

# Facebook Basics

## Setting up an Account

Obtaining a Facebook account is free and easy. Just fill out the required information on the Facebook homepage by visiting <http://www.facebook.com/>. Facebook will ask for your name, email address and date of birth to set up the account, but you can hide this information from your profile by changing the privacy settings. Facebook has a comprehensive [privacy policy](#) to protect your personal information, which you may want to read before joining.

Once you have become a member of Facebook, you can share as little or as much information as you feel comfortable with. If you choose to share photos or information about your location so, you can do so with friends you know and trust. As long as you have adjusted your [security settings](#) accordingly Members of Facebook that you have not added as friends will not be able to see your personal information or Facebook posts. For more info on how to adjust your security settings, visit: <https://www.facebook.com/help/325807937506242/>

## An Overview:

- Facebook is a social media network with over 750 million users
- It is the most-used social networking platform, with approx. two-thirds of all internet users on Facebook
- 23% of users are active 5 times a day
- User Demographics:
  - Women are more likely than men to be users (72% vs. 62%)
  - Especially common among younger adults
- Can post dynamic content: links, photos, videos, petitions, polls/questions
- Publicize events
- Generate group discussion
- Reach audiences you have not normally connected with
- And more!

## Posting to Facebook

Depending on whom you'd like to share with, there are different ways of sharing content on Facebook:

- **Sharing with a broad audience:** Use the share menu that's located at the top of your homepage and timeline to let others know what's on your mind. You can update your status and share photos, videos, links and other content. Things you share will appear as posts on your timeline, and can appear in your News Feed. To control whether or not specific people have the option to view your stories, you can [change the privacy settings](#) for each piece of content you post.
- **Sharing with a group:** You can share information with a select group of people by either joining or creating [groups](#).
- **Sharing with an individual:** You can use the share menu at the top of a friend's timeline to write or share something on his or her timeline. Friends of your friend will also be able to view your post. If you'd like to share something privately, you can always send someone a [private message](#).

## Groups and Pages

[Pages](#) allow organizations, businesses, celebrities and brands to communicate broadly with people who 'like' them. Pages may only be created and managed by official representatives. You can 'like' as many pages as you want and receive updates in your homepage, also known as your newsfeed.

- **Privacy:** Page information and posts are public and generally available to everyone on Facebook.
- **Audience:** Anyone can like a Page to become connected with it and get News Feed updates. There is no limit to how many people can like a Page.
- **Communication:** Administrators of the Page can share posts under the Page's name. Page posts appear in the feeds of people who like the Page and their friends. Administrators can also create customized applications for their Pages and check Page Insights to track the Page's growth and activity.

**Groups** provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone. Many groups are closed, so you may have to request to join.

- **Privacy:** In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- **Audience:** Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.
- **Communication:** In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.

Depending on your needs, you can easily [create a Page](#) or [create a group](#).

### The CFUW Facebook Group

To become a member of the CFUW Facebook group you will need to be logged into your Facebook account. You should be able to find the group by using the Facebook search engine and typing in "Canadian Federation of University Women". If you have difficulty, use [this URL](#). On the page you will see a button that says "join"; when you click this it will ask "Do you want to join Canadian Federation of University Women?", then click "join" again. A message will be sent to the administrators of the group so that they can add you. This step allows us to filter out those who would want to use our site for 'other social or commercial activities'. It also means that we can remove any comments we feel are inappropriate. The two administrators monitor the site at least once a day.

The Facebook group is a great place to share information about what your Club is up to, alert other CFUW members to advocacy issues, share news, and generally interact with other members across the country. Currently, there are over 350 members in the group.

For more detailed info on how groups work, visit:

<https://www.facebook.com/help/www/162866443847527?rdrc>

### Publicize an Event through Facebook

In the past, getting the word out about an event could mean a lot of work getting on the phone or emailing invitees individually, coordinating RSVPs, or even hanging up flyers. Facebook, though, allows you to quickly create an event listing, invite people, and then watch word of the event spread out from your network of contacts (if you choose to allow it). Setting up a Facebook event is also a great way to complement your other publicity. This guide will show you how to successfully run an event on Facebook:

<http://mashable.com/2009/10/14/facebook-events-guide/>

### Create a Facebook Ad

Facebook advertising helps you connect with particular audiences. You can advertise a Page, event, app or website. The cost of advertising on Facebook depends on the size of [your audience and your budget](#), but can cost very little. For 10 Quick steps to creating an ad, visit:

<http://www.entrepreneur.com/slideshow/225120#1>

### Sources and Other Resources:

- <http://pewinternet.org/Reports/2013/Social-media-users/Social-Networking-Site-Users/Demo-portrait.aspx>
- [www.Facebook.com](http://www.Facebook.com)
- <http://mashable.com/guidebook/facebook/>
- <http://www.gcflearnfree.org/facebook/ok101>
- <http://www.youtube.com/playlist?list=PLDF13D5B773AF304F>