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# Facebook Basics

**Agenda:**

1. Introduction
2. The evolution of Facebook
3. Your profile
4. Finding friends
5. Saving and sharing
6. Chat and messages
7. Facebook privacy
8. Practice, Questions, Evaluation

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# Facebook: then and now

Originally created for Harvard University students in 2004, Mark Zuckerberg's online social network has sky rocketed to being the largest and most profitable social network business with over a billion users world-wide. Facebook, Inc. began offering public stock in 2012. After some initial doubt of the stock's longevity, Facebook, as of the summer of 2015, is in the top ten companies of the S&P 500 (knocking out Walmart!).
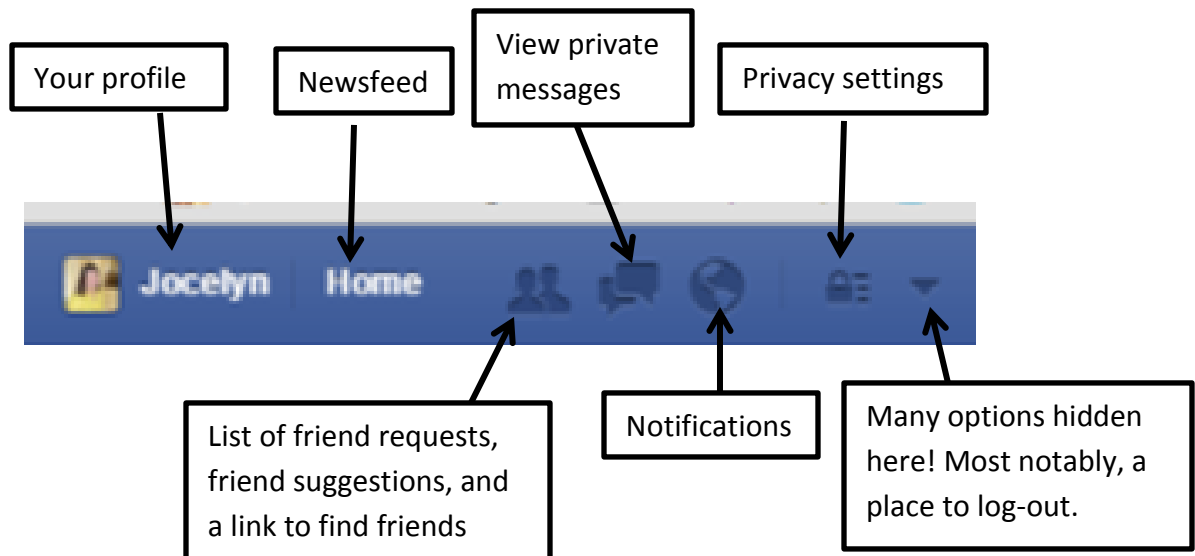
## Why use Facebook?

Facebook is basically a medium to connect and share with people online. There are many different ways to connect to people electronically, so what makes Facebook so special? Every user can utilize Facebook differently, but primarily Facebook users have the unprecedented abilities to share what is important to them, keep in contact with others easily, and keep updated on the lives of loved ones. Sharing information to a mass group of people has revolutionized for better or for worse. Unlike sharing information through instant messaging or email, which are relatively private, what you share on Facebook is more public. It's important to understand that Facebook is designed to be a more open and public form of communication.

A few examples of how you can use Facebook:

- See updates (posts) from friends
- Share pictures or videos
- Share information about yourself
- Invite friends to join groups or events
- Chat with available friends
- Play games
- Connect with businesses and celebrities

## Newsfeed Layout



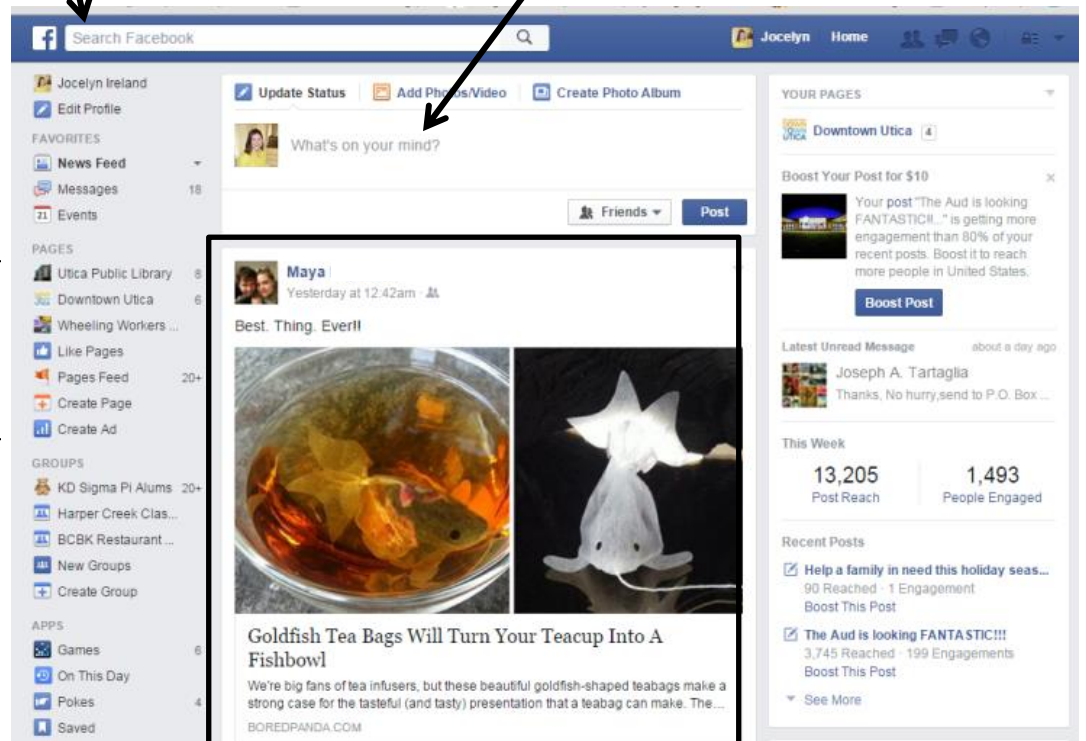See the next page for more about the layout!
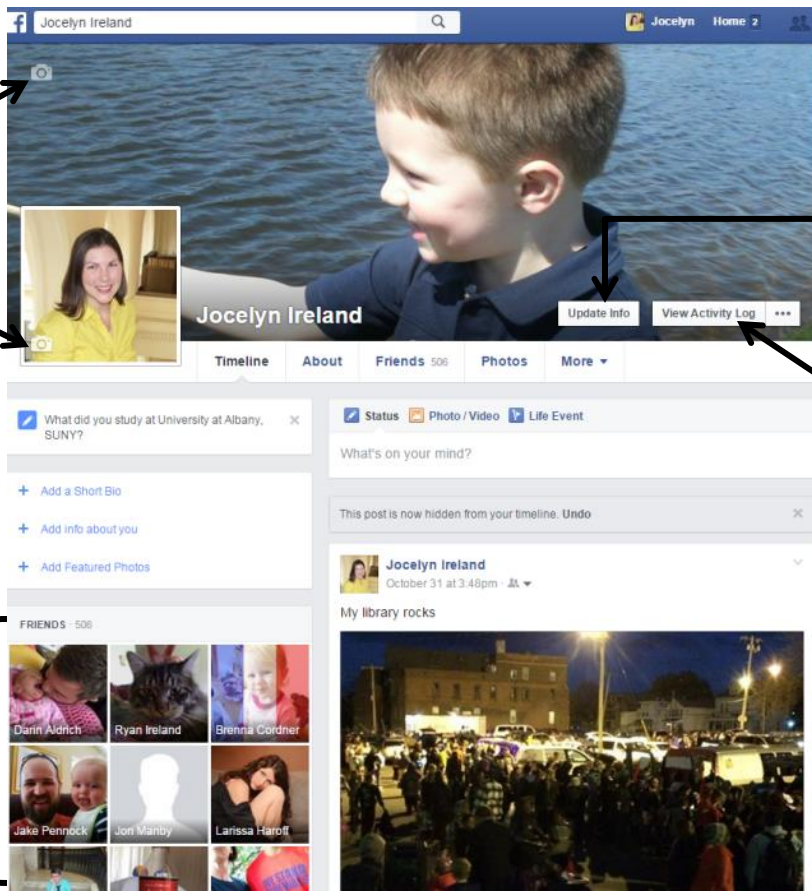
Search for people or posts on Facebook

Click here to type an update. Click on "Add Photo/Video" to upload a media file. Click on "Post" to add the update to your timeline

Here are shortcuts to pages you manage, like, a place to create a new page, or purchase an advertisement



Newsfeed – scroll down to view updates from friends and liked businesses

## Your Timeline (Profile)

Click on the camera icons to upload a picture to your profile. The larger background picture is called the cover photo, and the smaller one is the profile picture.

Add information about yourself to your profile by clicking here.

View your activity on Facebook by clicking your Activity Log.

See your Facebook friend list here.

Your post updates will be listed here.

## Unfollow - but still stay friends

Everyone has that friend who means well, but updates their Facebook all the time with obnoxious posts. Tired of seeing someone's frivolous posts but don't want to "unfriend" them? The solution is to unfollow. You will no longer see their posts, but they will still be able to see your posts. If you don't want them to see your posts, then it's time to unfriend them.
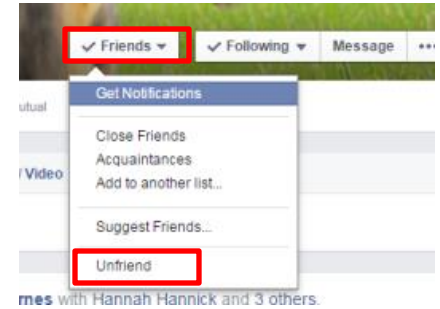
To unfollow a friend:

- Click on the down pointing arrow in the top right corner of one of their posts on the newsfeed. Then click on the option to unfollow.
- You can also go to their profile page and hover your mouse over the "following" button then click on the unfollow option.

## Unfriend

Can't remember why you accepted their friend request in the first place? Whatever your reasons, you can sever your Facebook connection. They will not receive a notification of your action to unfriend them.
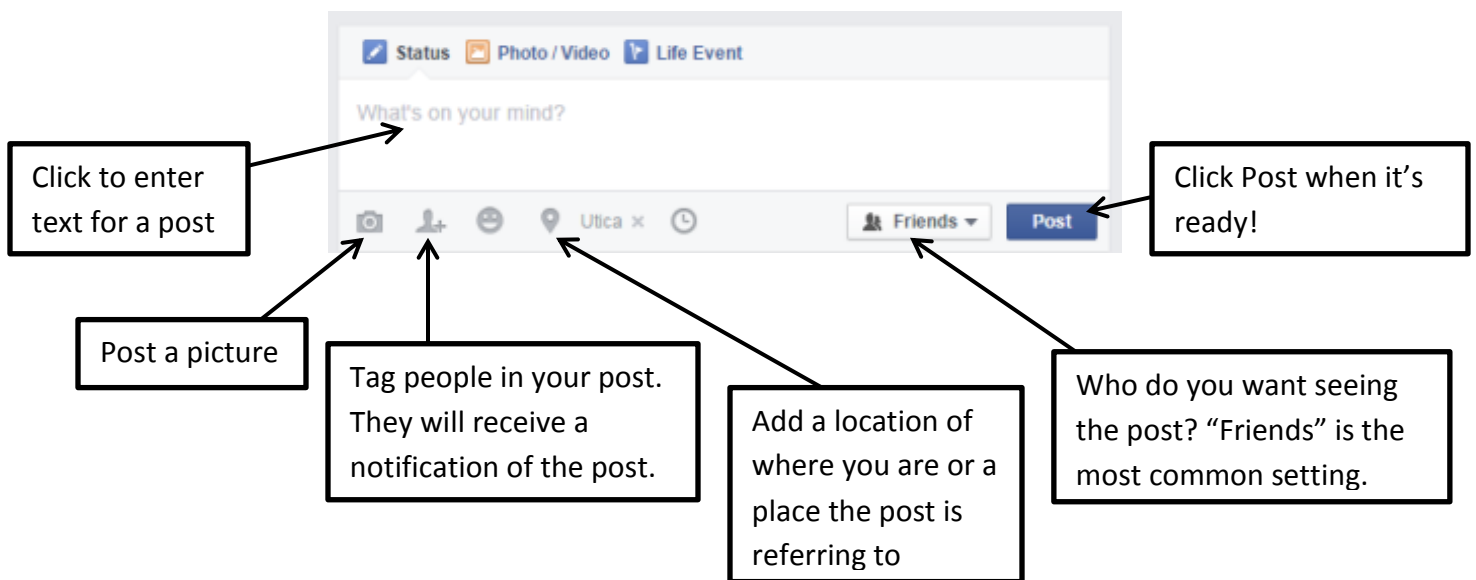
Search for the person's name in the Facebook search box or find them on your newsfeed. Click on the person's name to be linked to their profile. Hover your mouse over "Friends" in the right-corner of their cover photo, and click on "Unfriend."

## Post

Facebook is all about communication, and creating posts is the most common way people spread information over Facebook. There are different places you can create a post.
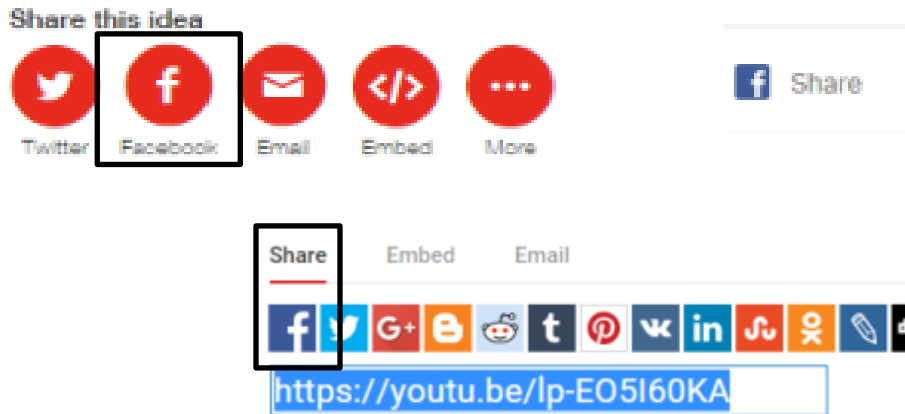
- You can create a post on your newsfeed.
- Create a post on your profile.
- You can make a post on someone else's timeline (it will show up on your timeline too).
- If you share something from another website to Facebook, that creates a post on your timeline too.

Click to enter text for a post

Click Post when it's ready!

Post a picture

Tag people in your post. They will receive a notification of the post.

Add a location of where you are or a place the post is referring to

Who do you want seeing the post? "Friends" is the most common setting.

Note: Posts are typically viewable to all your friends; possibly anyone on the Internet. Be sure to review your privacy settings so you know who you are sharing information with (see page 9 for information on privacy settings).

## Share from a website

Share those inspiring, hilarious, or heartwarming articles/videos/images you find on the Internet to your Facebook page.  Simply click the Facebook share symbol near the article or video. If you are not already, you will be asked to sign into your Facebook account. Below are some examples of Facebook share buttons on other websites.
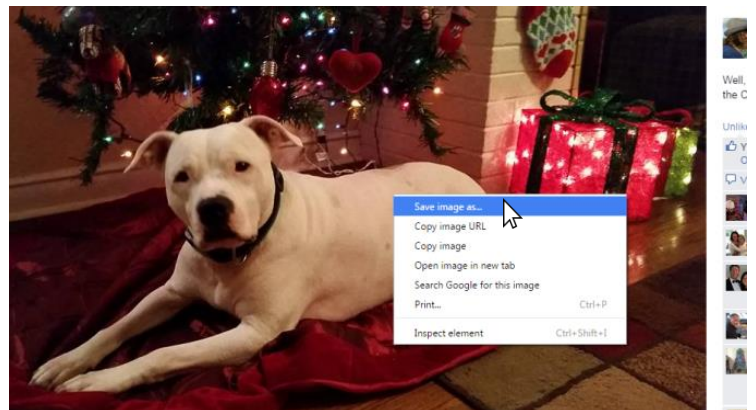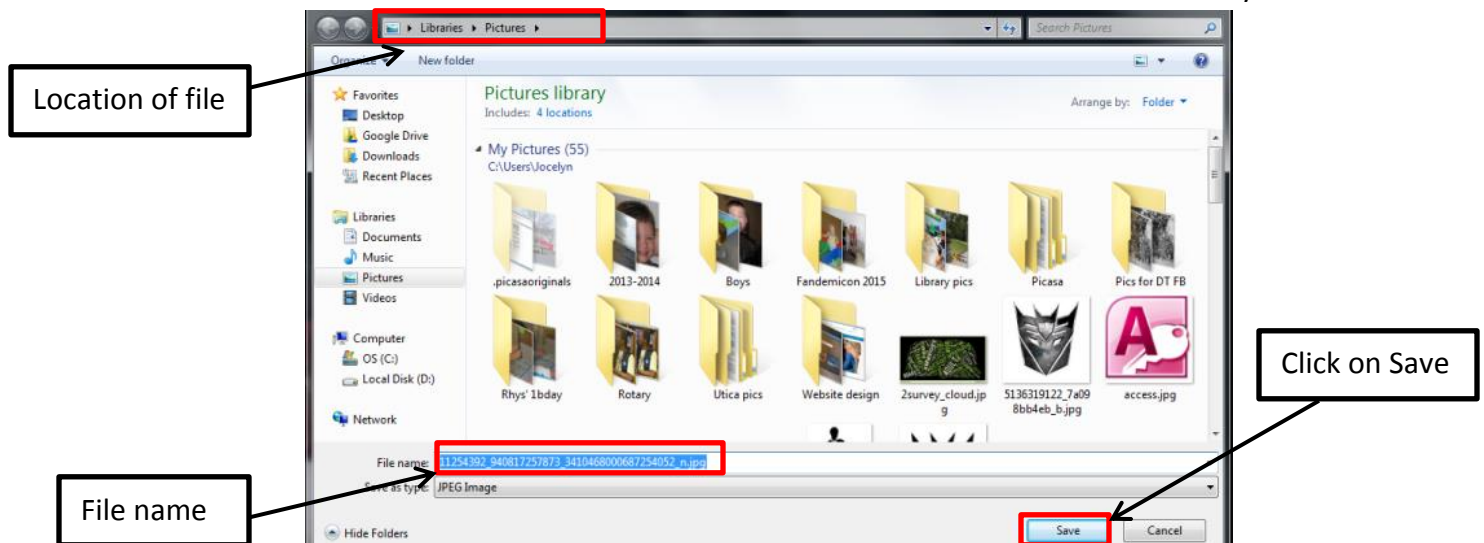


## Save a picture from Facebook

If you see a picture on Facebook you want to save then follow these easy steps.

### Save to your Windows or Mac computer:

1. Left-click on the picture.
2. After the picture opens, right-click on the picture.
3. A drop-down menu will appear. Left-click on "Save As" or "Save Image As."
4. Another screen will appear that will allow you to choose the location of where you want the picture saved and the name of the file.
5. Click on "Save" once you know where the picture is saved and the name.



See the next page for a screenshot of the dialog box that appears after you chose "Save image as."

Location of file

Click on Save

File name

## Save a photo from Facebook to an iPad or iPhone:
1. Tap on the picture on your newsfeed.
2. Tap-and-hold the picture until a menu appears.
3. Choose "Save Image." Facebook may ask your permission to access your Images in order to Save.
4. The photo should default save to your Camera Roll in the Photos app.

## To an Android device:
Note: Saving a Facebook photo from the Android Facebook app doesn't seem to work. That is why I recommend using your Browser instead.
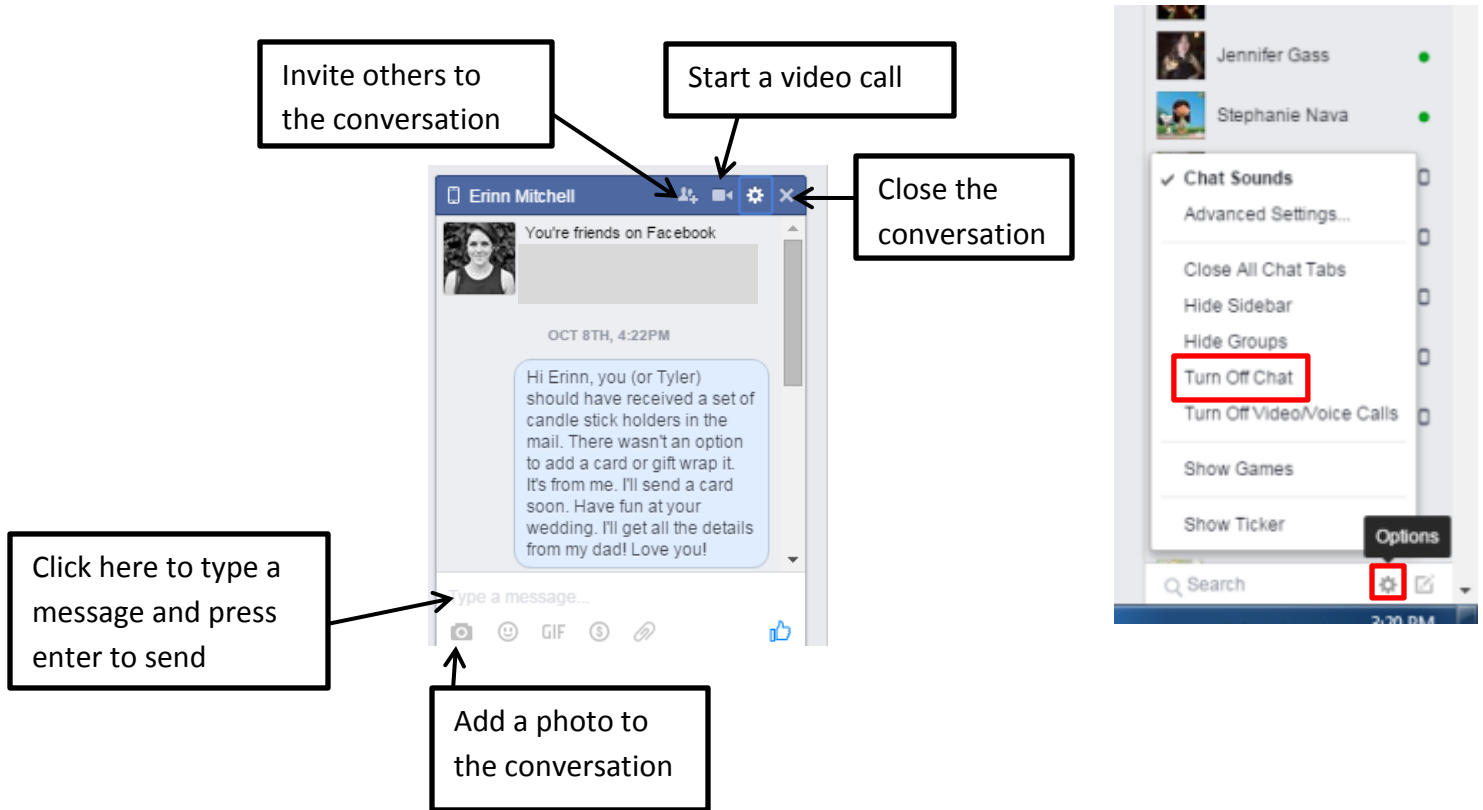
1. Tap on your Internet Browser. Type facebook.com in the address bar. You can also just search for Facebook as a keyword.
2. Sign into your account.
3. Navigate to the desired photo. Tap-and-hold the photo. Select "Save image" in the menu that appears.
4. Your photos should save to the Downloads folder in your photo gallery.

# Chat
You can communicate with friend synchronously with instant messages on Facebook. Unlike posts to your timeline, chat messages are not shared publicly.
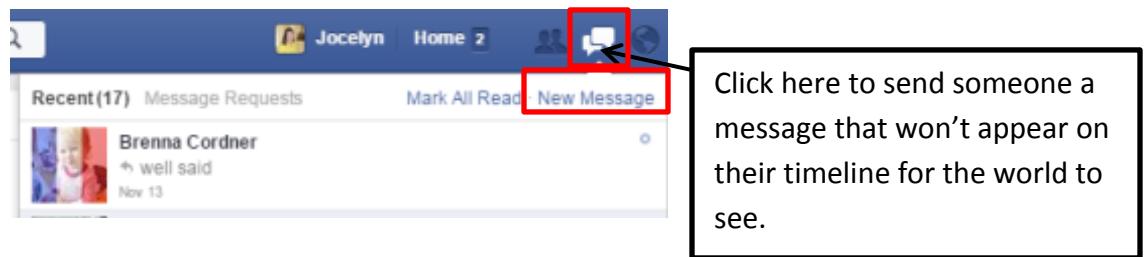
To use chat, locate the chat box in the bottom-left-corner of the screen. If you are using a mobile app, tap the chat button         or swipe left from the right side of the screen. A list of friends who are currently available to chat will appear. Click on an available friend and a chat box will appear. Type a message and press Enter.

To turn off chat, click on the options button        and click "Turn off Chat."

Invite others to the conversation

Start a video call

Close the conversation

Click here to type a message and press enter to send

Add a photo to the conversation

## Messages

Message works like chat only you can send messages to people that are offline.

Click here to send someone a message that won't appear on their timeline for the world to see.

## Privacy Settings

Understanding Facebook privacy settings is important. By default, Facebook's settings are set up to encourage open social interaction. If you are comfortable with putting yourself out there for the world to see, then the public privacy settings are for you. If you are more private person, then you will want to review the privacy settings so only the people you are comfortable with can see your information.

You can choose who can see your Facebook profile and posts. Privacy settings range from Public (least private) to "Only You" (most private), and a few options in between. Most often the two most popular privacy settings are Public or Friends.



Click on the pad lock symbol for privacy settings. Click on "See More Settings" to view the full list of options as shown below. If you are using the Mobile app, tap the Menu button ☰ then Privacy Shortcuts.

Each of these are privacy categories. Make sure each category has privacy settings set up to your comfort level.



Facebook offers two main ways to control privacy.

- You can set general rules who can contact you and who can see your posts. These rules are found under the padlock symbol as shown on the previous page.
- You can also set individual settings on everything you share. (Shown below)

Click here to view an individual post's privacy settings. If you want to pick and choose people on your friend list to see the post, choose "More Options" and "Custom".

Usually people post things to their Facebook page for all of their friends to see. However, you can customize who can see what posts. Creating a friend list is a good way to quickly share information to a specific group of people. For example, perhaps you don't want to share information about your private life with co-workers. Add all of your co-workers to a list, and then you can exclude them from individual posts.

### To create a Friend List:



1. Go to your Newsfeed (click on Home)
2. On the left you will see a group dedicated to Friends
3. Hover your mouse next to the word Friends and you will see a More option – click on More
4. You can either edit an existing list or create a new one.

You can also add friends to lists by going to your profile, click on Friends, find the friend you want to add to a list, hover your mouse over where it says Friends, and choose Add to another list. Here you can click on an existing list or choose to add a new list. You can add the same person to more than one list.

Add a friend to one or more lists from your profile:

## Common Facebook terms:

| | |
|---|---|
| **Notification** | You will receive an email and a notification on your Homepage whenever someone interacts with you on Facebook. For example, you will be notified if someone 'likes' your post. |
| **Message** | Unlike posts, which are usually public to your friends, messages in Facebook are private communications between senders that your other friends cannot see or comment on. |
| **Post** | Posts are public messages that you send over Facebook. It can be text, links, photos, or videos. Depending on your privacy settings, posts usually can only be seen by your friends. |
| **Friend** | You can add friends to your account and, depending on your privacy settings, these are the people that see your posts. Friends will be able to see your profile information, send you messages, and share things on your timeline. |
| **Status update** | Status updates are the most common things people see on Facebook. They are usually short text-based posts, pictures, or videos that your friends can see, like, and comment. Your posts will show up on your friends' newsfeed and they will also show up on your timeline. |
| **Like** | When someone posts text, video, or picture to Facebook, you can "like" the post. It's a simple way to tell the other person you enjoyed the update. To "like" a post simply tap or left-click on the word "like" usually displayed under a post. You can also like a business page of an organization. You will then receive updates from this business on your newsfeed. |
| **Tag** | Friends can tag you in photos and posts. Tagging means that you have been identified and labeled (usually in a photo). When you have been tagged, the post will appear on your timeline. |
| **Comment** | Whenever your friends post an update, you can type a message about the post. The comment will display under the post, and your friend will receive a notification that you have left a comment. Comments can be seen by anyone that can see the original post. |
| **Timeline** | Your timeline, also known as a profile page, is where your posts are collected and your profile information is displayed. |
| **Newsfeed** | The newsfeed is your Home on Facebook. It is what appears first when you log-on. The newsfeed is a stream of updates from your friends and pages you have liked. |