



SOUTH CAROLINA FAMILY AND COMMUNITY LEADERS

Affiliated with National Volunteer Outreach Network, Country Women's Council, U.S.A., Associated Country Women of the World and in partnership with Clemson University Cooperative Extension Service
SCFCL WEBSITE: <http://clemson.edu/fyd/fcl.htm>

Leader Training Guide

MAKING CONNECTIONS WITH FACEBOOK

Objectives:

- ◆ Participants will learn about Facebook
- ◆ Participants will learn how to setup and personalize an account
- ◆ Participants will learn how to change their privacy settings
- ◆ Participants will learn how to search for friends
- ◆ Participants will learn the difference between pages and groups
- ◆ Participants will learn how to set up a Facebook Group

Lesson Overview/Introduction:

Facebook is a social networking website launched in February 2004 and is operated and privately owned by Facebook, Inc. Facebook is a social networking site used by millions of people all over the world to do everything from keeping in touch with friends and family, to sharing photographs and personal experiences.

Lesson:

To sign up with Facebook you will need the following:

- A computer with access to the internet
- A valid email address

You will also need to provide Facebook with the following information:

- Your first and last name
- Your gender
- Your birth date

Facebook requires all users to provide their real date of birth as a safety precaution. If you wish to keep any of this information private, you will be able to hide it from your profile after signing up for a Facebook account. Facebook is all about seeing what friends and family are up to, so you may also want to have a digital photo of yourself available on your computer. Try to find one that has a clear view of your face.

SIGNING UP FOR A FACEBOOK ACCOUNT

Step One - Visit <http://www.facebook.com>

Step Two - Fill in the text boxes with your personal information.

Step Three - Press the Sign Up button.

Step Four - Two security check words will appear in a white picture box. Type these two words into the text box below the picture box.

Step Five - Press the Sign Up button.

Step Six - Check your email for the conformation email from Facebook.

Step Seven - Once you have received the confirmation email from Facebook, click the link provided by Facebook in your email message.

PERSONALIZING YOUR ACCOUNT

Step One - On your Facebook profile page, click on the **Info** tab located on the top middle of your page.

Step Two - You will see three areas that you can customize by clicking on the edit button: **About Me, Work and Education, and Contact Information.**

Step Three - Once you have completed filling out the area, click on the **Save Changes** button.

CHANGING YOUR PRIVACY SETTINGS

Step One - In the top right hand corner, click on the **Account** link.

Step Two - A drop down menu will appear. Move your mouse to the **Privacy Settings** link and click once.

Step Three – On this screen you will be able to set your privacy settings. **Everyone means everyone with a Facebook account.**

Step Four – Click on “Customize settings” to make change. Remember, you can change your privacy settings at any time and as often as you like!

SEARCHING FOR FRIENDS

Step One - In the top right hand corner, click on the **Find Friends** link. You will be redirected to a new page.

Step Two - In the bottom left hand side of the page you will see a text box labeled **Search for People**. Type the name, or email address, of the person you are looking for in the text box.

Step Three - Click the magnifying glass button.

Step Four - A search results list will appear. Once you have identified the person you wish to become Facebook friends with, click on the **Add as Friend** link beside their name.

Step Five - Once the person accepts you as a friend, you will receive a message from Facebook. You will also be able to access this person’s full Facebook profile page from your own Friends list.

PAGES VS. GROUPS: HOW TO KNOW WHICH TO USE

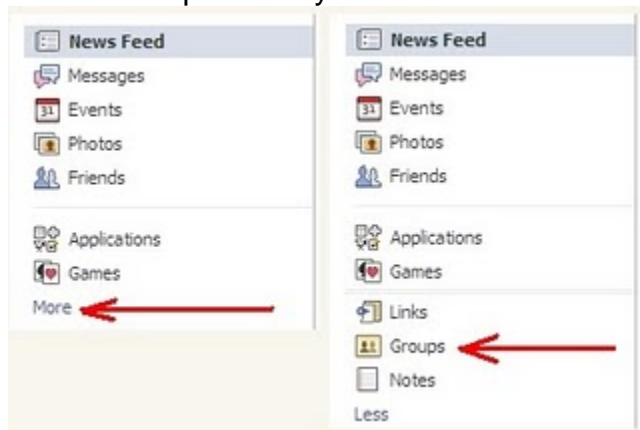
- Both ‘Facebook pages’ and ‘Facebook groups’ offer a way of promoting activities and of hosting a discussion between different Facebook users. Both can have a discussion wall, and discussion forum. Both offer ways of Facebook members affiliating with them, with that affiliation optionally displayed to a members ‘friends’ (creating a viral marketing effect). They are, however, subtly different:
- Pages also known as fan pages are generally better for a long-term relationships with your fans, readers or customers. Unlike groups, fan pages are visible to unregistered people and are thus indexed. Facebook pages also let you measure your traffic.
- Groups are a bit different than Pages. Groups are generally better for hosting a (quick) active discussion and attracting quick attention. When setting up a group you decide if it is open to a particular network (group of people) or all of Facebook. You can set join permissions on groups so that they are either open to anyone, closed (where users must get administrator approval to join) or secret (invite only). Groups have administrators that manage the group, approve applicants or invite others to join.

- Facebook considers groups to be an extension of your personal actions. When you post something as a group administrator, it appears to be coming from you and is attached to your personal profile. Alternately, Pages can create content that comes from the Page itself, so that content doesn't have to be linked to you personally.
- Groups offer far more control over who gets to participate. Permissions settings make it possible for group admins to restrict access to a group, so that new members have to be approved. Access to a Page, however, can only be restricted by certain ages and locations. Again, this makes groups more like a private club.
- Groups are great for organizing on a personal level and for smaller scale interaction around a cause. Pages are better for brands, businesses, bands, movies, or celebrities who want to interact with their fans or customers without having them connected to a personal account, and have a need to exceed Facebook's 5,000 friend

HOW TO CREATE A GROUP ON FACEBOOK

Step One – Log into Facebook

Step Two- On the left side of the page, click on the **"More"** link and then on the **Groups** icon, both pointed by the red arrows in the next images*:



Step Three - You will be directed to a new page. At the top right part of this new page you will be able to see a large button that says **"Create a New Group"**. Click on it and another new page will appear, with a form you should fill out. The only required fields in this form are **'Group Name'**, **'Description'**, and **'Group Type'**.

Step Four - Once you have entered all this data just click on the button that says **"Create Group"** and that's it. You will be the administrator of your own group on Facebook.

Step Five - The next page allows you to setup your page and who can view it. Pay special attention to access section as this section determines who can view your page.

Access Types

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.

Your site is ready to invite friends.

Lesson Summary:

Facebook is a social networking site that allows you to keep in touch with friends and family, by sharing photographs and personal experiences.

Suggested Activities:

Set-up a Facebook account then notify friends

Set up a Facebook group and notify group friends/members

Suggested Materials:

Computer, Smartphone, Internet connection, Pictures

ALERT!!! Anything displayed on Facebook could possibly be seen by millions of people in the world.

Choose wisely what you post on Facebook.

Sources/References:

Internet, Facebook website, Google Facebook

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