FACEBOOK BOOTCAMP
OBJECTIVES-

1. What is Facebook
2. How to use Facebook
3. Rock Facebook Like a Teenager
WHY USE FACEBOOK?

What makes Facebook unique is the ability to connect and share with the people you care about at the same time.
BUT HOW?.....
WHAT DOES ALL OF THAT MEAN?
TELL YOUR STORY

Keep your friends up to date with what is going on.
SHARE PHOTOS/VIDEO

Give people a look at what you are doing. Let them know what they’ve missed.
SEE WHAT OTHERS ARE UP TO

Check up on friends and find out more about what is going on in your community.
CHAT WITH FRIENDS

Live chat with friends who are online.
LETS GET STARTED

Using Facebook
GETTING STARTED ON FACEBOOK

- Common Facebook terms
- Creating a Facebook account
- Exploring Facebook
COMMON FACEBOOK TERMS

Friends? Likes? Status updates? If you’re new to Facebook, there are a lot of terms and phrases that may seem a little confusing at first.
NOTIFICATIONS

- You'll receive a notification in an email message and on your homepage whenever someone interacts with you on Facebook.
One of the most common things people share on Facebook are status updates, which are short, text-based posts your friends can see and comment on.
FRIEND

• You can add people you know as friends on Facebook. Your friends will see the things you share, including status updates and photos.
TIMELINE

• Also known as your profile page, the Timeline is where you'll share information about yourself on Facebook. For example, it's where you'll post your profile picture and share basic information about yourself.
The News feed is a stream of updates from your friends and any Facebook Pages you follow. This is where you'll probably spend most of your time on Facebook, since it's where you can view and comment on what's happening with all of your friends.
LIKES

- Whenever your friends share something on Facebook, you can choose to like the post. This is just a simple way of showing your friends that you enjoyed what they shared.
TAG

- Friends can tag you in photos and posts they share on Facebook. Posts you're tagged in will appear on your Timeline.
• Whenever your friends share on Facebook, you can leave a comment about their posts.
CREATING A FACEBOOK ACCOUNT

Before you can use Facebook, you must create an account. Creating a Facebook account is free. All you need to get started is an email address and a few minutes of your time.
TO CREATE A FACEBOOK ACCOUNT:

2. Under the words Sign Up, enter your personal information and desired password, then click Sign Up.
• The Welcome to Facebook page will appear. From here, you'll be able to search for people you know on Facebook, learn more about your privacy settings, and upload a profile picture.
Before you can access all of Facebook's features, you'll need to confirm your email address. To do this, sign in to your email account, open the confirmation message from Facebook, and click Confirm Your Account.
Once you create your account, you'll want to spend a little time becoming familiar with the different parts of Facebook, including the homepage and the Timeline.
SEARCH BAR

You can use the search bar to search for friends, Facebook Pages, Apps, and more.
TIMELINE

You can click your name to view and edit your Timeline.
FIND FRIENDS

You can click here to search for friends who already use Facebook.
RECENT ACTIVITY

Here, you'll be notified about recent activity on Facebook, including friend requests, messages, and notifications.
THE PUBLISHER

The Publisher

You’ll use the Publisher to share things on Facebook. It’s easy to share a status update, photos, links, and more. The information you share in the Publisher will be posted on your News feed and Timeline, as well as on your friends’ News Feeds.
Here, you can navigate to other parts of Facebook, including your upcoming events, photos, groups, and apps.
NEWS FEED

The News Feed is a stream of posts and updates from your friends and the Facebook Pages you follow.
TRENDING STORIES

This feature shows you what other people are posting about on Facebook. Just click a story to see more posts about it.
CHAT

Chat

You can chat with other friends who are currently signed in to Facebook.
UNDERSTANDING FACEBOOK PRIVACY

KEEPING THINGS PRIVATE IN A PUBLIC FORUM
WHY IS FACEBOOK PRIVACY IMPORTANT?

If you choose to share things publicly on Facebook, anyone with an account will be able to find and view your Facebook information, posts, and activity. This could impact your privacy in a variety of ways. For example:

- You could be sharing personal information you’d rather keep private, like your birth date or address.
- Anything you post, such as photos, comments, and status updates, will be visible to people you don’t know.
- Embarrassing or unflattering posts could negatively affect your personal and professional reputation.
- Third-party websites and applications can access and share information from your Facebook account.
Whenever you share something on Facebook, you can choose who you'll share with. In the infographic, you can see the most common sharing options, including Only me, Lists, Friends, and Public.
SHARING AND PRIVACY

• Things you share on Facebook are visible to a lot of other people. This is because Facebook is designed to be more open and social than traditional communication tools.

• For example, let's say you post a photo on a friend's Timeline. By default, that photo will be visible to all of your friends on Facebook, not just the person you shared it with. The photo will also be visible to anyone who is friends with your friend.

• As long as you're somewhat careful about the things you share, Facebook doesn't pose a serious risk to your privacy. If you wouldn't feel comfortable sharing something in a public place, you may not want to share it on Facebook either.
TO ACCESS THE PRIVACY SETTINGS AND TOOLS PAGE:
Click the drop-down arrow on the Toolbar, then select Settings.
If you want to stop certain people from bothering you on Facebook, you can block them. When you block someone, that person can no longer communicate with you or send friend requests.

To access these settings, navigate to the Settings page, then select Blocking. From here, you can block users from contacting you on Facebook. Just enter the name of the person you want to block, then click Block. You can also block entire applications if you want to stop receiving invitations to certain apps and games.
SHARING CONTENT

How to use Facebook to tell your story
HOW DOES FACEBOOK SHARING WORK?

• Facebook allows you to send messages and post status updates to keep in touch with your friends and family. You can also share different types of content, like photos and links.

• Unlike email or instant messaging, which are relatively private, the things you share on Facebook are more public, which means they'll usually be seen by many other people.

• While Facebook offers privacy tools to help you limit who can see the things you share, it's important to understand that Facebook is designed to be more open and social than traditional communication tools.
SHARING ON FACEBOOK

You'll use the Publisher to share things with your friends. You can access the Publisher in two places:

• On your Timeline
• At the top of the News Feed on your homepage
POSTING ON A FRIEND'S TIMELINE

If you want to share something with a friend, you can post it directly on that friend's Timeline. To do this, simply use the Publisher located on your friend's Timeline.
LIKES, COMMENTS, AND RESHARING

Whenever your friends share something on Facebook, you can choose to like the post.

This is just a simple way of showing your friends that you enjoyed what they shared. To like a post, simply click the Like button.
Whenever your friends share on Facebook, you can leave a comment about their posts. Your friends will be able to see whenever you comment on something, as will the friends of the person who originally shared the post.

Is there an Olympic medal for picking the wrong line at the grocery store?

Julia Fillory
18 mins · Raleigh, NC · 🌊

🤔 Haha 🗣 Comment ⬇️ Share

Olenna Mason

🤔 Olenna Mason I think I'd take the silver.

Like · Reply · Just now

Write a comment...
Facebook makes it easy to reshare the things your friends post. Just click Share at the bottom of a post to share it with your other friends.
MESSAGES

To send a message:

• Locate and select the Messages icon at the top of the screen, then select New Message.

• A message window will appear. Type the name of the person you want to message, and a list of suggested friends will appear as you type. You can click a suggestion to add a friend to the message.

• Type your message. When you're done, press Enter to send it.
Olenna Mason: What's up? Having a good weekend?

Julia Fillory: Totally! How about you?

Olenna Mason: Good so far! Now I just have to convince myself to mow the lawn...

Julia Fillory: Oh, bother
FACEBOOK TIPS

Using Facebook to promote American Legion Post
ENGAGING YOUR AUDIENCE

• Work to ensure what you are putting out is relevant to your audience.
• Be friendly and conversational.
• Share as many photos and videos as possible.
• Ask questions or seek input.
• Be timely by posting current events, holidays or news.
• Ask your audience to share your posts.
INFLUENCE THROUGH FACEBOOK

• When people “like”, comment” or “share” your content on Facebook, their friends are notified in their news feeds. The more people interacting with your content the better.

• Get all of your members to like your page. Therefore, when they like one of your posts, all of their contacts and friends will see it. And if they like it, all of their friends will see it, and so on, and so on, and so on.
FACEBOOK IS A MARATHON, NOT A SPRINT

- Facebook is an interactive community and if you do not routinely look at your posts to see who is commenting and provide comments back to those people, they will soon stop commenting and possibly stop liking your page.

- Respond to comments, even the negative ones. Do it professionally. If a comment is offensive, respond in a professional manner and ask that those types of comments be kept off of your site. If they continue, tell them they are in jeopardy of being blocked from posting.
QUESTIONS?

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