



Introduction to Facebook

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In this class you will learn:

- What is Facebook
- What are the Pros and Cons of Facebook
- How to Sign Up
- How to Interact on Facebook
- What are the Security and Privacy Issues

What is Facebook

- Social Network
 - Wikipedia: "A social network service essentially consists of a representation of each user (often a profile), his/her social links, and a variety of additional services."
- Started in 2004 by Mark Zuckerberg, a Harvard student, it now has 600 million active users

Pros of Facebook

- It is a multi-layered experience ... some aspects of it you'll come to really enjoy.
- Networked communication is not going away. You can become familiar with the communication platform of the day.
- It is already a becoming a dominant source of information and a place for engagement and interaction.

Possible Cons of Facebook

- Can be a time waster; addictive
- Privacy concerns
- TMI – too much information
- You want to put the past behind you
- Viruses

How do different age groups interact with Facebook?

13-19

- Arranging social activities
- Talking, socializing
- Playing games
- Sharing photos (girls do this primarily)

20-29

- Sharing the craziest photos of themselves in the most unexpected locations
- Gather the most friends
- Write ridiculous things about "what happened last night".

How do different age groups interact with Facebook?

30-39

- Announcing babies, setting up play dates
- Networking for jobs
- Reconnecting with grade-school friends they haven't seen in decades.
- Posting embarrassing back-in-the-day photos

40 +

- Staying in touch with friends and relatives you care about but rarely see.
- Announcing events
- Sharing family photos
- Political activism
- See in real time what is happening in friend's and family's lives.

How do Businesses/Non-profits Use Facebook?

- Engaging with their customers/supporters
- Information dissemination
- Recruit volunteers
- Fundraising
- Goodwill

Navigating Through Facebook

- Go to Facebook page
<https://www.facebook.com>

Signing Up

- You will need to enter the following information:
 - Full Name
 - E-mail address (unique)
 - Password
 - Date of Birth
- Go to your email and click on the confirmation link.

Privacy and Security



Privacy

- Control who sees what on your profile
 - Everyone, Friends of Friends, Friends
- Configure your Account and Privacy settings
 - Use <https://www.facebook.com>
- Check how your profile looks from other's view
- You can block individual people from finding you, seeing your profile and communicating with you

Resources concerning Privacy

- Facebook: Controlling How You Share (Also Includes How-to Videos)

<https://www.facebook.com/privacy/explanation.php>

- Facebook Privacy Policies:

<https://www.facebook.com/policy.php>

- Recommended Privacy Settings

<http://www.connectsafely.org/Safety-Advice-Articles/facebook-privacy-chart-for-teens.html>

Viruses and Scams

- Rogue applications and survey scams
- Like-jacking
 - when you click the video you are actually “liking” the page
- Real viruses

Resources concerning Security

- Sophos.com: Facebook Security Best Practices
<http://www.sophos.com/security/best-practice/facebook/>
- Sophos Naked Security
<http://nakedsecurity.sophos.com>
- Sophos Facebook Page
- A Parent's Guide To Facebook:
ConnectSafely.org
<http://www.connectsafely.org/Safety-Advice-Articles/facebook-for-parents.html>

Etiquette



“Huh. So Iran just friended us on Facebook ... Like, do I accept?”

Photos and Tagging

- Adjust privacy and notification settings so you know when you are tagged in a photo.
- Don't tag photos of your friends on Facebook that could get them in trouble.
- Don't tag your friends in unflattering photos.

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Wall

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

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Davis Community Network
An estimated 2 million households in the U.S. will have abandoned TV for the Web by the end of this year. DCN will offer a free class on April 21 to show how you can watch everything from new-release movies to network shows to city-council meetings without dishing out for the dish or cable. Register now at <http://www2.dcn.org/dcn/classes/signup>. Tell your friends!



Estimate: In Two Years, Streaming TV Will Be An \$800 Million Business for Netflix and Hulu
techcrunch.com

By the end of this year, an estimated 2 million households in the U.S. will have abandoned TV for the Web, cutting the cord with their cable companies. This estimate comes from Convergence Consulting Group, a Toronto-based research firm with a new report on The Battle for the American Couch Potato.

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Admission is free. Registration is required. Only a few spots left.

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You and Davis Community Network



24 friends like this.

Quick Tips

Get more people to like your Page with Facebook Ads today!

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Sample Ad: Davis Community Network



The text of your ad will go here.

Left Sidebar:



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About [Edit](#)

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Likes

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