Facebook for Beginners

INTRODUCTION
Facebook (www.facebook.com) is the most popular social networking site in the world – and the second most popular site period (trailing only Google). Founded in 2004 as a college project by Mark Zuckerberg, Facebook is used by individuals, companies, products, celebrities – seemingly everyone is on Facebook.

In today’s lesson we will cover:
- The sign up process
- Facebook navigation
- Adding content
- Privacy
- Additional Resources

Facebook Statistics

- Worldwide, there are over 2.20 billion monthly active Facebook users for the first financial quarter of 2018 which is a 13 percent increase year over year. (Source: Facebook 04/25/18) What this means for you: In case you had any lingering doubts, statistically, Facebook is too big to ignore.
- There are 1.15 billion mobile daily active users.
- There are 1.74 billion mobile active users.
- On average, the Like and Share Buttons are viewed across almost 10 million websites daily.
- In Europe, over 307 million people are on Facebook. The Takeaway: This isn't just a U.S. phenomenon – a worldwide market is available via Facebook.
- Age 25 to 34, at 29.7% of users, is the most common age demographic.
- There are 83 million fake profiles. (Source: CNN)
- Photo uploads total 300 million per day. (Source: CNN)
- Average time spent per Facebook visit is 20 minutes.
- Every 60 seconds on Facebook: 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded. (Source: The Social Skinny)
- 5.75 billion pieces of content shared daily as of May 2018.(Source: Facebook)
SECTION I: THE SIGN UP PROCESS

Important things to remember about your Facebook membership:

- Membership is free and available worldwide.
- Users must have a valid email address to sign up and must verify their email address in order to fully participate and enjoy all the features on the site.
- Users must be at least 13 years old to have a Facebook profile.
- Users can’t post any pictures, videos, or other content that contains nudity, violent of offensive material, or copyrighted material.
- Violations of any of the Facebook “Terms of Service” may result in profile deletion by Facebook with no warning and could result in criminal charges depending on the severity of the violation.

If you don't have a Facebook account, you can sign up for one in a few easy steps. To sign up for a new account, enter your name, email address, password, birthday, and gender into the form at www.facebook.com.

After you complete the sign up form Facebook will send an email to the address you provided. You must click the confirmation link to complete the sign up process and verify your account – failure to do so will limit the amount of things you can do with your account and may even make your account subject to deletion after a period of time.
SECTION II: FACEBOOK NAVIGATION

The Search Bar
The search bar is located at the top of every page. This is how you will find people, places, and things on Facebook. Begin typing in a word or name and Facebook will autosuggest some popular terms (just like a Google search). If you see what you are looking for in the drop down menu, click on it. If not, hit the magnifying glass to perform a full search.

Home Page/Timeline
By default, Facebook takes you to your home page when you log in. This is where you will find your friends’ activities (that is if you have friends already), information from “liked” pages, and other sponsored posts – this is known as your timeline or newsfeed. The Home page is your starting point every time you log in. If you have friends of have liked pages already you will notice there is a sort button located here. Use this to decide how you want your newsfeed to appear (most recent stories, top stories, etc.).

You will also notice above the timeline is a place to post a status update. We’ll talk more about that in a minute.

Your home page has five major components: News Feed, Filters, Requests, Suggestions, and Highlights. (See figure below.)
- News Feed. Here you will see all your friends’ activities on Facebook. Wall posts, uploaded photos or videos, posted links, etc. If you want to know what your friends have been up to, this is the place to go.
- Filters. You can create filters so you can manage how you see your friend activity on your homepage. You can do that once you already have many Facebook friends.
- Requests. Any request or invitation that you receive, such as friend requests and application invitations, will appear here. (More on Facebook applications later.) Clicking on an invitation gives you the option to Accept, Ignore, or Block.
- Suggestions. Facebook suggest friends, groups or pages that it thinks you may know or be interested in. It will appear in this space.
- Highlights. This area shows things like pictures your friends have commented on, videos they have liked, etc. It also contains links that enable you to “join in the fun” your friends are having. This is also where you are likely to find advertisements.
- Contact Pages. Products, businesses, entertainment, or groups you have clicked like on.
- Stories. Ongoing photos, information, or video that your friends are streaming and adding information to.
- Contacts. People with you have most recently messaged or are available in chat.
- Watchlist. Videos that are trending on Facebook.
- Local Sports Scores
- Facebook Marketplace. A place to buy and sell merchandise locally.
- Events. Actual events or online events that are happening or that you have chosen to attend.
Profile Page

Your profile page is your own "personal space" on Facebook. It is where your friends will find more information about you, your photos, your wall, your friends list, applications widgets, and more. You will see your profile photo here (if you have one already). You will also see space for a cover photo.

Your profile page is broken up into five main parts.

- **Wall.** The wall is your main "space" on Facebook. Just like on a real wall, you and your friends (if you choose to let them do so) can "write" on this wall by using the “What's on your mind?” box to leave messages. Information posted on your wall can be viewed by anyone who can see your page (so don’t try to hold a “private” conversation on your wall).
- **About.** The basic information (hometown, current city, birthday, occupation, school) you typed in when you signed up for Facebook can be found here. You can add or remove data at any time.
- **Photos.** This is where your photos and videos will be kept. When someone wants to see more pictures of you (besides your default profile photo) they can click on this link.
- **Friends.** Once you have friends, other people can come to your Profile Page and click here to see who you are friends with already.
- **More.** This contains “everything else.” Depending how you have your page set up, dozens of items may appear under this link.
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Tip: You can set up your privacy controls later and determine who has access to what information on your profile. Keep in mind however that by default anyone can see your stuff – so don’t post embarrassing pictures or other content that you aren’t comfortable with the whole world seeing.

Friends Page
The whole point of Facebook is to connect to people – or as Facebook calls the, “friends.” Friends can be anyone – family, co-workers, celebrities, or just random strangers. In order for a friendship to be made though, both parties must agree to it. You can ask someone to be your friend – but they have to approve
that friends request before it is official and shows up on Facebook. Likewise, someone can offer to be your
friend but you must verify that you know the person before the friendship becomes official. Skipping ahead
just for a minute, we will take a look at how a friends page looks. When you use the search bar to find
someone you can click on their name and you will be taken to their page. Again, depending on how they have
their privacy settings, you will be able to view all, some, or none of their information. A typical page will look
something like the image below.

You will notice the “Add friend” buttons. If this person is not already your friend on Facebook you can click here to send
them a friend request.

**Friends Requests**
Across the upper right hand corner of your screen you will
see several options. The first one (it looks like two people
standing next to each other) is for friend requests. Clicking
here will show you how many people (if any) want to be
your Facebook friend.

**Messages**
The button that looks like a little bubble or call out sign is for messages. You can communicate with one of your friends
by sending them a message. On a friends’ page look for the button that says “send a message.” Alternatively, you can
use the chat feature (see below). Messages are private and can only be seen by the parties involved.

**Notifications**
The icon that looks like a globe is for your notifications. Facebook notifies you if your friends post something on your
wall, comment on your uploaded photos, etc. Aside from watching your inbox, you’ll also want to keep an eye on those
notifications for friend updates. A circle with a number inside it on your menu bar indicates that you have new
requests/messages/notifications, the number in the circle corresponding to the number of new messages you got.

**Settings**
Also on the upper right hand corner of the screen is your settings button (it looks like a small gear). Options like Account
Settings, Privacy Settings, and Log Out can be found here. You can change your real name, email address, password, etc.
through Account Settings. Privacy Settings allows you to create different levels of privacy. For example, you can set
certain information to be viewable by selected friends only. When you are finished viewing your Facebook page —
especially if you are on a shared computer – make sure you choose the log out option to prevent someone else from
having access to your account.

**Chat**
You can also talk to your friends through the Chat feature in Facebook. You’ll see the button for it on the lower right
corner of the page. Clicking on it brings up a menu with friends who are available for chatting. So what’s the difference
between messages and chat? Chat conversations can only be started if the other party is online at the same time -
messages can be sent whether or not the person is online.

You can turn off chat. Just click on Chat > Options > Go Offline. Going offline doesn’t sign you out of Facebook, it just
makes you unavailable for chatting.
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Favorites

Along the left hand column of Facebook you will see several sections. The first is your Favorites – this is the area where your most commonly used shortcuts and features will be found. Things like news feed, photos, events, and search can all be accessed quickly under the favorites heading.

Apps (or Applications)

Basically, there are two types of applications (or apps for short): those that were created by Facebook and those made by third-party developers. The internal Facebook applications include Notes, Photos, Links, and Video. Third-party applications include games, quizzes, etc. You can find apps by using the search bar or by clicking on the App Center link.

Groups

Groups are special pages on Facebook that you can join (or be asked to join). They can be public or private, but typically they have a theme of some sort – for example you might join a group called “Cincinnati Bengals Fans.” Groups allow multiple people (not just your friends) to participate in a discussion on a common interest topic. Groups can be set up for TV shows, celebrities, events, - you name it.

Pages

You have probably heard a commercial or seen an advertisement from a company asking you to “like” them on Facebook. Companies, celebrities, causes, and even individuals can set up pages that aren’t your typical personal Facebook page. When you go to one of these pages, instead of saying “Add as friend” there will be an option to “Like.” When you like a page you are giving a thumbs up (hence the icon) and showing your support for them. In return, when the page posts information (upcoming sales, news, photos, etc.) it shows up in your news feed. You can always “unlike” a page if your tastes change at some point.

Friends

There is also another heading for Friends in this left hand column. Here you can divide your friends up into different networks (or sub-sets) – for example “coworkers,” or “family,” or “high school buddies.” You have complete control over who you place in what category. This can come in handy later when you want to see information about a specific group of friends or when you want to post a photo or status update and make it viewable to only some of your friends.
SECTION III: ADDING CONTENT
So now you have a Facebook page set up and you understand the layout of Facebook. It’s time to get active with the site and communicate to your friends. The most common way of doing this is by adding a status update.

Status Updates
A status update is basically just what it sounds like – a way to communicate to your friends what you are doing, thinking, or feeling. Some status updates might be exciting news such as “Getting married next week!” Others might be more mundane like “Just got off work, time for bed.” There is no right or wrong type of content to put in a status update – some people post multiple updates every day others may rarely if ever post updates. A general rule for posting a status update would be make it something that will be interesting for your friends to see.

The status update box is found on many pages, most notably the Home page. There might be some prefilled in text in the box sometimes – something such as “What's on your mind?” or “How are you feeling?”

You will notice there is an option to add photos/video to your status update. Below the box are additional features. The first, which looks like the shadow of a person with a plus sign next to it, allows you to tag other people in your update. So for example you might say “At the casino. – with Mark Jones.” By clicking on the “who are you with” button you add other people to your status. There is also an option to add a location; this is represented by the little pinpoint icon. With this option you can display specifically where you are, for example: “Having a great time – with Mark Jones at Horseshoe Casino Cincinnati.” By tagging people or adding a location, a link is included in your update to that person or place.

Pictures/Videos
You can also add photos or videos through the status update button. Click on “add photos/video” and the Windows explorer will open up. If you have a file saved on your computer or other device connected to the computer, you can pull it from there and upload it to Facebook. Photos and videos are the only file types Facebook allows in status updates – so forget about uploading a Microsoft Word document here, for example.

You will also notice a button in the lower right hand corner of the status update area. In the image above it says “Friends.” This means what you are posted can be seen by just your friends (not every Facebook user.) You can change this option to control who sees what – setting include “Everyone,” “Friends of Friends,” and whatever friends’ sub-sets you may set up.
SECTION IV: PRIVACY

Pages and pages could be devoted to privacy on Facebook, but we will try to keep it simple. The best advice is to check your privacy settings (located under the gear option in the upper right hand corner of the screen) and update them occasionally as Facebook is notorious for changing settings and options on a regular basis. You really can control a lot of your information like who can see what, which is always a top concern for Facebook users.

Still, no matter how locked down your setting may be remember that once you post something – it’s out there. An embarrassing photo that “only” your friends can see might be funny at the time, but if a friend downloads the image it’s not so private anymore. Status updates frequently get people in trouble – from innocent things like discussing politics or religion (which will always cause a debate and hard feelings, even among friends) to more absurd things like admitting to criminal activity. Use common sense with the information you post.

For much more information concerning Facebook privacy, visit https://www.facebook.com/about/privacy/.

What Facebook says they are doing to keep you safe:

We're working to better protect your privacy and reduce the amount of misleading information on Facebook so that you see the stories that matter to you most.

- **Protecting Your Privacy**
  We’re taking action on potential past abuse and putting stronger protections in place to prevent future abuse of our platform. We’re making it easier for you to manage the apps you use and if we remove an app for misusing data, we’ll tell everyone who used that app. If you haven’t used an app within the last 3 months, we’ll remove the app’s access to your information. We’re also changing the way Facebook Login works to reduce the data an app can request. Learn more about how we’re working to prevent platform abuse.

- **Clickbait and Spam**
  We’re making changes to how we rank posts in News Feed so you see more stories from friends, family and the people who matter to you most. Clickbait and spam are posts that are designed to grab your attention and get you to click on links or interact with the post in a specific way. This includes headlines that mislead people or intentionally leave out important details or exaggerate information. We’re working to use these signals, along with other information, to place these stories lower in News Feed. Learn what you can do if you see spam on Facebook.
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- **Fake Accounts**
  Fake accounts are closely related to the spread of misleading content. We block millions of attempts to register fake accounts every day, but some still get through our systems. Machine learning technology helps us identify behaviors unique to fake accounts to detect and deactivate inauthentic accounts. Our priority is to remove fake accounts that have a high amount of activity and reach a lot of people in order to combat the spread of false news, spam and clickbait.

- **You can always report a profile if you think it doesn't represent a real person.**

- **False News**
  We are committed to reducing the spread of false news on Facebook. We remove fake accounts and disrupt economic incentives for people and Pages that share misinformation. We also use signals, like feedback from our community, to identify stories that may be false. In countries where we work with independent third-party fact-checkers, stories rated as false by those fact-checkers are shown lower in News Feed. If Pages or domains repeatedly create or share misinformation, we significantly reduce their distribution and remove their advertising rights. We’re also working to empower people to decide for themselves what to read, trust and share by giving them more context on stories with tools like Related Articles. (Source: Facebook Privacy Page, 06/2018)

### SECTION V: ADDITIONAL RESOURCES

#### Classes
The TechCenter at the Main Branch of the Public Library of Cincinnati & Hamilton County hosts over two dozen technology related classes each month. Ask your instructor today for a calendar of upcoming events or visit our website at [http://www.cincinnatilibrary.org/programs](http://www.cincinnatilibrary.org/programs) for a complete list of all Library events.

If you are liked our Facebook for Beginners class, you may also find these related classes of interest:

- Twitter for Beginners
- Instagram for Beginners

Feel free to ask for a copy of any class handout at the Technology Center desk or talk to your instructor today.

#### Online
The Public Library of Cincinnati & Hamilton County offers a variety of databases to all card holders which provide excellent learning opportunities on a variety of topics, including computers and technology.


- **Universal Class** offers more than 500 classes on many topics. These classes are instructed by real teachers who guide your learning and provide feedback on your work. Learn about Microsoft Office, Web Design, Computer Basics, Business Applications, and more! Free with your library card. From [http://www.cincinnatilibrary.org](http://www.cincinnatilibrary.org), click on Research & Homework > Research Databases > Education > Universal Class.