

Social Media and Facebook Basics

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What is Social Media? According to the dictionary, Social Media is a group of “websites and applications

that enable users to create and share content or to participate in social networking.” It is also one of the most effective ways to share information about your clubs, hobbies, and events in the current digital age.



According to Google, the 10 most popular media apps throughout the world are:

1) Facebook, 2) WhatsApp, 3) QQ, 4) WeChat, 5) QZone, 6) Tumblr, 7) Instagram, 8) Twitter, 9) Google+, and 10) Baidu Tieba. In the United States most of us are familiar with Tumblr,

Instagram, Twitter, and Facebook. The other sites listed are popular in China.

Tumblr is considered a social media site because it gives people a blogging platform that you can use to post about anything or find information about anything. There are over 488 million different blogs filled with everything you can imagine. While some blogs can be factual, you need to remember that blogs are just someone's personal opinion --- it's like writing your thoughts and opinions in an on-line journal for the whole world to see. Blogging can be used to share information about your business, your products, services, etc. When you enter “square dance blogs” into your search engine (Google, Safari, Yahoo, Ask.com, etc.) you will see a large number of them – some are positive and some are not – however what they are is someone's opinions, not necessarily based on fact. Verizon Communication purchased Tumblr from Yahoo in 2017. Verizon has been trying to sell Tumblr since August 2019. If you'd like to have a free site to express your opinions through blogging, go to: www.Tumblr.com.



Instagram is a platform for sharing photos and videos from your smartphone. It has been owned by Facebook since 2012 and is managed independently. It is considered a simple version of Facebook where you can interact with other users through pictures. Years ago, this site was famous for teenage photos that occasionally went viral. There are many photo editing tools on Instagram, where you

can turn your photos into works of art for posting to Facebook and Twitter. The editing tools range from very simple to professional grade. Instagram works best for people who wish to communicate primarily through photos with minimal text; Facebook works better for posts that are primarily text. To check out Instagram's top 21 rated photo editing tools go to <https://jumpermedia.co/the-21-best-instagram-photo-editor-apps/>. To create your Instagram account and to take advantage of their creative editing tools, go to: www.instagram.com.

Twitter is a networking site for short messages called tweets. Each Tweet is limited to 280 characters.



You can also include up to 4 photos or GIFs per post. Twitter might not be the best way to advertise for your club. However, Twitter works really well to keep in contact with each other at a dance, Festival or Convention. If members of your club, a favorite caller, or cuer are going to be in certain hall, they can send a tweet out to their followers and let everyone know where they will be. To create your Twitter account, go to: www.twitter.com.

Facebook is by far the largest social networking site in the world and is definitely the most popular social media site. Currently there are about 1.59 billion active users every month. Facebook appeals to



most people throughout the world. They've had their privacy problems since the beginning, but people continue to use them. There are many reasons why Facebook is the largest social media site in the world. Facebook can allow you to build a personal or professional profile, share photos, watch videos, contact people with the same interest as you, create events, help you remember birthdays, share your opinions, find recipes, access other websites through them, allowing you to shop online, keep in contact with family and friends

who are a distance away, help people feel more in contact with others, promote our clubs, follow current events, and more. There are some problems with Facebook but no site is perfect.

When you make the decision to sign up with Facebook, you need to ask yourself how are you going to use Facebook? Are you going to use it for yourself personally or are you going to be creating an account for your club or business? Or are you going to set it up for both yourself and your club.

Creating your account

Profiles, or an individual's Facebook account, "is a place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown". (www.Facebook.com/help) . Your account will allow you to connect with your friends and family members who also have Facebook accounts. You can also follow people you are interested in. You can control who sees your Profile through your privacy settings. The Profile page is your own personal space and everyone who uses Facebook must establish a profile page.

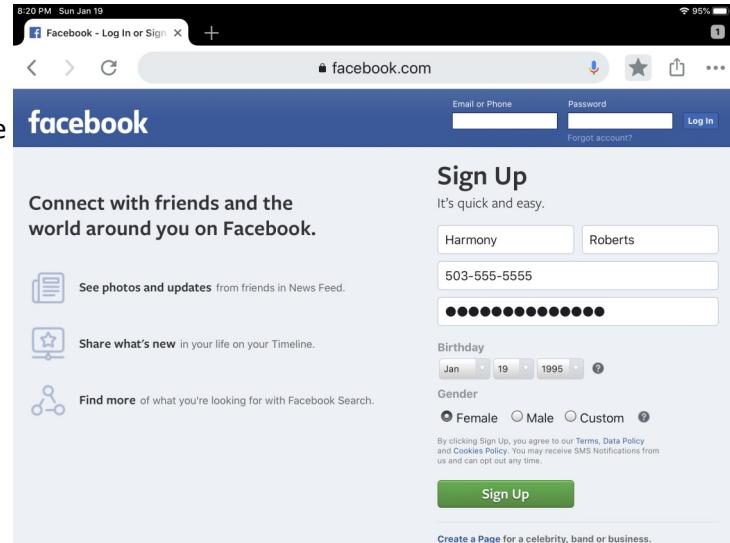
Pages are places on Facebook where artists, public figures, business, brands, organizations and nonprofits can connect with their fans or customers". Anyone who clicks on the "Like" button at the top

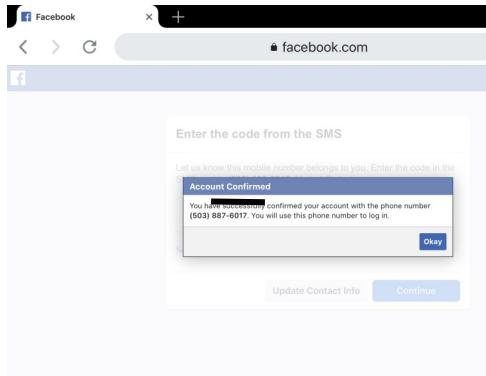
of the page can see or follow your Page on Facebook. Every time you post, everyone can see it. Pages work best for businesses where you want everyone in the world to see everything you post. You have minimal control over who can see your Page. You can set the country & age restrictions to view your page; control whether or not visitors can post on your Page; and block certain words from your Page. When I asked Tim Roberts how he would briefly describe a Page he stated, "Pages are like brochures: you post the information you want presented to the world without the two-way communication."

Groups are a place to communicate about shared interest with certain people. You can create a group for anything – your family reunion, your after-work sports team, your book club." Group Administrators can customize the privacy settings depending on who you want to be able to join and see the Group. If you'd like to be a part of the group, you need to click the "Join" button at the top of the Group's page. If the Administrator has privacy settings on a Group, you will not be able to see the posts until your request to join has been accepted by the Administrator. Group accounts also allow you the opportunity to require prospective members to answer questions before allowing them to join the group. When Tim Roberts was asked to describe Groups, he indicated that "Groups are like coffee klatches". Coffee klatches are where a group of people come together to converse over coffee.

Clubs who wish to set up Facebook accounts need to decide whether they want their dance information presented like a brochure: they post and people can see the information, their comments may be screened for approval; or do they want their club's Facebook account to be more of an exchange of information where people who have joined the Group can comment.

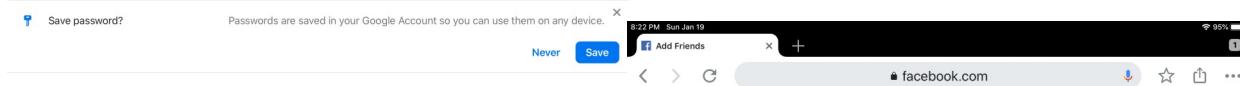
Creating your Facebook Profile Page/Account. Anyone over the age of 13 can create a Facebook account or Profile. Your Profile page is where you talk about you – where you are from, what schools you attended, books you like, movies you like, etc. It is also where you set up your account privacy settings. You can chose to have your account Public – where everyone in the world can see everything you post; Friends who are on Facebook; or a custom setting where you can pick individuals or block individuals. On each post you can change the settings and then change the settings back after you have added your photo or club flyer. In other words, if I have posted a club flyer on my wall, I want everyone to see it, not just my friends. I change the Privacy settings on the flyer to Public. After I post the flyer, I change the Privacy settings on my personal account for my posts back to Friends.





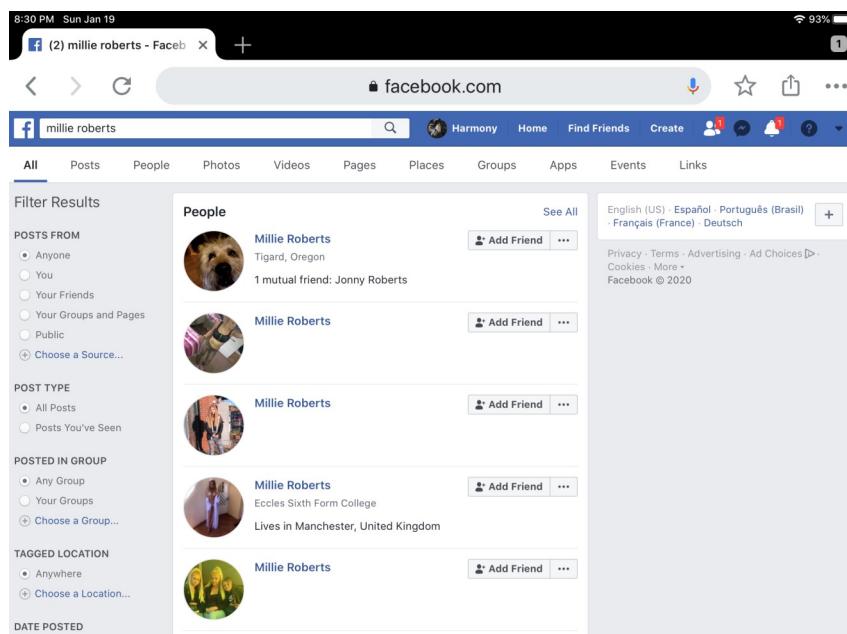
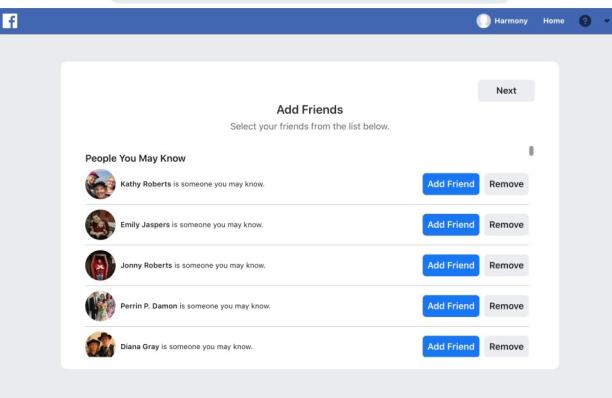
Creating Your Facebook Account-Profile

1. Go to www.facebook.com/r.phr
2. Enter your name, email or mobile phone number, password, date of birth and gender.
3. Click on Sign Up
4. Finish creating your account by confirming your email or mobile phone number



5. After giving your basic information, Facebook is ready to go! The next screen is where Facebook will suggest Friends for you to invite to your page. Because it is pretty smart, it has figured out that Harmony and I might have the same friends. This is a sample of a suggested Friends list. You have the option of sending them a friend request or removing them from your list. If you send them an Add Friend Request, you will receive the message "Friend Request Sent". When they accept your Friend Request, Facebook will notify you that your request was accepted.

6. Insert your Profile picture or a picture that will help your friends identify you when they receive your friend request or search for you on Facebook. This picture shows why it is important. In the white space next to the "F" logo, we are searching for Millie Roberts. Facebook will try to guess which one you want. If there is no picture, how can you tell? To add a picture, click on your name on the upper left side of the screen to bring up your profile information. Click on the area that says Profile picture. It will give



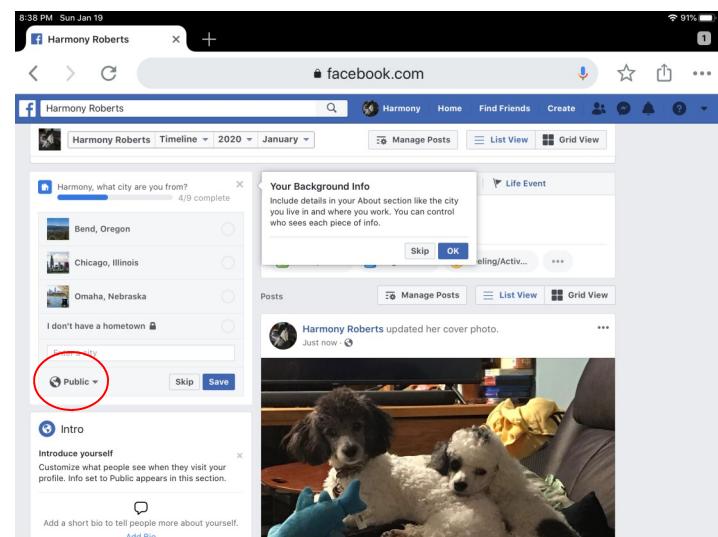
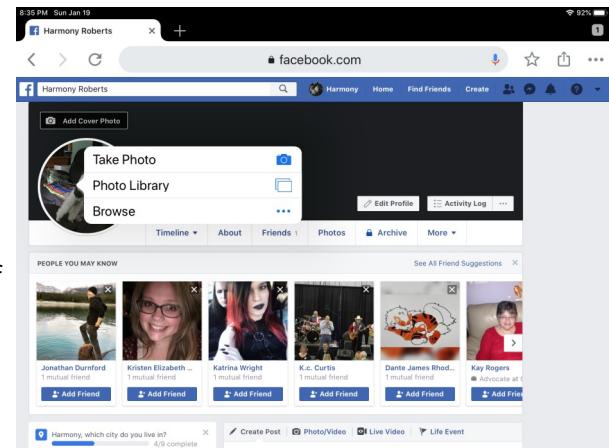
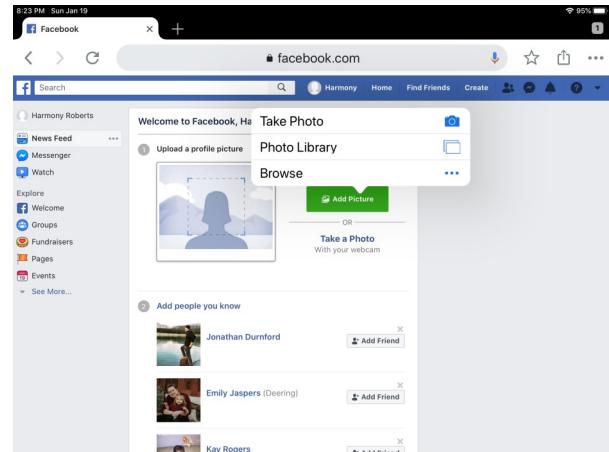
you the option to take a picture, pick one from your Facebook Library, or upload a picture from your computer. Since Harmony's account is new, she doesn't have pictures loaded into Facebook yet so she will have to upload pictures from her computer by selecting Browse. Browse takes you into your computer so you can select your picture or artwork.

7. Adding a **Cover Photo** – or the large photo behind your Profile picture, click on the Add Cover Photo link – top left side. To select your Cover Photo, you have the same options that were given to you for your Profile photo. Once your photo is in place, you can drag it into position. Click "Save Changes". At this time, Facebook will give you a chance to enter your **Background Info** – click on "OK". Enter or skip Hometown, although including your hometown will help prospective friends find you. If you enter information, be sure to save it. Next click on "**Add Bio**". Your bio needs to be short in this section. This is optional.

8. Your next option is to add photos to your page. If you are loading photos from your computer or phone's library, click on **Browse**. This will take you out of Facebook to search on your computer for pictures to choose from. Select the photos you want to import (bring into Facebook) by clicking on your photos. Once you have selected all of your photos, click "Done" at the top of your photo screen. Facebook will load all of the photos you selected into your account. Once you have pictures under your profile, you can click on **Photo Library** to access your pictures on Facebook.

9. If Facebook doesn't give you the option to continue creating your profile, click on "**Edit Profile**" at the bottom of your cover picture. You can add your current city, education, employment, relationship, family members, favorite quotes, or about yourself or leave it all blank.

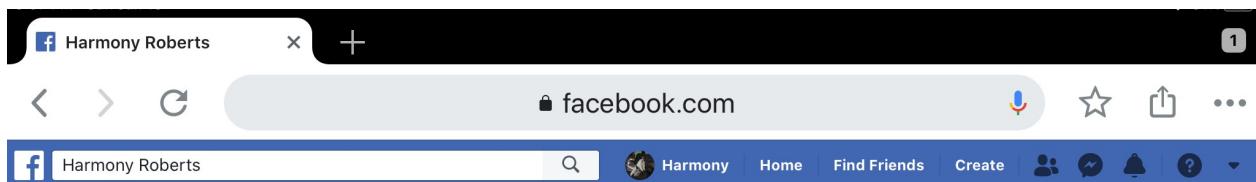
When you are finished, click on "**Save**".



The **About You** information is set up as Public access so that anyone can see it at any time. This helps people find "YOU". Your [new account](#) starts as a "Friends Only" account. To adjust your privacy or who can see your posts, click on the down arrow at the top of the bar and click on "Settings". Here you will see your name, your User Name (assigned by Facebook) contact number and other settings. What we are going to change is on the left side of the screen.

- **Security & Login** – choose 3 friends to help if you get locked out of your account. Click on choose – enter your friends' name in the box and confirm – if you don't have at least 3 – they won't accept the names.
- **Privacy** – This is where you change your account privacy settings or who can see your posts. Click on Edit. Then click again on "Friends" to bring up all of the options. If you are setting up an account so that you can set up a Group or Page for your club, consider changing the settings to "Friends" or "Public". Remember "Public" means literally everybody in the world can see it. I have my account set to "Friends" so if I advertise my club, only my friends will see the post unless I tag someone. Then their friends will see it too. However, it doesn't go worldwide.
- **Timeline and Tagging** is where you decide who can post on your timeline. Since my personal account is set to Friends – that is exactly who can post on my timeline; my friends, friends who have been tagged and their friends. You can change the privacy or access to your posts in this setting. You can also change your setting on each individual post that you create. Tagging is linking your comment or post to someone else's timeline. Their friends will be able to see your post. You can also "tag" a photo with the person's name to identify them.
- Continue down the settings – you will need to decide whether or not to set up **Face Recognition**. Facebook uses it to suggest tags for your pictures (labels).
- **Notifications** – some people get really upset when they get notified every time a friend posts comments on their Facebook page. In this link, you can adjust what things you are notified of. If you do not want to see everyone's activity – shut it off in the Updates from Friends.
- One really nice feature of Facebook is it will notify you of your friends Birthdays.

The Blue Bar at the top of the page



- **Search** – (magnifying glass). Click in the white bar and enter in names that you are searching for. This is how you find your friends that are on Facebook or businesses or things that are on Facebook that you would like to check out. This is why inserting a picture that represents

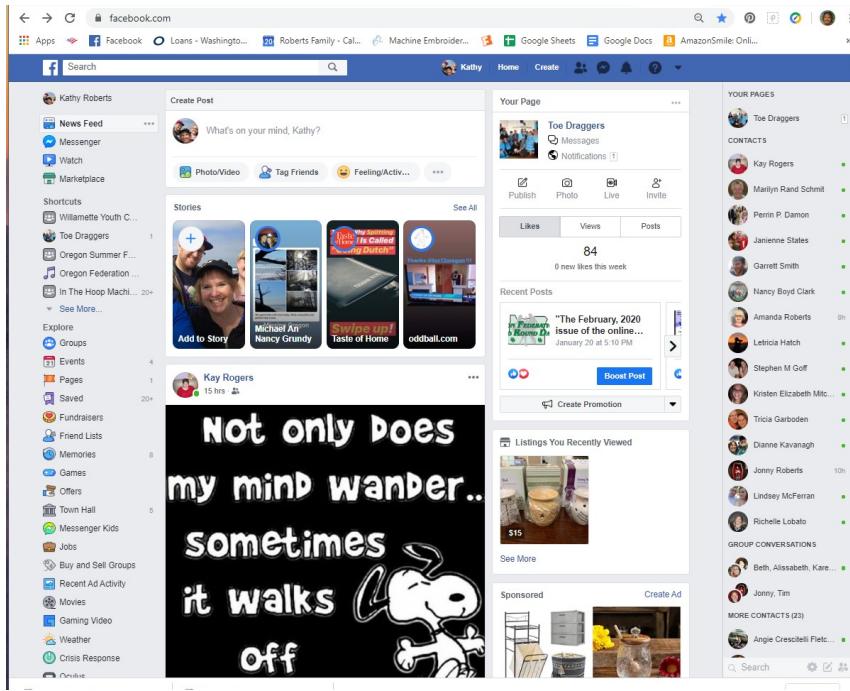
you and entering your hometown is important. You want people to find YOU. Remember, there are billions of people on Facebook. If someone contacts you with a blank profile picture, there is an excellent chance they are a spammer. Do not accept friend request or send friend requests to people you don't know.

- **Profile picture** – Click on your picture to go back to your Profile page – the Profile page is where you can access your Activities Log, information about you or your profile, your photos, etc.
- **Home** – Click on Home to go back to your Newsfeed page or your Wall. If you click once, it will take you back to where you deviated to explore a link. If you click twice, it will take you to the top of the Newsfeed.
- **Create** – this is a new link from one of the last updates. It is a shortcut for creating Pages, Ads, Groups, Events, Marketplace Listings and Fundraisers.
- **Friend Requests** - this is the double head or people icon – this is supposed to represent you and a friend. Click on here shows any pending Friend Requests you have. It will also show your how many friends have sent you a friend request.
- **Messages** – this is the blue bubble with a squiggly line in the middle. Messenger allows you to communicate with one or a group of people in a private setting. You have to specify who you want to communicate with. A separate window will pop open for your conversation. If you wish to see your conversation in full screen mode, double click the top of the message. To return to the home screen, click on “Home” at the top in the blue bar. You can also set up conversations between several friends or a group by entering multiple friends at the top of the window.
- **Notifications** – this is the bell icon. When someone posts on your wall, responds to one of your requests, or a friend that you have set up to be notified of their posting, a small red square with the number of notifications will appear by the bell. Depending on how you set up your account, you may also hear a chime. When you click on the bell, a drop down menu with all of the notifications (including birthdays) will appear.
- **? – Quick Help** – click on the question mark for a list of Quick Help subjects. There is also a Support Box for you to communicate with Facebook and a link to report problems.
- **Account Menu** (down arrow) – The down arrow gives you access to managing your pages, your groups and your advertisements.
 - * Shortcut to your Activity Log. Your activity log shows all of the posts that you have posted, liked, or commented on. The main link is on your profile page, bottom right of cover picture.
 - * Shortcut to your News Feed preferences
 - * Shortcut to your General Account Settings
 - * Log out button -- **** Note – if you are sharing or borrowing a computer, always log out of Facebook when you are finished for a period. Facebook stays open until you log out so anyone using your computer would have access to it. You can also be logged into Facebook through multiple devices at any time (phones, tablets, and computers).**

Side Bars – the columns alongside your posts on your Home Page or Wall

- **Left Side Bar** – This is another menu that gives you access or links to areas that you may use a lot including

- Messenger –
Clicking on this button will pull up everyone that you have had a chat with in the recent history. To continue your chat with them, click on the chat bubble and enter your text
- Watch – These are videos and movie clips



- Marketplace – Facebook has access to on-line Garage Sale sites. Clicking on this link will bring up Facebook's top picks for you to look at based upon your previous browsing history. You can check out buy or sell on this site.
- Shortcuts to Groups you visit or manage.
- Groups Facebook has picked for you to explore.
- Events – not only Events that you have created or have been invited to are listed, but all Public Events that Facebook thinks you will be interested in.
- Pages – that you manage or have created.
- Fundraisers – shortcuts to Fundraisers you have been invited to or that your friends have set up. It also gives you guidance on how to create your own Fundraiser.
- Friends List – gives you the opportunity to set up lists of friends who you consider Acquaintances and may want to restrict what they see on your posts; close friends who can see everything; custom friend lists; and restricted friends list.

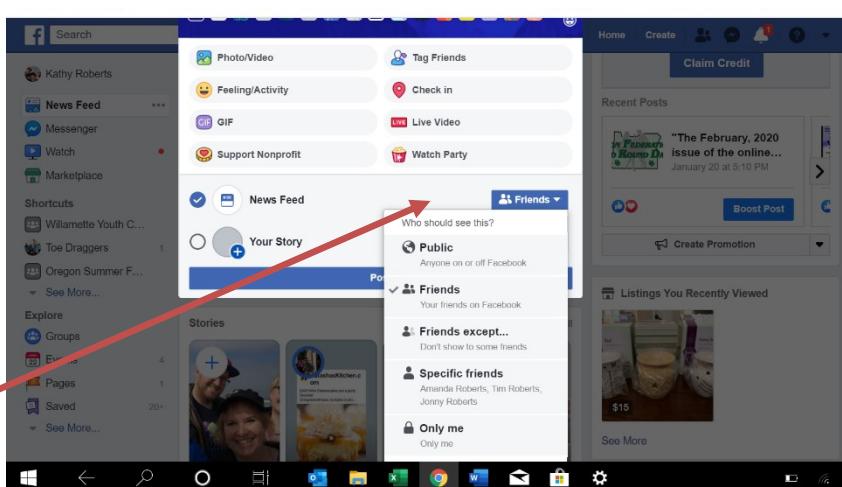
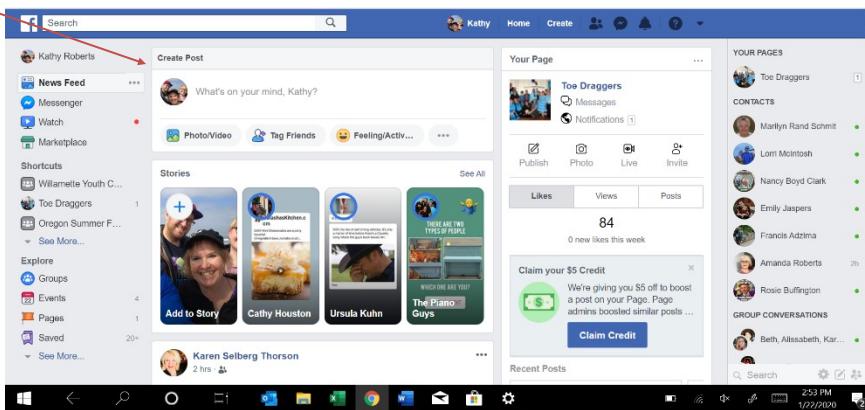
- Games – a link to Instant Games that Facebook has guessed you might like to play based upon your history
- And more
- As you add Groups or pages to your account, this bar will expand to list your groups and areas Facebook thinks you are interested. When you click on an item in this you can return to the Newsfeed by clicking on Home
- **Right Side Bar (1)** – the one closes to your News Feed shows activity on your pages, advertisements, events, posts, and on-line garage sales groups (if you have visited any of them).
- **Right Side Bar (2)** – closest to the edge of your screen shows the friends you communicate with the most. Your most frequent friends are usually towards the top. If you see a Green dot next to them, they are currently on-line. You can send a message to them by clicking on their name.

Facebook posts –

Posting or putting comments onto your Wall or Home Page is easy. To enter a comment, simply click on the “Create Post” box and type. A dialogue box will open underneath your comment field.

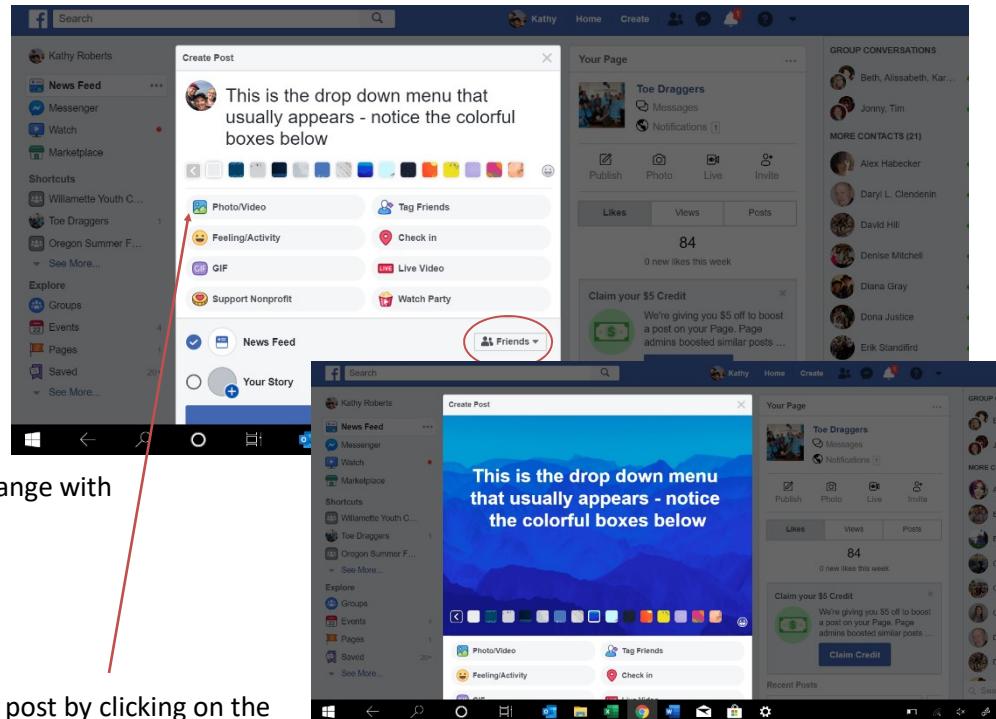
You have many options available for each post. This dropdown menu shows your options — you can post a photo or video, add an emoji that shows how you are feeling, tag friends so that your post appears on their wall, check in so that you can let your friends know where you are and set your Privacy setting if you want to change it for this post.

Currently, the post is set for Friends —the dropdown menu shows your other options.



This is another picture of the entire comment box with its drop down menu. Notice the colorful little boxes under the comment field. These are background choices you can select for short messages.

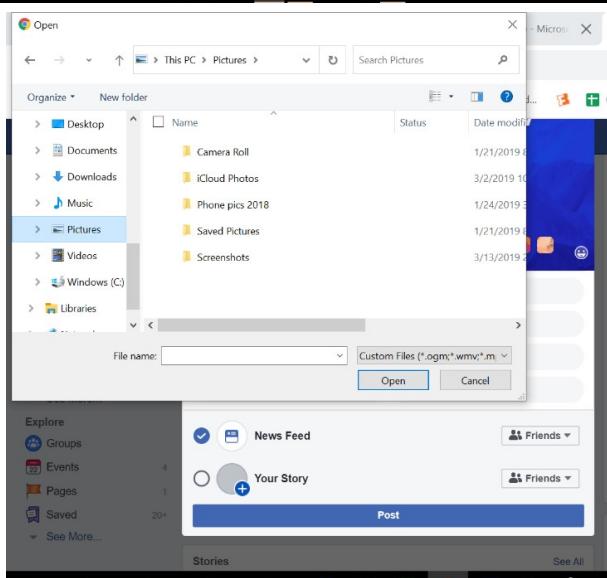
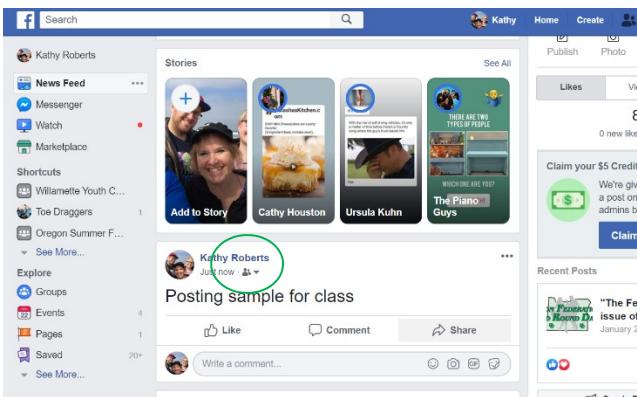
The backgrounds change with the seasons.....



Insert Photo to your post by clicking on the Photo/Video key. If you are adding a photo, be sure to use a .jpg. You can add a .pdf, however your attachment will not be visible unless people click on it each time the post is viewed. The problem with this is most people will not take the time to click on an attachment while they are scanning their newsfeed.

After clicking on the Photo link you will have the option to Browse your computer for photos, this is a sample of the Browse photo menu. You search your computer for the picture you are going to upload.

This is what a post looks like after you click on the



Post key. For this particular post, your Friends will see the post and be able to share it. Notice the Green Circles around the Privacy Settings.

If after you post you notice that the Privacy setting was not what you wanted, click on the Privacy icon and change it (double people) to the desired setting.

This is how it looks when Facebook posts your comment to your Newsfeed or "Wall".

Once your comment has been posted on your wall, it is ready for comments from your friends.

This comment is coming from Harmony. She clicked on the word Comment directly under the post and entered her comment. When finished, she hit the keyboard Enter key (talented puppy don't you think?). Notice Harmony's comment is directly under my post. The way

Facebook placed her comment under my comment is called a Thread. All future posts under this main post will be added to the Thread. Also, note that Facebook keeps track of who makes each post, not only with their name, but their Profile photo, too.

A screenshot of the Facebook Newsfeed. A post by Kathy Roberts titled "Posting sample for class" is visible. Below it, a comment by Harmony Roberts says "Looking Good". The comment is timestamped "1 min". There is a reply input field below the comment. The sidebar on the left shows various news items and groups like "Willamette Youth C...". The top right features a "Claim Credit" button and a "Recent Posts" section.

A screenshot of the Facebook Newsfeed showing the same post and comment as above. However, the comment by Harmony Roberts now contains a typo: "Uh oh, I think I'm going to make a typoooo -- I think". The comment is timestamped "15m". A red arrow points from the text "3 little dots after my comment." to the three dots at the end of Harmony's comment. Another red arrow points from the text "I can correct this by clicking on the" to the "Edit..." option in the dropdown menu.

Uh oh, I made an error when I entered my next comment. Don't be sad, it is easily corrected. Since I am the one who made this error, I can correct this by clicking on the 3 little dots after my comment.

Clicking on the three dots will open a small dropdown menu with two choices – you can either Edit the comment or Delete the comment. At this time, I'll edit the comment and remove the typos.....

A screenshot of the Facebook Newsfeed showing the same post and comment. The dropdown menu for Harmony's comment is open, highlighting the "Edit..." option with a red circle. The other option, "Delete...", is also visible.

And here, you can see the results of using the Edit key. The typos have been removed. I also could have deleted this comment instead of correcting it.

A screenshot of the Facebook Newsfeed showing the same post and comment. The dropdown menu for Harmony's comment is open, with the "Edit..." option highlighted. The edited comment now reads "well 😊". The timestamp is "17m - Edited".

If I decide I want to remove my entire post, I can delete it from my Newsfeed by clicking on the three little dots are at the top of my post – across from my name ...

This time, the dropdown menu brings up a lot more options.

You can edit what you originally posted, hide the post, turn off the ability to comment on this post, and delete the post. I am going to delete the post and it will disappear from my Newsfeed. I do want to point out, that posts are never really gone. If you posted something you later regretted, you may delete it from your Newsfeed – however, someone else may have already seen it and copied. Only post what you don't care if your mother or your boss can see. The post really is somewhere in the ether and could come back to bite you.

You can also post from your Profile page. It works the same way. The main difference between posting from your Profile page and your Wall is your posts appear on the Profile page. Your posts, your friends post, advertisements, etc. appear on your Newsfeed. You will probably spend most of your time on your Newsfeed Wall.

You can find your previous posts by looking on your Activity Log on your Profile page. You can access this from the down

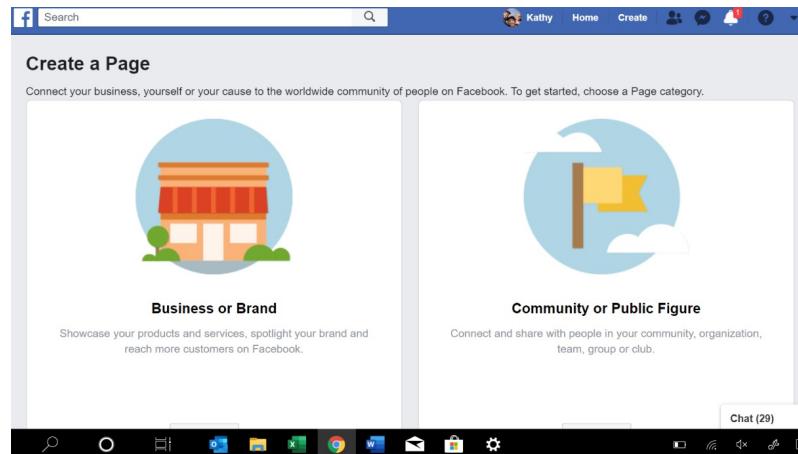
arrow on the end of the Blue Bar or on your Profile Page. The link is on the bottom of your Cover Photo.

Clicking on the Activity Log will bring up all of the posts, comments, photos, etc. that you have made. To check out a comment you made earlier, click on the date/time of the comment. It will take you to the comment/post in your Newsfeed.

The Activity Log also gives you another way to check your Privacy setting on previous posts. The last column in your Activity Log notes the Privacy setting. The World icon shows that when I commented on the National Convention post, it was a Public post – everyone in the world can see what I wrote. Two lines up you can see the “Friends” only icons which limits the visibility of that post to my Friends. If there is just one person, that means only Friends can see my post and can not share it.

Creating Pages

Decision time for your club.... Page or Group..... If your club decides they would prefer a Page—click on the “Create” link on the Blue Bar to create your Page.

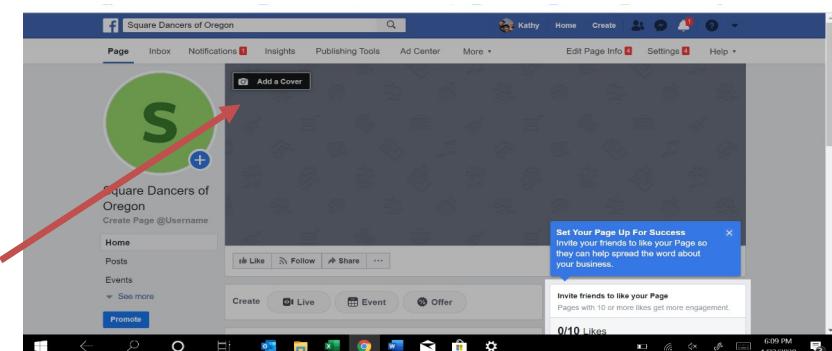


Decide on a name for your page.

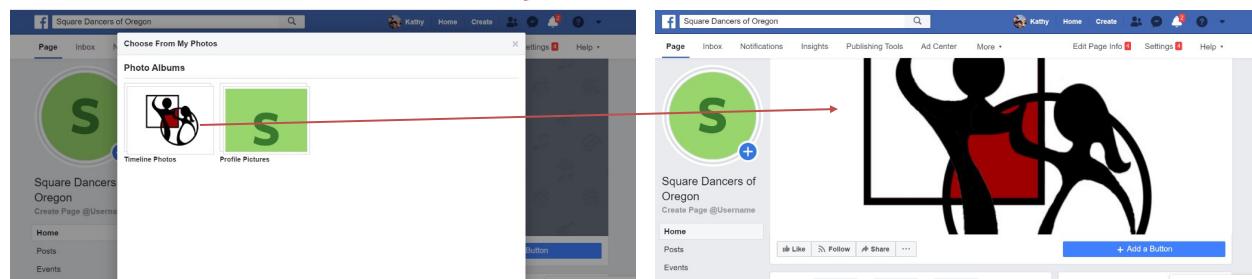
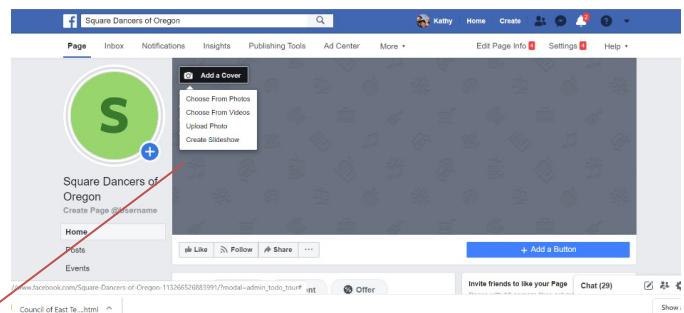
Usually this will be your club name. I picked Dancers of Oregon for my page name and have it listed under the Dance Category.

The next screen asked for a photo – you can put your club logo since this is a small area. The Cover photo asked for another picture – you could put your club group picture here or something that represents your club. I skipped it for this example so you can see how to update or add photos after creating your page

The Page has been created, now we are going to make it usable to people who are looking for it. To add a Cover Photo, click on the “Add a Cover” link above.



I saved the USDA Square Dance logo to my computer so I'll click on it:

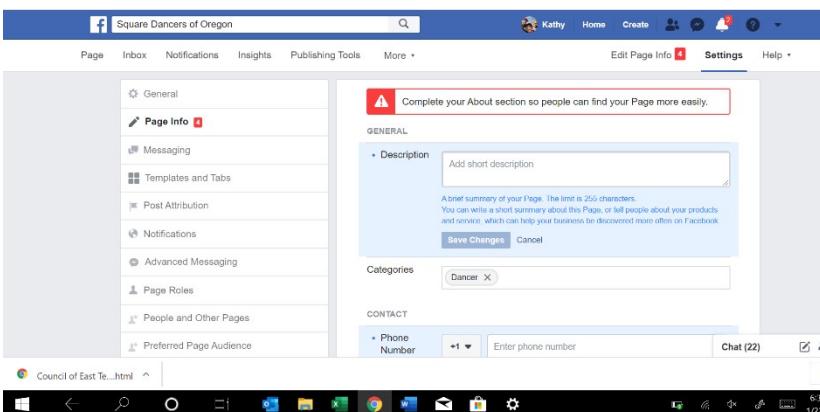


It doesn't fit very well since it has the wrong size shape for this window. If you were picking a Cover photo, you might consider selecting one that has a landscape orientation.

To update the Profile picture, click on the existing profile picture which will bring up this dropdown menu.



Don't forget to fill out all of your Club information on the Page Info pages. When you click on the Page Information at the top of the Page, you will be directed to options for you to fill in for your club. Once you finish filling in all of your Clubs information, it is time to let your friends know that it is up and running.



Search for Friends using the Search area on the Blue Bar or ask your friends to visit your page and click on "Like" to be sure they receive all of your messages. You can post, comment, and share essentially the same way that you do on your own personal Wall.

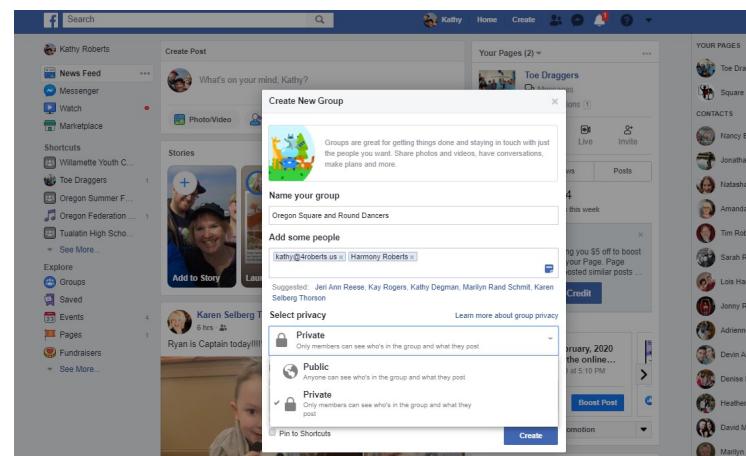
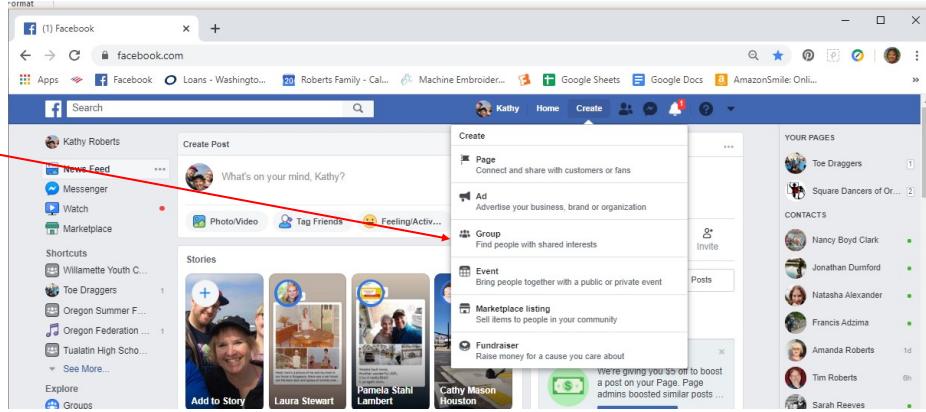
Creating Groups

Groups work really well for square dance clubs. Groups are designed for clubs and other organizations who are sharing information and not just trying to sell merchandise. The Oregon Federation of Square and Round Dance Clubs Facebook page is a Group. Groups can be set up to admit anyone who would like to join the Group or you can set them up to require the Group's Administrator's approval. For the Federations' Group I have it set up that you have to acknowledge that the Group is only for the promotion of Square and Round Dancing before being allowed to join. This was originally set up so that people who wanted to sell things couldn't post their items or fill our feed with non-dance related information. After we had a couple people join who started inviting their entire Contact's list regardless if their friends were square dancers or not or even cared about dancing, I set up another question that let prospective group members know that they were invited and that they were welcome if they want to Join us. Most of the people that have been invited to join by others opt out of joining. It's better that they are given the choice of refusal than having them report our Group to Facebook as spam.

Group Administrators are also given the authority to remove posts or even members if they violate the policies. We've had a few people who have posted non-dance material or political material. I contact the person who posted and tell them that I will be removing their post and why. If they do it again, they are deleted. It's up to your club how you want to handle people who don't follow your policies.

To set up your Group, go to your Facebook Newsfeed and click on Create in the middle of the Blue Bar

After clicking on Create, the next screen asks for the name of your group and immediately asks for you to add Friends. Next is where you set your Privacy settings—Public or Private. If you want the communication to just be between you and the rest of the group, select Private. Public will allow prospective visitors to see what is happening in your club. The last question on the page under the Privacy dropdown menu is it asks if the page is visible to anyone looking for it.



Next add your Cover Photo. If you click on Upload, it will bring up your Computer's photos. Clicking on Choose Photos will allow you to pick what is already in your Facebook photos. You can also pick from a couple of their prepared illustrations. Save your cover photo or artwork selection. Your Group is now ready to go.

When you click on "Members" in the Left Side Bar, it gives you a list of everyone who has "Joined". Notice, even though earlier I enter Harmony as a member, she is not listed. A request has been sent to Harmony and in order for her to join the club, she has to "accept" the invitation. Facebook has gone through my contacts and is suggesting people I might want to invite. If I want to invite them, I click on the Invite link. If they accept the invitation, they become members of the Group.

First stop you should make is to the "About" section in the Left Side Bar to enter information about your club.

- Click on the Description box to enter information about your club and then Confirm by clicking on the blue key. This club is a Public Club, is visible to anyone looking for it

Here are some of the Administrator tools available to help keep your Group safe and running the way you want it to.

The next item in the Left Side Bar is about Group Quality. Due to all of the false news and unverified statements that has been posted, Facebook looks for fake news now and will alert the Administrator if anyone in your Group has violated the Community Standards. If the Group continues to post fake news Facebook will stop recommending the Group to other people.

This screenshot shows the Facebook Group 'Oregon Square and Round Dancers'. The left sidebar is open, displaying various administrator tools under 'Admin Activity'. These include 'Topics for Posts', 'Scheduled Posts', 'Member Requests', 'Approval Notifications', 'Create Rules', 'Membership Questions', 'Member-Reported', 'Auto-Flagged', 'Keyword Alerts', and 'Automatic Member Approvals'. The main content area shows a group photo of people dancing with balloons and a city skyline in the background.

This screenshot shows the same Facebook Group page, but the 'Watch Party' link in the left sidebar is highlighted. A modal window titled 'Introducing Watch Party' is open, explaining that it allows users to watch, talk, and react to the same videos at the same time during a watch party. It includes sections for 'Add Video', 'Watch Together', and 'Invite Friends'.

Creating an Event

A Facebook Event is a way of inviting people to attend a special gathering in the Real world versus the Facebook world. For clubs, it could be a special dance where you are hoping to attract people. It could be a birthday party, or other gatherings.

There are a couple ways to create an Event. You can create them from your personal Profile Wall or from your Group's page. According to Facebook.com/Help there are certain rules for creating & posting Events.

Event names must accurately reflect the event. Only the host of the event can manage event details. Event names can't include (Facebook.com/Help):

- ◆ Terms or phrases that may be abusive or violate someone's rights
- ◆ Improper capitalization. Event names must use grammatically correct capitalization and may not include all capital letters, except for acronyms. The first letter of the event must be capitalized.
- ◆ Symbols (example ® or unnecessary punctuation)
- ◆ Long descriptions, such as a slogan. Event names are limited to 64 characters.

Facebook also has some fun ways to help promote your club. One of the new ones is to have "Watch Party". Click on the link in the Left Side Bar. You can have an on-line Group party. Everyone in the Group can participate from their own computers.

Creating an Event is easy and painless. While in your Group's feed, click on Events on the Left Side Bar to create your Event. When your Group's Events screen opens, it will show you if you have any Events scheduled. The "Create Event" key is immediate under the Cover Photo.

The Dropdown menu is easy to follow — just enter your data and click "Create".

Notice at the bottom, I picked the Oregon Federation to co-host this non-dance event since it is an OFSRDC event. If you are creating this event for your club, make sure your club is the name that appears as Co-Host. Your club needs the publicity and the recognition. The dancers need to know who is sponsoring the dance. You can put other dance details such as the caller, cuer, special food, costumes, etc. in the Details section that is just barely visible. After 3:00 pm on Saturday, the Event will disappear.

The Group Administrator is the one who has the authority to update, add to, or delete the post. Be sure to check out your Event listing on your Left Side Bar.

When you are happy with how the Event page looks, click on the Share link underneath the Event name and start inviting your Facebook Friends.

Creating Events from your Personal Profile page is done the exact same way.

Facebook is really great about holding your hand and guiding you through the process. If you ever get lost or confused, check out their "Help" section by clicking on the Question mark inside the black dot on the Blue Bar.

Facebook Cautions

Friends—As you add friends to your Facebook account, you need to consider whether you are after quantity or quality. Some people try to accumulate as many friends as possible. Consider, do you really want all of these people knowing everything about you; when you will be gone, what you like, what you dislike, etc.? Facebook will suggest friends to you based upon your other friends and the ads that you stop and look at. You do not have to accept Facebook's recommendation. Use the Search key to find people who you really want to be Friends with.

You are also going to start getting Friend request from people you don't know. You do not have to accept these, either. If you don't think you know them—delete them. You are also going to get Friend request from people who are already on your Friend list. These are from a cloned account. Delete the request and report it so that Facebook can disable the page. The cloner doesn't hack the person's account so telling them to change their password doesn't thwart the ones who cloned the account. Delete and Report. Their purpose is to get your information and to sell it to 3rd parties.

Privacy—It really is up to you to protect your Privacy. Think before you post. You will be invited to play all sorts of games by your friends, Facebook, and their subscribers. Most of these games look like a lot of fun – comparing your likes and dislikes or preferences to your friends. However, all of these games are designed to retrieve personal information about you -- opening a window into your life since these questionnaires do not go away. They are repeatedly forwarded to the next group and the next and the next. There have been cases where sharing this information has caused problems when 3rd parties take your information and share it or compromise your safety.

We all really love to see vacation photos, but if you post on Facebook that you are going on vacation, maybe include a comment about someone is staying in your home while you are gone and emphasize it. Otherwise, you've just sent an invitation to visit your home while you are away. Something Tim and I sometimes do is make use of the "Check-in" feature when we post about going to a Broadway show or some other fun thing. This is also letting people know where we are and how long we are going to be gone. If there were nefarious people looking, yes we would have just given them an invitation..... so I guess it all boils down to how paranoid should we all be?

Consider also, if you are looking for a job, employers have been known to look at your social media accounts to determine what type of person you are. The information you are sharing is not private – it is shared and is available to anyone looking for information on you. So, be careful and think before you post. Don't post if you think it will hurt or offend someone, if your Mother would be embarrassed, if your boss would consider firing you if they read your post, fake, or if it is something that is not yours to share. In 2018, it was revealed that Facebook allowed third parties to access their users' private information. Since then, they have tightened their security rules. However, the ultimate responsibility of protecting your privacy belongs to you. Entering data into the games and posting private information on Facebook about your family or your job is giving all sorts of data to anyone who has a Facebook account.

Facebook can be a lot of fun and gives you the opportunity to visit with friends and family from near and far. Just remember to be safe and enjoy.

Sources: www.makeawebsitehub.com/social-media-sites
 www.facebook.com/help
 www.dummies.com/social-media/facebook