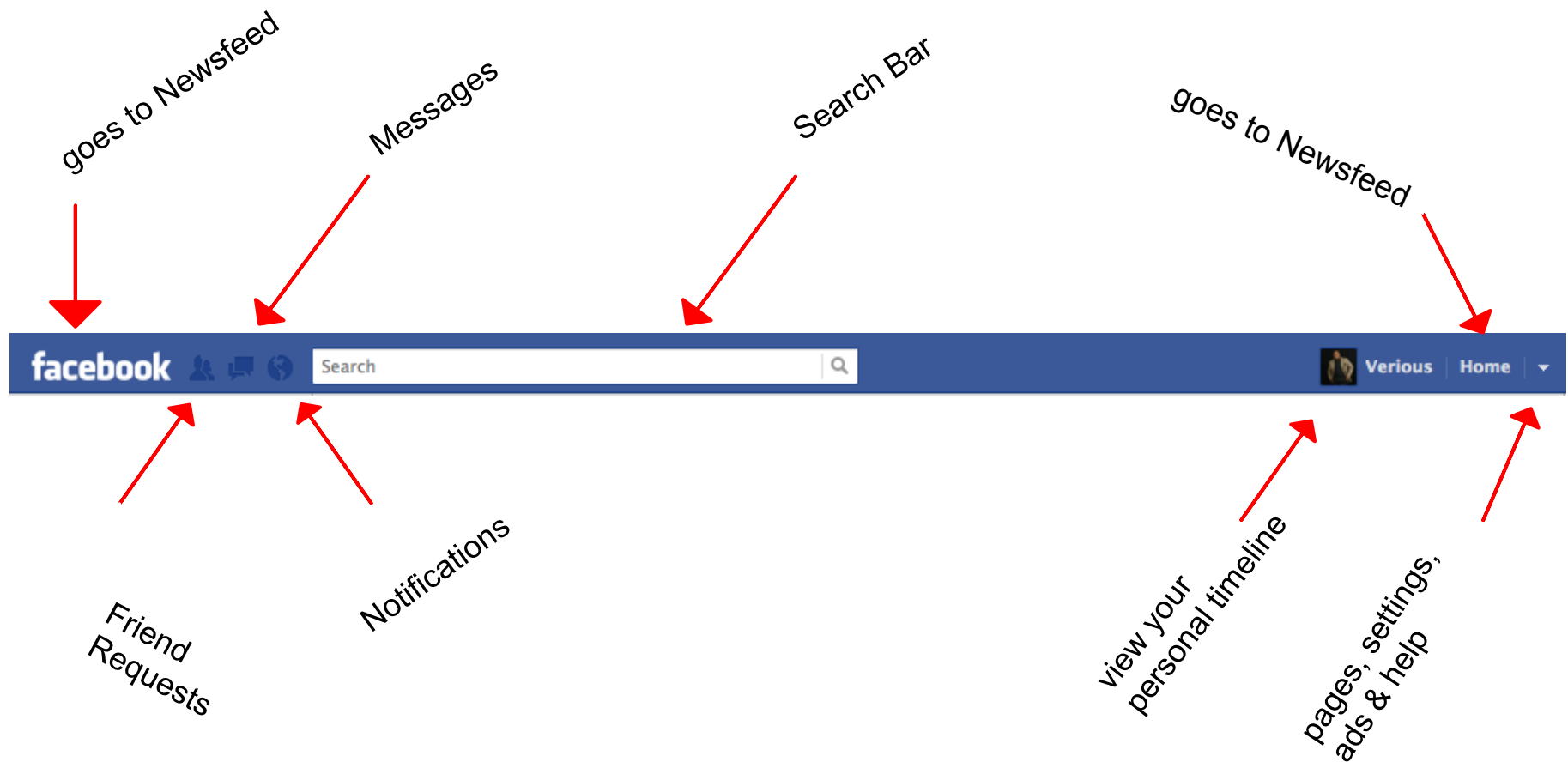


# **Facebook for starters**

101 Information & Techniques helpful to Business  
Owners using Facebook

# Facebook Basics #1

## The Interface: Top Navigation Bar



# Facebook Basics #2

## The Interface: The News Feed



This is your Facebook back office (so to speak)

- Only you see this
- Games, apps, pages, ad campaigns for your pages, specialty groups & chat are all in the left sidebar
- Add a public post (status update, Photo, video or poll) in & around the area that says "What's on your mind?"
- Stream, birthdays, requests, recommendations, ads & legal info in right sidebar.

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

# Facebook Basics #3

## The Interface: Your Profile Timeline



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

- Highly customizable
- Timeline elements can be featured
- Cover Photo can be changed
- Show as little or as much as you like.

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




# Create a Status Update

Posting from your Personal Profile

# Create a Post

 Update Status  Add Photo / Video  Ask Question

What's on your mind?

  Las Vegas  Friends ▼ **Post**

- There are several types of posts: Status updates (plain text w/ or w/o a link), Photo (w/ text & w/ or w/o a link), video or polls.
- Select Type of post, type in this box and click on post.
- All who are subscribed to your feed or are your friends will see this if they have not blocked your posts

# Change a Post's Privacy

Update Status Add Photo / Video Ask Question

What's on your mind?

Las Vegas Friends Post

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

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

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

5 people like this.

Write a comment...

- Public
- ✓ Friends
- Only Me
- Custom
- Close Friends
- Las Vegas Area
- See all lists...

# Page or Profile?

- A profile is used for to indicate a person (i.e. You!)
- A page is used to promote a business, organization, product or brand.

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



# Create a Facebook Page

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

# Create your Facebook page.

*navigate in your browser to here:*

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

# Follow the on-screen Instructions.


The screenshot shows the Facebook 'Create a Page' page in a web browser. The browser's address bar displays 'https://www.facebook.com/pages/create.php'. The Facebook navigation bar at the top includes the 'facebook' logo, a search bar, and a user profile picture labeled 'Verious' with a 'Home' dropdown menu. Below the navigation bar, the heading 'Create a Page' is followed by the instruction 'Create a Facebook Page to build a closer relationship with your audience and customers.' To the right of this text are two buttons: 'Pages I Like' and 'Pages I Admin'. The main content area features six large, light-gray boxes, each containing an icon and a category name. The categories are: 'Local Business or Place' (store icon), 'Company, Organization or Institution' (building icon), 'Brand or Product' (shoe and bottle icon), 'Artist, Band or Public Figure' (person silhouette icon), 'Entertainment' (TV and disc icon), and 'Cause or Community' (heart and document icon). At the bottom of the page, a footer contains the text 'Facebook © 2012 · English (US)' on the left and a list of links ('About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help') in the center. A 'Chat (Offline)' button is located in the bottom right corner.


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


facebook Search Verious Home


**Create a Page**  
Create a Facebook Page to build a closer relationship with your audience and customers.


Pages I Like Pages I Admin


  
Local Business or Place

  
Company, Organization or Institution

  
Brand or Product

  
Artist, Band or Public Figure

  
Entertainment

  
Cause or Community

Facebook © 2012 · English (US) About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help Chat (Offline)

**Post from your page**

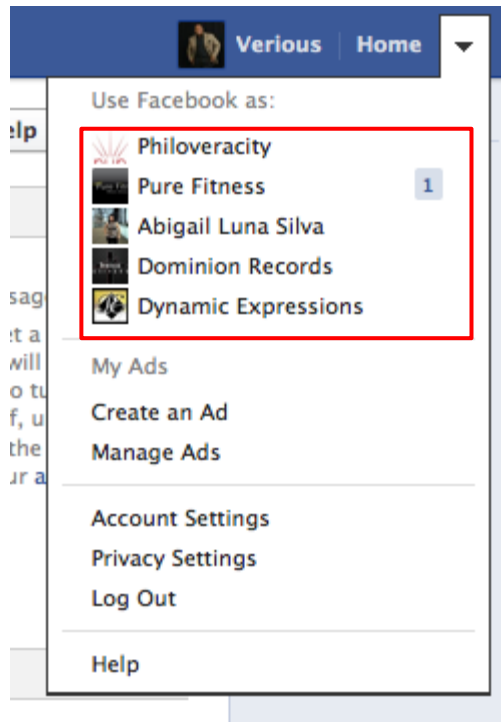
# Post from your Page

The screenshot shows a web browser window with the Facebook URL <https://www.facebook.com/Philoveracity>. The page header includes the Facebook logo, a search bar, and navigation links like 'Verious' and 'Home'. The main content area features the 'Philoveracity' page header with tabs for 'Timeline', 'Now', and 'Highlights'. Below this is a large banner image with text and graphics. The page statistics show '242 likes' and '4 talking about this'. The 'About' section describes the business as 'Computers/Technology' and 'Developing distinct design for the true you.' The 'Photos' section shows a 'DIFF' image. The 'Likes' section shows a thumbs-up icon and the number '242'. The 'Map' section shows a location in Las Vegas. The 'Careers' section shows a '2' dropdown. The 'Highlights' section is visible below the main content. The 'Write something...' text box is highlighted with a red border, and the 'Status', 'Photo / Video', and 'Event, Milestone +' buttons are also visible. The '197 Friends' section is visible on the right side of the page.

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

**Use Facebook as Page**

# Use Facebook as Page



## Step #1

In the top right corner, click on the arrow

## Step #2

Click on any of the pages you currently Administer.

# Create A Group

Begin to build a platform for close communication within your tribe



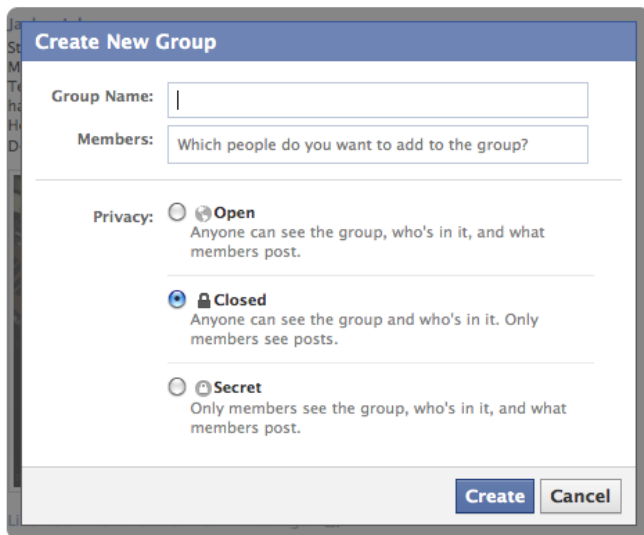
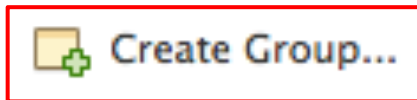
# Create a group

GROUPS

MORE

## Step #1

In the left hand column click this

A screenshot of the "Create New Group" dialog box. It has a blue header bar with the title "Create New Group". Below the header, there are three sections: "Group Name:" with a text input field, "Members:" with a text input field containing the placeholder "Which people do you want to add to the group?", and "Privacy:" with three radio button options. The "Open" option is selected. At the bottom right, there are two buttons: "Create" and "Cancel".

Group Name:

Members:

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

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

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

## Step #2

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

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

- **Public (Open):** everyone can see the Group, find it in a search and make posts
- **Closed:** everyone can see the Group, but *only members* can see (and make) posts
- **Secret:** only members can see the Group, see and make posts

# **Miscellaneous Tips**

# Block Annoying Apps #1

The image shows a Facebook interface with several annotations in red text and arrows. On the left sidebar, under the 'GROUPS' section, the 'APPS' link is highlighted with a red box. A red arrow points from the text 'click on the apps & games icon' to this box. Another red arrow points from the text 'If you dont see apps & games click here' to the 'MORE' link next to the 'APPS' section. The main content area shows a post with a sunset photo and the text 'Never quit thanking God for these.. :)'. Below the photo, there are interaction options like 'Like', 'Comment', and 'Share', along with a notification that '10 minutes ago near Kailua-Kona, HI'. At the bottom, a user profile picture and the text 'likes this.' are visible.

facebook

Search

Like · Comment · 9,882 · 1,985 · Share · via Target · Sponsored

Teen Mania Tri-State Al...  
TBI alumni  
You know you went to t...

PAGES AND ADS  
Ads  
Dominion Records

FRIENDS  
Close Friends 2

GROUPS  
GRACE WHACK 13  
Mystery Revealed 20+  
Create Group...

APPS MORE

Apps and Games  
Marketplace

INTERESTS

Never quit thanking God for these.. :)

Like · Comment · Share · 10 minutes ago near Kailua-Kona, HI · 1

likes this.


click on the apps & games icon

If you dont see apps & games click here

# Block Annoying Apps #2

## Apps and Games

**Your Apps and Games**[See All](#)



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

**Invites from Friends**



Invited you to play Zynga Bingo.  
Play Now



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



Invited you to play Zynga Bingo.  
Play Now



Invited you to play Zynga Bingo.  
Play Now

# Block Annoying Apps #3

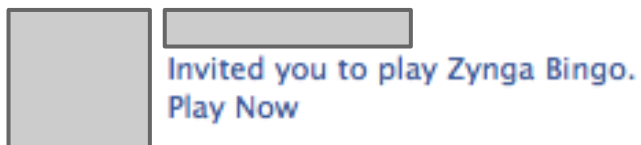
## Apps and Games

### Your Apps and Games

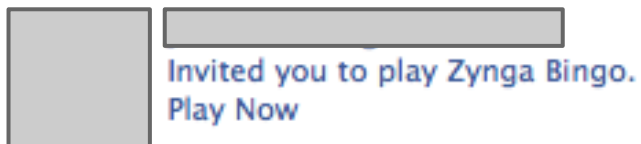
[See All](#)



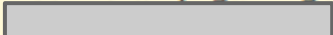
### Invites from Friends



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



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

You hid a Zynga Bingo request sent by 

**Block Zynga Bingo?** [Ignore all requests from Samantha York Owens?](#)

Block  
IT!!!!!!!



# Control Instant Personalization

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

<http://www.facebook.com/instantpersonalization>

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