

Sit back and have a look, as we connect with others on Facebook!



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Knowledge + Technology = Success

“Tech Tools with Tine” Webinar Series Presents:

Facebook

Social Networking

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What is Facebook?

Facebook is a social networking application. It's designed to connect people with others with similar interests and experiences.

- Friend – the main connector
- Like – agreement or approval of an item
- Comment – area to express an opinion



Similar but Different

- Facebook has two faces – for individuals and for “businesses” (organizations, etc)
- Personal Face (aka Profile)
 - Regular status updates, games, birthdays, etc
- Business / Organization Face (aka Page)
 - Let patrons know what’s going on, “advertise” upcoming events

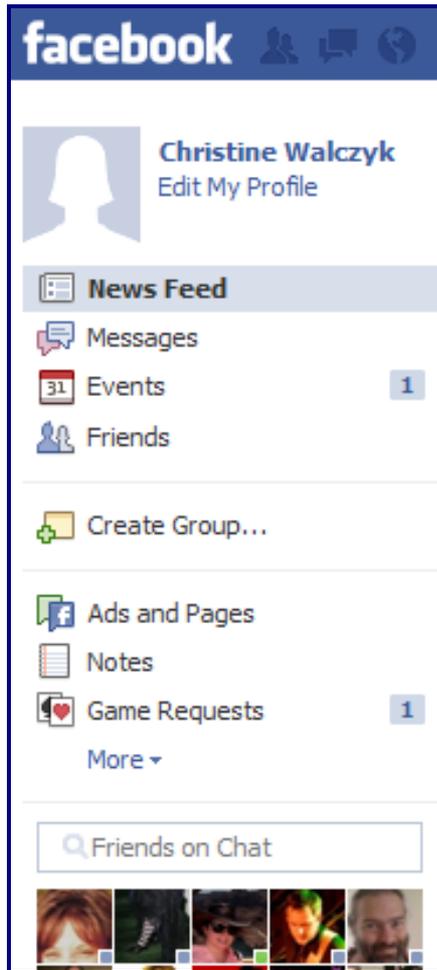


Interacting with Facebook



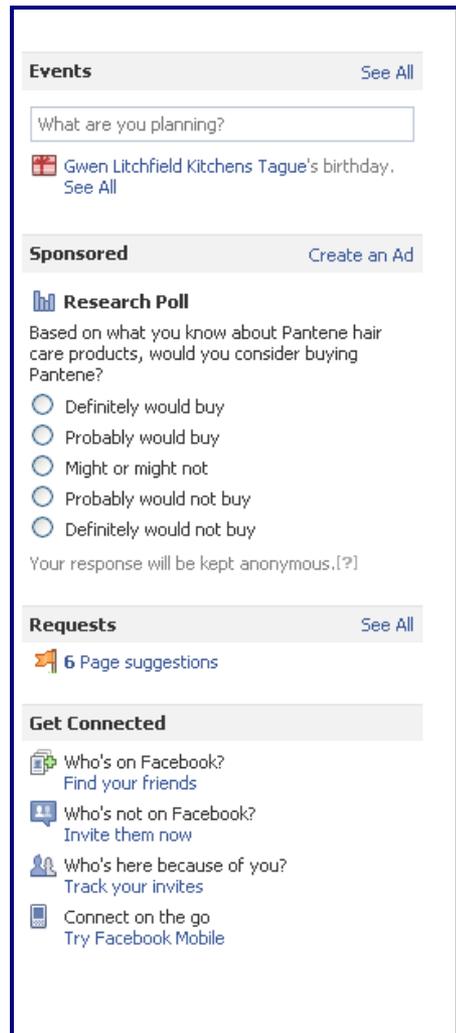
- News Feed
 - Top News
 - Aggregate of “most interesting” updates
 - Most Recent
 - Who says what in a timeline format
- Review status, links, photos, videos, notes

Activities bar



- Notifications
 - Friend requests, messages, notifications
- Snapshot of your profile
- Activities available in Facebook
- Manage your pages and ads
- Who's available online

Extras / FYI / Marketing area



The screenshot shows the Facebook Extras / FYI / Marketing area. It is divided into several sections:

- Events**: A search bar with the text "What are you planning?". Below it, there is a red calendar icon and the text "Gwen Litchfield Kitchens Tague's birthday. See All".
- Sponsored**: A section titled "Research Poll" with a bar chart icon. The text reads: "Based on what you know about Pantene hair care products, would you consider buying Pantene?". There are five radio button options: "Definitely would buy", "Probably would buy", "Might or might not", "Probably would not buy", and "Definitely would not buy". Below the options, it says "Your response will be kept anonymous.[?]".
- Requests**: A section titled "6 Page suggestions" with a page icon.
- Get Connected**: A section with four items: "Who's on Facebook? Find your friends", "Who's not on Facebook? Invite them now", "Who's here because of you? Track your invites", and "Connect on the go Try Facebook Mobile".

- Right side banner area
- Suggestions for people and organizations to connect with
- Upcoming events
- Things / people you might be interested in knowing because your friends do

Setting up your library!

- Connect to Facebook
 - Someone will need to be the admin
 - The Page will be connected to the admin
 - Additional admins can be established
- Create a Page – <http://www.facebook.com/pages>
- Libraries are listed under “Local businesses”

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

Local business:
Library / Public Building

Brand, product, or organization

Artist, band, or public figure

Page name:
(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page.
[Review the Facebook Terms](#)

Create Official Page

Fleshing out your page

- Many tabs are available to provide different types of information 
- Getting Started Tab – a quick start!
- Wall
 - All comments made about / by your library
- Info Tab
 - Basic: Location
 - Detailed: Hours, Description, General info
 - Contact: Email, Phone, Website
- Photos
- Discussions
- and MORE! (links, notes, videos, events)

Spreading the word

- Promote with an Ad
 - Include Title, Body, & Image
 - 25 word max title, 135 word max for body
- Tell Friends and Fans
- Link to Twitter

1. Design Your Ad

Facebook Content [?]
Tine's Fancy Library

I want to advertise a web page.

Title [?]
Tine's Fancy Library

Body Text 100 characters left. [?]
Visit our Page and 'Like' us today!

Image (required) [?]

Customize your page!

- Third party apps allow you to add SPECIAL library tabs.
- DearReader provides additional tabs that can be added:



- <http://www.supportlibrary.com/nl/users/libsample2/mweb/path5-1.html>
- Example library: Eckhart Public Library

All about Privacy

- Default – everything is public
- Privacy settings
 - Who and How people can find you
 - What people using Facebook can learn about you
- Privacy Options can be found:
 - Account drop down
 - Privacy Settings



Privacy Settings

Connecting on Facebook

Control basic information your friends will use to find you on Facebook. [View Settings](#)

Sharing on Facebook

These settings control who can see what you share.

	Everyone	Friends of Friends	Friends Only
Everyone			
Friends of Friends			
Friends Only <input checked="" type="checkbox"/>			
Recommended			
Your status, photos, and posts			•
Bio and favorite quotations			•
Family and relationships			•
Photos and videos you're tagged in			•
Religious and political views			•
Birthday			•
Permission to comment on your posts			•
Places you check in to [?]			•
Contact information			•
<input type="checkbox"/> Share a tagged post with friends of the friend I tag			
Customize settings			✓ This is your current setting.

Apps and Websites

[Edit your settings](#) for using apps, games and websites.

Block Lists

[Edit your lists](#) of blocked people and apps.

Controlling How You Share

[Learn more](#) about your privacy on Facebook.



Controlling who finds you

 Search for you on Facebook	This lets friends and family find you in Facebook search results. Set this to Everyone or you could miss friend requests.	Friends Only ▼ Everyone Friends of Friends ✓ Friends Only
 Send you friend requests	This lets you receive friend requests. Set this to Everyone to avoid missing out on chances to connect with people you know.	Friends Only ▼
 Send you messages	This helps you make sure you know people before adding them as friends.	Friends Only ▼
 See your friend list	This lets you connect with people based on friends you have in common. Your friend list is always available to applications and your connections to friends may be visible elsewhere.	Friends Only ▼
 See your education and work	This helps you connect with classmates and colleagues, and discover new professional opportunities.	Friends Only ▼
 See your current city and hometown	This helps you get in touch with neighbors and old friends. Note: you can separately control how you share places you check in to on the main privacy page.	Friends Only ▼
 See your likes, activities and other connections	This lets you express your interests and experiences, and connect with people who like the same things you do.	Friends Only ▼

Controlling your personal information

 **Sharing on Facebook**
These settings control who can see what you share.

	Everyone	Friends of Friends	Friends Only
Your status, photos, and posts			•
Bio and favorite quotations			•
Family and relationships			•
Photos and videos you're tagged in			•
Religious and political views			•
Birthday			•
Permission to comment on your posts			•
Places you check in to [?]			•
Contact information			•
<input type="checkbox"/> Share a tagged post with friends of the friend I tag			

[Customize settings](#) ✔ This is your current setting.

References and Libraries to Look at

- A Library Facebook case study --
<http://www.diglib.org/forums/spring2009/presentations/Boyer.pdf>
- Social Networking Librarian's Blog --
<http://socialnetworkinglibrarian.com/2010/09/13/10-great-library-facebook-fan-pages/>
- TLA -- <http://www.facebook.com/TexasLibraryAssociation>
- Library of Congress --
<http://www.facebook.com/libraryofcongress>



I hope you  Facebook!

See you online!!

Let Library Development know if
you go online so they can help get
the word out!!

Tech Tools with Tine Webinar presented on January 13th 2011.

Wii Friends picture – Creative Commons

<http://www.flickr.com/photos/nataliejohnson/341127674/>



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Answers to Webinar Q & A

Question	Answer
Once the name of a page has been chosen, can it be changed?	Yes. From the admin's profile, choose Ads and Pages. Choose EDIT Page (instead of clicking on the page name). In the admin options, click on Basic Information. You can then change the name listed. Make sure to Save Changes. However, this must be done before you reach 100 connections/friends.
What about creating your page or events in "draft mode"?	When you create an event from a Page, you do have an option to decide if someone can make comments on it, but you do not have the option to post it in "draft mode". The only option available that would allow you to create something without it being available to the public is in the Admin options – Manage Permissions. Within Manage Permissions, you can choose "Only admins can see this page". This makes all parts of the page and attached items hidden to the public.
Do I need to have a personal profile before I create a page?	Yes. However, this personal profile does not have to be fleshed out or even active. This is because there must ultimately be someone that is responsible for the Page. Remember, that a Page can have multiple admins so if the original profile connected with the Page is no longer appropriate, someone else can be attached to it.