



Connecting on Facebook

***What is Facebook?** Facebook, created in 2004, was built around a core user base of 18-34 year olds, but now users of all age groups can be found on Facebook, especially grandmothers keen to see pictures of their grandchildren. Facebook is typically used to maintain friendships with people already known in the 'offline world', making viral campaigns successful, as people trust the information that their friends post.*

***What about if I represent an organisation?** Facebook famously has over six-hundred million active users worldwide, with a successful targeted paid-for advertising model, and third party applications are key. Traditional group pages are being replaced with 'Like' pages, which allow stories to appear in your supporters news feed.*

Setting up a Facebook Account

Go to <http://www.facebook.com/>

Enter your first name, last name, email address (can only be used once), password. You need to provide your date of birth because "Facebook requires all users to provide their real date of birth to encourage authenticity and provide only age-appropriate access to content. You will be able to hide this information from your profile if you wish, and its use is governed by the Facebook Privacy Policy."

Sign Up
It's free and always will be.

First Name:

Last Name:

Your email address:

Reenter email address:

New Password:

I am: Select Gender:

Birthday: Day: Month: Year:

Why do I need to provide my date of birth?

[Create a Page for a celebrity, band or business.](#)

Logging In

Type in the security text in front of you (if you can't see it, click 'Try another text' or select 'Audio Capture'. Once in, a number of steps are suggested to **help you start connecting**:

- Use an email address to find friends on Facebook (you can skip this step)
- Profile Information: Secondary School; University; Employer
- Add a good photo so that your friends can recognise you.

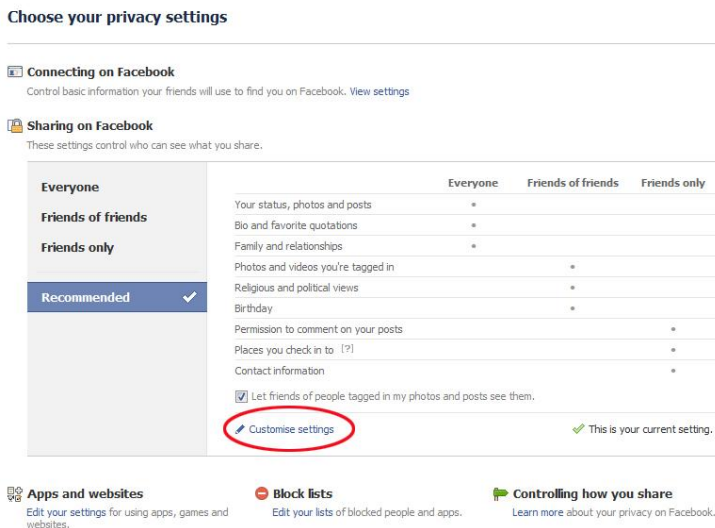
Log into the email address that you gave to fully activate your account.

Profile Settings

The following settings are useful to set up in your profile: Current Location; Hometown, Gender (can be hidden from your profile), Date of birth (can be hidden from your profile), Interested In, Languages, and a brief biography to help your friends know that it's you. You can also connect your mobile phone to Facebook.

Privacy Settings

Go to <http://www.facebook.com/privacy/explanation.php> for an explanation of the current privacy settings. Go to <http://www.facebook.com/settings/?tab=privacy> to change the privacy settings.



Click on 'Customise Settings', then choose for each type of media (e.g. wall posts, status updates, photos, etc.) who you will give access to:



Finding Friends

Go to the 'Search' box on Facebook and enter the name of someone you think is on Facebook. Facebook will offer a drop-down list of people, groups, organisations, etc. for you to choose from. Click to select.



Post Your First Status

Click on 'News Feed' (left-hand menu), and the following option will appear:



Type your status update (use the padlock to choose who sees this, if not set above).

Click 'share' and your status is live, and visible to your friends.

Facebook has multiple functions. Start from here, and play with options friends suggests to you, a bit at a time!