3 Use the Photos page to view your friends' photo albums or upload your own.

The Photos page features the following categories listed in the left-side pane:

- Video** Displays recently posted videos from your friends.
- Recent Albums** Displays recently posted albums from your friends.
- Mobile Uploads** Displays photos uploaded from mobile devices (cell phones).
- My Uploads** Displays your own photo uploads.

You can peruse various albums and images among the categories. To view a photo, just click the picture. Your friend's album opens to show the photo, as shown in Figure 8.4. You can click the **Previous** and **Next** buttons at the top-right corner of the photo to move back and forth through the album's pictures like a slide show. You can also navigate back to the original album page or the profile page using the links on the top left.

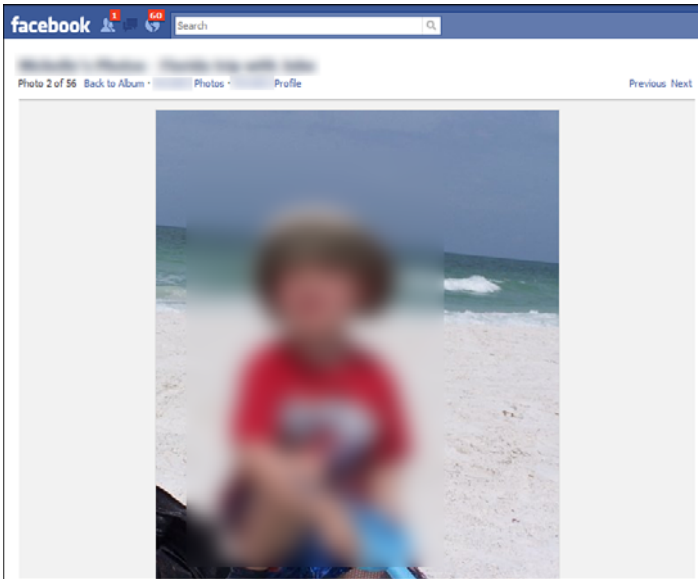


FIGURE 8.4 You can view photos individually in their own window, and progress through each image like a slide show.

At the bottom of the album page (see Figure 8.5) and the bottom of each picture page, there's a place where you and your friends can add comments. This feature is a great way to converse about the picture, the subject, or the experience it represents. It's not uncommon to see entire conversations unfold in the comment section of a photo or album cover.

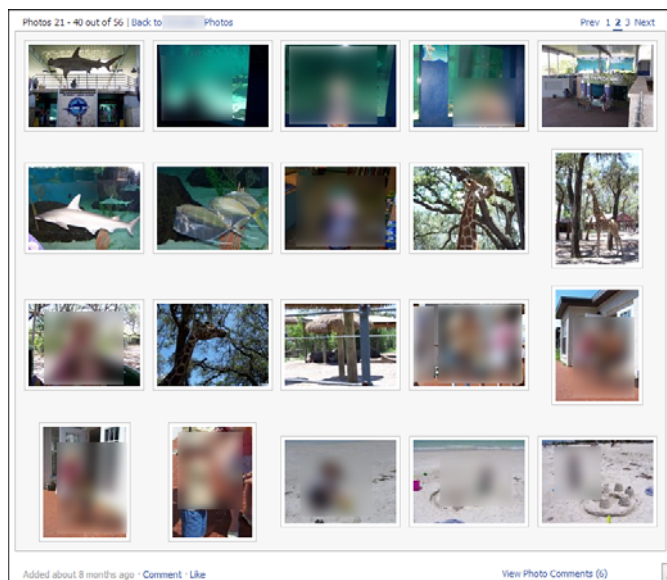


FIGURE 8.5 You can also view an album to display thumbnail images of the pictures it contains.

TIP: Tagging is when you identify someone in the photo, and Facebook sends out a notification to the person and mentions it in their mini-feed. Learn more about tagging later in this lesson.

The picture page also includes options for sharing the photo with others, tagging someone in the photo, or reporting any photo that violates the Facebook terms of service. Not that you need to be reminded, but some restrictions apply as to what types of photos you can share on Facebook. So if you're hoping to start your own online pornography magazine, Facebook is not the way to go. You can check out Facebook's Terms of Service page to learn more about rules and conduct on the site. See Lesson 4, "Finding Help with Facebook Services and Etiquette," to find out more.

Take a look at a typical album page, as shown in Figure 8.5. Here you can view thumbnail images of the album's content. Like the individual photos, you can also add comments to an album and find options for sharing it with friends.

Speaking of sharing, to share a photo or album with another friend, you can click the **Share** button on the picture page or **Share This Album** link on the album page to open the Share dialog box. From there, you can share the album by posting a link on your news feed or by emailing a link to a friend.

Adding Your Own Photos

Now that you know a little about how to view photos in Facebook, it's time to add some of your own. First you need to locate and decide which photos you want to share online. After you've figured that out, you're ready to create an album and upload some photos.

The process of adding photos occurs in three phases. The first phase is to establish an album to hold the photos on Facebook. The second phase is to use the Photo Uploader to actually select and upload the photo files. The third phase is to publish the photos.

Creating an Album

You can easily create a new photo album from your profile page. You can also control who has access to your photos using the Privacy controls. The default privacy setting is Everyone; however, you might want to narrow this down to just friends, or you can customize it to include only certain friends or networks.

Follow these steps to start an album for the first time:

1. From your profile page, click the **Photos** tab to open your photos page.

NOTE: If this is your first time using the Photos app, you may have to add its tab to your profile page. Click the **Add a New Tab** button (the giant plus sign); then click **Photos**. Now you're ready to go.

2. Click the **Create a Photo Album** button.

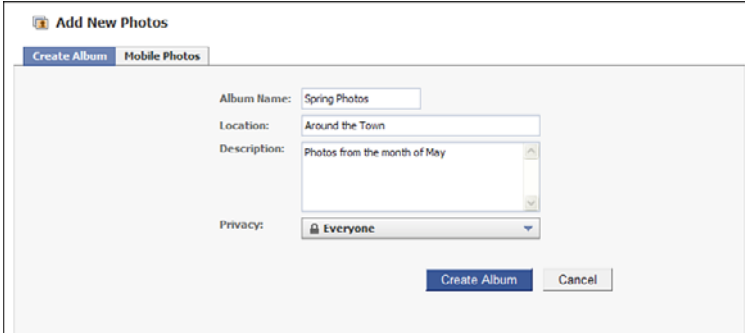
The Add New Photos page appears, as shown in Figure 8.6.

3. Click in the **Album Name** text box in the Create Album tab and type a name for the album.
4. Optionally, in the Location box, type in the location in which the pictures were taken.
5. Click in the **Description** box and type up a description of the album, such as what it's about, and so on.
6. Click the **Privacy** drop-down arrow and select a privacy setting for the album. The setting is Everyone unless you choose differently.

TIP: When you activate the **Customize** option in the Privacy drop-down menu, a separate dialog box form opens, and you can specify who you want to allow and even who you do not want to allow access to your photos. You can specify certain people by name, and you can choose to allow an entire network.

7. Click **Create Album**.

NOTE: If you've uploaded photos before, you can click the **Select Photos** button to continue to your default uploader and upload picture files.



The screenshot shows a web interface titled "Add New Photos". At the top, there are two tabs: "Create Album" (which is active) and "Mobile Photos". Below the tabs is a form with the following fields:

- Album Name:** A text box containing "Spring Photos".
- Location:** A text box containing "Around the Town".
- Description:** A text box containing "Photos from the month of May".
- Privacy:** A dropdown menu with a lock icon and the text "Everyone".

At the bottom right of the form are two buttons: "Create Album" (in blue) and "Cancel" (in white).

FIGURE 8.6 Fill out the album form.

The next phase of uploading is to select an uploader to use, as explained in the next section. If you've previously created photo albums in Facebook, the Select Photos box opens instead, and you can use it to choose your photos to upload.

NOTE: Back in Lesson 2, "Setting Up a Profile," you learned how to add a profile picture. The same techniques are used to add other photos. You can add more profile pictures whenever you like. All your profile pictures are organized in a default album called, appropriately, Profile Pictures. To view this album, just look for it among the other albums on your Photos tab. You can edit existing photos, add new ones, and remove ones you no longer want.

Uploading Photos

You can choose from several different uploaders to help you move pictures from your computer or camera onto Facebook. Depending on your browser of choice, your methods may vary a bit. One method is to use the Facebook Plug-In browser extension, which is a Java-based ActiveX control, a specially designed application for moving files. The first time you upload a picture, Facebook may prompt you to install the browser extension (see Figure 8.7), which you can do by clicking the alert bar at the top of the browser window and following the instructions for installing the application. You typically have to grant the application authorization to use it, especially if this is the first time. If you prefer not to use a Java-based application, you can use the Simple Uploader application instead. Look for a **Try the Simple Uploader** link in the fine print listed on the Upload Photos page (see Figure 8.7). You might also be asked during the process to verify that the photos are yours and distributable by you. That's all part of Facebook's quest to keep the site legal and on the up-and-up.

If you're a Mac user, you can install and use the iPhoto Exporter to do the same thing but using different steps. The iPhoto Exporter is used within your iPhoto program. Regardless of your uploader choice, the end result is a few simple steps to upload photos onto your Facebook account.

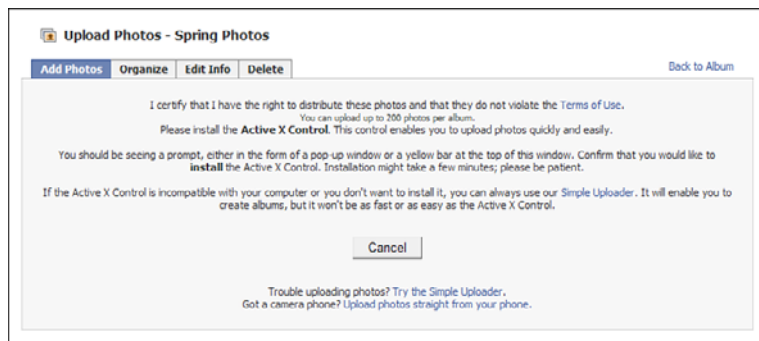


FIGURE 8.7 The first time you create an album, the Upload Photos page appears, and you need to choose how you want to upload your pictures.

Follow these steps to upload photos using the Java-based Photo Uploader shown in Figure 8.8:

1. From the Upload Photos page (see Figure 8.8), use the left pane to navigate to the folder containing the pictures you want to upload.
2. Select the photo or photos you want to add to the album by clicking check boxes for each photo. You can use the scrollbars to move through the list. To select all the photos, click the **Select All** button.
3. When you're ready to upload, click the **Upload** button.

The photos are uploaded, and a Facebook Upload box appears so that you can monitor their uploading status. Depending on how many photos you chose and your connection speed, the process might take a few seconds or a few minutes.

4. When the upload is complete, click **OK**.

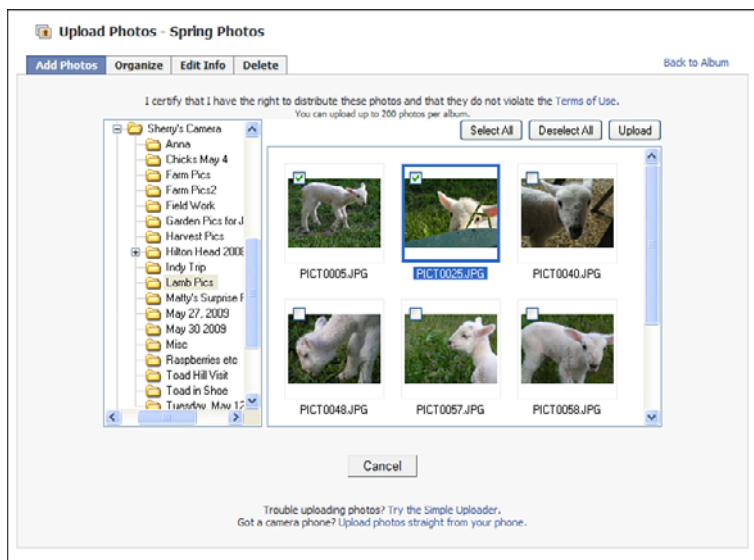


FIGURE 8.8 Use the Photo Uploader to choose your pictures and upload them to your album file.

To use another uploader instead of the Java-based one explained here, skip ahead to the section “Using Other Photo Uploaders.”

Publishing Your Photos

After you upload photos, Facebook displays the Edit Album page, as shown in Figure 8.9. You can use this page to add captions to your photos, choose an album cover, or organize the photos into other albums. The album cover is just the photo that appears in the listing of albums and when the story is posted on your profile or news feed. By default, the Photos application makes the first photo the album cover, but you can choose any photo in the album as the cover.

You have several options to choose from on the Edit Album page, as follows:

- To publish the photos as is, without any changes, click the **Publish Now** button.

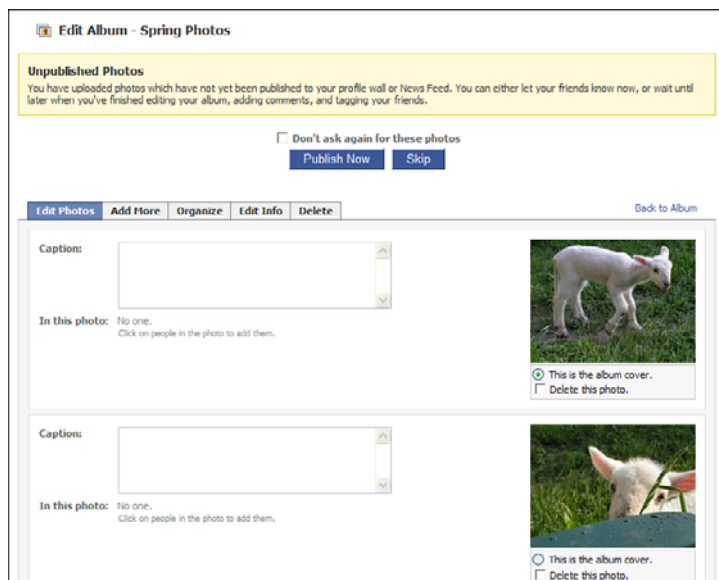


FIGURE 8.9 The Edit Album page lets you add captions and publish your photos.

- ▶ To add a caption, click in the **Caption** box in front of each photo and type one up.
- ▶ To make a photo the album cover, click the **This is the album cover** radio button.
- ▶ To remove a photo you decide you don't want to include, click the **Delete this photo** check box.
- ▶ To relocate the photo to another existing album, click the **Move to** drop-down arrow and choose an album from the list. If this is your first album, you won't see this option.
- ▶ To forgo publishing the photos right now, click the **Skip** button at the top of the page.
- ▶ To save all the changes you make to the Edit Album page, click the **Save Changes** button located at the very bottom of the page.

When you are presented with the Unpublished Photos prompt, as shown in Figure 8.10, click **Publish** to publish the photos to your profile and the news feed on the Home page. To skip the publishing process for now, click the **Skip** button, and you can choose to publish the photos later.

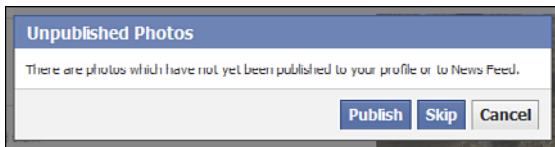


FIGURE 8.10 If you're ready to publish, click the Publish button.

If you do skip the publishing action for now, you can return to the album, and publish the photos any time. To do so, open the album in your Photos tab of the profile page and click the **Edit Photos** link. This opens the Edit Album page again, and you can finish any edits and activate the Publish command.

If you return to the Edit Album page, you can use the other tabs on the page to add more photos to the album, change the order of the photos, edit the album information (such as title, location, and description), or delete the album entirely.

As you browse through individual photos in your album, you can also find controls under the photo for rotating the image. Look for the icons with a clockwise arrow and counterclockwise arrow; click to rotate one way or the other.

Using Other Photo Uploaders

If you prefer not to use Facebook's Java-based uploader, you can use the Simple Uploader. There's a link for it on the Upload Photos page. Click the **Try the Simple Uploader** link to open the page shown in Figure 8.11. Next, click the **Browse** button and navigate to the photo file you want to open and select it. The Simple Uploader adds it to the first field. You can continue adding more photos, as needed—up to five at a time. If you need to add more, you'll have to do so in batches of five. Be sure to check the certification check box to tell Facebook the photos are yours and distributable by you. When you're ready to upload the images, click the **Upload Photos** button.

NOTE: You can invite people outside the Facebook website to view your albums using the public link Facebook provides. Open the album to the Edit Album page and scroll to the bottom to find a unique URL you can copy and paste into an email message. The recipient can then follow the link and view your images. Of course, it would be cooler if they'd just join in the fun and make a Facebook account.

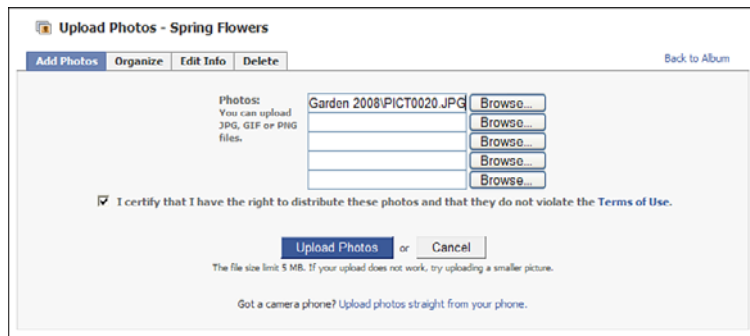


FIGURE 8.11 You can also use the Simple Uploader to upload photos. Depending on your browser, the uploader may look a bit different from the one shown in this picture.

The rest of the process is the same as using the Java-based Photo Uploader covered in the previous sections.

If you're a Mac user, you can add the iPhoto Exporter application to your computer and use it to upload photos from the iPhoto application directly. Look for a link at the bottom of the Upload Photos page that says "Use iPhoto on your Mac? Check out the Facebook Exporter for iPhoto." Click it and download the Facebook Exporter for iPhoto application. You can then install the application and use iPhoto to upload photos into a Facebook album.

iPhoto Exporter simply adds a Facebook tab to the Export Photos dialog box, as shown in Figure 8.12, where you can create a new album for Facebook or insert the photos in an existing album. You can also use the dialog box to add captions and tags before uploading the images. To navigate to the dialog box and see for yourself, open iPhoto and select the files you want to import. Next, click the **File** menu, and then click **Export**.

When the Export Photos dialog box opens, you'll have to log in to your Facebook account to start the process. After your browser logs you in, you're returned to the Export Photos dialog box, where you can continue the process of uploading the files. Just click the **Export** button and follow the prompts. When the import is complete, you can review the album on Facebook and approve the uploaded images. After you've approved the images, you can post the album to your profile, and you're done.

If you have photos on a camera phone, you can upload them to Facebook, too. Look for a link at the bottom of the Upload Photos page that says "Got a camera phone? Upload photos straight from your phone." When you click this link, the Facebook Mobile page opens, and you can upload your photos using a Multimedia Messaging Service (MMS). Learn more about Facebook's mobile features in Lesson 15, "Making Facebook Mobile."

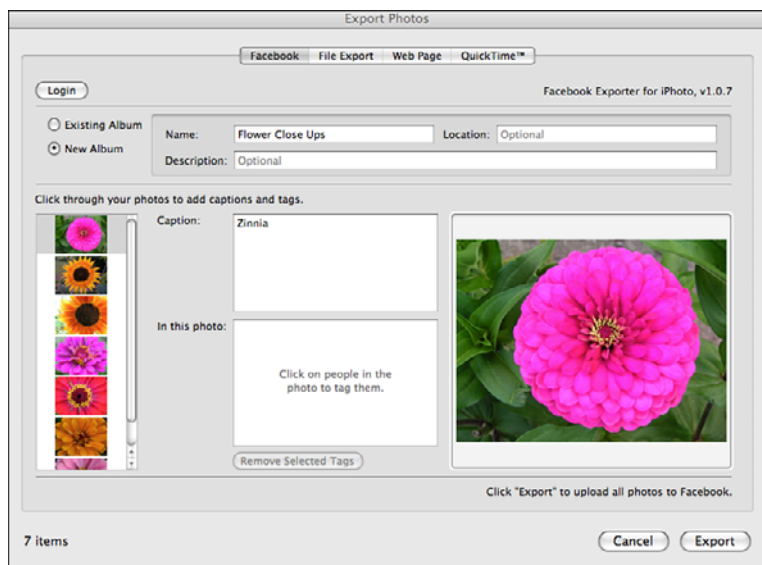


FIGURE 8.12 Mac users can add a Facebook tab to iPhoto's Export Photos dialog box for uploading image files.

Tagging People in Photos

Tagging is a popular activity on Facebook. Tagging is when you identify someone in a story, photo, or video. When you tag people, Facebook lets them know with a notification so they can go take a look at the story. The tag also appears as a story in their mini-feed on their profile page. In the case of photos, you can tag people to identify them in the picture. You can even tag people in a photo who aren't on Facebook and send them an email.

To tag a person in a picture, follow these steps:

1. Open the photo you want to tag.
2. Scroll below the photo and click the **Tag This Photo** link.
3. The mouse pointer turns into a cross-hair pointer when you move it over the photo. Click the person you want to identify in the photo to open a tag box, as shown in Figure 8.13.

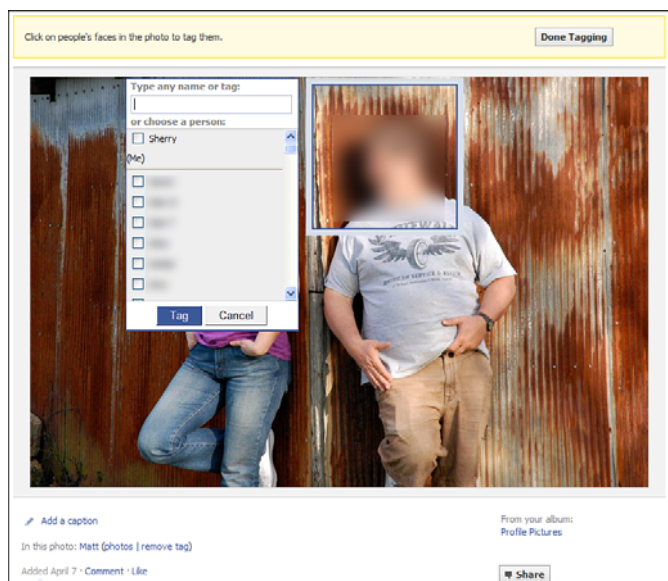


FIGURE 8.13 You can tag people in a photo to identify them.

4. Click a name from the list or type in the person's name.

If you type someone's name who isn't in your Friends list, you have the option of emailing the person a link to the image.

5. Click the **Tag** button, and the person is tagged.
6. Click the **Done Tagging** button above the photo when you finish tagging everyone in the photo.

When you add a tag, anyone viewing the photo can move his or her mouse over the people in the photo and view the tag that points out who each person is. Very handy, don't you think?

To de-tag a person, you can reopen the photo and click the **remove tag** link that appears beneath the photo under the caption text. People you've tagged can also remove their tags from your photos using the same step.

You can also tag yourself in someone else's photos, but they'll have to approve of the tag before everyone else can see it.

Organizing and Editing Your Photos

It's easy to organize and edit your photos after you have created an album. For example, you may decide you need to reorder the photos, or add captions. Or you might want to delete a photo, or completely remove an entire album.

One way to revisit an album and make changes is to click the **Photos** tab on your profile page. Locate the album you want to work with, and then click the album name or cover image to open the album. Facebook opens a page similar to Figure 8.14. The links at the top of the photos take you to various tabs on the Edit Album page to make changes. Always click the **Save Changes** button at the bottom of the page you edit to keep any changes you make. Because the button is often hidden from view, it's easy to overlook its existence.

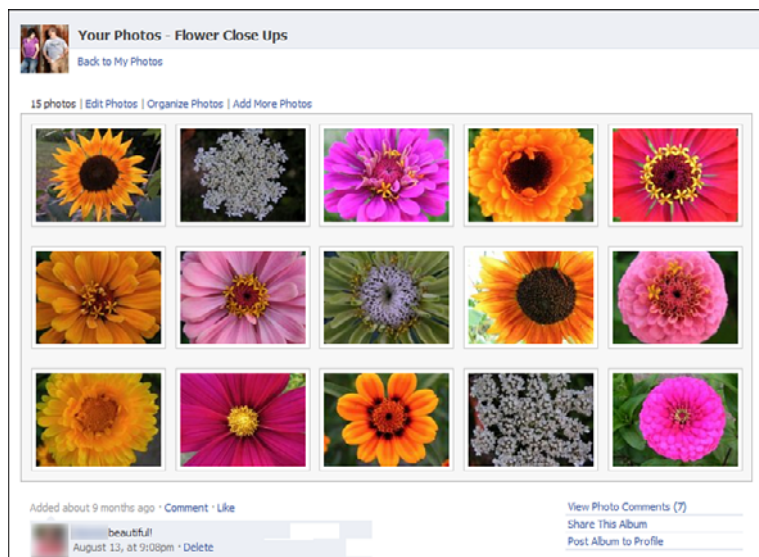


FIGURE 8.14 Open an album to find links for editing, organizing, and adding more photos.

If you click the **Edit Photos** link on the album's page, the Edit Album page opens, similar to Figure 8.15, with the Edit Photos tab displayed. You can use this tab to add or edit captions, delete a photo, move a photo to another album, or designate a new album cover. Be sure to click the **Save Changes** button at the bottom of the page to keep any of the changes you make.

If you click the **Organize Photos** link on the album's page, the Edit Album page opens to the Organize tab, and you can rearrange the order in which the photos appear. Just drag a photo and drop it where you want it to appear. Don't forget to click the **Save Changes** button to save the new arrangement.

If you click the **Add More Photos** link on the album's page, the Add More tab opens, and you can use the same Photo Uploader (or another uploader) to add more photos to the album. This is the same page you used to upload the photos the first time around.

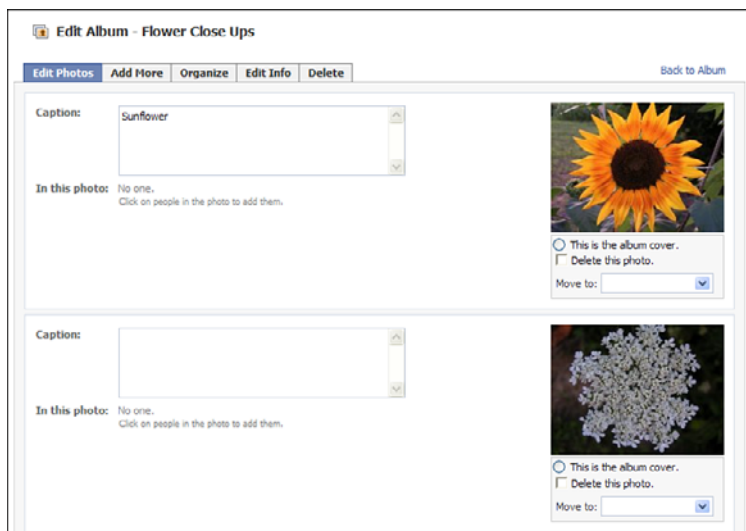


FIGURE 8.15 When you open an album in edit mode, you can use the tabs at the top to edit photos, add more photos, rearrange photos, edit info, or remove the album entirely.

To edit the album information, such as the album name, location, or description, click the **Edit Info** tab and make your changes. This is the same screen you used to create the album by entering a title, location, description, and privacy level.

NOTE: The photos you remove aren't really gone. They still exist somewhere in Facebook's storage servers. For that reason alone, always be careful about what photos you do post online, avoiding photos that embarrass, or ones that violate the site's terms of service. You may think someone cannot find them again, but they're still out there somewhere. It's better not even to post questionable photos in the first place. When in doubt, opt out!

To remove an album entirely, click the **Delete** tab and click the **Delete** button.

Summary

In this lesson, you learned how to upload and publish photos to share on Facebook. You learned how to tag people in a photo, use various uploader applications, and edit albums. In the next lesson, you learn how to share videos.

LESSON 9

Sharing Videos

In this lesson, you learn how to share your own original video clips on Facebook. You'll learn how to upload videos, play videos, record videos, and edit video information.

Sharing Videos on Facebook

You're not just limited to static images (that is, photos) on Facebook. You can also share videos. Whether you call them movies, videos, or multimedia clips, the result is still the same—a dynamic clip that you can play and watch. You can add videos to your profile page that, in turn, appear on the news feed of the Home page. You can also add videos to your notes and group pages, and even embed them on outside sites. Like photos, you can tag people in your videos, and add comments to them.

There are a few stipulations with using videos on Facebook, as follows:

- ▶ The video must be made by you or your friends.
- ▶ The video must be under 1024MB in size and less than 20 minutes in length. If you're a brand-new user, the limits may be smaller for you until you verify your account.
- ▶ The video should contain you or a friend.

Basically, you're not allowed to upload illegal copies of television shows, music videos, movies, or any content that's not made by you or a friend. The video content should be yours and yours alone. You're also expected to comply with Facebook's terms of service regarding the content you post. In other words, don't post copyrighted or pirated videos, or clips of questionable taste or subject matter. Facebook even makes you agree to this the first time you upload a video.

You can upload video clips you've previously recorded, such as videos from your camera or mobile device, or you can hook up your camera directly and record a new video. If your computer has a built-in camera and microphone, you can record directly from there. You can use Facebook's Video application to do all of these options.

TIP: To find out more about what's in Facebook's terms of service, you can click the **Terms** link at the very bottom of any Facebook page. To learn more, see Lesson 4, "Finding Help with Facebook Services and Etiquette."

Adding a Video

Adding a video is as easy as adding photos. You can use the Video tab on your profile page as one way to access the built-in Video application. The first time you display the tab, it's blank. There are no videos to display, just two buttons: Upload and Record (see Figure 9.1).



FIGURE 9.1 The video upload process works similarly to the photo upload process.

To add a previously recorded video to Facebook, follow these steps:

1. From your profile page, click the **Video** tab.

If your Video tab isn't added yet, click the plus sign (+) and click **Video** from the menu that appears.

If your Video tab is added but hidden, click the **double-arrow** tab and click **Video**.

If this is your first time using Facebook's Video features, your page appears mostly blank, with just an Upload and Record button in the corner, as shown in Figure 9.1.

2. Click the **Upload** button.

The Create a New Video page appears, as shown in Figure 9.2.

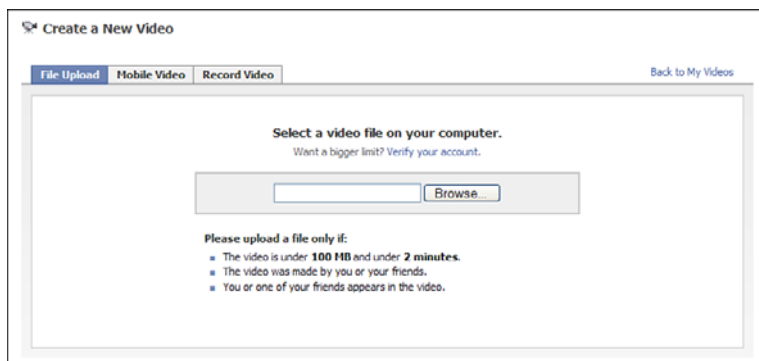
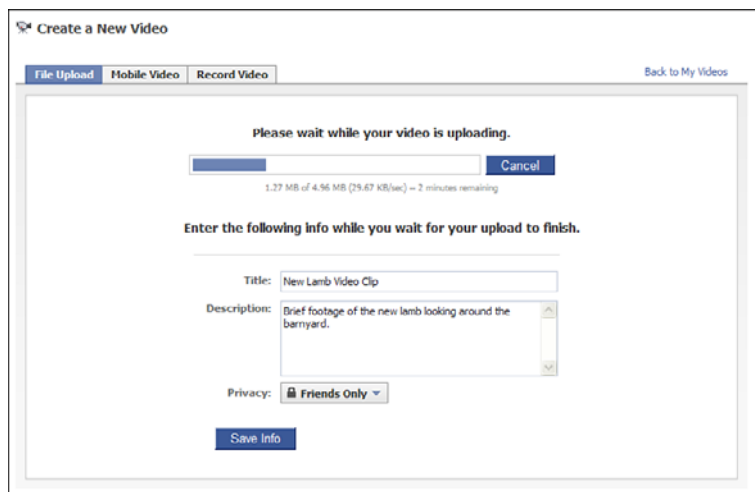


FIGURE 9.2 The first phase of uploading a video is locating it on your computer.

3. In the File Upload tab, click the **Browse** button, and then navigate to and select the video file you want to upload. Other browsers may label this button “Choose File” instead.
4. If this is your first time uploading a video, Facebook displays an authorization box detailing the terms surrounding video usage on Facebook. Click **Agree**.

Facebook displays an information form, as shown in Figure 9.3, and the uploading process begins. Depending on your connection speed and file size, the process may take a few minutes. While waiting for the upload to finish, you can fill out the rest of the form.

5. Click in the **Title** box and type a title for the video.
6. Click in the **Description** box and type a description for the video.
7. Click the **Privacy** drop-down menu and specify a privacy level.
8. When the upload is complete or while it’s finishing, click the **Save Info** button.
9. The video now appears on your Video page, as shown in Figure 9.4, as well as on your profile page and in the news feed on the Home page. To play the clip, click the **Play** button.



The screenshot shows the 'Create a New Video' interface. At the top, there are three tabs: 'File Upload', 'Mobile Video', and 'Record Video'. A 'Back to My Videos' link is in the top right. The main area displays a progress bar and the text 'Please wait while your video is uploading.' Below the progress bar, it says '1.27 MB of 4.56 MB (29.67 KB/sec) - 2 minutes remaining'. A 'Cancel' button is to the right. Below this, a section titled 'Enter the following info while you wait for your upload to finish.' contains a form with the following fields: 'Title' (filled with 'New Lamb Video Clip'), 'Description' (filled with 'Brief footage of the new lamb looking around the barnyard.'), and 'Privacy' (set to 'Friends Only' with a dropdown arrow). A 'Save Info' button is at the bottom.

FIGURE 9.3 Fill out a title and description for the clip and set a privacy level.

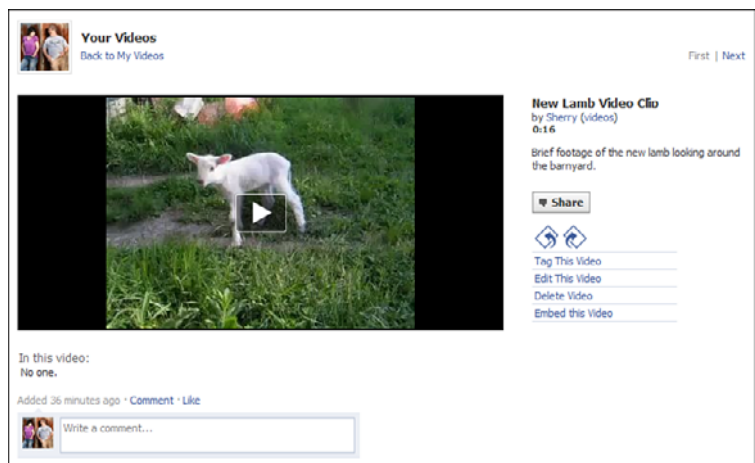


FIGURE 9.4 The new video appears on your Video page.

You can also upload a video clip from your mobile device or record a clip using your computer's built-in camera recorder. On the Create a New Video page, click the **Mobile Video** or **Record Video** tabs. Learn how to

record a new video later in this lesson. Learn more about using Facebook's mobile features in Lesson 15, "Making Facebook Mobile."

Viewing Videos

To view videos posted by others, you can click the **Photos** link on the Home page, and then click the **Video** link on the Photos page to show all the video clips your friends have posted. You can also play a video clip directly in the news feed by clicking its **Play** button, as shown in Figure 9.5. This enables you to view the clip without opening it in its own window.

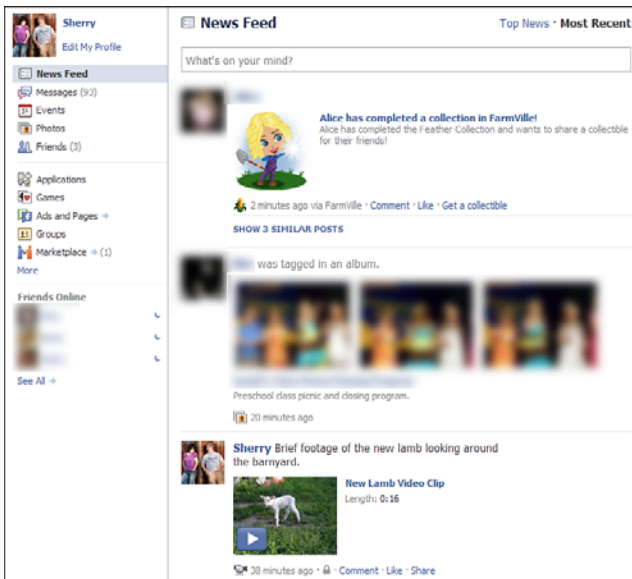


FIGURE 9.5 You can play videos directly in the news feed on the Home page by clicking the Play button on the video's thumbnail image.

If you move your mouse pointer over the bottom of the video image while the clip is playing, a bar of player controls appears (see Figure 9.6). The player has controls for pausing the clip, muting the clip, or showing it full-screen size. The controls appear only when the clip is playing.



FIGURE 9.6 You can move your mouse over the bottom of a clip to view player controls.

Here's how to use the player controls:

- ▶ Click the **Pause** button to stop the clip. When the pause action is in effect, the Play button appears in its place to start the clip again.
- ▶ To mute the clip, click the **speaker** icon.
- ▶ To adjust the sound, drag the audio level up or down.
- ▶ To view the clip in a full-size window, click the **window** icon on the far-right end of the player controls.

If you do want to play a video in the news feed in its own window, click the video title link beneath the thumbnail image.

If you're viewing a friend's profile page and she has a video clip, you can click the **Play** button to view the clip in her mini-feed. To share the video clip with someone else, click the **Share** link to open the Share box. You can choose to post the clip to your own profile page for sharing, or send it as a message. You can find this same Share link on the news feed on the Home page, too.

You and your friends can add comments to your video clip in the same way they add comments to photos: using a Comment box. You can add

comments directly to a clip on the news feed by clicking the **Comment** link to open a Comment box and typing in your text. You can also add a comment to a video from its video window by clicking in the **Comment** box below the video image and typing in your text.

To find your way back to your own videos, open your profile page and click the **Video** tab. The tab lists all the videos you've posted. To play one, click the video to open it in its own window and click the **Play** button.

Editing Your Videos

To edit a video and change the description or title, or tag the subjects, display your **Video** tab on your profile page, as shown in Figure 9.7. Remember, only so many tabs show up on your profile page, so if you don't see it listed, click the **double-arrow** tab, and then click **Video**.

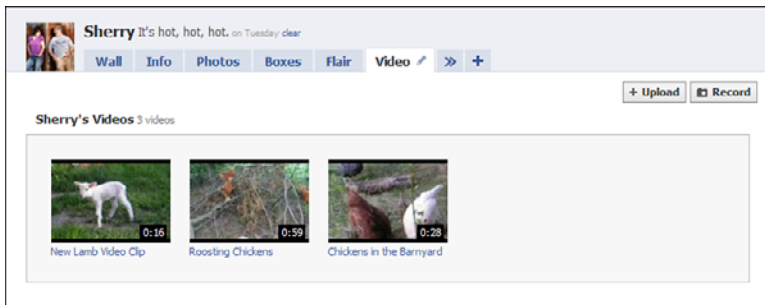


FIGURE 9.7 Your Video tab shows all your uploaded videos.

Next, click the video you want to edit from the list to open the Your Videos page, as shown in Figure 9.8.

From here, you can do the following:

- Click the **Edit This Video** link below the video player and make changes to the information, such as give it a new title or description.

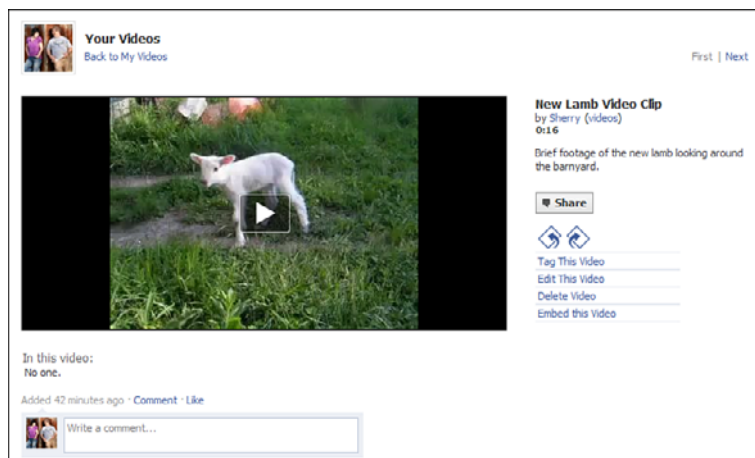


FIGURE 9.8 Use the Your Videos page to view a single video.

- ▶ Click the **Tag This Video** link to open a field below the player area and type in the name of the person you're tagging. Click the **Done Tagging** button when you finish.
- ▶ Click the **Delete Video** link to remove the video entirely. You'll have to confirm the removal by clicking the Delete button that appears when Facebook warns you that the deletion is permanent.
- ▶ You can use the rotation icons to rotate the video clockwise or counterclockwise, if needed.
- ▶ Click the **Embed this Video** link to open an Embed Your Video box containing the coding needed to embed the video on any web page. Just copy and paste the coding.

Recording a New Video

If your computer has a built-in camera and microphone, or if you have a digital video recorder you can hook up to your computer, you can record your own video clips to post on Facebook. With a little help from Adobe's Flash Player, you can record and place the clips directly into Facebook,

where they can be viewed on your profile page as well as the news feed out on the Home page.

Follow these steps to record a new video:

1. Open the **Video** tab on your profile page and click the **Record** button.
2. Facebook displays the Create a New Video page, as shown in Figure 9.9, and a tiny Flash Player Settings dialog box in the middle requesting to allow Facebook access to your camera. Depending on the box you see, click the **Allow** radio button or the **Allow** check box.

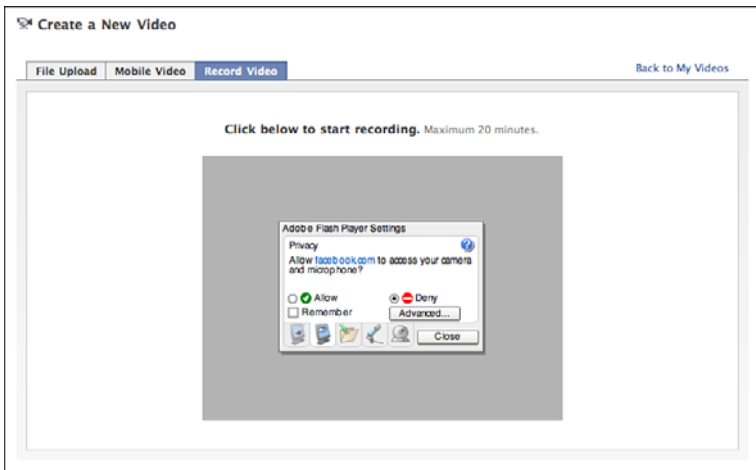


FIGURE 9.9 Before you start recording, you must allow Facebook access to your camera.

3. Depending on your prompt box, you might need to close it to continue; click **Close**.
4. When you're ready to start recording, click the **Record** button, as shown in Figure 9.10.

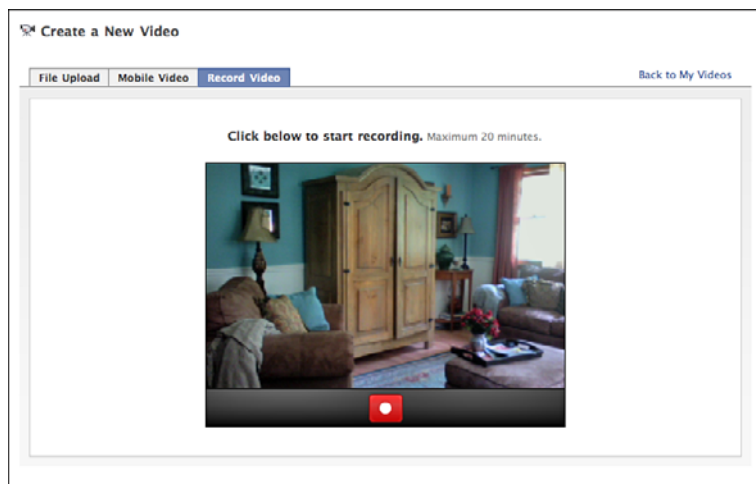


FIGURE 9.10 Click Record and yell “action,” and the movie is rolling, so to speak.

5. Click the **Stop** button to stop recording (see Figure 9.11).

Facebook displays more video controls, as shown in Figure 9.12.

If the recording did not go well, you can click the **Reset** button and try again.

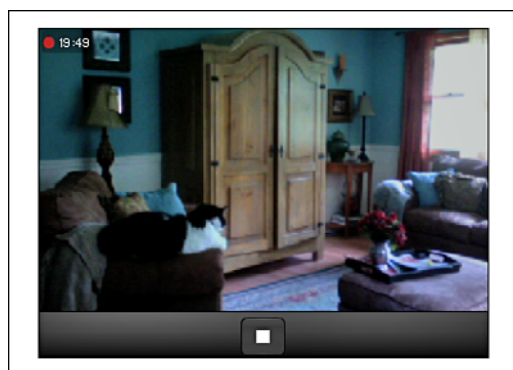


FIGURE 9.11 Click the Stop button to stop at any time.

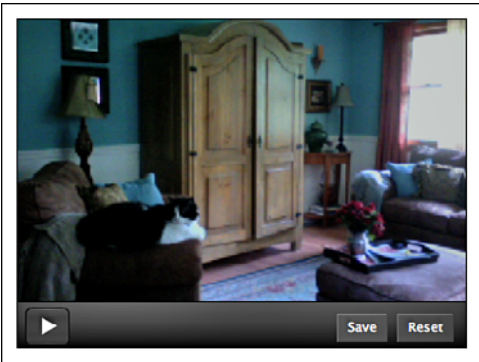


FIGURE 9.12 When you stop recording, more video controls appear on the page, allowing you to reset and start over again, or to save what you've recorded.

6. If you've finished recording, click the **Save** button. Facebook displays a form for filling out details about the video recording, as shown in Figure 9.13.

A screenshot of the Facebook 'Edit Video' form. The form has a light gray background. At the top left is a camera icon and the text 'Edit Video'. Below this, there's a section 'In this video:' with a text input containing 'Sherry' and a 'Remove' link. Underneath is a smaller text input with the placeholder 'Tag your friends who appear in this video.' To the right is a section 'Choose a Thumbnail:' with a video thumbnail image and navigation arrows. Below the thumbnail is the text 'Thumb 3 of 7'. On the left side, there are fields for 'Title:' (containing 'Porky the Cat') and 'Description:' (containing 'He's poised for attack.'). Below these is a 'Privacy:' dropdown menu set to 'Friends Only'. At the bottom of the form are three buttons: 'Save', 'Delete', and 'Skip for now'.

FIGURE 9.13 Fill out details about your video recording using the form.

7. If applicable, enter any names of friends (or yourself) to tag people in the video using the In this video box.
8. Type a name for the video in the Title box.

9. Type a description of the video in the Description box.
Optionally, you can choose a different thumbnail image for the video's "cover" to represent the video.
10. Click the **Privacy** drop-down arrow and choose a privacy setting for the video.
11. Click the **Save** button, and Facebook saves the recording and adds it to your video list.

You can return to the Video tab on your profile page to view the recording.

Summary

In this lesson, you learned how to share your video clips on Facebook. You learned how to upload existing clips, record new clips, and view clips found all over Facebook. In the next lesson, you'll learn how to join Facebook groups.

LESSON 10

Joining Groups

In this lesson, you learn how to find and join Facebook groups. You'll learn how to search for groups of interest, join a group, view group pages, and even create and manage your own group.

Socializing with Facebook Groups

Yet another way to socialize and network on Facebook is through groups. You can use Facebook groups to mix and mingle with people outside your Friends list and make new friends along the way. Groups are gathering places generally organized around a common interest, such as a hobby, a favorite topic, or a cause. Groups on Facebook run the gamut from silly to serious, and it's not uncommon to find all kinds of humorous groups to join just for the fun of it, especially those attempting to break a record or participate in some type of social experiment. Need to agonize with someone over your ongoing shoe-shopping problem? There's a group for that. Do you want to commiserate with fellow foodies over the quest for a good steak? There's a group for that. Do you want to link up with fellow aircraft enthusiasts or civil war buffs? There are groups for that. The possibilities are endless and waiting for you to explore, and you'll quickly see that there are hundreds and hundreds of groups out there.

Groups are the perfect venue for sharing ideas, passions, social and political issues, or just creating a place to connect. Many groups offer discussion boards, as well as the all-purpose Wall for communicating. You can learn a lot from specialty subject groups, or find an avenue to post questions to others about a topic you want to know more about. Chances are, you'll find somebody willing to offer information in no time at all.

You can search for different kinds of groups, as well as create your own group. You're bound to find a group to suit your needs. For example, if

you're into politics, you can find a group based around your political leanings, or if you're a reality TV show addict, you can find a group of fellow fans to share news. Many companies, politicians, celebrities, musicians, and even products have avid groups going on Facebook as well as on their Pages. (Learn the difference between groups and Pages in Lesson 13, "Understanding Pages.") You can even find groups about Facebook itself. If you can't find a group for your topic of interest, you can create your own group and invite others to join.

Groups can attract hundreds or thousands of people, or just a few. Groups form to air grievances, express ideologies, or just gush about a favorite actor or band. Groups can also be a powerful tool to spread a message, organizing people into grassroots movements, social causes, and more. Election years create a lot of groups on Facebook, as you can imagine. Figure 10.1 shows an example of one of the more popular groups on the site, "I Use My Cell Phone to See in the Dark," a group that offers fellowship for people who can't live without their cell phones. As of this writing, the group has more than 786,000 members and growing.

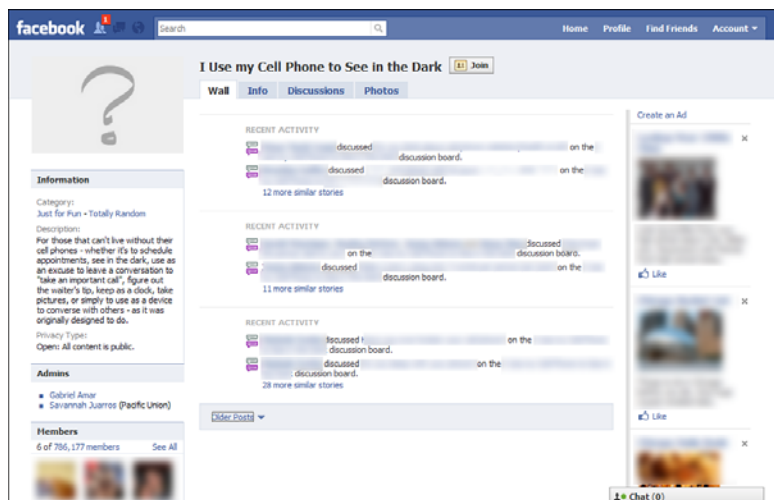


FIGURE 10.1 An example of a typical group page on Facebook.

Groups are run by an administrator, usually the person who created the group. Larger groups may also include additional administrators to help

manage the postings and moderate the discussions that take place in the group. Depending on the group and what's allowed, group members can share comments, participate in a discussion group, and post photos, videos, links, and so on.

Facebook groups are divided into three main types, as follows:

Open Open groups allow anyone on Facebook to join. You can join yourself, or invite your friends.

Closed Closed groups are more exclusive and require an invitation to join. You can also ask to join a closed group, and it's up to the administrator to let you in or not.

Secret Secret groups are not advertised anywhere on Facebook, and can only be joined by invitation.

Now that you know a little about groups, it's time to find groups and join up.

CAUTION: Watch out for spammers! It's not uncommon to find spamming going on among the Facebook groups, such as people selling products and services or get-rich schemes. Although spamming isn't allowed on Facebook, it still occurs. You can report a spam posting by clicking the **Flag** or **Report** link found next to or below the posting.

Finding a Group

One way to find a group is to pay attention to the news feed on the Home page to see what groups your friends are joining. If you see something interesting, give it a try. You might also spot an interesting group to join while perusing your friends' profiles. For serious group exploration, however, you can conduct a search.

You can use the Search field at the top of any Facebook page to search for a specific topic. You can also open the Groups page and check out your friends' groups. The Groups app, a default application that's part of the Facebook environment, is the place to go to view your groups and friends' groups. To navigate to the page, click the **Groups** link on the left side of the Home page.

The Groups page looks similar to Figure 10.2. Click the **Friends' Groups** link to see a list of groups recently joined by your friends. To visit any of the groups you see listed, just click the group name to open its associated page.

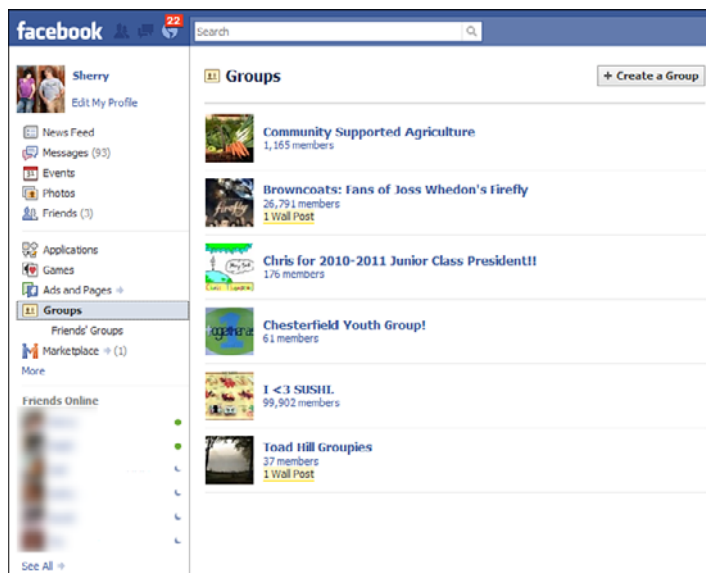


FIGURE 10.2 The Groups page lists your recently updated groups.

In previous versions of Facebook, you could use a Browse Groups button to peruse the various groups out there. They might bring this feature back in a later version, but you can also use the search feature to look up a group. For example, if you want to find a group related to snow skiing in Colorado or a moms group in your area, you can conduct a quick search and see what's available. There are groups centered on just about every subject you can think of, and many more you hadn't thought of at all.

To search for a particular group or topic, click in the **Search** field at the top of any Facebook page. Type in the keyword or words you want to search for; then press **Enter** or **Return**.

Facebook displays a results page. Click the **Groups** link on the left to display only groups and not other types of pages. The results page for groups, shown in Figure 10.3, lists the groups with a block of information detailing the group name, number of members, type of group, and new group activity. To view a group, click the group name to open its page. The group page tells you more about the group, and you can see what sort of activities they pursue.

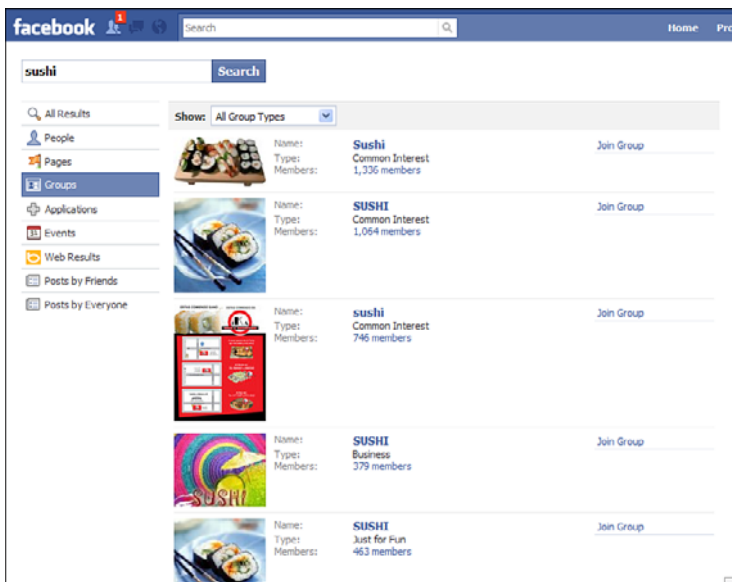


FIGURE 10.3 You can use the search feature to help you look for groups on Facebook.

To filter the display of results, click the **Show** drop-down arrow and choose a filter. Some results may include a subset of filters; click the **Subtypes** drop-down arrow to narrow your search even further.

If it's an open group, you can join a group from the search results list simply by clicking the **Join Group** link next to the group name. Learn more about joining groups in the next section.

Joining a Group

You can join up to 300 groups on Facebook, so don't feel limited to just a few. After you find a group you like, join it and become a member. It's a good idea to check out the group page first just to see whether it's something you really want to participate in, as shown in Figure 10.4. Group pages can include anything that regular profile pages can, including profile pictures, a Wall, posted links, photos and videos, and a listing of who manages the group. The group page also features a list of members of the group.



FIGURE 10.4 A typical group page.

Active groups have more Wall postings than less active groups, and really active groups have discussion boards going. Discussion boards are organized by topics, and users post comments, questions, and answers in an ongoing conversation. You can view the various postings to get an idea of how the group operates.

You should also check to see whether the group has an active administrator. If there is no administrator, the group probably isn't, uh, thriving.

If you're ready to join, and it's an open group, look for the **Join** button on the group's page. Click the link, and Facebook displays a prompt box, as shown in Figure 10.5. Click **Join** to immediately join and start participating in the group. If it's a closed group, you'll need to request membership from the administrator.



FIGURE 10.5 You must jump through one more box before actually joining a group.

If the group is closed, you can join only if the administrator of the group allows you to; you'll have to request to join. Figure 10.6 shows an example of a closed group listing. You can click the **Request to Join** link to contact the administrator. Then you'll have to wait to hear back as to whether you're approved.



FIGURE 10.6 You can tell closed groups by their Request to Join links.

Your friends will probably send you links from time to time to join their groups. Look for group requests among your Facebook requests. From the Home page, click the **See All** link in the Requests area on the right side of the page. Scroll down the Requests page that appears to view your group

invitations. If you see something you want to join, click the **Confirm** button, as shown in Figure 10.7. Confirming a group works similarly to confirming a friend. To decline an invitation to join a particular group, click the **Ignore** link.

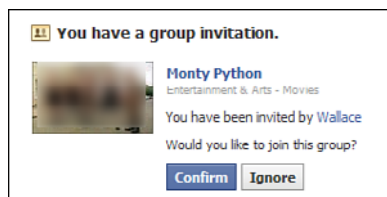


FIGURE 10.7 You can confirm or ignore group invitations from your friends.

After you've joined a group, you can start participating. Communication in groups takes place mainly in two forms: the Wall or discussion boards. All group pages have a Wall, just like the Wall on your profile page, where members post comments. Look for the Write Something box to write on the group Wall.

Groups can also use *discussion boards*, which are topic-focused discussions. One person starts the discussion and others chime in. Discussion boards work similarly to Facebook's comments feature, but you're addressing the group when you type your reply, and it's posted on the board where others can add to it.

When you do find a group you really like, and you think your Facebook friends might like it too, you can invite your friends to join the group. Look for the **Invite People to Join** link.

Groups you join become stories on your profile page's mini-feed, and can also appear on the news feed on the Home page. You may also want to share news about the group at other times, and you can do so using the Share button on the group page. Not to be confused with the Share button on Wall's status update area, the Share button you want is located elsewhere on the page. You can find the button by scrolling down the page and looking on the left side. Click the **Share** button to open the Share dialog box, where you can share a posting about the group on your profile page

or message a friend about the group. In either scenario, a link to the group appears, and others can click it to view the group.

NOTE: You can also choose to leave a group at any time. Just click the **Leave Group** link on the group's page. You might have to scroll down the page a bit to find the link listed on the left side of the page.

Starting Your Own Group

If you cannot find a group that suits your needs, you can create a new group. You might also create a new group to serve a specific purpose, such as a work group centered around a project, or a family group focused just on your family members. Before you jump in and make a new group, take a few minutes to figure out these details first:

- ▶ Decide what you want to name the group. You cannot change the name after you've started the group, so make sure it has the name you want, because you're stuck with it. Watch out for misspellings and typos!
- ▶ Decide what photo you want to use as the group profile picture. Try to choose an image that goes along with what the group is about.
- ▶ Write out a brief description of the group, stating the group's purpose, mission, or intent. This information is required in the Create a Group form.
- ▶ Formulate an idea about what type of group you're creating, such as common interest, business related, or just for fun. A group type is required to categorize the group on Facebook. The form you use to create the group offers a drop-down list of choices, but it helps to have some idea up front to make the process easier.
- ▶ Decide on availability: open, closed, or secret. If the group is open, is it open to everyone (globally) or just those on your network?

- ▶ Decide what contact information you want to include, such as your email address, headquarters, or street address. Contact information is optional.
- ▶ Decide on what content you want to display on the page.

You'll save yourself some time and effort by organizing your group information before actually creating the group.

To start your own group, follow these steps:

1. Open the Groups application page. (Click the **Groups** link on the Home page.)
2. Click the **Create a Group** button.

The Create a Group page opens to the first step, shown in Figure 10.8 (a form to fill out with details about your group).

The screenshot shows the Facebook 'Create a Group' interface. At the top, the Facebook logo and navigation bar are visible. Below the header, the title 'Create a Group' is followed by a sub-header 'Step 1: Group Info'. The form contains several fields: 'Group Name' (required) with the value 'Gunter's Gourmet Garden'; 'Description' (required) with a text area containing 'Proud growers of quality produce, locally and sustainably grown on a farm in East Central Indiana. We offer a CSA (Community Supported Agriculture program) as well as booth at the Minnetrista Farmer's Market.'; 'Group Type' (required) with two selected options, 'Common Interest' and 'Food & Drink'; 'Recent News' with an empty list; 'Office', 'Email', 'Website', 'Street', and 'City/Town' fields, all currently empty. At the bottom of the form are 'Create Group' and 'Cancel' buttons. A small note at the very bottom states: 'Note: groups that attack a specific person or group of people (e.g. racist, sexist, or other hate groups) will not be tolerated. Creating such a group will result in the immediate termination of your Facebook account.'

FIGURE 10.8 Fill out the form with a group name, description, and group type.

3. Fill in the form details on the Step 1: Group Info page.

You must fill in the required fields in order to proceed. All other fields are optional.

4. Optionally, if your group has an associated web page, you can type its URL in the Website box.
5. Click the **Create Group** button.

The Step 2: Customize page appears, as shown in Figure 10.9, with options for deciding content display and choosing group availability.

The screenshot shows the 'Edit Gunter's Gourmet Garden' page. At the top, there are tabs for 'Step 1: Group Info' and 'Step 2: Customize', with 'Step 2: Customize' being the active tab. A 'Save and Continue' button is in the top right. A yellow banner at the top of the main content area says 'Your group has been created.' Below this, there are several sections of settings:

- ☒ Non-admins can write on the wall
- ☒ Show group events.
 - ☒ Show profile box
 - ☒ Show profile tab
- ☒ Enable discussion board.
- ☒ Enable photos.
 - ☒ Allow all members to upload photos.
 - ☐ Only allow admins to upload photos.
- ☒ Show profile box
- ☒ Show profile tab
- ☒ Enable videos.
 - ☒ Allow all members to upload videos.
 - ☐ Only allow admins to upload videos.
- ☒ Show profile box
- ☒ Show profile tab
- ☒ Enable links.
 - ☒ Allow all members to post links.
 - ☐ Only allow admins to post links.

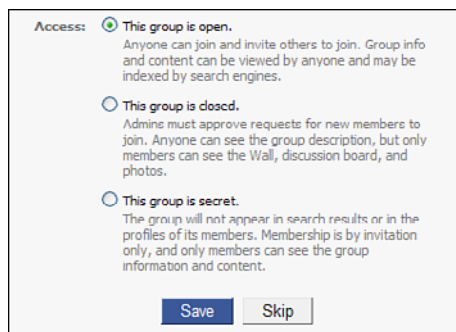
At the bottom, there is an 'Access:' section with two radio buttons:

- ☒ This group is open. Anyone can join and invite others to join. Group info and content can be viewed by anyone and may be indexed by search engines.
- ☐ This group is closed.

FIGURE 10.9 Use the Customize page to customize the page content.

6. Select what content you want displayed on the page and whether members are allowed to post various items. You can check or uncheck check boxes and select or deselect radio buttons as needed.

- At the bottom of the form, shown in Figure 10.10, under the Access settings, specify whether your group is open, closed, or secret.

A screenshot of the Facebook group creation 'Access' settings section. It features three radio button options: 'This group is open.' (selected), 'This group is closed.', and 'This group is secret.' Each option has a brief description of its permissions. At the bottom are 'Save' and 'Skip' buttons.

Access: ☒ **This group is open.**
Anyone can join and invite others to join. Group info and content can be viewed by anyone and may be indexed by search engines.

☐ **This group is closed.**
Admins must approve requests for new members to join. Anyone can see the group description, but only members can see the Wall, discussion board, and photos.

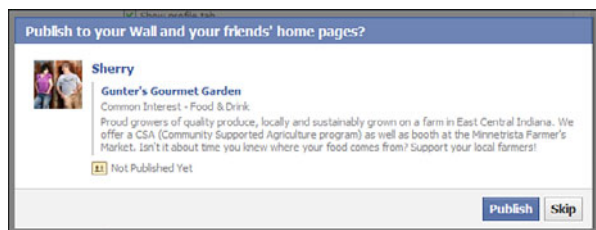
☐ **This group is secret.**
The group will not appear in search results or in the profiles of its members. Membership is by invitation only, and only members can see the group information and content.

Save **Skip**

FIGURE 10.10 Specify a group type.

- Click the **Save** button.

Facebook asks you to publish the information as a story on your profile page and news feed (see Figure 10.11).

A screenshot of a Facebook 'Publish to your Wall and your friends' home pages?' dialog box. It shows a preview of a post for 'Gunter's Gourmet Garden' with a description about local produce. At the bottom are 'Publish' and 'Skip' buttons.

Publish to your Wall and your friends' home pages?

Sherry
Gunter's Gourmet Garden
Common Interest - Food & Drink
Proud growers of quality produce, locally and sustainably grown on a farm in East Central Indiana. We offer a CSA (Community Supported Agriculture program) as well as booth at the Minnetrista Farmer's Market. Isn't it about time you knew where your food comes from? Support your local farmers!

Not Published Yet

Publish **Skip**

FIGURE 10.11 Facebook prompts you to publish your group.

- Click **Publish** to publish the story, or **Skip** to skip the story for now.

Finally, the Invite Friends page appears, as shown in Figure 10.12. You can use this page to invite your friends to join the group.

- Click the friends from your list who you want to invite, or type in the email addresses of friends outside of Facebook.

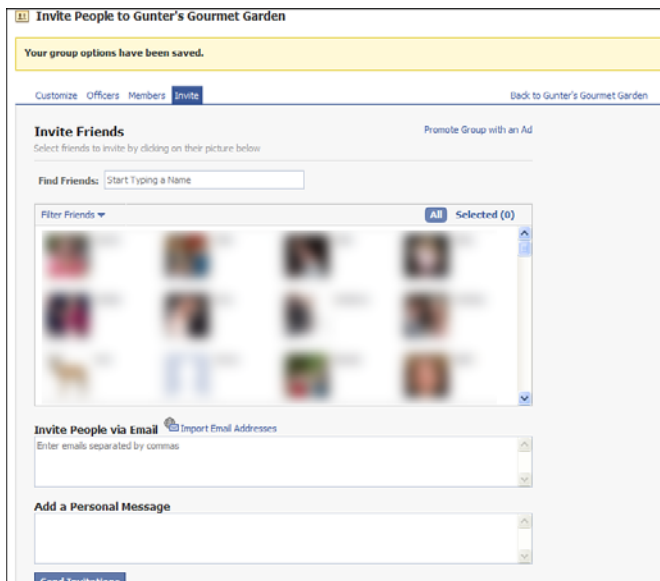


FIGURE 10.12 The last part of creating a group is inviting friends.

11. Optionally, add a personal message to the invitation.
12. Click the **Send Invitations** button at the bottom of the form.

Facebook displays a confirmation that the invites were sent. You can continue inviting more people, or exit and go view your new group page.

Managing Your Group

As the creator of a group, you're in charge of administering the group. You're automatically given the title of administrator, also called *admin* for short on Facebook. You also have the default title of creator. It's your job to keep an eye out on the group and the content posted there by others, and to keep the group alive and active. You can post news about the group, assign a profile picture, send out group messages to your members, and

even assign officer positions. Basically, this is your club, and you're in charge of making everyone feel welcome and encouraging participation.

You can add a profile picture just like you do on a regular profile page. You can find links to tasks you can do to manage the group located directly below the group's profile picture, as shown in Figure 10.13. You can also return to the form fields you originally filled out to create the group and make changes to the information.

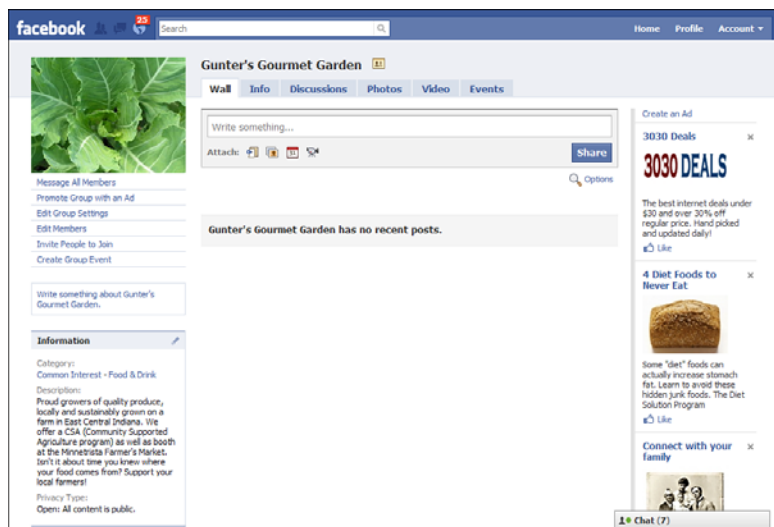


FIGURE 10.13 Use the links on the group page to manage the group.

Here are a few management tasks you can do on your group's page:

- ▶ Click the **Edit Group Settings** link underneath the group profile picture to open the same form you used to create and customize the group. You can edit the information with the exception of changing the group name.
- ▶ Click the **Edit Information** link on the Info tab and use the **Recent News** field to create a News box on the group page and list the latest news about the group. Don't forget to click the **Save Changes** button to save any changes.

- ▶ To add more administrators to the group, click the **Edit Members** link. This opens the Edit Members page, where you can use the Make Admin button to assign administrator duties to any member.
- ▶ To add officer positions, click the **Edit Members** link; then click the **Officers** tab and assign honorary titles or officer positions to select members.
- ▶ To add a discussion group topic, click the **Discussions** tab and click **Start New Topic**, and then type in a topic and post a comment. Click the **Post new topic** button to add the discussion topic to the board.
- ▶ To send a group email message, click the **Message All Members** link and type up your group email message.
- ▶ For a fee, you can advertise your group on Facebook. Click the **Promote Group with an Ad** link to learn more.
- ▶ To invite more people to your group, click the **Invite People to Join** link.
- ▶ You can also create events for your group. See Lesson 11, “Tracking Events,” to learn more about this Facebook feature.

NOTE: When you create a group-related event, it shows up on the group's page and all the group members are invited to attend.

Along with the management activities described previously, you can also administer the postings on the Wall and among the topics on the discussion board:

- ▶ To remove a post from the Wall, click the **Delete** link located directly below the posting, and then click the **Delete** button to confirm the deletion.
- ▶ To remove a post from a discussion topic, open the topic and then click the **Delete Post** link.
- ▶ To remove a topic entirely, click the **Delete Topic** link.

Finally, you may run into a problem with an unruly member in your group. You can certainly address that member privately in an email, and you can also remove him or her from your group entirely. To do so, click the **Edit Members** link, and then click the **X** button next to the group member's name.

TIP: To delete your group from Facebook, first remove all the members, and then click the **Leave Group** link. If you prefer to exit the group yourself but leave it active and give it to someone else to manage, you can click the **Leave Group** link, and Facebook offers the position to any of the remaining members.

Summary

In this lesson, you learned how to utilize groups on Facebook. You learned how to look for groups to join, how to manage the groups you do join, and how to create brand-new groups and act as administrator. In the next lesson, you learn how to use Facebook events.

LESSON 11

Tracking Events

In this lesson, you learn how to find and create Facebook events. You learn how to search for events in your area and handle event invitations. You also learn how to create your own events and manage their pages.

Events Overview

Events are another amazing social aspect of using Facebook. You can quickly get the word out among your friends and interested others about upcoming events, whether it's a party, a concert, a trip, or any other kind of social gathering. For example, if you're organizing a rally of some sort, you can turn it into a Facebook event to let everyone know about it and invite people to attend and spread the word, thus increasing your chances of a good crowd. In another example, a friend of a friend might be having a backyard barbecue, and you don't know whether you want to go or not. You can check the attendees list to see if anyone else you know is going. Facebook events are perfect for sending out informal invitations and planning out your social itinerary.

You can use Facebook's Events application to advertise an event, track attendees, view birthdays, and find other events. The application is one of several default applications already loaded into your Facebook account. You can use the application to search for events in your area, or create new events yourself. The Events application acts as your personal secretary when it comes to your social calendar.

You can use the Events application to create all kinds of events, including numerous types of parties, fundraisers, meetings, educational classes or study groups, exhibits, recitals, sporting events and tournaments, trips, and festivals. Events you create using the Events application have their own pages on Facebook. The person who creates the event page in Facebook is

the page's administrator and controls the content and management of the event page. An event page, shown in Figure 11.1, looks like a group page and features information about the event itself. It has an area listing details and a description, an event "profile" picture area, a Wall for posting comments, and features for tracking who's attending and how to RSVP.



FIGURE 11.1 An example of a typical event page on Facebook.

Facebook events come in two different types, as follows:

Open Events Anyone can read about an open event and accept an invitation to attend it. Open events are perfect for festivals, gallery showings, concerts, and other large public gatherings.

Closed Events Only the people you invite can choose to attend a closed event.

Whether you can attend an event or not depends on how it is listed. Look in the Event Type area of the page to see what type of event it is.

There are also a few things to keep in mind when attending Facebook events in person. Meeting people online and meeting them face to face are both situations in which you should always use common sense coupled with caution. Just because someone appears to be one way online doesn't mean he or she will be the same in person. Online dangers can often be avoided by following secure habits (antivirus software, privacy settings, passwords, and so on); however, when you meet people in real life, criminal behaviors can take physical shape. Just be careful!

Finding Events

Ready to find something fun to do? Or how about seeing what your friends are attending? There are several ways to find out about an event. One way is to check the news feed on the Home page to see what events your friends are attending. You can also search for specific events.

You can use the Events page to view a list of events you've responded to or are invited to. To access the app, just click the **Events** link on the left side of the Home page.

Facebook opens the Events page (see Figure 11.2), listing categories of event activities you can view, as follows:

Friends' Events Lists all the events your friends are planning to attend.

Birthdays Displays all your Facebook friends with upcoming birthdays.

Past Events Displays an archive of previous events.

You can click a category name to view the listings.

The Events page includes links for exporting your events to another scheduling program, such as Microsoft Outlook or Google Calendar. Also at the top of the page is a Create an Event button for making your own event listings.

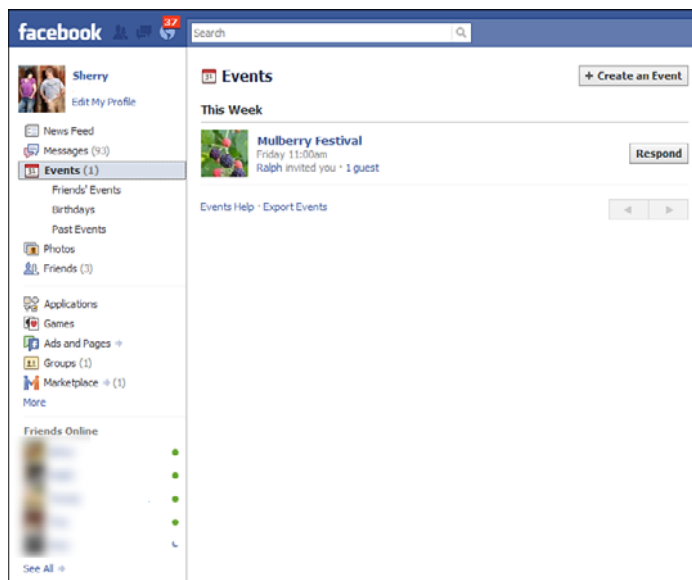


FIGURE 11.2 Use the Events page to view your events.

Searching for an Event

If you know the event you're looking for, either by name or subject, you can use the built-in search tool to look it up. To conduct a search from the Events page, click in the **Search** box at the top of the Facebook page.

Type in the word or words you want to search for and press **Enter** or **Return**. Facebook displays a page with any matching results, similar to Figure 11.3. Click the **Events** link to display just events in the results and not just any Facebook page. You can filter through the results page using the filters at the top. For example, click the **Show** drop-down menu and choose a date. You can also further sort the list based on event type using the subtype drop-down menu.

When you see an event that matches what you want, you can click the event name to view the event's page. You can find out more about the event, see who is attending, and locate a link to RSVP yourself.



FIGURE 11.3 You can use the search feature to look for specific events.

RSVPing to an Event

To sign up to attend an event, you can click an RSVP option on the event's page, as shown in Figure 11.4. You can choose from three responses: Attending, Maybe Attending, or Not Attending. When you click the **Attending** response, Facebook adds you to the event's Confirmed Guests listing in the middle of the page.

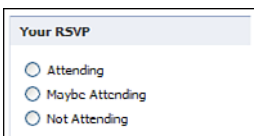


FIGURE 11.4 Select an RSVP option to let the administrator know if you're attending.

You might also receive a personal invitation to attend an event. Invites appears as requests among your Facebook requests. You can see event requests listed on the top-right side of the Home page, as shown in

Figure 11.5, or on your Events page. You can also see them listed on your Requests page along with other requests, such as causes and friend requests. To view your event requests from the Home page, click the event listed, and then choose an RSVP option.



FIGURE 11.5 One way to find out about your event invitations is through the Requests area on your Home page.

As explained earlier, the Events page (click the Events link on the Home page) lists events you're invited to, as well as those you've responded to already. You can RSVP to the event by clicking the **Respond** button. This opens a box, shown in Figure 11.6, which you can use to send back a reply. Choose from **Attending**, **Maybe Attending**, or **Not Attending** and click the **RSVP** button.

You can also change an RSVP response from the Events page. For example, if it turns out that you cannot attend the event, just click the link next to the event name to open the same RSVP box again and change your selection.

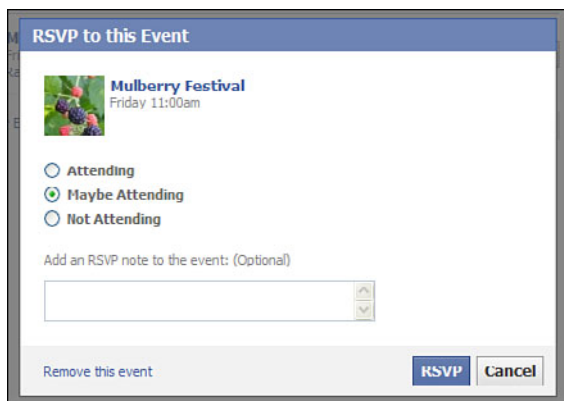
The image shows a screenshot of a Facebook event RSVP interface. At the top, there's a blue header bar with the text "RSVP to this Event". Below this, on the left, is a small square image of people at a festival. To the right of the image, the event title "Mulberry Festival" is displayed in bold, followed by the date and time "Friday 11:00am". Below the title, there are three radio button options: "Attending", "Maybe Attending" (which is selected with a green dot), and "Not Attending". Under these options is a text input field with the placeholder text "Add an RSVP note to the event: (Optional)". At the bottom of the box, there are three buttons: "Remove this event" on the left, and "RSVP" and "Cancel" on the right.

FIGURE 11.6 The RSVP box.

Depending on how the event's administrator has the page set up, you might be able to view all the people who have accepted an invitation to the event, as well as those who are thinking about attending. If you've agreed to attend the event, your name and picture also appear in the listing.

Creating Your Own Events

You can create your own events and invite others to join you. Events run the full gamut from public gatherings to intimate parties. For example, if you're part of a group organizing a "fun run" race or other fundraising event, you can create a Facebook event for your network or area and invite people to attend. After people start RSVPing, their friends see the event, and they think about attending, too. It's great word of mouth about your group and your cause. Facebook events are perfect for advertising festivals, flea markets, gallery openings, holiday parties, business meetings, conventions, piano recitals, tournaments, workshops, and so on.

Before you begin creating a new event, take a moment and figure out the details you'll need for posting the event. Required data includes a name for the event, a type and subcategory for the event, the host's name, and a location. You cannot create an event without this information. You'll also

need some basic information, such as time and date. Although it's not a requirement, it's a good idea to have a picture handy to go along with your event page—something that illustrates what the event is about or the organization hosting the event.

When you're ready to create an event, follow these steps:

1. Open the Events page (by clicking the **Events** link).

NOTE: You can also create an event directly from the Home page by clicking inside the **What are you planning?** box shown under the Events area and typing in an event title. As soon as you start typing, a handy form appears on the page to fill out and set up your event.

2. Click the **Create an Event** button. Facebook displays step 1 of the process, which is a form page you can fill out with details about the event, as shown in Figure 11.7.

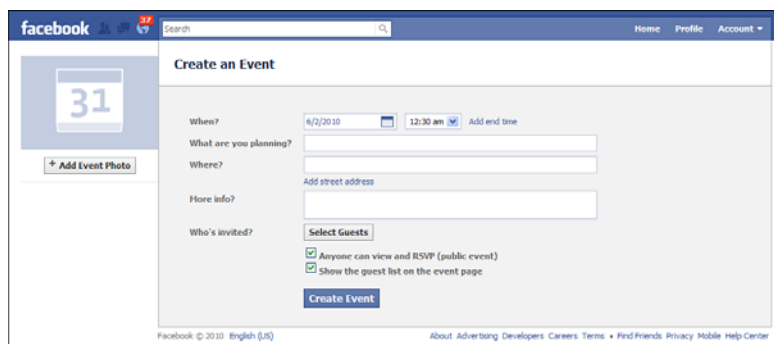
The image is a screenshot of the Facebook 'Create an Event' form. The form is titled 'Create an Event' and is located on the Facebook interface. It includes fields for 'When?' (date and time), 'What are you planning?' (event title), 'Where?' (location), 'More info?' (description), and 'Who's invited?' (guest list). There are also checkboxes for 'Anyone can view and RSVP (public event)' and 'Show the guest list on the event page'. A 'Create Event' button is at the bottom. The form is displayed on a desktop browser window with the Facebook logo and navigation links visible at the top.

FIGURE 11.7 The first step in creating a new event is filling out this form page.

3. Fill out the form's details, as needed.

4. Optionally, click the **Add Event Photo** button to upload an image to include with the event, such as a logo or picture. Uploading an event photo works the same way as uploading other photos on Facebook (see Lesson 8, “Sharing Photos”).
5. To invite friends, click the **Select Guests** button to display the Select Guests box, shown in Figure 11.8.

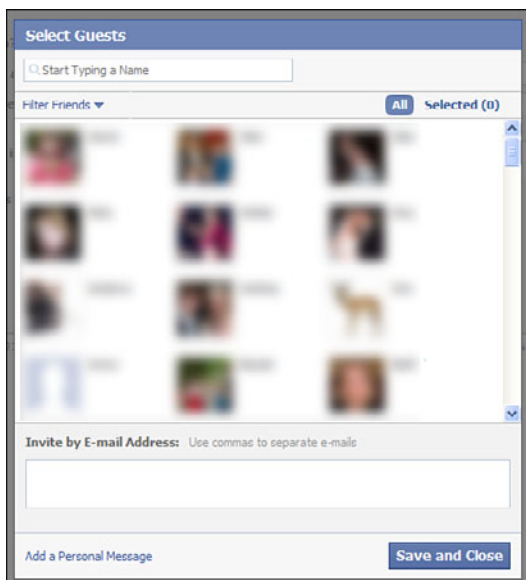


FIGURE 11.8 Next, you can invite your friends to the event.

6. Select which friends you want to invite, and then click the **Save and Close** button.
7. Click the **Create Event** button at the bottom of the form.

Facebook displays the event page, as shown in Figure 11.9, and sends out your invitations.

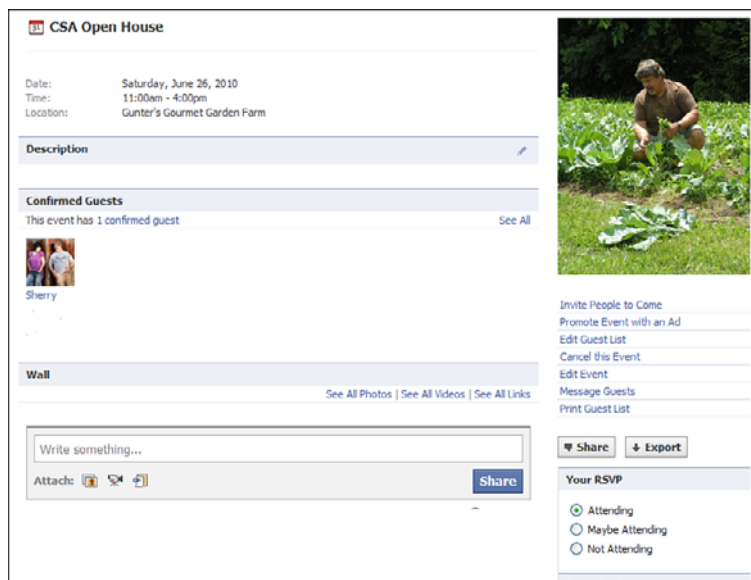


FIGURE 11.9 Facebook displays your new event page.

Managing Your Events

After you've created an event, you're automatically the administrator of the event page. This means you can edit the page's info, make changes to the guest list, and send out more invitations as needed.

To view the page at any time, open the Events page. Here's what you can do with the extra admins links:

- ▶ To edit the page, just click the **Edit Event** link. This opens the same form you used to create the event, and you can make changes to the information. One thing you cannot change is the event name.
- ▶ To invite more people to come, click the **Invite People to Come** link and select more Facebook friends to invite.

- ▶ To send a message to attendees, such as a reminder about the date, click the **Message Guests** link.
- ▶ To print your guest list, click the **Print Guest List** link.
- ▶ To view the guests who have responded to your event invitation, click the **Edit Guest List** link.
- ▶ To advertise your event on Facebook for a fee, click the **Promote Event with an Ad** link and follow the instructions.
- ▶ To cancel the event, click the **Cancel this Event** link to open the form shown in Figure 11.10. You can fill out a message about why you're canceling, and Facebook sends a message to everyone on your guest list. Canceling is a one-time deal—you cannot undo it and un-cancel the event again.

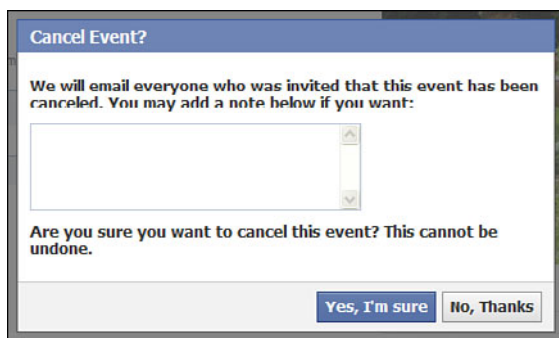
A screenshot of a Facebook dialog box titled "Cancel Event?". The dialog has a blue header bar with the title. Below the header, the text reads: "We will email everyone who was invited that this event has been canceled. You may add a note below if you want:". There is a large, empty text input area with a vertical scrollbar. Below the input area, the text reads: "Are you sure you want to cancel this event? This cannot be undone." At the bottom right of the dialog, there are two buttons: "Yes, I'm sure" (highlighted in blue) and "No, Thanks" (in a light gray box).

FIGURE 11.10 You can use this form to cancel an event and let everyone know.

You can continue monitoring your event page leading up to the event, checking to see who is attending, not attending, or thinking about attending, and viewing any page content left by the invitees. You can send out messages to the attendees. You can also update the page with the latest news about the event as it draws near.

Summary

In this lesson, you learned how to find and create events on Facebook. You learned how to look for events to attend, and how to create a new event and invite your friends. You also learned how to respond to RSVPs and administer an event page. In the next lesson, you'll learn how to use Facebook applications.

LESSON 12

Adding Applications

In this lesson, you learn how to use applications to enhance your Facebook experience. You'll learn how to search for applications and add interesting ones to your collection. You'll also learn how to manage your applications, edit their settings, and remove apps you no longer want.

Applications Overview

Applications are tiny programs that run within the Facebook environment—also called apps for short. Applications are rather like plug-ins you use to enhance your web browser, but in the case of Facebook, they enhance your social networking experiences. You've already been using applications on Facebook, perhaps without even knowing it, and we've covered quite a few so far in this book. This section will go into them with a bit more detail.

As you know, Facebook has several default applications going as soon as you create your account. If you've used Facebook to post your status, upload a photo or video, create a group or event, post a note, or chat, you've used a Facebook application. Apps work seamlessly within the Facebook interface.

Facebook's designers have included many useful built-in apps, but there are literally hundreds of applications you can add to your Facebook experience. Some are quite useful, and some are just for fun. Some you can add to your profile page, as shown in Figure 12.1, whereas others work on their own pages. These additional applications are created by third-party developers. Facebook has allowed third-party developers free access to the Facebook platform for several years now, so anyone who has some programming experience or wherewithal can write an application for the site. Because of this freedom, Facebook is literally swarming with apps, and

many of them are quite clever and creative. You can use as many as you like, and discard those you do not care for after giving them a whirl. All the extra apps you add, however, require your authorization to access your Facebook profile data. In many respects, adding an application is like adding a friend to your friends list. Apps are part of your Facebook account until you discard them. In many cases, apps like to publish your application activities on your profile page and news feed. This lets your friends know what applications you use and might inspire them to use them, too—all part of the viral spread of apps on Facebook.

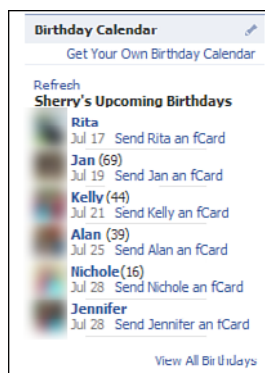


FIGURE 12.1 Here's an example of the Birthday Calendar app I added to my profile page.

CAUTION: When you allow an application access to your profile, it accesses all of your information and that of your friends, too. If you're worried about privacy, applications might not be your cup of tea. For this very reason, you might not want to include too much personal information on your Facebook pages. (To learn more about privacy settings, see Lesson 5, "Guarding Your Privacy.") You can, however, control some of the invasiveness of apps through the application's settings. Learn more about editing apps later in this lesson.

When you add apps to your Facebook account, you can add them as separate tabs on your profile page (depending on the app). For example, you can add a tab for the Photos app, which you learned about in Lesson 8, "Sharing Photos," or a tab for the SuperPoke app. This is handy if you use

One of the more popular apps is FamilyLink.com, an application to help you locate and connect with relatives around the globe. Another popular application just for fun is Movies, which helps you compare your movie tastes with friends. Some apps create digital worlds where you can interact with others, such as FarmVille (the most popular app on Facebook), YoVille (see Figure 12.3), or Mafia Wars (all created by Zynga games), whereas others enhance a popular Facebook activity, such as Birthday Cards (sending electronic birthday cards to friends), iLike (adding music to your profile page), or Social Interview (polling you and your friends about each other).



FIGURE 12.3 In YoVille, you can wander around a digital world collecting coins and shopping for stuff for your digital dwelling, as well as interacting with your Facebook friends who also exist in YoVille.

NOTE: Facebook applications are free to use; however, some apps ask for donations for a cause, or offer additional privileges for a small fee, such as games. You can decide whether to pursue these extra costs or not.

Finding Apps

You can encounter applications in several ways on Facebook. Friends might send you an app request, such as a game application in which they invite you to play or interact with them, or a “gift” you must then use the application to view. Application requests typically occur when a friend adds a new application to their repertoire, and it asks to add you, as well, because you’re on their Friends list. Application requests show up in the Requests area of your Home page (right side of the page).

You can also encounter apps on other people’s profile pages and news feeds and choose to add the application to your profile, too. If you see something you think you’d like, you can click the application name in the story posting to learn more about the application.

Finally, you can use Facebook’s Application Directory to browse for apps or look for specific ones to learn more about them. The Application Directory, itself an application, lets you browse for apps based on category or by name.

Deciding which apps are right for you is really a personal preference. Many of the Facebook apps are viral, quickly spreading in popularity as they’re shared among friends—your friend adds the application, it looks interesting, so you add it, too. If you see an app you think you’d like to try, you can check out its page first to learn more about it and find out which of your friends is using the app.

Responding to an App Request

Basically, an application request is when an app invites you to participate in whatever it’s about, or when your friend who uses the app wants to invite you to use it, too. When you receive an application request, it appears in the upper-right area of your Home page among the Requests listings. Click the **See All** link and view the entire Requests page, as shown in Figure 12.4. You might need to scroll down the Requests page to view your application requests.

The request presents several options for responding. The first option, though it might have different names, is essentially a button you can click

to join, accept, or participate. When clicked, additional pages may open where you can allow the application to access your data. The second option is to ignore the request. When you click the **Ignore** button, the request is removed from the Requests page.

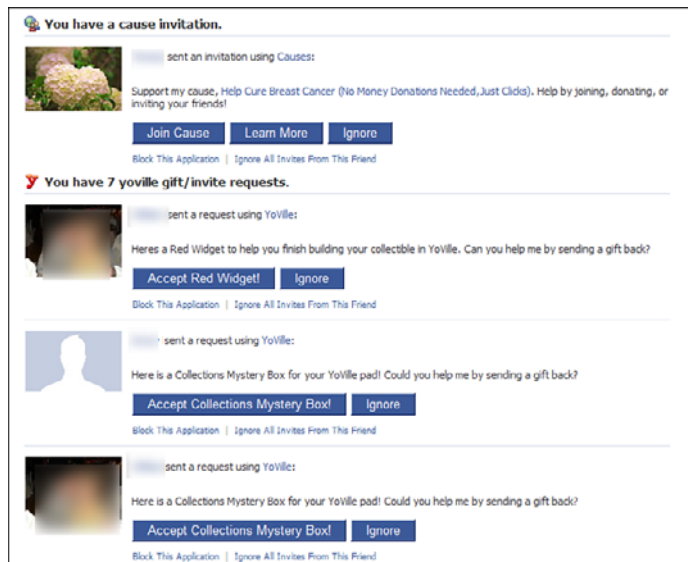


FIGURE 12.4 You can respond to application requests on the Requests page.

If you prefer to learn more about the application before choosing a response, you can visit the app's info or "profile" page and learn more about it. Similar to a profile page, an application's page has a Wall for comments and tabs for info, reviews, and discussion boards, and even a "profile picture." Click the application name in the request title area to display the information page.

As you can see in Figure 12.4, there are also several links below the request information to block the application from inviting you again, or block all application requests from the friend who sent it to you. You might find these handy if your friend persistently sends you unwelcomed invites to apps you'll never use. If you click the **Ignore All Invites From This Friend** link, the friend never finds out about your decision, and you

can end the parade of requests. If you click the **Block This Application** link, you can prevent the application from ever contacting you again (unless you reactivate the application again at a later time).

Browsing Apps with the Application Directory

With literally hundreds of apps to choose from, finding apps is easy. To see what kind of apps are available on Facebook, you can open the Application Directory and browse to your heart's content. To display the directory, however, you need to perform a few steps. Start by typing in the word **Application Directory** in the Search box at the top of any Facebook page. In the pop-up menu that appears, as shown in Figure 12.5, click the **See more results for applications**. This opens a search results page. Click the **Applications** link on the left, and then click the **Application Directory** link that now appears at the top of the results list. It's a round-about way to get where you want to go, but maybe they'll simplify this with a direct button soon. In the meantime, this method leads you to the Application Directory, as shown in Figure 12.6.

Click the **All Applications** category if it's not already selected by default. The Directory page, shown in Figure 12.7, lists categories of applications on the left, and suggestions for applications on the right, including featured apps. The Recent Activity From Friends section lists recent apps your friends have loaded. To peruse a category, select a category name on the left, such as Business or Lifestyle. Facebook then lists associated apps based on popularity.

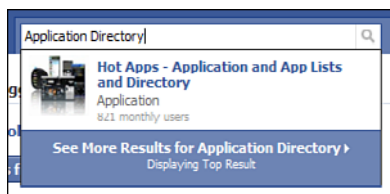


FIGURE 12.5 Use the Search tool to start your path to the Application Directory.

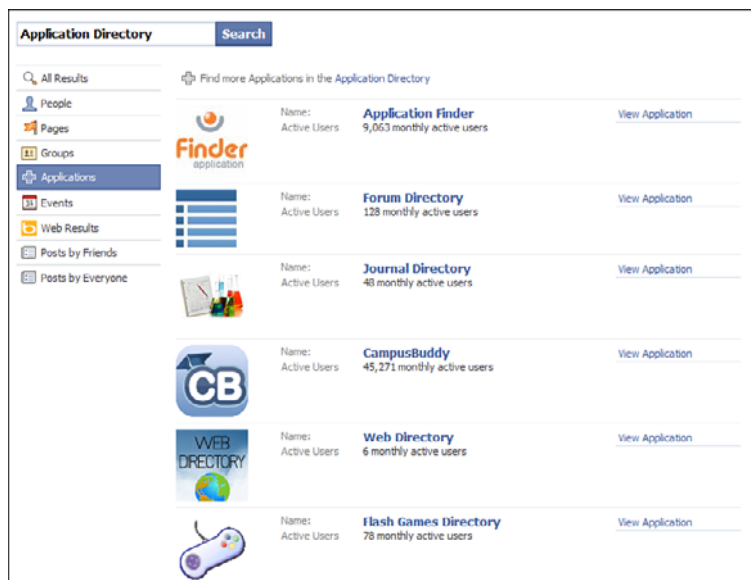


FIGURE 12.6 From the Search results page, activate the Applications filter and look for the Application Directory link.

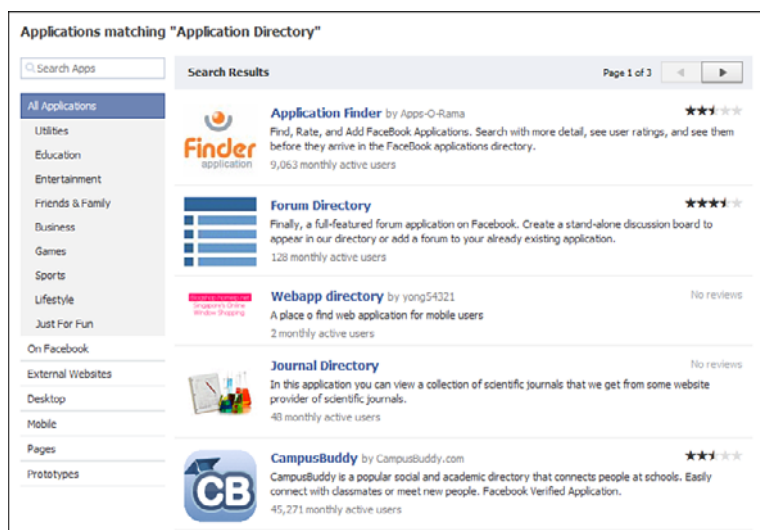


FIGURE 12.7 The Application Directory page.

The Application Directory lists apps by category. The categories are pretty self-explanatory, as follows:

- ▶ Utilities
- ▶ Education
- ▶ Entertainment
- ▶ Friends & Family
- ▶ Business
- ▶ Games
- ▶ Sports
- ▶ Lifestyle
- ▶ Just For Fun

To view a category, just click its name. The categories list on the left side of the page also has options for viewing other application types, as follows:

All Applications Lists all the applications Facebook thinks you might like.

On Facebook Lists featured apps, apps Facebook thinks you might like, and recent apps your friends are using.

External Websites View apps based on other sites.

Desktop View apps geared toward desktop usage, such as apps for Twitter or Google.

Mobile View apps available for Facebook's mobile features.

Pages View apps for Facebook pages.

Prototypes Lists featured prototype apps.

When you choose a category to view, the applications listing includes a brief description of the apps and user review rankings measured by a star point system, as shown in Figure 12.8. The more stars an application receives, the more people like the application. The bottom of the description also lets you know how many monthly active users access the application and how many friends you have already using it. To learn more about a particular application, click its name. Facebook opens its associated profile page, as shown in Figure 12.9.

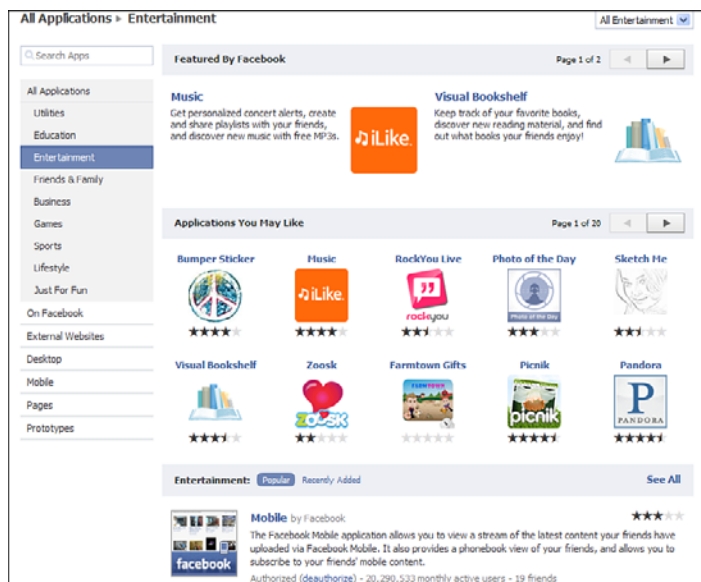


FIGURE 12.8 Choose a category to view a list of apps and featured apps.

You can read more about the application, who designed it, reviews of the app, and even which of your friends are using it. Depending on the application, the page may display tabs for viewing additional information, a discussion board, and a Wall for posting comments. To add the app to your repertoire, click the **Go To Application** button. Depending on the app, the Allow Access page may appear, similar to Figure 12.10. Click the **Allow** button to continue and add the app. Click the **Leave Application** or **Cancel** link to forgo the procedure.

Bejeweled Blitz Like

Wall Info Reviews Discussions Notes Photos >>

About Bejeweled Blitz

Go to Application

Add to My Page's Favorites
Suggest to Friends
Block Application

Bejeweled Blitz - celebrating 10 years of Bejeweled. From PopCap Games.

Information

★★★★☆ (4.2 out of 5)
Based on 6582 reviews

Users:
9,839,722 monthly active users,
24 friends

Category:
Games

This application was not developed by Facebook.

Fans
6 of 2,514,983 fans See All

Bejeweled Blitz PLAY NOW

Bejeweled + Friends = Prizes!
Play this special version of the classic gem-swapping puzzler created just for Facebook. Try out the new multiplier gems and speed bonuses. Compete against friends for bragging rights. Cooperate with friends for the chance to win prizes!

For discussion and information about all of PopCap's games please visit and join the PopCap Games Fan Page.

Friends using this Application See All (24)

FIGURE 12.9 Each application has a page describing the app and a link for adding it to your Facebook account.

Allow Access?

Allowing Bejeweled Blitz access will let it pull your profile information, photos, your friends' info, and other content that it requires to work.

Bejeweled Blitz ★★★★★

A special version of the world's most popular game created just for Facebook! Match as many gems as you can in one minute. Compete with your friends in weekly tournaments. Bejeweled Blitz, celebrating 10 years of Bejeweled. Created by PopCap Games.

Allow or Leave Application

By using Bejeweled Blitz, you agree to the Bejeweled Blitz Terms of Service. Report Application

FIGURE 12.10 Before adding an application, you must first officially approve its access to your information.

Searching for Apps

You can also conduct a keyword search to look for a specific application. On the Application Directory page, click inside the **Search Apps** box. Type in the keyword or words you want to search for and press **Enter** or **Return**. Facebook conducts a search and displays any resulting matches.

The results page includes a brief description of the app, a review rating, the number of active monthly users, and the number of friends who use the app. From the list of matches, you can click an application name to view its associated page of information and add the application to your Facebook account.

Managing Applications

After you've added an application, you can use it as much or as little as you like. Depending on the app, you can change how it's accessed or where it appears on your Facebook profile page. Not all apps are profile based, but you can always access them through the Applications Settings page. (See the next section to learn more.) Some apps even let you put a bookmark icon on the Home page for quicker access.

Changing Application Settings

You can edit your applications through the Application Settings page, shown in Figure 12.11. To navigate to the page, click the **Account** menu and click **Application Settings**.

The Application Settings page lists each of the applications you are using. You can use the Show drop-down list to filter the apps display. You can show recently used apps, bookmarked apps, prototype apps, apps that are added to your profile page, authorized apps, allowed to post apps, and granted additional permissions apps.

To edit an application, click the **Edit Settings** link. This opens a Settings dialog box similar to Figure 12.12, with tabs for changing the application's settings. Depending on the application, you can use the tabs to change privacy settings, add a bookmark, or control how related stories are generated when using the application. For example, if the application offers a Profile tab, you can click the **Privacy** drop-down list and choose who can view

your activities with the application. If the application offers an Additional Permissions tab, you can control the display of related stories on the news feed and on your profile page's mini-feed. Click **Okay** to save any changes you make to the settings.

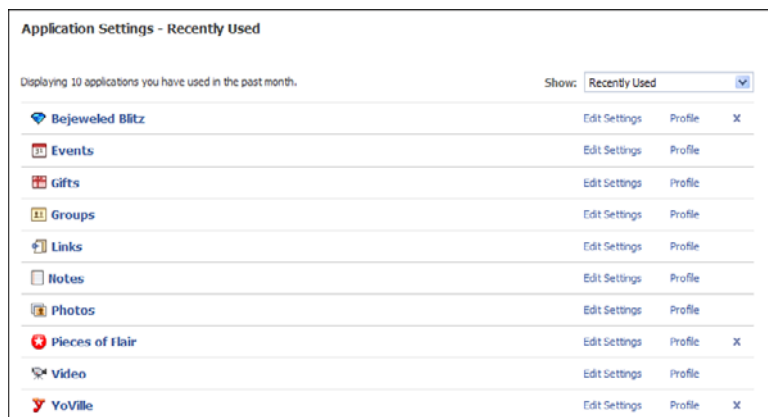


FIGURE 12.11 The Application Settings page.

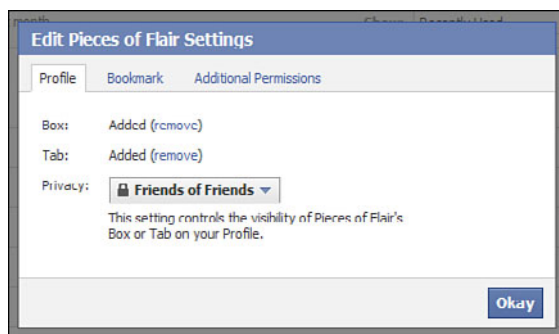


FIGURE 12.12 You can edit individual settings for your apps to change how they work.

To view more information about the application, click the **Profile** link. This takes you to the app's profile page, where you can view its description and rating, see which friends are using it, post comments on the Wall, and more.

Removing Apps

You can remove an application you no longer want or are no longer using. You might also remove applications to clean up your list just as a maintenance task. To delete an app, first open the Application Settings page as described in the previous section. Next, click the **Delete** link (the X button to the right of the application name). A prompt box appears. Click the **Remove** button to delete the application. Optionally, and depending on the application, you can rate the application or state a reason as to why you're removing it.

One more prompt box appears to let you know the application is gone. Click **Okay** to finish the process.

Displaying Apps

Some apps let you display a tab for them on your profile page for easy access. To add a tab, open your profile page and click the **Add a new tab** tab—the one that looks like a plus sign (see Figure 12.13). Next, click the name of the application you want to add. Facebook immediately adds it to the list of tabs on the page. To remove it again, you can open the app's **Edit Settings** dialog box, click the **Profile** tab, and then click the **Remove** link next to the Tab option. For quicker removal, you can also click the app's tab, and a pencil icon appears next to the tab name. Click the icon, and then click **Delete Tab**.

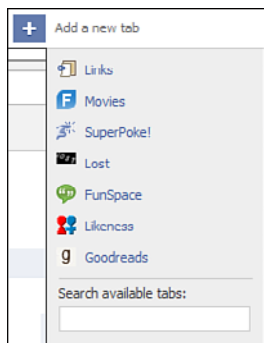


FIGURE 12.13 You can add a tab for the application on your profile page.

Other apps let you add a box for them on the profile page on the Wall tab, thus creating their own little space on the page, or on the Boxes tab. You can open the application's Edit Settings dialog box to look for such an option. Look in the Profile tab for a link next to the Box option, and then click **Add**.

Some apps let you place a bookmark for the app on the Home page. Again, you can check the app's Edit Settings dialog box for such an option.

TIP: If you'd like to learn how to create your own apps for Facebook, check out the Developers page for more information, tips, and help. Click the **Developers** link at the bottom of any Facebook page to open the page.

Summary

In this lesson, you learned how to use applications on Facebook. You learned how to find applications, search for applications, and add applications to your Facebook account. You also learned how to manage your apps. In the next lesson, you'll learn how to create Facebook Pages (with a capital *P*).

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LESSON 13

Understanding Pages

In this lesson, you learn how to promote a business, brand, or public figure using Facebook Pages. You'll learn the differences between regular profile pages, groups, and specialty Pages. You'll also learn how to subscribe to Pages, create your own Page, and manage it as its administrator.

Understanding Facebook Pages

If you represent a company, organization, or professional group of some kind, you can create a presence on Facebook. Unlike individual profile pages, however, you need to create a special page—one that starts with a capital *P*. Facebook Pages are designed specifically for professional use and are completely separate from profile pages. A Page is a great way for fans to find you or your brand and spread the word about upcoming events, news, and information. Pages are a tool for connecting directly with customers or an audience, and even attracting future fans or buyers. Facebook members can choose to be fans or supporters of Pages.

Pages are an ideal public relations/marketing tool for the following:

- ▶ Public figures, such as politicians and government officials
- ▶ Celebrities
- ▶ Bands and musicians
- ▶ Artists
- ▶ Nonprofit organizations and charities
- ▶ Government agencies
- ▶ Large and small businesses
- ▶ Entertainment industries, such as television and radio

- ▶ Educational entities, such as schools, colleges, and universities
- ▶ Brand names and products, and the companies behind them

By using Pages, businesses, artists, and brands can interact with fans directly, going beyond one-directional conversation to dynamic communication. The content you post on a Page shows up in the news feeds of any fans or supporters, which in turn can be viewed by their friends, potentially driving up traffic to your Page and more customers to your door. As a marketing tool, Facebook Pages can help you increase product or brand awareness and interest, plus allow you more ways to communicate your message and receive feedback.

Pages, Profiles, or Groups?

Facebook users are often confused about the difference between profiles, groups, and Pages. There are certainly a lot of similarities between the three; for example, Facebook features, such as the Wall, are readily available in each. Take a look at the Page for a television show shown in Figure 13.1.

At first glance, the Page looks like a regular profile page. It has a Wall for posting comments, a profile picture, and tabs with other Facebook features. Although it looks like a profile page, it's actually much more. To help you distinguish between Pages, profiles, and groups, however, take a look at some of the differences:

- ▶ Any individual can create a profile page, but only an authorized representative can create a professional Page. If you're not an authorized representative, you can create a group for the person or entity instead and invite other fans to participate. See Lesson 10, "Joining Groups," to learn more.
- ▶ Pages are also different in that you don't see who is actually administering the content. No one's name, other than the company or public figure, appears on the Pages.
- ▶ With a Page, you don't have to okay friend requests on a Page. Anyone who wants to be a fan is automatically approved. This saves an administrator valuable time.

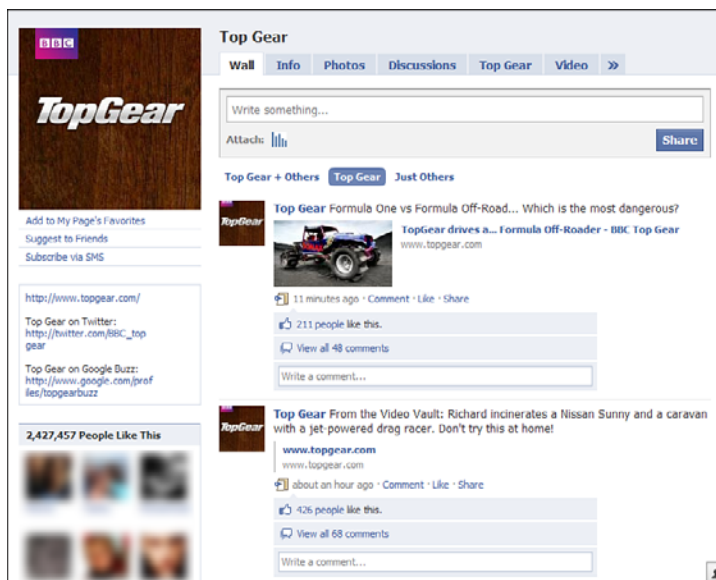


FIGURE 13.1 A Page for a popular cable television show.

- ▶ Pages cannot invite people to be friends; rather, you can like a Page.
- ▶ Pages can integrate applications, contrasting with groups, which cannot add apps. With Pages, you can add apps such as Flash Player for uploading Flash files, YouTube Box to import your YouTube videos, or Simply RSS to import feeds.
- ▶ Unlike a regular profile page, a Page offers special administrator tools for collecting traffic and demographic information.
- ▶ A Page administrator can send out updates to every fan or supporter, but a group administrator can only send out messages to a maximum of 5,000 members at most. Updates are like messages, but they appear in your Updates category in your Inbox.
- ▶ If you become a fan or supporter of a Page, the Page's administrator does not have access to your profile information.

- ▶ When you create a Page, it's indexed and searchable both inside and outside of Facebook.
- ▶ Tools for creating profiles and groups are readily available; however, tools for creating professional Pages are more difficult to locate on the site.

Basically, a Page is for promoting an entity or public figure, whereas a profile is just for individuals. Groups are informal fan-created pages, whereas Pages are authorized by the artist or company.

Strategies for Marketing with Pages

From a marketing standpoint, creating a Facebook Page for a business or public figure can really generate ongoing buzz about a product or promotion. One of the unique things about Pages is that you, as the administrator, can determine what tab on the Page users land on when they display your Page. You can use this strategy to direct a user to a specific ad campaign or action found on a custom tab on your Page. Take a look at Figure 13.2, for an example. It's a Page for a famous pizza chain. Notice you land on the customized tab as soon as you display the Page.

Like the custom tab shown here, you can integrate all kinds of applications to engage the people who visit your Page. There are hundreds of business-related apps you can use to help you create all kinds of interesting and interactive content. For example, you can create quizzes, surveys, and games that keep users coming back for more. You can hold drawings and contests to bring back people frequently to the Page. Be sure to keep your Page content up-to-date and relevant. Utilize Facebook events to reach out to your fan base and let them know about upcoming calendar dates, engagements, concerts, rallies, or appearances.

As far as communication goes, it's also a good strategy to respond promptly to fans who write on the Wall. Respond in kind by writing on their Wall. If someone comments on a photo or video, keep the dialogue going. Fans and supporters want to hear back from you, and this medium is designed just for this type of activity. A discussion board is also an excellent way to communicate with fans and create more interest. Start new threads regularly and encourage participation. Failing to engage your fans

and supporters results in lost opportunities to generate revenue and interest. Remember, Facebook is a social network first and foremost, designed to foster human interaction. Your marketing strategy should focus on this, too, to help extend your brand or message.

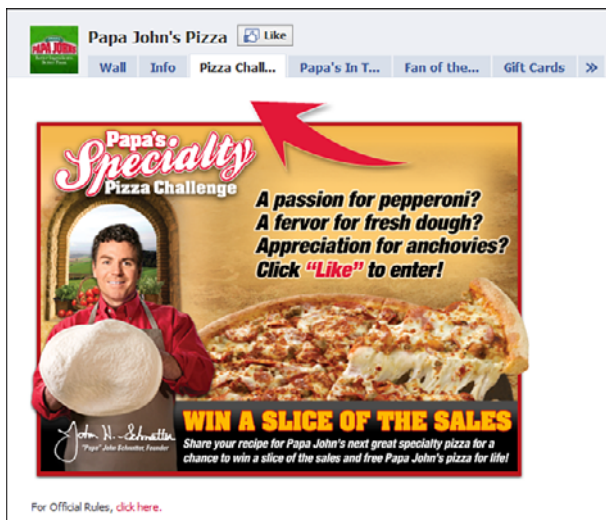


FIGURE 13.2 A Page for a popular pizza chain with a customized content tab displayed.

NOTE: You can find numerous resources on the Internet to help you tap into the marketing and programming sides of Facebook, creating specialized apps and integrating others to suit your marketing needs. Sites like All Facebook (www.allfacebook.com) and Mashable (<http://mashable.com>) can offer some insights to get you started. Also be sure to check out Facebook's Developers page by clicking the **Developers** link at the bottom of any Facebook page.

Finding and Following Pages

From a fan or supporter standpoint, you can subscribe to a Page and get regular updates whenever new information is published. News appears as a

story on the news feed on your Home page. Actually finding Pages to become a fan of takes a little effort on your part. One way to find a Page you like is to stumble across a story about one on your friends' mini-feeds on their profile pages. Check their profile pages and see what Pages they're subscribing to or what public figures they're supporting. Just click the link in the story to view the Page yourself.

You can also conduct a search for a particular name or product and see what's available on Facebook. Click in the **Search** box at the top of any Facebook page and type in the keyword or words you're searching for, such as a company or product name. Press **Enter** or **Return**, and Facebook displays any matches on a results page, as shown in Figure 13.3. Click the **Pages** category to view any matching pages.

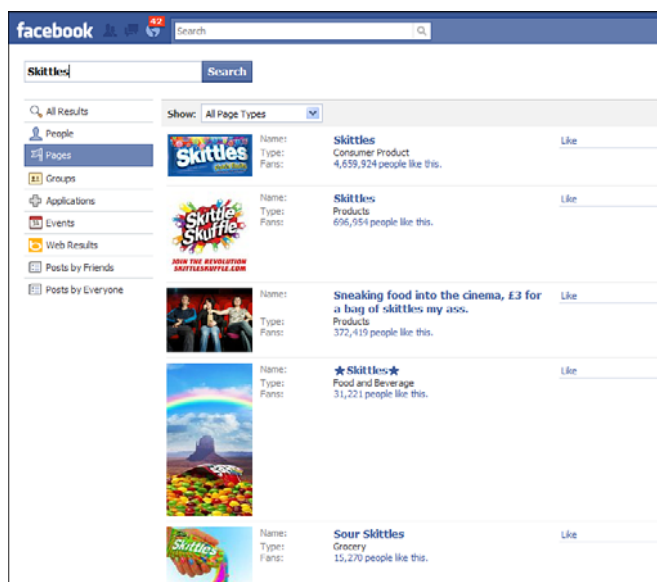


FIGURE 13.3 The results page displays any matches.

If you're looking at all the results, it's not always easy to tell what's a Page and what's a group. Look at the total number of members. If it's a large number, chances are it's the organization's officially sanctioned Page.

When you find a Page you like, you can become a fan or supporter in just one click. Look for a Like button at the top of the Page. When you click the button, Facebook adds a small story about it on your profile page, saying something to the effect of “Sherry likes....” Your friends can then see the story and comment, or follow the link to the Page and become a fan, too.

Once you’re a fan, you’re a subscribed member, so to speak. To view any updates of the Pages of which you’re a fan, display your Messages page and click the **Updates** link. This displays the latest news from the Pages to which you’re subscribed, as shown in Figure 13.4.

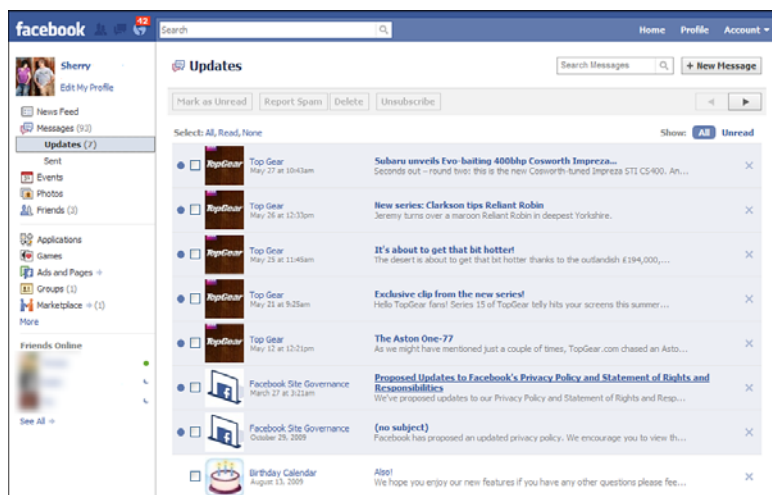


FIGURE 13.4 You can follow Page updates using your Inbox page and Updates tab.

TIP: To unsubscribe from a Page, open the Page and look for an Unlike link or something similar. You'll find it on the far-left side as you scroll down the Page. Just click the link, and you're no longer a fan.

Setting Up a Facebook Page

If you're the official representative of a business, organization, or public figure, you can set up a Page in Facebook. Before you get started, take

time to gather all the elements you need and save yourself some effort. Here are a few things you'll need:

- ▶ A name for the Page. The name you choose cannot be changed later—it's permanent (unless the Page is deleted entirely).
- ▶ A photo to act as the Page's profile picture.
- ▶ Information about the company, organization, or public figure. Information may include contact information, address, background story, company history, and so on.
- ▶ Content, such as pictures for a photo gallery or video clips, or content generated by apps.
- ▶ A category, such as a local business, brand or product, or public figure. Within each of these main categories are subcategories for defining exactly what kind of organization you represent, such as a grocery store or travel agency, actor or comedian, and so on. The category you choose has everything to do with how the Page is indexed on Facebook. It might help to research other Pages to see how they are categorized before attempting to create your own Page.

CAUTION: If you're not authorized to create a Page and Facebook finds out, your account may be closed and the Page pulled from the site. Fan pages are not allowed unless created by an authorized person. If you'd rather create a fan page, you can do so with a group. See Lesson 10 to learn more.

Creating a New Page

After you've planned out what you need to display on the Page, you're ready to start building it. Follow these steps to create a new Page in Facebook:

1. Scroll to the bottom of any page and click the **Advertising** link. Facebook opens the Facebook Advertising page.

2. Click the **Pages** link at the top.

Facebook displays the Facebook Pages information, as shown in Figure 13.5.

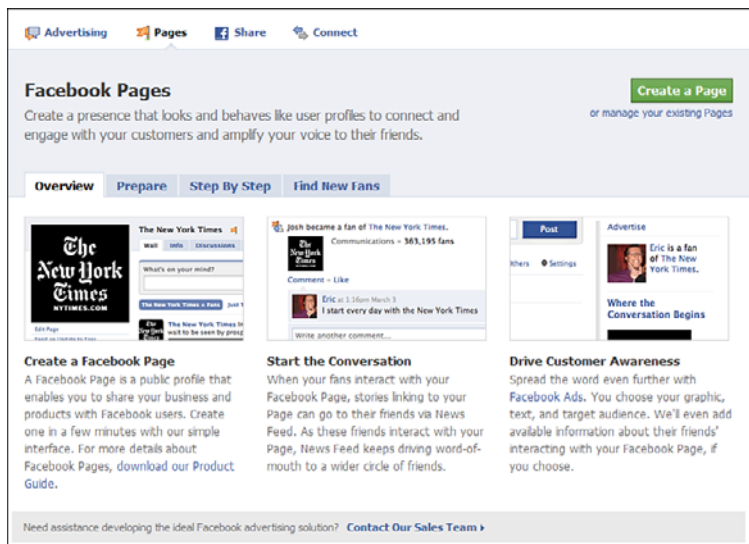


FIGURE 13.5 You can find your way to the Pages feature using the Advertising link.

3. Click the **Create a Page** button in the upper-right corner.

The Create New Facebook Page form opens, as shown in Figure 13.6.

4. Click a category type. Try to choose a category that best matches the type of Page you're creating, such as a local business, a brand or product, or a public figure. Each of the three main categories will display a subcategory drop-down list you can use to be more specific.
5. Click the drop-down list to narrow down your selection even further.

Create a Page

Official Page
Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

- ☒ Local business:
 - Local Business
 - Real Estate
 - Park
 - Club
 - Hotel / Lodging
 - Museum / Attraction
 - Convention Center and Sports Complex
 - Cafe
 - Library / Public Building
 - Religious Center
 - Automotive
 - Grocery
 - Travel Service
 - Professional Service
 - Health and Beauty
 - Restaurant
 - Event Planning Service
 - Bar
 - Banking and Financial Service
 - Education
 - Technology and Telecommunications Service
 - Automotive Dealer / Vehicle Service
 - Medical Service
 - Pets
 - Home Service
 - Store

Community Page
Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.

Page name: (examples: Elton John, Smith, Recycling)

Create Community Page

Create a group instead?
Communicate directly with other Facebook members who share a professional interest or hobby. [Create a Facebook group](#)

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FIGURE 13.6 Narrow down your category as much as possible using the available options.

NOTE: You cannot change the category later, so choose wisely. Facebook's form for Page creation has different fields for you to fill in based on which type of organization you select.

6. Type a name for the business, product, or public figure (see Figure 13.7).
7. Click the check box to authorize yourself as the official representative of the business, celebrity, or band.

NOTE: If you have not yet set up a Facebook account, you'll need to do so in order to create a Page. You can click the **Create a Page** for a celebrity, band, or business link on the Facebook startup page and follow the prompts to create an account and a Page.

8. Click **Create Official Page**.

A blank Page opens, as shown in Figure 13.8. You can now begin filling in the content for the Page, as needed.

Create a Page

Official Page
Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

☒ Local business:
Local Business

☐ Brand, product, or organization

☐ Artist, band, or public figure

Page name: Gunter's Gourmet Quail Eggs
(examples: Summer Sky Cafe, Springfield Jazz Trio)

☒ I'm the official representative of this person, business, band or product and have permission to create this Page.
Review the Facebook Terms

Create Official Page

Community Page
Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.

Page name: _____
(examples: Elect Jane Smith, Recycling)

Create Community Page

Create a group instead?
Communicate directly with other Facebook members who share a professional interest or hobby. [Create a Facebook group](#)

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FIGURE 13.7 Finish filling out the form and authorizing your approval to create the Page.

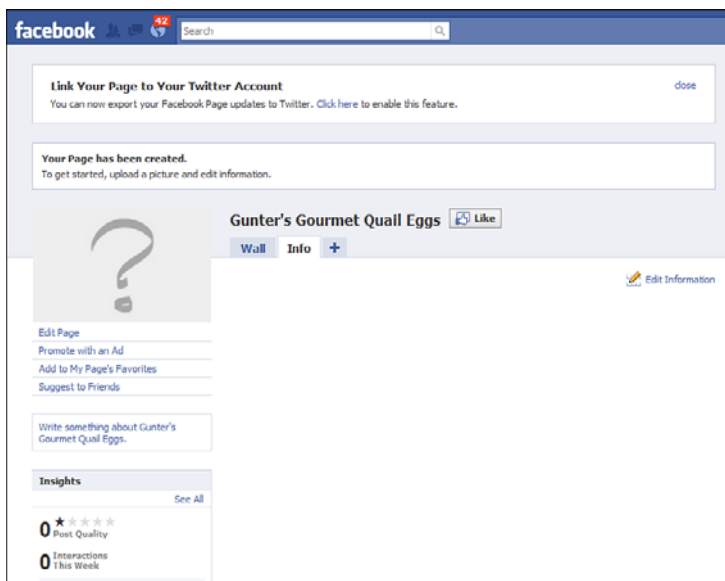


FIGURE 13.8 A blank Page opens, ready for you to add content, info, and a profile picture.

TIP: If it turns out you don't like any of the fields associated with the category you chose, you can delete the Page entirely and start all over again. To do so, click the **Edit Page** link under the profile picture area, and then click the **Delete Page** link at the top of the next page. Facebook warns you about the deletion; click **Delete** to make it permanent. You can now start over and create a new Page using a more suitable category.

Filling Out Page Info

Filling out the Page's information is very similar to the way you filled out your profile page when you first created your Facebook account. You can edit various aspects of the Page, such as the Info tab, add a photo album, and so on. One of the first things you should do is add a photo or other image type (such as a logo or graphic) to serve as your Page's profile picture. To add a profile picture, click the picture area and then click the **Change Picture** link that appears. From the menu that pops up, you can upload a photo, take a new photo using your computer's camera, or choose an existing photo from an album. You upload a picture for a Page in the same way you uploaded a photo for your personal profile page. (See Lesson 2, "Setting Up a Profile," to learn more about uploading photos.)

As you look around the new Page, you'll see many of the same elements found on your own profile page, including tabs for various features (Wall, Info), a spot to add a blurb about the organization or person under the profile picture, and links for editing the Page or adding administrators. To add content to the Page to the Info tab, display the tab and click the **Edit Information** link, shown in Figure 13.9.

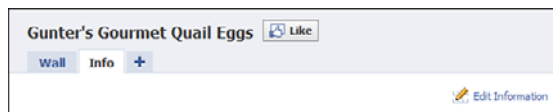


FIGURE 13.9 To edit the Info tab details, click the Edit Information link.

Depending on your Page's category, the information fields will vary. You can begin adding information to the Page (see Figure 13.10). When you

finish, click the **Save Changes** button at the bottom of the Page. Click the **Done Editing** button to close out the fields entirely.

Wall Info +

Click on a profile section below to edit it. Remember to save your changes. Done Editing

▼ Basic Info

Address:

City/Town:

Zip:

Phone:

Hours:

Monday ☒ Time to Time

Tuesday ☒ Time to Time

Wednesday ☒ Time to Time

Thursday ☒ Time to Time

Friday ☒ Time to Time

Saturday ☒ Time to Time

Sunday ☒ Time to Time

☐ Specify two sets of hours for each day.

Save Changes Cancel

FIGURE 13.10 Your fields will vary based on which category of organization you chose when creating the Page.

TIP: Don't forget to become a fan of your own Page! Click the **Like** button to subscribe like everyone else.

You can edit your Page as much as you need. You can add photo albums, video clips, apps, and so on.

Managing and Editing a Page

It's easy to manage a Page using your administrator powers. You'll find links for editing the Page under the profile picture. Click the **Edit Page** link to open the Page shown in Figure 13.11. From this Page, you can edit settings, Wall display, mobile settings, settings for various applications

you're using with the Page, and more. The right side features links to various resources to help you with the Page, including links for adding new administrators to assist you with managing the content. You can also use this page to send out updates to your subscribers.

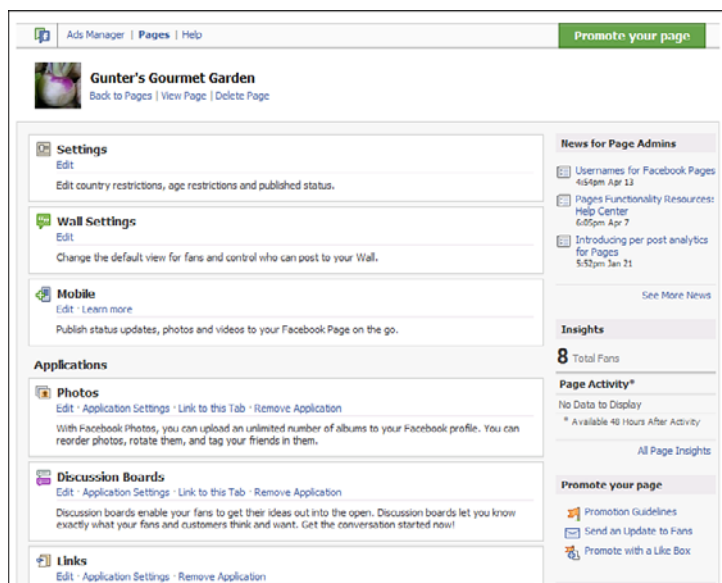


FIGURE 13.11 Open the Edit Page settings to make changes to various aspects of the Page.

To make changes to the settings, just click an Edit link beneath the area you want to edit. This displays fields or options for changing the associated settings. After your Page has been up and running for 48 hours, you can use the Insights feature to view data about demographics and activity of people accessing your Page.

To return to the Page after making changes, just click the **View Page** link at the top.

Sending Out Updates

You can alert your fans to new features, news, and other additions to your Page using Facebook's Updates feature (see Figure 13.12). This feature

works much like a message you email that ends up in the recipient's Inbox. Unlike email messages, however, Page updates appear on a special category link page on the Messages page, called, appropriately, Updates. You can even target your update to subsets of your fans, such as subscribers from a certain area of the globe. To send out an update, look for the Send an Update to Fans link on the Edit Page page (look on the far-right side of the page under the Promote your page heading).

The screenshot shows the Facebook 'Send an Update' interface for the page 'Gunter's Gourmet Garden'. At the top, the page name is followed by '(edit)' and a toolbar with icons for editing, adding photos, videos, links, and other content. Below the page name is the heading 'Send an Update' with a megaphone icon. The main form area contains the following elements: 'Audience: All fans of Gunter's Gourmet Garden. (edit)' with a checkbox for 'Target this update'; a 'Subject:' label followed by a text input field; a 'Message:' label followed by a larger text area; an 'Attach:' section with icons and labels for 'Record Video', 'Post Link', 'Attach an fCard', 'Send a High SI', 'Photo Gift', and 'Photo Gift'; and at the bottom, 'Send' and 'Cancel' buttons.

FIGURE 13.12 Use the Send an Update page to send out a message to all of your fans.

Facebook opens the Send an Update form, shown in Figure 13.12. You can fill out the form with a subject title and a message, just like a regular email message. You can also attach a photo, video, link, or other extra item to the message. To target the audience, click the **Target This Update** check box to display targeting options. When you're ready to send out the update, click the **Send** button.

Advertising Your Page

You can use your advertising dollars to promote your Page on Facebook. Facebook offers two kinds of advertising: pay by clicks or pay by views (also called per impression ads). With pay by clicks, you pay a set amount

every time a user clicks your ad. With pay by views, you establish a price for 1,000 views of your ad. When creating an ad for Facebook, you can specify a target audience to help your ad reach the people you want. You can also specify a maximum amount to spend on the ad. You can learn all about advertising on Facebook by clicking the **Advertising** link at the bottom of any Facebook page. The Facebook Advertising page, shown in Figure 13.13, offers a step-by-step guide for planning and implementing an ad. You'll also find help with advertising regulations and rules on the site.

The screenshot shows the Facebook Advertising interface. At the top, there are links for Advertising, Pages, Share, and Connect. The main heading is "Facebook Advertising" with a subtext "Reach your exact audience and connect real customers to your business." and a "Create an Ad" button. Below this are tabs for Overview, Prepare, Step By Step, and Case Studies. The "Step By Step" tab is active, showing a "2. Targeting" section with options for Location (United States, Everywhere, By State/Province, By City) and Age (18-24, Any). To the right, there's a preview of an ad for "Free ice cream" with a target audience of "13-17". Below the targeting section, there are three columns of advice: "Connect with Real People", "Create Your Facebook Ad", and "Optimize Your Ads". At the bottom, there's a link to "Contact Our Sales Team".

2. Targeting

Location:
☒ Everywhere
☐ By State/Province
☐ By City

Age:

Connect with Real People

- Reach over 400,000,000 active Facebook users.
- Attach social actions to your ads to increase relevance.
- Create demand for your product with relevant ads.

Create Your Facebook Ad

- Quickly create image and text-based ads.
- Advertise your own web page or something on Facebook like a Page or an Event.
- Choose to pay per click (CPC) or impression (CPM) in your local currency.

Optimize Your Ads

- Track your progress with real-time reporting.
- Gain insight about who's clicking on your ad.
- Make modifications to maximize your results.

Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team](#)

FIGURE 13.13 Facebook's Advertising feature offers step-by-step help with placing a promotional ad on the site.

Summary

In this lesson, you learned how to use Pages on Facebook. You learned how to find Pages, subscribe to Pages, and check their updates. You also saw how to make a new Page for your company or organization and then manage the Page after it's published. In the next lesson, you'll learn how to buy and sell stuff at the Facebook Marketplace.

LESSON 14

The Facebook Marketplace

In this lesson, you learn how to sell stuff locally on Facebook. You'll learn how to use the Marketplace app to browse items for sale and create your own listing.

What Is the Facebook Marketplace?

The Facebook Marketplace is a mutual effort from Facebook and Oodle, a network for classified ads online. Hoping to capture the growing Facebook user base, Facebook's Marketplace combines the social and interactive elements of its site with the growing popularity of online classifieds.

Marketplace is another of Facebook's default applications available to all users. You can sell stuff in the Marketplace or buy stuff others are selling. You can search for specific items, sell items for a charity, or just see what everyone else is buying and selling online. You can sell household items, vehicles, and even houses in the Marketplace. You can also advertise for roommates, search for jobs, or look for an apartment to rent. The service is free, and best of all, you can conceivably know who you're buying from or selling to by checking out their profile pages when applicable. Although the Marketplace app is integrated into Facebook, it's managed by Oodle. The Marketplace feature has been available for awhile now, but it's just now beginning to pick up steam, particularly after the success of Craigslist and the advent of new site upgrades to Facebook in the spring of 2009.

Like other online classified ad sites, you can create listings for items you want to sell. Your listings can include a photo of the item, details about it, and why you're selling it. Other Facebook users can come along and view your listing, ask questions, add comments, and make a deal. Because of Facebook's viral nature, someone can come along and comment about a listing, such as "I have one of these and I love it," or "I want to give away my couch to charity, too," and spread the word quickly throughout their networks of friends. The sale or donation of an item can generate other interests, conversations, and so on. You may be surprised at the outcome, such as finding out that someone shares the same hobby or cause as you.

The Marketplace offers five distinct categories for listings, as follows:

Items For Sale This category is for items you want to sell, such as household items, furniture, baby clothes, books, and so on.

Rentals Use this category to find apartments to rent, roommates, and short-term housing situations.

Vehicles This category is for listing cars, motorcycles, campers, vehicle parts, boats, and other motorized vehicles.

Real Estate Use this category to look for houses and condos for sale.

Jobs This category lists jobs and job-wanted situations.

You peruse each category to see what's out there for sale. Each category features subcategories.

CAUTION: Anytime you enter into the realm of buying and selling on the Internet, fraud and scam artists lurk around, ready to thwart your efforts. Be cautious, especially about deals that are too good to be true. Scammers offer all kinds of transactions that ultimately are illegal or rob you of your money, such as bounced checks, scams to send money to another country, or scams to steal your personal information. If your gut tells you something's wrong, it probably is. You can always report your suspicions; look for a Report This Listing link at the bottom of any ad. You can also alert Facebook when you encounter spam ads.

Navigating Around the Marketplace

To help you get a better idea of what you can do with the Marketplace, take a few moments to look around the pages. Figure 14.1 shows the Marketplace Home page, the “doorway,” so to speak, to the online classified ads. You can access this page by clicking the **Marketplace** link on the Home page.

NOTE: If you're a new Facebook user, you might not see the Marketplace app listed among your applications. If this is the case, you can conduct a search for it and authorize its use. Just type the keyword **Marketplace** in the Search box on the navigation bar, and then press **Enter** or **Return**. From the Marketplace page, click the **Go to Application** button.



FIGURE 14.1 Facebook's Marketplace gateway.

As you can see in Figure 14.1, there are five main categories in the Marketplace: Items for Sale, Rentals, Vehicles, Real Estate, and Jobs. Each of these categories has subcategories. You can expand or collapse the subcategories by clicking the **More** link at the bottom of the main category. The area above the categories displays the latest listings posted in your social group's areas.

Across the top of the Marketplace Home page are tools for searching for listings and viewing your own listings and tabs for viewing the same listing categories found at the bottom of the page.

Most important, you'll notice a radius and location box next to the Find feature. This is the Location Settings box. You can click this box and specify a local area where you want to shop. To set your Marketplace location, follow these steps:

1. Click the **Location Settings** box to display the Location Settings dialog box shown in Figure 14.2.

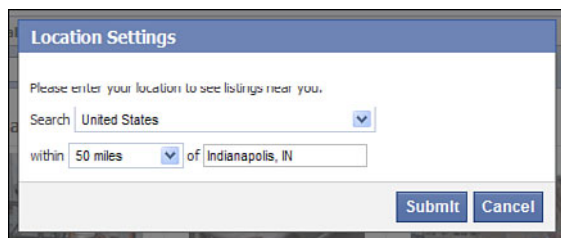


FIGURE 14.2 You can specify a Marketplace location.

2. Click the **Search** drop-down menu and choose a country.
3. Click the within drop-down menu and choose a mileage option.
4. Type in a location, preferably a city or zip code near you.
5. Click **Submit**.

Facebook changes the Marketplace page to reflect the new location setting. You can now peruse listings in your area.

Looking at Listings

You can search for a specific item in the Marketplace, or you can browse the listings to see what people are selling in your area. For example, to look for items being offered for sale, look among the Items For Sale category. To browse, just click a subcategory under any main category area. Facebook then opens a results page, similar to Figure 14.3. Computer items are listed in this example.



FIGURE 14.3 You can leisurely browse through the various subcategories to see what items are listed in your area.

As you peruse the listings, you can click a listing title to open its page. The listing page opens, looking very similar to a profile page, as shown in Figure 14.4. It includes the seller's profile picture, details about the item for sale, a place for a photo of the item, recent listings, and an area at the bottom of the listing to ask a question or leave a comment. If you're interested in the item, click the **Respond** button at the top of the page and send the seller a message. You can also write on the listing's Comments area at the bottom of the listing to ask a question.

You can click the **Share** button to open the Share dialog box and post a link to the ad on your profile page, or send a link to a friend to check out.

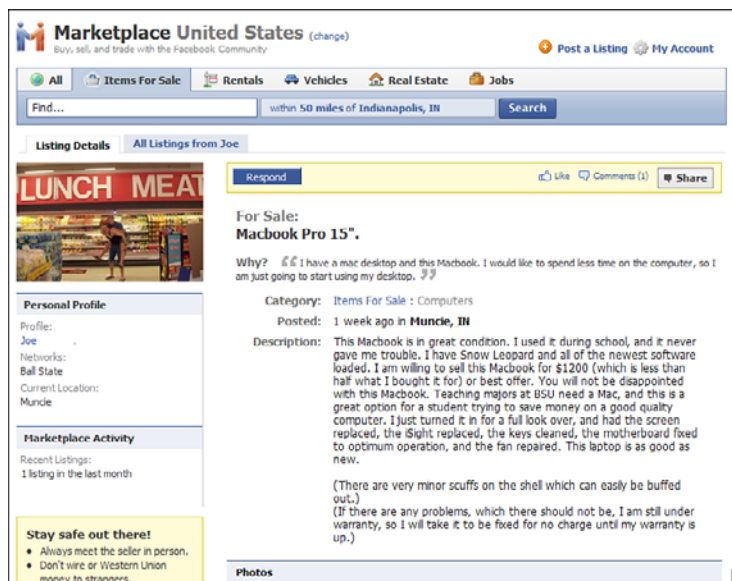


FIGURE 14.4 A typical ad listing on the Marketplace.

To search for a specific item, click in the Find box on the Marketplace page or on the listings page and type in the keyword or words you want to look up. Press **Enter** or **Return**, and Facebook displays any matching results. Facebook keeps track of your typed searches and lists them on the results page in case you want to use them again at a later time; just click the text to conduct a search.

CAUTION: Don't confuse the Marketplace Find box with the Search field on the Facebook navigation bar. They are used for two different types of searches: searching the Facebook site and searching the Marketplace.

Adding Your Own Listing

You can easily create your own ads in the Marketplace. To start a listing, click the **Post a Listing** link at the top of Marketplace page. This opens the Post a Listing box, as shown in Figure 14.5. You may be prompted to allow Marketplace access to your profile first, but just okay the procedure and continue.

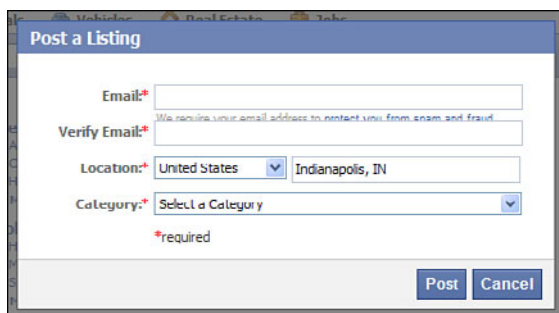


FIGURE 14.5 Use the Post a Listing box to start your ad.

Begin filling out the required fields in the form. As soon as you choose a category, the box expands to reveal more form fields, as shown in Figure 14.6.

Next, type a title for your ad and click an ad type: For Sale, Free, or Wanted. Explain why you're selling the item and add any detailed information about the item. You can use the Photo field to upload a photo of the item. When you've finished filling out the details, click the **Post** button. Facebook then asks whether you want to publish the ad on your news feed.

Lastly, if this is your first time selling an item, you must validate your account by responding to a confirmation email sent to your email address. If you need to make any changes to the ad, open the My Listings page (click the **My Account** link at the top of the Marketplace Home page), and click the ad title you want to change. This opens the Manage My Listing page, which includes links for managing the ad.

Post a Listing

Email* pwkgunter@yahoo.com

Verify Email* pwkgunter@yahoo.com

Location* United States Indianapolis, IN

Category* Items For Sale

Subcategory* Home & Garden

Title*

☒ For Sale ☐ Free ☐ Wanted Price

Why are you selling it?

Description*

My Profile* ☒ Marketplace may display my name and profile picture with my listing(s)

Photo(s): Browse

*required

Post Cancel

FIGURE 14.6 The Post a Listing form expands as you fill it out to reveal more details you can add.

After you post an ad, it's up to you to monitor it, answer any questions that arise, and figure out how a buyer pays you when you reach an agreed-upon price. Because the Marketplace is designed to be local in nature, you can expect buyers to pick up the item at an arranged time and place, and pay with cash. Facebook's Marketplace does not offer a money service, like eBay's PayPal, so you're really left to your own devices.

To end a listing, after it's sold or when you give up on selling it, you can revisit the My Listings page and click the **Close** link.

Summary

In this lesson, you learned how to use Facebook's Marketplace to buy and sell items. You learned how to browse for items, search for specific items, and view items for sale. You also learned how to create and post your own listing. In the next lesson, you'll learn how to take Facebook on the road with you using the mobile features.

LESSON 15

Making Facebook Mobile

In this lesson, you learn how Facebook's mobile features work. You'll learn how to activate the texting feature to send and receive Facebook information and how to browse Facebook's mobile website using the special URL. Plus, you'll find out how easy it is to upload photos or videos from your cell phone's camera.

Facebook's Mobile Features Overview

If you simply cannot get enough of Facebook on your computer, you'll be happy to know you can access it through your mobile device and have Facebook at your fingertips wherever you go. You can use Facebook's mobile features to send and receive status updates, messages, and Wall posts, and even send poke actions on your cell phone. You can tell Facebook to send you specific users' status updates, as well as let you know in what time frame the updates occurred. Sounds like fun, right?

Text messaging is pretty standard mobile technology these days, and if your mobile device supports such features, chances are good that you can use it with Facebook's mobile capabilities. All text messages use a standardized mobile text transfer method, called SMS, which stands for *Short Message Service*, or MMS, short for *Multimedia* Messaging Service. If your mobile device supports SMS, you can send and receive text messages from Facebook. Depending on your service, you might be limited to the number and size of the messages (up to 140 characters). If your device supports MMS, you can go a step further and upload photos from your cell phone, for example, and post them onto your Facebook profile page.

If your mobile device features web browsing capabilities, you can visit Facebook directly—in miniature form, of course—using the <http://m.facebook.com> URL. You can do just about everything on the small-scale page as you can on your full-blown web browser page. You can view and change your status, check your friends' statuses, track events, view the news feed stories, view photos, and see what's happening in your favorite Facebook groups. You cannot visit Facebook's website without web browsing capabilities, however, even if your cell phone has text messaging features.

NOTE: If your mobile device happens to be one of the special smartphones out now, you can add a special mobile app for Facebook usage that's made especially for the phone. Look on the Facebook Mobile page for more information; click the **Mobile** link at the bottom of any Facebook page to learn more.

Activating Facebook Mobile for Text Messages

You can use your cell phone's text messaging features to send and receive text to your Facebook account. For example, you can update your status, post a comment on someone's Wall, or send someone a message. Before you can start taking Facebook on the road with you, though, you first have to activate the feature to work with your mobile device. Follow these steps:

1. Click the **Mobile** link at the bottom of any Facebook page to open the Facebook Mobile page shown in Figure 15.1. You can read more about the various mobile features, if needed.
2. Click the **Sign Up for Facebook Text Messages** link.

The first of three boxes appears to help you set up your cell phone or other mobile device. Figure 15.2 shows the Activate Facebook Texts step 1 box.

3. Use the drop-down menus to select your country and mobile service provider (such as AT&T or Sprint, for example).
4. Click **Next** to continue.



FIGURE 15.1 The Facebook Mobile page tells you all about the features you can use with a mobile device.

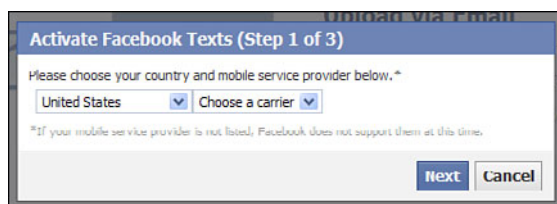


FIGURE 15.2 Facebook displays the first of three steps.

The step 2 box opens, as shown in Figure 15.3.

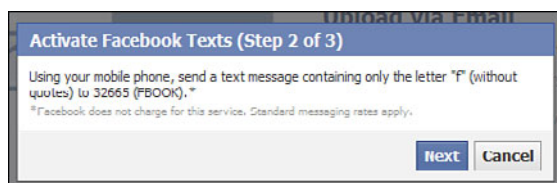


FIGURE 15.3 Use step 2 to send for a confirmation code.

5. Follow the instructions displayed in the box, using your phone to send a text message to Facebook.
6. Click **Next** to continue.

The step 3 box opens, as shown in Figure 15.4.

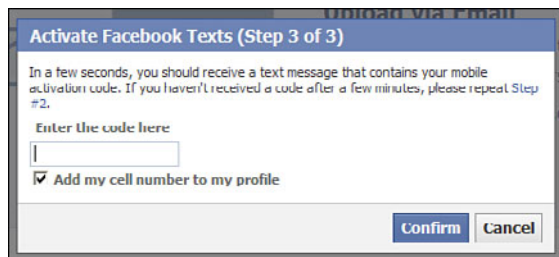


FIGURE 15.4 Use step 3 to enter your confirmation code.

7. When you receive the confirmation code from Facebook (check your mobile device; the process could take several minutes), type the code in the field shown.

If you do not receive a confirmation code in a reasonable amount of time, resend the message.

8. Click **Confirm**.

The Facebook Text Messages page opens, as shown in Figure 15.5, with further instructions on how to use the service.

Facebook adds the mobile device information to the Mobile tab of your My Account page, and you can start sending and receiving text messages with Facebook.

Anytime you want to edit the settings, open the Facebook Mobile page and click the **Edit Settings** link located at the bottom of the page. This takes you to your My Account page (see Figure 15.6), and you can adjust the settings as needed.

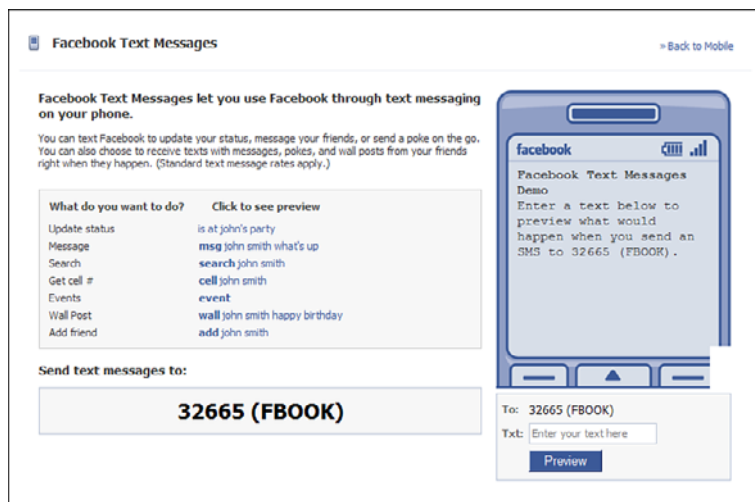


FIGURE 15.5 You're ready to start using Facebook with your mobile device.

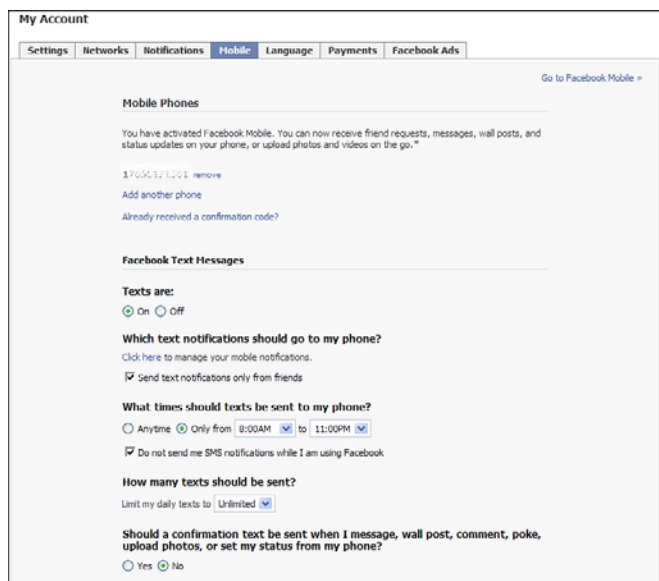


FIGURE 15.6 Scroll down the page to view more options.

TIP: If you switch cell phone carriers later, you can revisit the Mobile tab on your My Account page and remove the old phone and add the new one using these same steps.

Sending Text Messages from a Mobile Device

Now that you've activated your mobile account, you can start sending and receiving Facebook data. How does that work exactly? You can send messages using the codes listed in Table 15.1. The codes and text you send are directed to the 32665 number, which happens to spell FBOOK if you prefer keyboard letters rather than numbers. When directing your text to a specific Facebook user, be sure to use the person's full name. If there are other members with the same name, Facebook will ask you to confirm from a list of candidates it messages back to you. Simply make the correct choice, and on goes the message to the proper recipient.

TABLE 15.1 Facebook Texting Codes

Action	Code	Sample
Update your status	(no code needed)	is visiting a museum!
Write on someone's Wall	wall	wall bob smith congrats on the promotion.
Send a message	msg	msg gail jones Hi, how r u?
Search for profile info	srch or search	srch bob smith or search bob smith
Get a cell number	cell	cell bob smith
Poke someone	poke	poke gail jones
Send a friend request	add	add bill miller
Write a note	note	-note I'm having a great time in Florida.
Find help with texting	help	help

Surfing Facebook with a Mobile Browser

If your cell phone or mobile device features web browsing capabilities, you can access the mobile Facebook website: <http://m.facebook.com>. Use your mobile device's web browser to navigate to the URL, and then log in using your account name and password. After you log in, you can bookmark the site to easily find it again.

You can also send your phone the text link to the site. To do so, open the Facebook Mobile page and click the **Text a link to my phone** link. This opens the dialog box shown in Figure 15.7. Check to make sure the correct cell number is displayed, and then click the **Text link to my phone** button.

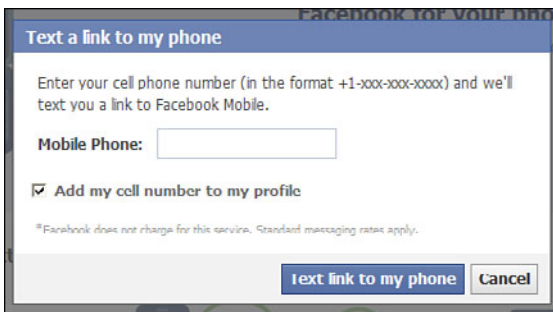


FIGURE 15.7 Send a link to your phone that takes you to your Facebook page.

Uploading Photos or Videos

You can upload photos or videos you take with your cell phone and add them to your Facebook profile page. You can do this only if your cell phone supports MMS protocols. All you have to do is upload the photo or video to mobile@facebook.com.

If the phone you're using hasn't already been confirmed with Facebook's site, they'll send you a confirmation code the first time you try an upload task. You'll have to log in to Facebook and enter the code on the My

Account page in the Mobile tab (see Figure 15.6). After you've confirmed the phone, you can use it to upload more photos or videos to your profile page.

If you haven't used the Video app yet, be sure to add it to your account first by adding the tab to your profile page. See Lesson 9, "Sharing Videos," to learn more. To learn more about uploading and editing photo albums, see Lesson 8, "Sharing Photos."

You can also upload notes using a similar method; send the upload to notes@facebook.com.

TIP: Your mobile page may list a personalized upload email address you can use to post status updates or upload photos to your profile. The email address is assigned randomly by Facebook. Just look for the link to utilize the feature.

Summary

In this lesson, you learned how to use Facebook's mobile features. You learned how to activate your Facebook Mobile account and send status updates from your cell phone. You also learned how to text messages and other Facebook actions to your friends. You found out how to access Facebook using a web browser on a mobile device, and how to upload photos and videos to your profile page.

Now that you've completed the final lesson, you're ready to venture out on your own and explore Facebook with confidence. Good luck and happy networking—socially speaking, that is. I'll see you online!

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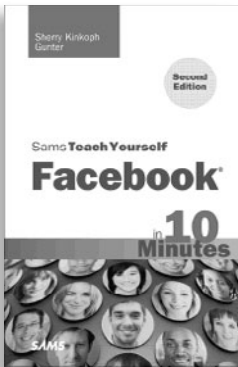
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