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Edition



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Facebook: The Missing Manual. Facebook's popularity is skyrocketing, drawing more than 400 million people to this combination online village green, personal website creator, and souped-up address book. But one thing you won't get when signing up is a printed manual. Enter *Facebook: The Missing Manual*, Second Edition—the witty, authoritative guide you need, now revised and updated to include all of Facebook's latest features.

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The important stuff you need to know

- **Getting started, getting connected.** Signing up is easy, but the real payoff comes when you tap into networks of coworkers, classmates, and friends. This book explains it all—including how to pick and choose who gets to see what, and how to steer clear of people you want to avoid.
- **Adding applications.** Ranging from silly (fortune cookies and video games) to serious (goal tracking), thousands of mini-programs can transform your Facebook account into an addictive, one-stop resource. Learn how to find and install your favorites.
- **Facebook for grownups and businesspeople.** Facebook isn't just for Junior anymore. Thousands of companies and business professionals use the site for everything from project collaboration and advertising to filling (and finding) jobs. This book is written for adults of all ages.
- **Protecting your privacy.** Creeps are everywhere online, but on Facebook you can feel especially exposed with so much personal info on display. This book offers an easy-to-follow, multi-pronged approach to staying safe.

E. A. Vander Veer has authored or edited more than 15 computer books, covering everything from Excel basics to JavaScript and XML. Her work has appeared in dozens of online and print publications, including *Byte*, *The Writer*, *Salon*, and *CNN.com*.

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Facebook™

The Missing Manual

Second Edition

Facebook: The Missing Manual, Second Edition

BY E.A. VANDER VEER

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The Missing Credits

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Missing Manuals are witty, superbly written guides to computer products that don't come with printed manuals (which is just about all of them). Each book features a handcrafted index; cross-references to specific pages (not just chapters); and RepKover, a detached-spine binding that lets the book lie perfectly flat without the assistance of weights or cinder blocks.

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Introduction

Maybe a Facebook invitation showed up in your email inbox and you're trying to decide whether to join the site. Maybe you were alarmed when you heard your kids mention *poking* each other on Facebook. Maybe the Wall Street buzz caught your attention when Facebook—a whippersnapper of a website that didn't even exist until 2004—clocked in at a breathtaking value of \$15 *billion*. Or maybe you've noticed that Facebook mentions are regularly making it into your favorite local and national news programs.

However you heard about it, everybody seems to be talking about Facebook. And for good reason: In an astonishingly short period of time, Facebook has grown from an online yearbook for college kids to an Internet juggernaut with over 400 million members.

So what *is* Facebook, anyway? It's a free-to-use, wildly popular *social-networking site*—which just means it's a way to connect with other people—that combines the best of blogs, online forums and groups, photo sharing, and much more. By tracking the connections its members make with each other, Facebook makes it easy to find and contact people—everyone from old friends and roommates to new customers, new bosses, and even folks you've never met before who share your interests.

Note If you're thinking that Facebook sounds a lot like MySpace, you're right. The difference? In a word, positioning. Facebook does pretty much the same stuff as MySpace, but in a cleaner, more controlled, more professional way. MySpace's blinking, flashing, online teen haven now boasts far fewer members than Facebook. And over half of all new Facebook members count themselves among the 25-and-older crowd, so it's not just for college kids anymore.

How Facebook Works

First, you type in your personal and professional information—as much or as little as you’re comfortable sharing. (Most folks add extras such as photos, videos, and audio clips.) Then, you establish connections with groups of Facebook members, like everybody who went to your alma mater, or everybody who works at your company. Finally, you add individual connections to other members, such as the guys on your soccer team, your next-door neighbor, and the two or three old flames you’re still speaking to. Bingo: Instant access to the personal and professional details of all the folks you’re connected to, the folks *they’re* connected to, and so on. You can think of Facebook as a 400-million-plus-entry searchable Rolodex—on steroids.

The two parts of the site you interact with most often are:

- **Your profile.** Your profile is the page that other Facebook members—friends, relatives, coworkers, long-lost roommates, potential bosses, and so on—see when they look you up on Facebook (you can, of course, view your own profile, too). The *Wall* and *Mini Feed* parts of your profile make it easy for your friends to see what you’re up to. The figure below shows a sample profile.



- **Your Home page.** The majority of your Facebook Home page is taken up by a *News Feed* (page 82) that chronicles your friends' Facebook activities. The right side of the page shows stuff you might want to act on: requests your friends have made, upcoming birthdays, and so on. It also lists any requests—to befriend someone or to install an application (page 198) one of your friends found useful, for example—that require your attention. To get to your Home page, click either the word "facebook" or "Home" at the top of any Facebook screen. Page 83 shows you what a typical Home page looks like.

What You Can Do on Facebook

Like all social-networking sites, Facebook blurs the line between personal and professional: Your boss is just as likely to be on Facebook as your kids. Still, most folks focus on either professional or personal stuff when they're on the site. The following sections list some of the things you can do on Facebook.

Social Activities

Facebook began as a social-networking site for college kids (it was started by a Harvard student), and personal interactions are still the main reason people sign up. You can:

- **Look up (and be looked up by) long-lost pals.** Facebook wouldn't be very useful if no one used their real names—you wouldn't be able to find anybody! But since it's fun to find people and have them find you (and because Facebook's official policy requires truthfulness), members tend to provide their real names, photos, and personal details. Chapter 3 teaches you how to search for people on Facebook.
- **Make new friends.** Facebook makes it easy to search out and contact folks with similar interests, whether you like Pedro Almodóvar movies or are frustrated with Geometry 102. And because your personal info is available for other Facebook members to see, you can learn a little about someone before you decide to contact or befriend him. Online special-interest *Groups* (Chapter 6) let you exchange views with like-minded Facebook members, and *events* (Chapter 7) let you arrange face-to-face meetings with other members.

- **Keep in touch with far-flung friends and family.** Other Facebook members can sign up for regular updates from you. For example, you can send out party updates to fellow students stuck in study hall, or share photos of your new granddaughter. Likewise, you can sign up to get updates about what your friends and family members are doing. Chapter 5 teaches you all about automatic updates.
- **Make yourself heard.** Facebook's blogging feature (called *notes*—see page 95) lets you put text and photos on your profile. Think beefed-up online journal.
- **Buy and sell stuff.** *Marketplace* (Chapter 8), Facebook's answer to classified ads, lets you buy and sell stuff online using a credit card.
- **Keep tabs on your kids.** Facebook started out as a way for students to meet online, and it's still big with college and high-school kids. Getting acquainted with Facebook not only helps you understand the language your kids are speaking; it also gives you a frank look into their online social lives.

Professional Uses for Facebook

You don't have to be out of work to benefit from social networking. More and more professionals are turning to Facebook to mingle, headhunt, advertise, and work more effectively. Here are some of the work-related things you can do on Facebook:

- **Find a gig.** The resumé you post on Facebook can be as extensive as you want (headhunters use Facebook, too), and there's always the want-ads in Facebook's *Marketplace* (Chapter 8). But because jobs often go to the best-qualified friend-of-a-friend, Facebook's ability to show you who's friends with who can be even more useful—maybe one of your friends knows the hiring manager, say.
- **Find an employee.** Facebook can help you recruit—and even vet—new hires (see Chapter 9).
- **Keep up to date on team projects.** Subscribing to *feeds* (page 89) and *notifications* (page 86) keeps you in the loop regarding upcoming deadlines and other details, such as whether team members on the other side of the building are still online or have left for the day.
- **Collaborate.** Use Facebook's *Walls* (page 74), *notes* (page 95), and *Groups* (Chapter 6) to exchange ideas, photos, and more; *messages* (page 66) to send email; and *events* (Chapter 7) to schedule meetings and lunch dates.

- **Market yourself, your products, or your company.** For relatively little scratch, Facebook gives you a couple ways to promote things:
 - **Pages** are special, interactive profiles for companies, bands, celebrities, and nonprofit organizations that you can create for free.
 - **Ads** can include graphics and text; they appear in Facebook's ad space (the lower-right part of any screen).

Big-bucks sponsor companies have even more marketing options. Chapter 11 explains all your choices.

About This Book

Facebook is a terrifically fun and useful site, and compared to a lot of other websites, it's remarkably easy to use. But that's true only *if* you already know what you want to do on Facebook, and—most important—why.

That's where this book comes in: It's the book you *should* have been able to download when you registered for Facebook. It explains what kinds of things you can do on the site and how to go about doing them. You'll find tips for diving headfirst into Facebook without looking like a newbie, keeping in touch with your friends, expanding your social circle, and using Facebook as a poor-man's business-collaboration tool. This book also guides you through the staggering forest of privacy options so you can get the most out of Facebook with the least amount of risk (see Chapter 13).

This book is designed for readers of every skill level, from I-just-plugged-in-my-first-computer-yesterday to Internet expert. Concise intros lead you into step-by-step instructions of how to get stuff done. The Notes scattered throughout the text give you alternatives and additional info, and the Tips help you avoid problems.

Missing Manuals on Facebook

You can find Missing Manuals' own home on Facebook by typing ***Missing Manuals*** into the Search box at the top of any Facebook screen. Use the Page's **Wall** (page 74) or **discussion board** (page 119) to post feedback about this book or any Missing Manual. And the Page is a great place to meet other folks who are fans of Missing Manuals—or to become a fan yourself (see page 180).

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Part 1

From Signing Up to Staying Connected

1 Getting Started

Google, the iPod, spam: Only a handful of technological forces have gone from tiny to towering seemingly overnight, and Facebook is part of this elite group. One big reason: Setting up a Facebook account couldn't be easier. In the time it takes to say "howdy," you too can be part of the frenzy.

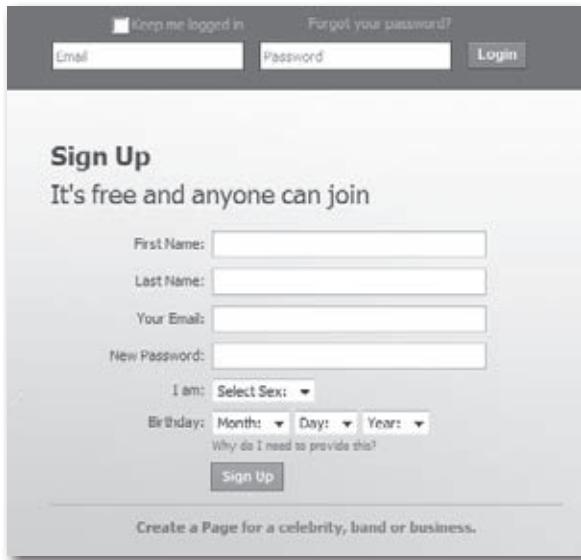
Then—if you like—you can fill out an optional Facebook *profile*, a series of questions regarding your likes, dislikes, educational and professional background, and so on. You can even include photos of yourself. The more accurately and completely you describe yourself to Facebook, the more useful you'll find the site. (After all, headhunters and old college buddies can't find you if you fake your information.) This chapter shows you how to sign up for an account, fill out your profile, and get to your personalized Facebook Home page.

Tip Of course, the more info you give Facebook, the greater the risk that someone will steal or misuse that information. See Chapter 13 for ways to get the most out of Facebook while minimizing your risk.

Signing Up for an Account

Facebook accounts are free, and have only two requirements: You need a working email address, and you have to be over 13 years old. Here's how to sign up:

1. **Point your web browser to www.facebook.com.** If you're on a Windows computer, you'll get the best results with Internet Explorer or Firefox. If you're on a Mac, use Firefox or Safari. (If you're not familiar with Firefox [it's free], check out www.firefox.com.)



Tip You probably don't want to sign up for Facebook using your cellphone because there's quite a bit of typing involved, but you can in a pinch; see Chapter 14.

2. **In the Sign Up area, fill out all the fields.** Facebook doesn't let you skip any fields, but you can change your answers later (page 33).

— **First Name/Last Name.** Facebook expects you to use your real name, not an alias. Don't type in the name of a group or company, and don't include special characters like parentheses or titles such as Mr., Ms., or Dr.

If you like, after you finish the sign-up process you can add your maiden name to your account so people you knew before you got hitched can find you. To do so: At the top of any Facebook page, click the Account link and select Account Settings from the drop-down menu. On the page that appears, click Name and type your full maiden name in the Full Alternate Name field. You'll see that Facebook is already set up to include your maiden name on your profile and in search results should any old flame be looking for you. Click the Change Alternate Name button when you're done.

Tip For the most part, it's up to you whether or not you give Facebook accurate personal details. But Facebook actually uses a combination of computer programs and real, live humans to weed out obviously bogus registration details. Type in Elvis Presley or Mickey Mouse for your full name, for example, and there's a good chance your registration won't go through.

— **Your Email.** Make sure you type in a working email address. If you don't, you won't receive the confirmation message Facebook sends you, and therefore won't be able to complete the sign-up process. If you're interested in joining your employer's or school's Facebook *network* (Chapter 2), use your work email address (*kris_kringle@acme.com*) or your student email address (*kris_kringle@asu.edu*), respectively. If you're worried about privacy, sign up for a free email address from a site such as www.mail.yahoo.com or www.gmail.com and give Facebook this new email address.

Note Facebook limits you to one personal Facebook account per email address.

— **New Password.** Make up a six-character or longer, case-sensitive password (you can use numbers, letters, and punctuation), and then jot it down in a notebook or some other safe place so you don't forget it.

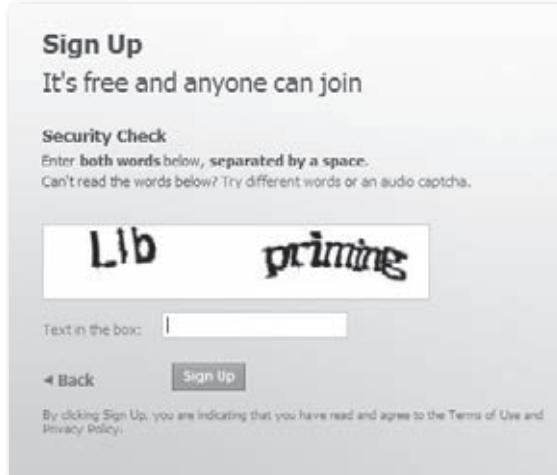
— **Birthday.** Make sure the year you choose puts you over age 12—Facebook doesn't let under-13s use the site.

Tip Facebook requires you to hand over your birth date when you're creating a personal account. But because not everyone wants to share her age with the world, the site gives you a way to hide your birth date from fellow Facebook members (see page 22).

When you finish, click the Sign Up button. If you forgot to fill out any of the fields, you'll see the Sign Up page again, this time with a message at the top that reads, "You must fill in all of the fields." If you filled everything in to Facebook's satisfaction, you'll see a second Sign Up page, explained next.

— **On the second Sign Up page, type the security check words into the "Text in the box" field.** This step is to make sure you're a real, live person and not a computer (computers can't read the squiggly text).

Tip If you wait too long to type in the words that appear above this field—say you get called away from your computer and leave the half-finished Sign Up page overnight—Facebook may refresh the words and ask you to type in the new ones.



— **Click the green Sign Up button.** Ideally, you should click both the Terms of Use link and the Privacy Policy link and read both of them *before* you click this button. In reality, though, you'd need 3 hours and a law degree to make sense of them. And because Facebook reserves the right to change them any time it gets the urge, you'd have to keep re-reading them every day. So just click Sign Up and be done with it. After you do, Facebook displays a three-step process you can use to find folks you know who are already on Facebook, and then describe yourself (by creating a Facebook **profile** and, optionally, uploading a picture of yourself) so that folks can find *you*.

Tip Here's the gist of Facebook's terms of use and privacy policy: Be nice (don't spam anybody or post pirated stuff), be honest (leave out personal details if you must, but make sure the details you *do* give Facebook are accurate), and don't blame Facebook for anything bad that happens (like your office Christmas party pictures ending up in *National Enquirer* after you post them on Facebook). Break these rules, and Facebook can boot you off the site.



Tip If you're called away from your computer or need to log out of Facebook before you complete the three-step get-started-on-Facebook process, no problem: Just log into your favorite email program using the email address you typed into Facebook's registration page. In your inbox, you'll find a welcome message from Facebook containing three icons you can click to begin (or complete) each of the three steps.

Step 1: Finding Your Friends on Facebook

The whole point of being on Facebook is to get—and stay—in touch with people. So it's no big surprise that the first of Facebook's three setup steps gives you a chance to find out which of the folks you regularly email is already on Facebook. Page 47 covers this step in detail, but here's the gist:

1. **On the Getting Started screen, make sure Step 1: Find Friends is selected.**
2. **Type in the email address you use to communicate with the most pals** (or, alternatively, leave in the email address you used when you registered for your Facebook account) and then type in the password to that email account.
3. **Click Find Friends.** When you do, Facebook scans your email account for email addresses and tries to match each one to a Facebook member profile.

Note

If you don't use a Web-based email address (such as *your_name@gmail.com*, *your_name@yahoo.com*, or *your_name@aol.com*), Facebook may not have any luck finding friends based on your address (you may even see an error message about the site being unable to import contacts from that address). In that case, just continue with the setup process and add friends later using the methods explained in Chapter 3.

If you regularly use email to keep in touch with pals *and* don't mind handing over the password to your email account (and that's a big if), the steps outlined above can be a quick way to add a bunch of your real-life friends to your Facebook social circle quickly and easily. But if you'd prefer to locate your friends on Facebook yourself after you've had a chance to create a profile (explained next)—or just don't feel comfortable giving email account info to Facebook—you've got options that you can come back to when you're ready, as Chapter 3 describes. For now, click the "Skip this step" link to move along and start building your profile.

Step 2: Creating Your Profile

A Facebook *profile* is a collection of facts about you: everything from where you went to school and how old you are, to what kind of romantic relationship you're in (or hope to be in) and your favorite TV shows. All your Facebook friends and fellow network members can see your profile details (except for the Facebook members you explicitly exclude; see Chapter 13).

Facebook automatically creates a bare-bones profile for you based on the info you entered when registering, and then gives you the opportunity to add just a couple more details concerning work and school that help you connect with Facebook friends quickly and easily. Whether or not you add additional details—and how much you add—is up to you.

Tip If you *do* decide to flesh out your profile, brevity and truthfulness pay off by helping Facebook connect you with like-minded folks. That's because Facebook automatically lists your profile answers in the search results of other members. The site can also suggest potential friends by matching your profile info with that of other members; see Chapter 3.

When polishing your profile, ask yourself:

- **What do I want to get out of Facebook?** If you just want to check out your ex's Facebook profile, you don't need to waste time crafting one of your own. But if you hope to use Facebook to do some networking and land a job, spending some time building your profile is definitely worth the effort.
- **How security conscious am I?** Although Facebook's success is based, in part, on its scrupulous commitment to member privacy, the sad truth is that everything you put on the Internet is subject to possible misuse and theft—including what's in your Facebook profile. So think twice about including political, religious, sexual, and other sensitive proclivities unless revealing these details is absolutely necessary. For example, if you registered for Facebook specifically to connect with other political activists in your area, fill out the political section of your profile; otherwise, skip it.
- **How much time do I want to spend on this?** Profile building can be a huge time suck. If you're anxious to start using Facebook, just add a few details now. You can always add more later (page 21).

Tip If all you add to your profile is one detail, make it a flattering picture of yourself (see page 17). Doing so is quick, easy, and lets folks who already know you identify you right off the bat—even if your name is John Smith.

To add basic school and work details to your Facebook profile:

1. **On the Getting Started screen, make sure Step 2: Profile Information is selected.**

The screenshot shows the 'Step 2 Profile Information' section of the Facebook setup process. At the top, three steps are shown: 'Step 1 Find Friends', 'Step 2 Profile Information' (which is highlighted in grey), and 'Step 3 Profile Picture'. Below this, a heading says 'Fill out your Profile Info' with the sub-instruction 'This information will help you find your friends on Facebook.' There are three input fields: 'High School' (with a dropdown for 'Class Year'), 'College/University' (with a dropdown for 'Class Year'), and 'Company'. At the bottom left is a 'Back' button, and at the bottom right are 'Skip' and 'Save & Continue' buttons.

2. **Click in the High School field, start typing the name of the school you attended, and—when Facebook displays your high school—click to select it.**
3. **Repeat step 2 for the College/University you attended (or are attending) and the Company you currently work for.** If you went to a bunch of colleges or have worked for a bunch of companies, you can list them all; see page 26.
4. **Click Save & Continue.** Facebook displays a list of members you might know based on the schools and workplace you selected. To *friend* (page 53) one or more of the folks listed, click the "Add as friend" link that appears below the person's picture. When you finish, click Save & Continue.

Note

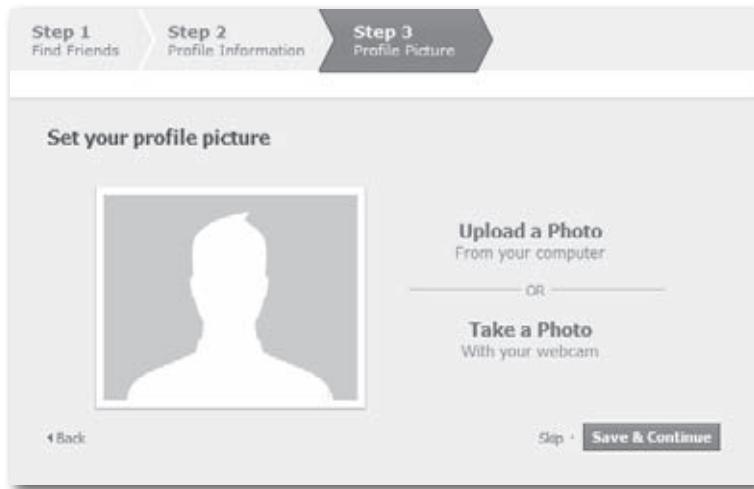
Where you went to school and where you work are the most useful pieces of info to Facebook when it comes to matching you up with possible friends. To describe yourself more fully, flip to page 26.

If you'd rather not add anything at all to your profile at this point, click Skip. (You can always come back and add to your profile later; page 21 tells you how.)

Step 3: Adding a Picture of Yourself

Until you add a picture to your profile, Facebook displays a dorky blue-and-white outline of a guy with a cowlick. Replacing that outline with a picture of yourself is a good idea because it helps searchers identify you more easily. To add a picture to your profile:

1. **On the Getting Started screen, make sure Step 3: Profile Picture is selected.**



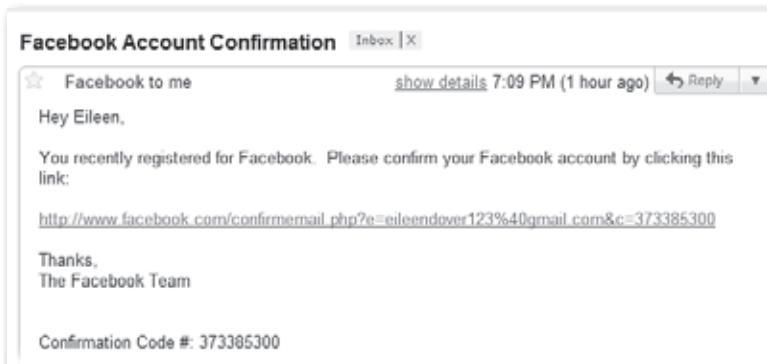
2. **Click the "Upload a Photo" link.**

Tip Technically, if you have a webcam set up on your computer, you can tell Facebook to snap your photo by clicking the "Take a Photo" link and smiling into your webcam. But odds are that you have a better shot of yourself lying around on your hard drive than you'll be able to get with this method.

3. **In the Upload Your Profile Picture dialog box that appears, click Browse to search your computer for the 4-megabytes-or-less .jpg, .gif, or .png picture file you want to add to your profile.** After you select the picture you want, Facebook automatically adds it to your profile. (Page 28 shows you how to change it.)

Confirming Your Facebook Registration

After you register for an account, Facebook sends a confirmation email to the address you typed in while you were registering.



Most of Facebook's useful features (such as letting you join Groups and discussions) don't work until you confirm your registration, so you want to do so as soon as you get a chance. Here's how:

- In your Facebook inbox, click the “Check your email” registration reminder message that appears, or just open your email program the way you usually do.** Either way, in your email program's inbox, you'll find a message from Facebook asking you to confirm that you want to join.



Tip Facebook's pretty quick about responding to registration requests. Typically, the confirmation email shows up in your inbox within a couple of minutes.

- In your email program, click the link in the confirmation email or cut and paste the link into your web browser.** Bingo: Facebook displays a welcome message on your newly created, personalized Facebook Home page. Congratulations—you're officially registered! (You're automatically logged in, too.)

The screenshot shows the Facebook registration process. Step 1: Search your email for friends already on Facebook. Step 2: Fill out your profile information. Step 3: Activate your mobile phone. Step 4: Find people you know.

1 Search your email for friends already on Facebook
Your Email:
Find Friends You're On Mail
Facebook will not store your password. Learn More.

2 Fill out your profile information
Help your friends find you by filling out some basic profile information.
Edit Profile

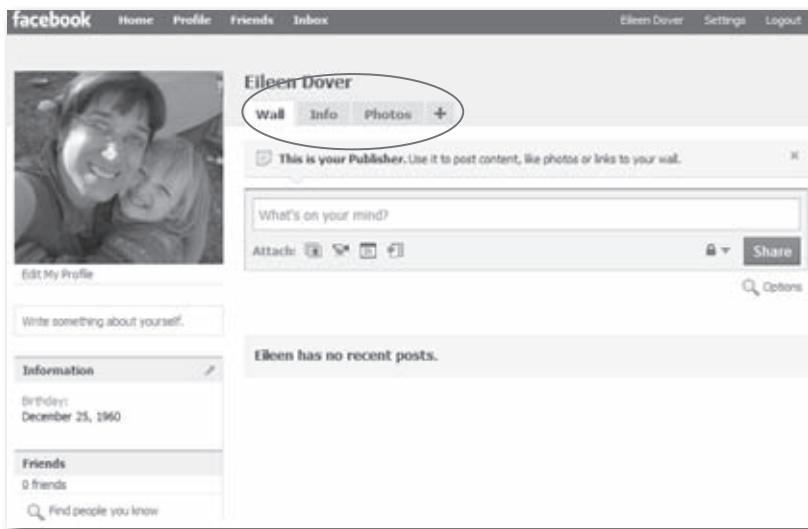
3 Activate your mobile phone
Receive texts with your friends' Status Updates and Messages instantly.
Update your Status and Message friends using SMS.
Register for Facebook Text Messages
Already receive a confirmation code?

4 Find people you know
Search by name or look for classmates and coworkers.

Viewing Your Profile

Taking a look at your profile from time to time is a good idea because it lets you see yourself as other Facebook members see you. To view your profile:

- 1. Make sure you're registered (page 10) and logged in (page 211).** If you just finished registering by clicking the link in the confirmation email, you're already logged in.
- 2. Head to the top of any Facebook screen and click Profile.** Your profile comes with three built-in tabs to help organize your personal information: the Wall tab (page 74 describes your Wall and how it works), the Info tab (which you use to update your profile information as shown in this section), and the Photos tab (you use this to create and edit photo collections; see page 163). If you find yourself adding mountains of details, such as links or video clips, to your profile, you can click the + tab to create additional tabs and avoid cluttering your profile—page 197 shows you how.



The profile that appears lists all the info you've given Facebook. If you've just registered, the only details you see are the bare-bones ones Facebook got from you during the registration process.

Note Until you tell Facebook differently, anyone on Facebook can see your profile (except for sensitive stuff like your birthday and your political and religious views, which only your friends—and their friends—can see). To fine-tune who can see what, head to the top right of any Facebook page and click the Account link, select Privacy Settings from the drop-down menu, and then click Profile Information. Chapter 13 has more details.

3. Click the Info tab. Facebook displays four main categories of profile information (you may need to scroll down to see them all): Basic, Personal, Contact, and Education and Work.

Note If you've already added some profile info, you'll see that information listed instead of the four main categories. To get to the screen with the four categories, click the Edit Information link in the upper-right part of the Info tab.

Tip Over time, your profile can get so huge you can't read it easily. To collapse a category of info, click the flippy triangle next to the category's header; click it again to expand the category back into view.

Adding Basic Info

Most of the information Facebook categorizes as "basic" really isn't all that useful. You'll probably just want to type in your hometown and country and skip the rest. (You can skip *all* of it, if you like; none of it's required.) Here's how to add basic info to your profile:

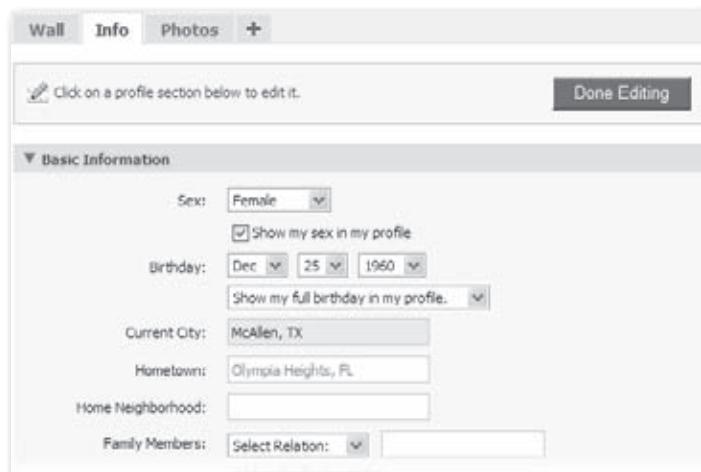
1. **At the top of any Facebook screen, click the Profile link.**



2. **On the page that appears, click the Info tab.**
3. **Make sure the Basic section is expanded.** If it's not, you won't see any fields to fill in. To fix that, click the flippy triangle next to the word "Basic" and then you should see a bunch of fields including Sex, Birthday, and Current City.
4. **Fill in as many of the following fields as you like:**
 - **Sex.** From the drop-down list, choose Male or Female.

Tip To keep "male" or "female" from appearing on your profile (which may help cut down the number of hey-baby-wanna-get-lucky messages you receive), turn off the "Show my sex in my profile" checkbox.

— **Birthday.** If you accidentally gave Facebook the wrong date when you signed up, you can change it here. To hide your age or birthday from folks who can see your profile, from the “Show my full birthday in my profile” drop-down list, choose “Show only month & day” or “Don’t show my birthday”.



— **Current City.** Start typing, and Facebook makes suggestions so you can select your city instead of typing the whole thing out. Filling in this field is useful if you plan to attend in-person events (page 121) advertised on Facebook.

— **Hometown.** Filling this in can help long-lost pals identify you.

— **Home Neighborhood.** Type in any borough, barrio, or other neighborhood description you like; Facebook doesn’t match this name against what you entered in the Hometown field.

— **Family Members.** If any of your clan is on Facebook (or if you want them to be), you can list them here. This can be useful for organizing family reunions and remembering important birthdays. First, click the Select Relation field and then, from the drop-down list that appears, choose Son, Sister, or one of the other relationship options. Then, in the blank field next to the Select Relation field, type in the person’s name. To list more folks, click the “Add another family member” link and repeat the process.



Unless you plan to use Facebook as an online dating service, you can probably skip the next item.

- **Relationship Status.** Click this field to announce your availability (or lack thereof). If you’re interested in using Facebook to meet the love of your life, create a wish list by turning on the checkboxes next to the appropriate “Interested in” and “Looking for” choices.

Note If you do decide to fill out the Relationship section of your profile, keep in mind that Facebook—like all communities, online and off—ascribes very specific meanings to what might seem like innocent labels. Choosing a Relationship Status of “It’s Complicated” or indicating that you’re “In an Open Relationship”, for example, pretty much guarantees that sooner or later you’ll receive the electronic equivalent of mash notes. (Adding provocative photos to your profile makes that even more likely, of course.)

- **Political views.** Cast your vote for Liberal, Conservative, or another label from this drop-down list (the list appears when you start typing).
- **Religious Views.** Start typing in this field and Facebook provides a list you can choose from. If you feel the need, you can expound on your theological leanings in the About Me field of the Personal section, explained next.

5. **When you’re finished, click Save Changes.** Or, if you want to discard what you entered, click Cancel.

Adding Personal Info

Thanks to its roots as a souped-up yearbook for college students, Facebook encourages you to wax rhapsodic about such personal details as your hobbies and your favorite TV shows. To add that kind of info, follow these steps:

1. **At the top of any Facebook screen, click the Profile link.**
2. **On the page that appears, click the Info tab.**
3. **Scroll down to the Personal Information section and make sure it’s expanded (if it’s not, click the flippy triangle next to the Personal Information link).**
4. **In the section that appears, type as much as you like into any of the fields: Activities, Interests, Favorite Music, Favorite TV Shows, Favorite Movies, Favorite Books, Favorite Quotations, and About Me.**

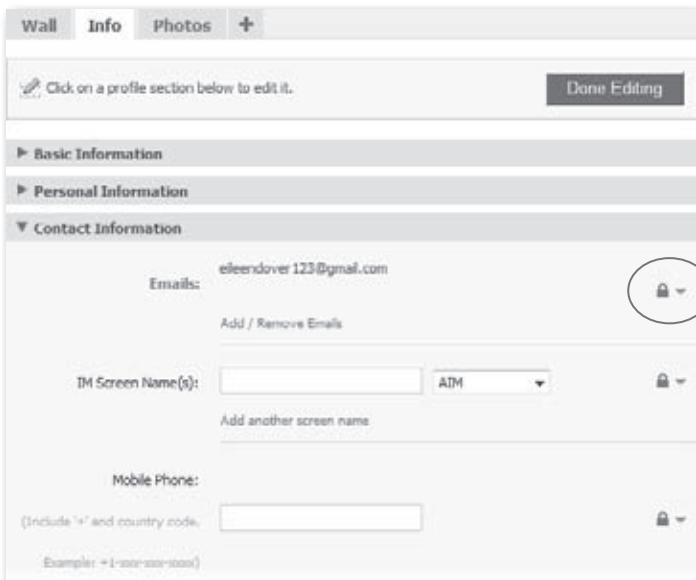
Tip Adding reams of personal tidbits—for example, typing a couple pages' worth of info into every field in the Personal section—marks you as a Facebook newbie.

5. When you finish, click Save Changes and Facebook automatically updates your profile. (Click Cancel to discard your changes.)

Adding Contact Info

After you register, Facebook members can contact you several different ways, including sending you a message in Facebook and writing on your Facebook *Wall* (page 74). But if you like, you can give folks additional ways to contact you by listing your street address, phone number, and instant messaging screen names. Here's how:

1. At the top of any Facebook screen, click the Profile link and then click the Info tab.
2. Scroll down to the Contact Information section and make sure it's expanded (if it's not, click the flippy triangle next to the words "Contact Information").



3. In the Contact Information section that appears, fill in as many of the following fields as you like.

Tip

Clicking the lock icon next to a field lets you tell Facebook who you want to let see the contents of that field: Everyone on Facebook, only your Facebook friends, only your Facebook friends plus *their* friends, or a specific list of people (like all of your bowling buddies who use Facebook, say). For example, by clicking the lock icon next to Mobile Phone, you can make it so that Sarah (who went to high school with you) *can't* see your cellphone number when she pulls up your Facebook profile, but George (who's one of your Facebook friends) *can*. See Chapter 13 for details.

— **Emails.** Clicking the Add/Remove Emails link lets you change your contact email (the one Facebook uses to get in touch with you).

— **IM Screen Name(s).** If you have an account with an instant messaging service such as AIM (AOL Instant Messenger), you can add your instant messaging alias or *screen name* to your account. Doing so lets anybody looking at your Facebook profile see if you're logged into your instant messaging program (Facebook displays a green dot next to your screen name when you're logged in). If you're logged in, people with an instant messaging program installed on their computers can click your screen name to start messaging you.

To add a screen name, type it into the field and then, from the drop-down list, select your instant messaging service. Your choices are AIM, Google Talk, Skype, Windows Live, Yahoo, Gadu-Gadu, and ICQ. Facebook lets you add up to five different screen names.

— **Mobile Phone, Land Phone, Address, City/Town, Neighborhood, Zip.** If you wouldn't feel comfortable heading to your local community center and tacking up a flyer listing your phone number and street address, you probably don't want to add these details to your Facebook profile.

— **Website.** You can list multiple websites; just make sure you type each URL (such as <http://www.mycoolsite.com>) on its own line. Feel free to skip the *http://* part; Facebook adds it automatically.

Tip

If you want to give people who visit your website access to the info on your Facebook profile, click the “Create a Facebook badge for your website” link. Doing so whiskers you to a Profile Badges screen displaying a clickable thumbnail image (which Facebook calls a **badge**) made up of your profile picture and the Facebook logo. Follow the instructions on the screen to cut and paste a bit of HTML code into one of your website’s source files, and voilà—folks who visit your website can click on your badge to see your Facebook profile. If your website is a blog hosted by Blogger or Typepad, adding a Facebook badge is even easier; just click the appropriate button on Facebook’s Profile Badges screen and follow the instructions.

4. When you’re finished, click **Save Changes**, or click **Cancel** to discard your changes.

Adding Education- and Work-Related Info

If you’re a student or work at a decent-sized company, adding a few school- or work-related details to your profile is well worth the time. After all, the whole point of Facebook is to try to mimic your real social circles—and if you’re like most folks, a lot of your real-life friends are fellow students and coworkers.

You may have added basic school- and work-related info right after you registered for Facebook (page 16). Taking the time to add to these details is handy for connecting with long-lost pals, because Facebook lets you search for people based on matching profile details. So, for example, you can easily look up folks who worked at the same pizza place you waitedressed at in college.

To add details about the school you go to (or attended in the past):

1. At the top of any Facebook screen, click the **Profile** link and then click the **Info** tab.

2. Scroll down to the “Education and Work” section and make sure it’s expanded (if it’s not, click the flippy triangle next to “Education and Work”).

The screenshot shows the 'Education and Work' section of a user's profile settings. At the top, there is a header with a downward arrow icon and the text 'Education and Work'. Below this, there are two main sections: 'College/University' and 'High School'.
College/University: A text input field contains 'ASU', and a dropdown menu shows '1990'. Below this is a concentration input field and a dropdown menu.
High School: A text input field contains 'Casa Grande Union High School', and a dropdown menu shows 'Class Year'. Below this is a dropdown menu labeled 'Remove High School' and a link 'Add Another High School'.
At the bottom of the form, there are fields for 'Employer', 'Position', and 'Description', each with their own input fields.

3. Fill out any of the following fields that appear (they’re all optional):

- **College/University.** As soon as you start typing, Facebook pops up a helpful list of schools you can choose from. You can add up to five different colleges or universities.
- **Year.** Choose your graduation year from the drop-down list.
- **Attended for.** Your choices are College or Graduate School.
- **Concentration.** Type in the subject you majored (or minored) in. If you double-majored, click “Add another concentration” to add up to three different subjects.
- **High School.** Facebook lets you list up to two different high schools.

- **Class Year.** Choose the year you graduated high school from the drop-down list.
- **Employer.** When you start typing, Facebook displays a list of companies it knows about. If your company is among them, select it from the list; if not, just type in the name.

The screenshot shows a modal dialog box for adding a job. It contains the following fields:

- Employer: A text input field.
- Position: A text input field.
- Description: A large text area for a job description.
- City/Town: A text input field.
- Time Period:
 - A checkbox labeled "I currently work here." which is checked.
 - Month and Year dropdown menus set to "to present."
- Add Another Job: A link at the bottom left.
- Save Changes: A button at the bottom center.
- Cancel: A button at the bottom right.

- **Position, Description, City/Town.**

- **Time Period.** Turn on the “I currently work here” checkbox if you’re still at this job, and then click to select the month and year you started. If you leave this checkbox turned off, Facebook displays another set of Month/Year fields so you can enter the date you left the company.

Tip You can list up to five different employers/jobs by clicking the “Add another job” link.

4. **When you’re finished, click Save Changes or Cancel.**

Adding or Changing Profile Pictures

Until you add a picture of yourself, your Facebook profile is about as visually appealing as a plain brown wrapper. You may have added a picture during the registration process (page 17). If you didn’t—or if you did but want to change it—you can do so easily by creating or editing a Profile Picture Album containing multiple pictures, each of which you can give an optional caption.

Tip

Facebook lets you upload additional photo albums (page 163) and even *tag* the pictures you upload—including your profile picture. **Tagging** is a nifty way of assigning a portion of a picture to a specific Facebook member’s name. For example, say you upload a shot of yourself that shows a coworker lurking in the background. You can drag your mouse to outline your own head and assign that portion of the picture to your name, and then outline your coworker and assign that portion of the picture to your coworker’s name. Tagging helps Facebook members find pictures they’re in, wherever those pictures appear—whether on a friend’s profile or a mortal enemy’s. For the skinny on tagging, check out page 169.

If you haven’t uploaded a profile picture yet, here’s how:

1. **At the top of any Facebook screen, click the Profile link.**



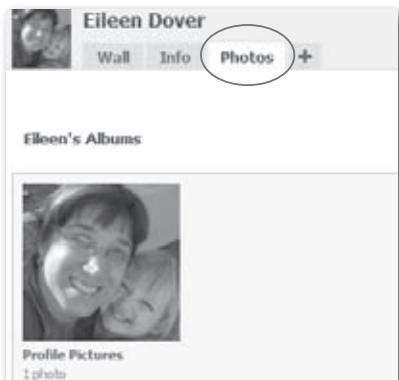
2. **On the page that appears, click the “Upload a Photo” link below the placeholder picture.**
3. **In the Upload Your Profile Picture box that appears, click Browse to search your computer for the image file you want to add to your profile.** Make sure the image you choose is a .jpg, .gif, or .png file that weighs in at 4 megabytes or less (it probably will—JPG, GIF, and PNG files tend to be pretty small). If you need help, the Tip on page 163 tells you how to check a file’s type and size. After you select the file you want, Facebook automatically adds it to your profile. The next time you view your profile (page 19), you see your picture instead of the dorky outlined head.

If you’ve already added a picture to your Facebook profile and want to change it:

1. **At the top of any Facebook screen, click the Profile link and then click the Photos tab.**



If you've already uploaded a bunch of pictures and simply want to swap out your current profile picture for another that you've uploaded: At the top of any Facebook screen, click the Profile link; then, click the Photos tab. On the page that appears, click the picture you want to replace your current profile picture with (depending on how you've organized the photos you've already uploaded, you may have to click on an album first, and then a picture). On the screen that appears, scroll down and click the Make Profile Picture link and, in the confirmation box that appears, click Okay.



2. **On the Albums page that appears, click the Profile Pictures album.**
3. **On the "Your Photos - Profile Pictures" page that appears, click the Change Profile Picture link.**
4. **On the Edit Profile Picture page that appears, click Browse to search your computer for the image file you want to add. Choose a .jpg, .gif, or .png file that's smaller than 4 megabytes.**

The screenshot shows the "Edit Profile Picture" dialog box. It has several sections:

- Current Picture:** Shows a thumbnail of a photo of two people smiling. Below it, text says "You can select a profile photo from your Profile Picture Album."
- Upload Picture:** A section with a "Browse" button and a checkbox that reads "I certify that I have the right to distribute this picture and that it does not violate the terms of use." Below the checkbox is a note: "File size limit 4 MB. If your upload does not work, try a smaller picture."
- Thumbnail Version:** A section with a "Save Thumbnail Version" button and a note: "We use this version of your picture around the site."
- Remove Picture:** A section with a "Remove Picture" button and a note: "You can remove this picture, but be sure to upload another or we will display a silhouette in its place."

5. **Turn on the “I certify...” checkbox.** You can click the “Terms of Use” link to read the legal nitty-gritty of what you’re agreeing to, but here’s the bottom line: Don’t add a picture that you didn’t personally shoot (or draw, or airbrush, or whatever).
6. **Click the Upload Picture button.** The next time you view your profile (page 19), Facebook displays your new picture.

If you like, you can tweak your picture or add more pictures to your Profile Picture Album from the Edit Profile Picture page. Here are your options:

- **To upload an additional picture** to your Profile Picture Album, simply repeat steps 4–6.
- **To change your profile picture to another picture you’ve already added**, click the Profile Picture Album link (it’s on the left, below your current picture). Then, in the window that appears, click the photo you want. Finally, at the bottom of the window (scroll way down), click the Make Profile Picture link and, in the confirmation box that appears, click the Okay button.
- **To add a caption to your profile picture**, click the Profile Picture Album link and then click Edit Photos. In the window that appears, head to the Caption field that’s next to your profile picture; type your text and then click Save Changes. (Captions appear when folks viewing your photo albums mouse over pictures.)
- **To delete a picture from your Profile Picture Album**, click the Profile Picture Album link, click the image you want to remove, and then click Delete This Photo.

Facebook displays a tiny thumbnail version of your profile picture in various places around the site depending on your Facebook activities. For example, if you join a **Group** (Chapter 6), Facebook includes your thumbnail in the Members section of the Group’s profile page. And when you become friends with another member, your thumbnail appears on that person’s **Friend List** (page 58).

Sometimes Facebook uses only a part of your profile picture as the thumbnail, and it might pick a weird portion of the image. Fortunately, you can control which section of the image it displays. To tweak the thumbnail version of your profile picture, on the Edit Profile Picture page, mouse over the thumbnail until your cursor turns into a four-headed arrow; then drag to move the contents of the picture around in its teensy-tiny frame. When you’re happy with the way things look, click Save Thumbnail Version.

Tip For a website that doesn't advertise itself as a photo-sharing site, Facebook lets you do a surprising amount of stuff to your pictures. You can create multiple photo albums, share your photos with Facebook members (and non-Facebook members)—even crop and rotate your photos 90 degrees. At the top of any Facebook screen, click the Profile link, click the Photos tab, and then click the Profile Pictures Album link. In the "Your Photos—Profile Pictures" window that appears, click any picture and then scroll to the bottom of the window to see your options.

Viewing Your Facebook Home Page

After you've registered with Facebook, the site creates a Home page just for you. To see it:

1. **Point your web browser to www.facebook.com.** You see a generic welcome page with a spot for you to log into Facebook on the right.



2. **Log in.** If you always access Facebook from the same computer, you may find that your email address already appears in the Email field. If not, type in the email address and password you gave Facebook when you registered, and then click the Login button.

Tip Think twice before turning on the "Keep me logged in" checkbox. If you do, your browser will stay logged into Facebook until you specifically remember to log out. If you forget to log out, family members, coworkers, fellow library patrons, or anyone else who uses the computer after you log into Facebook can access your account.

3. **After you finish your Facebook session, click the Account link in the upper-right part of any Facebook screen and then select Log-out.** Doing so prevents other folks from getting into your profile and designating you as being "In an Open Relationship," say.

Changing Account Info

Some of the stuff you share with Facebook—like your password, for example—isn’t for public consumption. Because these details are between you and Facebook, they’re not part of your profile, but *are* part of your Facebook account. To change account details:

1. **At the top-right corner of any Facebook screen, click the Account link and, in the list that appears, click Account Settings.** On the screen that appears, make sure the Settings tab is selected.

The screenshot shows the 'My Account' settings page on Facebook. At the top, there's a navigation bar with tabs: Settings, Networks, Notifications, Mobile, Language, Payments, and Facebook Ads. The 'Settings' tab is selected. Below the tabs, there are several input fields with 'change' links to their right:

- Name:** Your real name. (Value: Eileen Dover)
- Username:** Your username.
- Email:** Set your email contact information. (Value: eileen Dover 123@gmail.com)
- Password:** What you use to log in. (Value: masked)
- Linked Accounts:** Use other accounts to log in.
- Security Question:** To identify you as the account owner.
- Privacy:** Control what information you share.
- Deactivate Account:** deactivate

2. **Click the name of one or more of the following fields:**

- **Name.** If your name changes after you register with Facebook—due to a marriage or divorce, for example—you can update it instead of canceling your membership and re-registering. One caveat: Because Facebook runs your name change through security checks to spot potential fraud, the change won’t take effect immediately. (Think days, not hours.)
- **Username.** Confusingly, usernames have nothing to do with the name you give Facebook when you register for an account, and they don’t appear anywhere on your profile. In Facebook parlance, a *username* is an optional name you can use to make the URL people see when they pull up your Facebook profile look neater.

For example, say your brother heads to your Facebook profile. In his browser's address bar, he sees something like this: <http://www.facebook.com/#/profile.php?ref=profile&id=100000598910304>. But after you choose a username, he'll see something like this instead: <http://www.facebook.com/eileendover>.

Note At the time of this writing, usernames aren't available to all Facebook members.

— **Email.** If your email address changes, here's where you let Facebook know.

Note Depending on how much you use Facebook, your email inbox might be swamped with emails telling you that so-and-so wrote on your Wall or invited you to play virtual poker. If this happens, consider getting a new email address just for your Facebook account. You can get a free email address from sites like www.mail.yahoo.com or www.gmail.com.

— **Password.** For security reasons, you have to type in your old password, and then enter your new password twice.

— **Linked Accounts.** If you regularly use another site, such as Google or Yahoo, and then switch over to Facebook (hey, there are worse morning-coffee routines), you can save time by telling Facebook to log you into Facebook automatically each time you log into Google (or Yahoo, or MySpace).

— **Privacy.** Facebook lets you decide who gets to see the info you share with the site. Privacy is a big issue with potentially nasty ramifications, so Chapter 13 is devoted to understanding and customizing your privacy settings.

— **Deactivate Account.** If you don't like Facebook, you can just stop using it, but Facebook gives you a better way to break things off. By *deactivating* your account, you get a chance to tell Facebook's designers why you don't like it (actually, you can't deactivate until you *do*). And turning on the "Opt out of receiving emails from Facebook" checkbox during the deactivation process lets you stop Facebook-related notifications and invitations from appearing in your inbox.

2 Joining a Network

What Facebook does best is track connections between people who've joined the site. The easiest way to make a bunch of Facebook connections in one fell swoop is to join a **network**—a group of people who have work or school in common: in other words, fellow employees at a company or graduates and current attendees of a particular school. Joining a network takes a lot of the grunt work out of finding interesting real-world groups and events, shopping for local stuff, and contacting real-life friends and coworkers. You can't just join any ol' network, though—there are some restrictions, as this chapter explains. And if you want to **create** a new network, you can suggest it to Facebook. Read on for the full scoop.

Note Facebook used to let you join regional networks based on where you live, but the company recently decided that these networks weren't worth the trouble and pulled them. After all, it's unlikely you're friends with everyone in your town just because they happen to live in your town. So no more regional networks on Facebook.

How Networks Work

A Facebook **network** is simply a group of people who work or go to school (or who *used to* work or go to school) in the same place. You'll probably want to join at least one network as soon as you register, because until you do, the only folks whose profiles you can see are those you specifically tell Facebook you want to be friends with (see Chapter 3).

Note You can't see a network member's profile until you join that network, but you *can* see a few public details, such as the member's profile pictures and friends.

When you join a network, two things happen:

- **You get immediate access to the Facebook profiles of all fellow network members, as well as access to the network's Groups, events, market listings, and other goodies.** There are a few exceptions: Some Facebook members choose to hide their profiles, and some Groups and events are restricted (see Chapter 13). But you still get access to a mountain of dishy details—all of which are potentially useful and interesting to you because you have something big in common with all the other network members: the school you go (or went) to, or the company you work (or worked) for.

Note Another way to home in on people who share a common interest (such as Oprah fans, marathon runners, or needle felters) is by creating or joining a Facebook **Group**. See Chapter 6 for the skinny on Groups.

- **Everybody else in the network can look up your profile information—including a running list of all the things you've been doing in Facebook.** Network members can also see your hometown, your political views, your contact email address, and everything else you added to your profile. And by viewing the **Mini Feed** (a running list of your—and, optionally, your friends'—activities on Facebook) that automatically shows up on your profile, they can also see that an hour ago you uploaded a picture, half an hour ago you joined a Group, and two minutes ago someone wished you Happy Birthday.

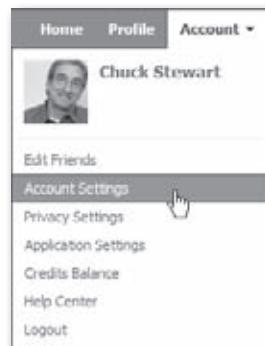
The screenshot shows the Facebook search interface with the search bar at the top. Below it, there's a sidebar with filters: 'All Results' (selected), 'People', 'Pages', 'Groups', 'Applications', 'Events', 'Web Results', 'Posts by Friends', and 'Posts by Everyone'. A search bar with the placeholder '(if the person you're looking for doesn't have Options Six listed on their profile, they will not appear here (remove filters))' is present. The main area displays four search results, each with a profile picture, name, network information, and a 'Send a Message' button. The first result is 'Charity Deglow-Sole' (Name: Charity Deglow-Sole, Networks: Option Six, Friends: 1 mutual friend). The second is 'Murt Hegedard' (Name: Murt Hegedard, Networks: Option Six, Friends: 6 mutual friends). The third is 'Tilly Rose' (Name: Tilly Rose, Networks: Indiana, Friends: 35 mutual friends). The fourth is 'Don Mitchell' (Name: Don Mitchell, Networks: Friends, Friends: 20 mutual friends).

Tip It's one thing to let everyone in your network see the details you specifically added to your profile; it's another to let them peek over your virtual shoulder as you go about your business on Facebook. Do you really want the whole world to know that you changed your religious views 12 times in the last 2 hours or left your online knitting group in a huff? To learn how to keep network members you haven't specifically "friended" from being able to view your Mini Feed, see page 212.

Viewing the Networks You're Already On

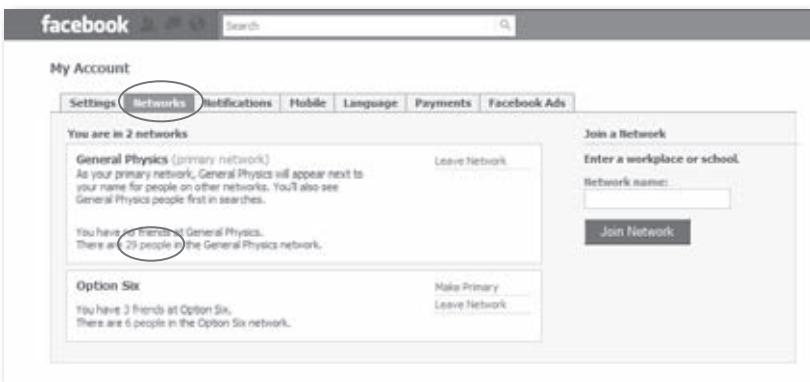
Maybe you've already joined a network. Maybe you can't remember if you have or you haven't. To see which networks you've already joined:

1. At the top right of any Facebook page, click the Account link and, in the drop-down list that appears, click Account Settings.



2. On the My Account screen that appears, click the Networks tab.

The tab that appears lists all the networks you belong to. To see who else is in a particular network, scroll down to the network you're interested in and click the "XYZ people" link.



Note Facebook automatically adds the *Global network* (see the next section for info on this unexclusive club) to everybody's account, but it doesn't appear in your list of networks or anywhere else. Like air, the Global network simply exists.

Joining a Network

When you register, Facebook automatically adds you to the not-super-useful Global network, which gives you access to globally organized groups and events. But you definitely want to join at least one more network. Technically, you can belong to as many as five different networks, but if you're like most people, two or three (a network for your work, your school, and maybe that fresh-out-of-college gig you left a few years back) fills the bill.

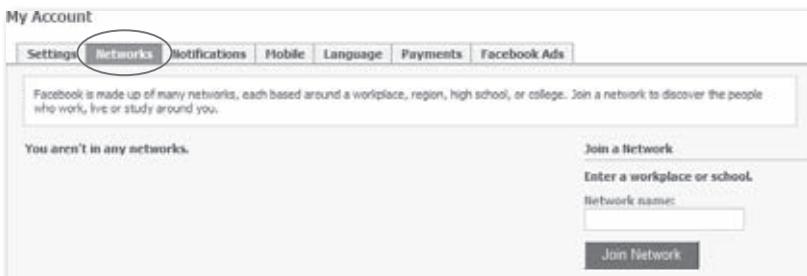
You can't just join any old network—you need a valid email address that matches the workplace, college, or high school network you want to join. For example, if your email address is *frank_furter@ibm.com*, Facebook lets you join the IBM workplace network. If your email address is *guy_wire@asu.edu*, you can join the Arizona State University college network.

Fortunately, you're not limited to one email address (and therefore one network). You can join multiple networks as long as you have multiple valid email addresses—for example, an address from the school where you got your undergrad degree, one from the school where you earned your master's, and one from your employer. To join multiple networks, follow the steps in this section, once through for each email address.

Note If you join more than one network, you need to designate one as your *primary network*, which is the one that appears below your name when folks search for you. Because it represents the group you most closely identify with, it affects your search results (all other things being equal, Groups, events, and Facebook members in your primary network appear in your search results first) and also affects the ads you see on the site.

To join a network:

1. **At the top right of any Facebook page, click the Account link and, in the drop-down list that appears, click Account Settings.**



2. **On the My Account page that appears, click the Networks tab.**
3. **In the "Network name" field, start typing the name of a school or company and, when Facebook displays the network you want, click to select it (you may have to click through the alphabetical list to find the one you want).** If the school or company name is really long, you can save yourself a little typing by entering the city where the school or company is located instead; when you do, Facebook pops up a helpful list of suggestions.

Note High school networks don't work the same as other Facebook networks. The biggest difference is that you can't join a high school network using the steps in this list. Instead, when you register for Facebook—using either a valid high school email address or by responding to an invitation from a Facebook member who goes to your high school—Facebook automatically plops you in the correct high school network. If you're not using a valid high school email address, you have to be confirmed by a handful of friends—other Facebook network members who can vouch that they know you and that you attend the high school that matches your email address—before Facebook will let you in. And you can only switch high school networks once every 6 months.

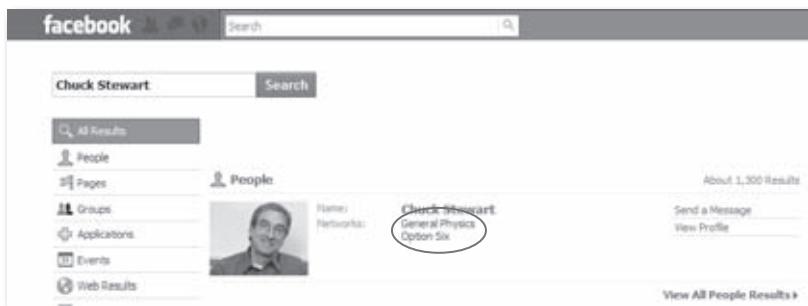
4. Depending on whether you're joining a school or company network, type in your work email address or your school status (undergrad, grad, or faculty), school year (when you graduated), and school email. You need to have a company-issued email address to join a company's network, and a school-issued email address to join a school's network.

Tip If you've already graduated, no sweat: Alumni email addresses work, too. If you don't have one, contact your college to see if you can wrangle one. And if you don't see your company or school listed, you can ask Facebook to add it to its network list (see page 42).

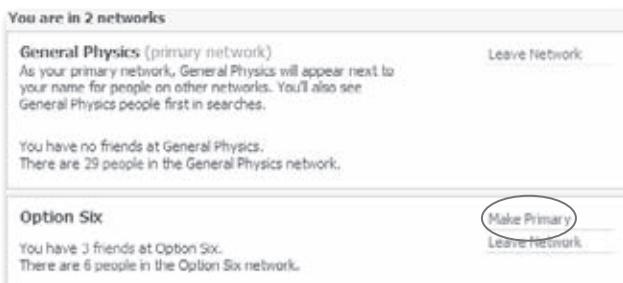
5. Click the Join Network button. If the email address you typed in step 4 matches the company or school you chose, Facebook sends a confirmation message to that address. (If the address doesn't match, Facebook displays an error message.)

A confirmation email has been sent. Follow the confirmation link in that email.

6. Open your favorite email program, find the network confirmation message Facebook sent, and follow the instructions in the email to confirm that you are who you say you are and that you really do want to join the network. Now when people search for you on Facebook, your network appears under your name.



- 7. If you like, join additional networks (you can have up to five total).**
To do so, simply follow steps 3–6 for each network.
- 8. If you join more than one network, tell Facebook which one you want to be your primary network.** Facebook automatically earmarks the first network you joined as your primary network, which means that when folks search for you on Facebook, they see this network listed under your name. (Your choice of primary network also affects *your* search results, because Facebook sorts your search results starting with the ones that match your primary network.) If the first network you joined isn't the one you feel is most "you," change your primary network. To do so: On the Networks tab of the My Account page, find the network you want to be your primary one and click Make Primary. Then, when Facebook kicks up a confirmation box, click the Make Primary button.



Leaving a Network

If the CEO of your company gets hauled into court on fraud charges and you're suddenly not so thrilled about people knowing where you work, you might want to drop your work network. You can leave any (or all) of the networks you join; just be aware that when you do, you forfeit the right to see your fellow network members' profile details and participate in network-related events and Groups. To leave a network: On the Networks tab of the My Account page, scroll down to the network you want to jettison and click the Leave Network link. In the confirmation box that appears, click the Leave Network button. You're outta there!

Suggesting a New Network

Maybe you work for a small company or went to school in a tiny backwater town. If you check Facebook's network listings and don't see a network that describes where you work or go to school, you can ask Facebook to add your school or company to its network listings. Just follow these steps:

1. Point your web browser to one of the following:

- **For work networks:** http://www.facebook.com/help/contact.php?show_form=add_work
- **For college networks:** http://www.facebook.com/help/contact.php?show_form=add_college
- **For high school networks:** http://www.facebook.com/help/contact.php?show_form=hs_add



To save yourself from typing all that gobbledegook, head to this book's Missing CD page at www.missingmanuals.com, where you'll find a clickable list of all the links mentioned in this book.

The dialog box has a title bar 'My Work Network Doesn't Exist on Facebook Yet'. It contains three input fields: 'Name of your employer:' with a text input field, 'Email address supplied to you by your employer:' with a text input field, and 'Work's website:' with a text input field. At the bottom right are two buttons: 'Submit' and 'Cancel'.

2. Fill out the fields that appear and, when you finish, click Submit.

Because actual people need to approve your request, expect to wait a few days—or even weeks—for Facebook to get back to you. There's no guarantee they'll approve your request, but if your network suggestion is reasonable, you'll probably get a thumbs-up.

3 Finding and Adding Friends

In real life, your social network consists not just of people who work or study where you do, but also of people you've formed one-on-one relationships with: teachers, ex-sisters-in-law, bowling buddies, and so on. It's the same with Facebook: You start with a network of school or work buddies (see Chapter 2), and then add friends one at a time. You can even use Facebook to look up old friends and find new ones.

Why would you want to enlarge your Facebook social circle? Well, having friends is really the whole point of joining Facebook. You get to swap life-in-progress tidbits (both serious and silly), share what you're reading, play online games...the list is endless. But first you need to gather your pals. Read on to learn how.

How Facebook Friends Work

In the world of Facebook, a **friend** is any Facebook member who has agreed that you two have something in common. Maybe you play on the same softball team, volunteer at the local animal shelter together, or keep running into each other at parties thrown by the same ex-roommate. Maybe you dated, took a road trip together, or you're second cousins twice removed. How you know a Facebook friend doesn't matter; all that matters is that you **both** agree that you know each other.

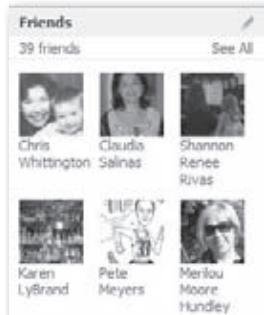
Note Facebook has no way of verifying the relationships between friends. But one of the major differences between Facebook and MySpace—the other big social networking site—is that Facebook strongly encourages truthfulness. So, while having a zillion “friends” is considered a status symbol on MySpace, it’s not on Facebook. On Facebook, the goal is to put together a manageable list of people you actually know—and actually care about keeping up with.

Two people become Facebook friends when one person extends an invitation and the other person accepts, or **confirms**, it. When you become friends with someone in Facebook, three things happen:

- **You appear on your friend’s Friend List (page 58) and on her profile page (and vice versa).** On Facebook, as in life, you’re known by the company you keep: Everyone with access to your friend’s profile (or yours) can see the relationship between the two of you. And with the click of a mouse, folks can hop from your friend’s profile to yours, or from your profile to your friend’s.

Note One of the best, most addictive things about Facebook is its confessional nature. Facebook **profiles** encourage members to pontificate about subjects that don’t often come up in polite conversation. So, when you’re friends with someone in Facebook, you might be surprised at the juicy details you learn about them.

- **You can see your friend’s profile (and vice versa) even if he’s not in your network.** This means you can see the events he’s planning to attend, the Groups he’s joined, and all the other people he’s friends with, among other details. (The exception to this is if your friend has specifically **blocked** you from seeing certain personal details, as explained on page 222.)



- You receive automatic updates in your *News Feeds* (page 82) chronicling your friend's Facebook activities (and vice versa).



Tip Chapter 5 explains how to sign up for updates on your friends' Facebook activities and how to customize the updates your friends get about you.

Finding Friends

Before you can make someone your friend, you first have to find that person on Facebook. The site gives you four different ways to do this:

- You can look up real-life friends and acquaintances who are already Facebook members.
- You can invite real-life friends and acquaintances who aren't on Facebook yet to join the site.
- You can search for Facebook members you've never met but who share your interests (such as a background in server-side technology or a passion for container gardening).
- You can browse through the potential friends Facebook suggests for you (based on criteria such as both of you going to college at the same time and sharing a common Facebook friend).

Finding People Who Are Facebook Members

Some of your real-life friends and acquaintances might already be on Facebook. To find them, use one of the following search methods:

- **Search for Facebook members by name.** To do so:
 1. Type the person's name in the search box at the top of any Facebook screen and then press Enter.

2. On the search results page that appears, click the People link on the left hand side to weed out extraneous results, such as Groups and applications that happen to contain your searchee's name. Facebook displays a list of people matching the name you typed in. If the list is gigantic, you can narrow your search by typing in a location, school, or workplace, and then clicking the Refine Search button.

Tip In Facebook, all clickable links are blue. If one of the names you see in your search results (or on your Friends List, or anywhere else in Facebook) is blue, then clicking it takes you straight to that person's profile (or as much of the profile as the person has granted you access to; see page 211).

- **Search for Facebook members who are classmates, ex-classmates, or coworkers.** At the bottom right of any Facebook screen, click the Find Friends link. On the page that appears, scroll down to the "Search for People" section and click the appropriate link. Facebook customizes these links based on the information you've provided, so the links will read something like, "Find classmates from [your high school]," "Find classmates from [your college]," and "Find coworkers from [your company]".

Note If you're new to Facebook, you'll also have a Find Friends link in the *upper* right of your Facebook screen. Clicking it takes you to the same place as clicking Find Friends link in the lower right.

The screen that appears depends on which link you click and how many details you added to your profile. For example, if you already told Facebook you graduated from Arizona State University in 1990, then clicking “Find classmates from [your school]” displays a list of members whose profiles mention that they attended Arizona State in 1990. If, on the other hand, you haven’t added any work-related details to your profile and click the “Find current or past coworkers” link, Facebook displays a screen you can use to type in the company you want.



A screenshot of a search interface titled "Search by Company". It features two input fields: "Company:" and "Person's Name: (optional)". Below these fields is a large, dark blue "Search for Coworkers" button.

Tip If you don’t see the person you’re looking for on the search results page that appears, click the More Search Options link in the upper right to enter info about the person you’re seeking out.

- **Search for people you regularly email from your Web-based email account.** If you have a Web-based email address (such as *your_name@gmail.com*, *your_name@yahoo.com*, or *your_name@aol.com*), you can give Facebook your email account password and let it scan your email address book for matching Facebook members.



A screenshot of a search interface titled "Find People You Email". It includes fields for "Your Email:" (containing "cameronwill@gmail.com") and "Email Password:". There is also a "Find Friends" button and a note at the bottom stating "Facebook will not store your password. Learn More." A "Upload Contact File" link is located in the top right corner.

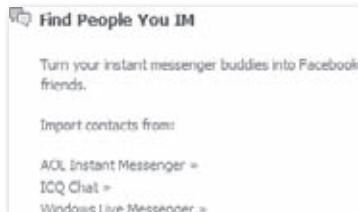
Here's how: At the bottom right of any Facebook screen, click the Find Friends link. In the Find People You Email section of the page that appears, simply type in your email address and password and then click Find Friends. If Facebook finds members who match the email addresses in your address book, it displays them; if it doesn't find any matches, it pops up a message box asking if you'd like to try a different Web-based email account.

Note Keep in mind that when you enter your email account password, you're handing over some pretty sensitive info to Facebook. After all, that password is the virtual key to your email account, your address book, and probably a bunch of other personal goodies. While Facebook is a reputable outfit and pledges not to store your password, you might want to skip this step if this whole sharing business makes you queasy.

- **Search for people you regularly instant message.** If you use AOL Instant Messenger (AIM), ICQ Chat, or Windows Live Messenger, you can give Facebook your IM screen name and password and let it scan your buddy list for matching Facebook members.

To do so: At the bottom right of any Facebook screen, click the Find Friends link. Scroll down the page that appears to the Find People You IM section. Then click the appropriate "Import contacts from" link to display fields where you can enter your screen name and password, ICQ number and password, or Windows Live ID; then click Find Friends. Facebook either displays matching Facebook members, or a message box asking if you'd like to try your search again (you don't; if Facebook didn't find any matches the first time, it won't find any matches the second).

- **Search for people you regularly email using a list of contacts.** Depending on the email program you use, you can export a list of email addresses from your email program and let Facebook scan the list for matching Facebook members. (If you use a Web-based email account, see page 47.) To do so: At the bottom right of any Facebook screen, click the Find Friends link. In the Find People You Email section, click the Upload Contact File link. On the screen that appears, either tell

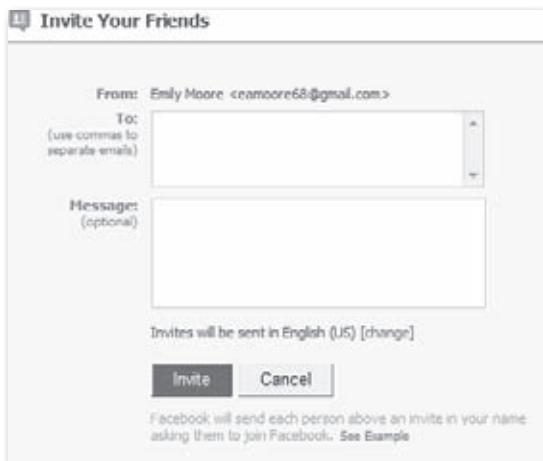


Facebook to scan your Outlook contacts, or (if you use another email program, such as Mozilla Thunderbird or Mac OS X Address Book) first click the “Upload a contact file” link, and then click the “How to create a contact file...” link, followed by the name of the appropriate email program. Then follow the instructions you see to create and upload an email contact file Facebook can read. After you finish, click Find Friends. Facebook either displays the Facebook members whose email addresses match those on your list, or displays a link you can use to get technical help.

Finding People Who Aren’t Facebook Members

You can’t add people to your Friend List unless they’re Facebook members. But say you’ve got a few real-life pals you wish would sign up for the site so you could keep in touch more easily. Facebook gives you an easy way to invite these people to join:

1. **On the right side of your Facebook Home page, find the Connect With Friends section and click the “Invite friends to join Facebook” link.**
2. **On the Invite Your Friends page that appears, type in your non-Facebook-pals’ email addresses, separated by commas; then type in a quick message (if you like) and click Invite.** Facebook sends invitations to all the addresses in the “To:” field.



Tip If you have more than a handful of email addresses to type in, consider having Facebook grab them from your Web-based email account (page 47) or from a file you export from your email program (page 48).

Finding New Friends

Back in the olden days of Facebook, the site gave its members an easy way to connect with each other one-on-one based on shared interests and other profile information, such as political views, hobbies, or favorite bands. You simply typed in what kind of folks you wanted to meet—for example, single moms in your area who like to knit—and bingo: You got an instant list of potential pals, complete with built-in conversation opener.

You can still search for kindred spirits on Facebook; after all, it's one of the reasons Facebook is so popular. But to keep from becoming a giant spam free-for-all, the site has changed the way you search. Rather than the advanced search feature you used to use, Facebook now offers four different ways to find like-minded members:

- **Friend suggestions.** Facebook suggests folks you might be interested in being friends with based on criteria such as your profile details and the friends you already have. To see these suggestions: At the bottom right of any Facebook screen, click the Find Friends link. On the page that appears, scroll down to the Suggestions section.



A couple of friend suggestions always appear on the right side of your Home page (which you get to by clicking the Facebook logo in the top left of every Facebook screen). You can see the rest of Facebook's friend suggestions by clicking the tiny See All link that appears next to the suggestions on your Home page.



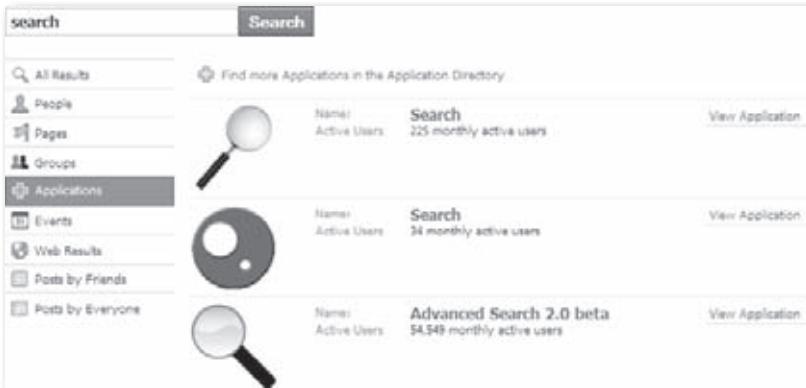
- **Groups.** If you want to meet fellow history buffs or gardeners (or folks interested in any other topic or activity), Facebook **Groups** are a good place to start. To search Facebook Groups: At the top of any Facebook screen, type the topic you're interested in into the Search box, and then hit Enter. On the left side of the search results page that appears, click the Groups link to narrow your results.

Note You can find out more about Groups—including how to create one—on page 107.

- **Keyword search.** Searching member details for a specific phrase or keyword, wherever it appears, isn't for the fainthearted (the phrase "like looking for a needle in a haystack" comes to mind). Still, depending on what kind of topic or activity you're searching for, it might yield good results. The more unusual the topic or activity, the better your chances of finding what you're looking for. To search member details: At the top of any Facebook page, type what you're looking for into the Search field and then hit Enter. On the left side of the search results page that appears, click the People link.

Tip If you decide to conduct a keyword search, prepare for a mountain of results. Also keep in mind that Facebook displays results no matter which member detail matches your keyword or what words or phrases surround it. For example, searching for "bears" will find both the guy who founded "Citizens Against Bears" and the lady who listed "The Zygote Bears" as her favorite band, among a zillion other results.

- **Third-party search applications.** If you don't find what (or who) you're looking for using Facebook's search feature, you can try a search application (see page 198 for the scoop on Facebook applications). To find one of these search applications: At the top of any Facebook screen, type **Search** in the Search field, hit Enter, and then click the Applications link on the left side of the screen that appears.



Note Facebook applications vary in quality, and they all look and work a little differently. So after you find one you think looks interesting, you'll want to spend a couple minutes checking out its reviews and playing with it to see if it works for you. To find out more about Facebook applications, flip to Chapter 12.

Inviting People to Be Your Friend

You can't just add people to your Friend List willy-nilly; they have to be Facebook members *and* agree to be added.

Tip Page 49 explains how to invite non-Facebook members to join the site.

To invite a Facebook member to be your friend:

1. **Search for the person you want to befriend (see page 45).**

Note If you send a friend request to someone who can't normally see your profile—they're not in your network, for example—Facebook temporarily grants that person access to the basic, work-related, and education-related portions of your profile (page 20) so she can make an informed decision about whether or not to accept your invitation.

2. If your search returns the person you're looking for, click the "Add as friend" link you see just below (or to the right of) the person's profile picture. If you don't find the person you're looking for, you can invite her to join Facebook (page 49).

Note

If you don't see the "Add as friend" link, it's because the person you're trying to befriend has adjusted her privacy settings to block friend requests (see Chapter 13 for details).



3. Fill out the confirmation box that appears and then click Send Request. In the confirmation box, Facebook gives you the option of including a note along with your request; simply click the "Add a personal message" link. You may also see a couple of other options: If you've created any Friend Lists (page 58), you can click the "Add to List" button to preemptively add the person to a Friend List. And if you've activated your cellphone with Facebook (see page 227), you can turn on the "Subscribe via SMS" checkbox to have that person's posts sent to your phone.

After you click Send Request, Facebook may display a Security Check dialog box where you have to type in a couple of words to confirm that you're a real, live person. After that, you see a Friend Request Sent dialog box that includes friend suggestions (friends of your soon-to-be friend) for you to consider. (Click "Add as friend" if you're interested, "Close" if you're not.) Whether or not you pursue any of these additional social possibilities, Facebook automatically sends an invitation to your would-be friend's email address **and** posts a friend request to her Facebook Home page (page 3). While you're waiting to hear back from your friend, she appears in your Friend List accompanied by a Friend Request Pending label. If your friend agrees to the friendship and responds either to the email or the Facebook request (page 55), Facebook adds your name to her Friend List (sans the "pending" label), and her name to yours. Facebook also sends you a **notification** (see page 86) letting you know that she confirmed the friendship.

Note If the person you're extending the virtual hand of friendship to is brand-new to Facebook, after you send the friend request, Facebook displays a list of your current friends—just in case you want to ask them to join you in extending *their* virtual hands.



Note In its quest to support polite social interactions, Facebook doesn't give members a way to explicitly reject friend invitations, but they *can* ignore them. If you've sent an invitation and haven't heard back after a few days, try sending the person a message or *poking* him (page 73). Still no answer? Sorry—you've been snubbed.

Responding to Friend Requests

When someone tries to add you to her Friend List, two things happen: Facebook sends you an email invitation and posts a little notice on your Home page telling you that you have a friend request. At that point, you've got two choices: You can confirm the request or ignore it, either in Facebook or right from your email program.

Confirming Email Requests

If you're the type of person who checks her email every hour (or every 5 minutes) but only logs onto Facebook every couple of days, you'll want to handle friend requests from inside your email program. Here's how:

1. **Look in your email inbox for a message with the subject “[Somebody] added you as a friend on Facebook...”**

A screenshot of a Facebook message window. The message reads: "Hi Emily. Eileen Dover added you as a friend on Facebook. We need to confirm that you know Eileen in order for you to be friends on Facebook." Below this is a profile picture of Eileen Dover and her name. To the right is a button labeled "Add Friend". At the bottom, it says "Thanks, The Facebook Team" and provides a link to confirm the request: "To confirm this friend request, follow the link below: http://www.facebook.com/...".

2. **Open the message and click the confirmation link.** Doing so whisk you to the Facebook page where you can confirm your friendship as explained in the next section.

Confirming Requests in Facebook

Some people log into Facebook whenever they're in front of a computer. If you're one of them, it's easier to respond to friend requests from your Facebook Home page than to fire up your email program and wade through your inbox looking for invitations. To confirm a friend request from inside Facebook:

1. **At the top of any Facebook page, click the Friend Requests icon just to the right of the word "facebook".** The icon looks like the heads and shoulders of two little people (hover your cursor over the icons to see what each one is called). Above it, you'll see a red icon indicating how many friend requests you have. When you click it, Facebook takes you to the Confirm Requests page.

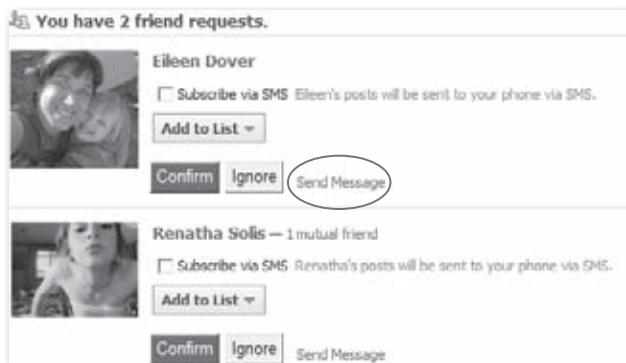
Note Friend requests also appear on the upper-right side of your Home page under Requests. (If you don't have any friend requests, you won't see any listed under Requests.) Simply click the "friend request(s)" link there to view them.



2. **Make sure you want to accept the request, and then click Confirm.** After you click Confirm, you're Facebook friends with that person. Easy, huh?

Note

If you've never heard of the person who sent you the friend request, the message he sent doesn't make sense, or the two of you have no friends in common, then you probably want to click the person's name and check out his profile to make sure the request is on the up-and-up. Clicking the Send Message link lets you feel the person out a little before deciding whether to accept the request.

**Tip**

To see what friends you and your new friend have in common, Facebook lets you know by displaying a "[number] mutual friend(s)" link after the person's name on the Confirm Requests page. Simply click this link to see the acquaintances you have in common. Or, on her profile page, find the Mutual Friends section below her profile picture.

Ignoring a Friend Request

In Facebook as in life, there will be times when someone extends the hand of friendship and you just don't want to shake it. After all, confirming a friend request doesn't only give your new pal access to a big chunk of your personal life; it also lets the world know that you think enough of the guy to declare yourself his friend. If you get a friend request from someone you've never heard of, say, or whose profile paints a picture so creepy you want to lock your virtual door, all you have to do is quietly remove all traces of the request and get on with your life. To do so:

1. **Sign into Facebook (page 32) if you're not already there.** Don't click the link in the friend request email you received, or you'll confirm the friendship.

- At the top of any Facebook page, click the Friend Requests icon just to the right of the word “facebook”.
- On the screen that appears, click Ignore. That’s all you have to do: Facebook instantly removes the red number above the Friend Requests icon “friend request” link from your Home page.

Note

The guy who sent the invitation won’t be notified that you’ve officially ignored him; he just won’t receive a confirmation that you’re friends.

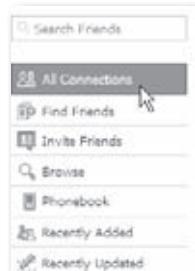
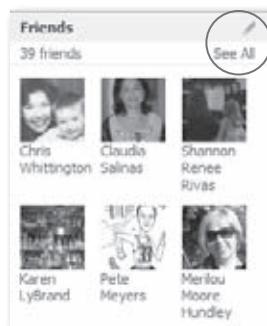
- Back in your email program, delete the friend-request email.

Viewing Your Friends

Facebook automatically displays six randomly selected friends from your primary network (page 39) in the Friends section of your profile.

To see more than these six friends—or to see more details about each of your friends—you’ve got a few options. You can:

- See all of your friends in one fell swoop.**
You’ve got two options:
 - On your profile page, click the See All link in the Friends section.
 - At the top right of any Facebook screen, click the word Account, and then click Edit Friends. On the left side of the page that appears, click the All Connections link.
- See friends who’ve changed their profiles lately.**
At the top right of any Facebook screen, click the word Account, and then click Edit Friends. On the left side of the page that appears, click the Recently Updated link.
- See friends who are online right this minute.** At the bottom right of any Facebook screen, the number that appears to the right of the word “Chat” tells you how many of your Facebook friends are currently logged into the site. Click the Chat link and a window pops up showing you exactly which of your friends are currently logged into Facebook.



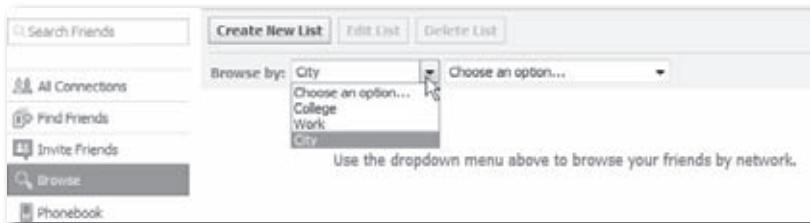
Tip

To send a real-time chat message to a friend, in the Chat window, simply click the name of the person you want to chat with. A green dot means the friend is actively using the site (and so is probably going to see your message); a half-moon shape means the friend is logged into Facebook but hasn't done anything on the site for 10 minutes (and so may be out on a doughnut run). See page 71 for details on chatting.

- **See your friends organized by whether they're college friends, work friends, or friends who live close to you.** At the top right of any Facebook screen, click the word Account, and then click Edit Friends. On the left side of the page that appears, click the Browse link. Then, on the page that appears, click the "Browse by" drop-down menu and choose College (to see friends who belong to college networks), Work (to see friends who belong to work-related networks), or City (to see friends grouped by the city they listed on their profiles).

Note

When you choose College, Work, or City, Facebook displays an additional field you can use to show only those pals who belong to a specific college or work network, or who live in a specific city.



Organizing Your Friends

The options Facebook gives you for viewing your friends are great if you have only a handful of pals. But if you're a hardcore social butterfly with dozens or even hundreds of friends, you'll want to organize your friends into separate lists that reflect how you categorize them in your mind.

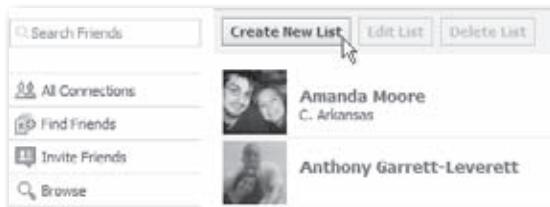
For example, imagine that in addition to your workplace network, you're involved in a book club, a softball league, and a 12-step program. Creating four separate lists lets you keep track of your different social circles at a glance. And because Facebook lets you send the same message to all the friends on a single list all at once (see page 66) and even invite everyone on the list to join the same Group (Chapter 6) or event (Chapter 7), creating separate Friend Lists helps you communicate with folks quickly and reduces the risk of having your worlds collide.

Note Friend Lists are for your eyes only—your friends never see which lists, if any, you've added them to.

Creating a Friend List

Facebook lets you create up to 100 different Friend Lists, each of which can contain up to 1,000 names. (Of course, unless you're a politician, you probably won't need anywhere near that many.) Here's how to create a Friend List:

1. At the top right of any Facebook page, click the Account link and then click Edit Friends; on the left side of the page that appears, click the All Connections link.
2. On the page that appears, click the Create New List button.



3. In the "Enter a Name" field of the box that appears, type in a name for your list and then hit Enter. In the following example, the list's name is "out-of-town family".



- Add some friends to your list.** The easiest way is to click the thumbnail pictures of the people you want to add to your list. (Clicking a thumbnail once turns it blue to let you know you've selected it; clicking again deselects it.) Alternatively, you can click in the "Start Typing a Name" field and type in names one at a time.
- When you finish, click Create List.** Your newly created list appears on the Friends page (click Account, then Edit Friends to get there) beneath the Lists heading. It also appears on your Home page (page 32) when you click the Friends link on the left-hand side of the screen. When you view thumbnail pictures of any of the friends you've added to the list, the list's name appears next to those people's names.



Tip You can add the same person to multiple Friend Lists.

Viewing a Friend List

To see all the people on a particular Friend List:

- At the top right of any Facebook screen, click the Account link and then click Edit friends.**

2. **On the left side of the screen that appears, look for the Lists heading and, below it, click the name of the Friend List you want to view.** Facebook displays the names and profile pictures of the friends you've added to that list.

If you want to see what everyone on a particular friend list has been up to lately, head to your Home page by clicking the word "facebook" at the top of any screen. On the left side of the screen, click the Friends link. Then just click the name of the list you want to see and Facebook shows you those friends' recent activities.

Editing a Friend List

Online or off, social circles and friendships change over time. After you've created a Friend List (page 59), you can change its name, add people to it, or delete folks from it.

To rename a list:

1. **Go to the left side of your Home page and click the Friends link.** Facebook displays all your Friends Lists below the Friends link.
2. **Click the name of the list you want to change.**
3. **On the page that appears, click the Edit List button.**
4. **In the dialog box that appears, click the Edit Name link and then make your change. When you finish, click the Save List button.**

Note Alternatively, you can change the name of a Friend List by clicking the Account link at the top of any Facebook screen and then clicking Edit Friends. On the left side of the page that appears, click the name of the list you want to rename and then, at the top of the screen, click the Edit List button and then follow step 4 above.

To add friends to an existing list:

1. **At the top right of any Facebook page, click the Account link and then click Edit Friends.**
2. **On the left side of the screen that appears, click the All Connections link.**
3. **In the list that appears, find the friend you want to add.**
4. **To the right of the person's name, click "Add to List" (or "[#] List" if you've previously added the person to a list) and, from the drop-down list that appears, choose which list you want to add him to.**

The screenshot shows a list of friends on a Facebook page. At the top, there are buttons for 'Create New List', 'Edit List', and 'Delete List'. Below the list, it says '1 List'. The list contains four entries: 'Amanda Moore' (C. Arkansas out-of-town family), 'Anthony Garrett-Leverett', 'Becky Moore' (out-of-town family), and 'Bo Yu'. A context menu is open over the 'Becky Moore' entry, with 'Add to List' highlighted. The menu lists 'SMS Subscriptions', 'moms', '✓ out-of-town family', and 'work_buddies'. The 'out-of-town family' option has a checkmark next to it.

To delete friends from a list, follow the steps for adding a friend to an existing list, but in step 4 instead of selecting a list you want to add the person to, select the list the person is already in (it has a checkmark next to it). Facebook removes the person from that list and deletes the checkmark.

The screenshot shows the same friend list as before, but the context menu is now closed. The 'out-of-town family' entry in the list no longer has a checkmark next to it, indicating that the friend has been removed from that list.

Deleting a Friend List

Maybe you created a Friend List and find you never use it. Or maybe the number of friends on one of your Friend Lists dwindled to nothing. Whatever your reason, deleting a Friend List is easy:

1. **View the list you want to delete (page 60).**
2. **Go to the top of the list and click the Delete List button.** Then, in the confirmation box that appears, click Delete List.

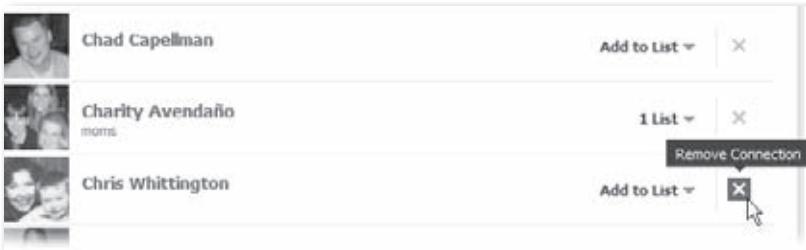
Breaking Up: Unfriending Friends

Breaking up is never easy, but sometimes you just gotta do it. Say one of your Facebook friends stabs you in the electronic back by posting inappropriate stuff on your *Wall* (page 74) or spamming all your other friends, and you really have no choice but to cut him loose. To remove someone from your collection of Facebook friends:

1. **At the top right of any Facebook page, click the Account link and then click Edit Friends.**

2. On the left side of the page that appears, click the All Connections link.
3. Scroll to the name of the person you want to “unfriend,” and then click the X that appears to the right of his name.
4. In the confirmation box that appears, click Remove. You’re friends no more.

Tip Alternatively, if you’re on someone’s profile page, scroll down the screen until you spot the “Remove from Friends” link, then click it.



Note Unlike quietly ignoring a friend request, unfriending someone sends a clear message. Because Facebook friendship is reciprocal, removing a friend means you disappear from your former friend’s All Connections List—an unmistakable rebuff.

4 Sending Messages to Friends

Just like your email program, Facebook lets you send private messages to other Facebook members. “Great,” you’re probably thinking, “just what I need: yet another inbox to check.” But before you skip to the next chapter, you might want to give these tools a chance.

First off, Facebook makes exchanging messages dead simple—even easier than regular email. And then there are the slightly zany—but slightly addictive—ways to keep in touch with others that no email program can match. In an effort to mimic the different ways we interact with people in real life, Facebook lets you *poke* (give a virtual “Hey, how ya doin’?” wave to) friends; write on their virtual message boards; and send silly digital gifts. Even if you’re not persuaded by any of this, it’s still worth understanding the messaging system since, soon enough, you’ll no doubt get a Facebook message from one of your friends.

Sending Messages

Lots of websites offer free Web-based email, and Facebook is one of them—sort of. As a Facebook member, you can send private messages to any other Facebook member (whether or not they're on your Friend List), and to regular email addresses. But only other Facebook members can send *you* Facebook messages. In other words, when you register for Facebook, you don't get a *YourName@Facebook.com* email account; people have to sign up for Facebook and follow the steps below if they want to send a message to your Facebook inbox.

Sending Messages to Friends

Most of the messages you send, of course, will be to people you already know. Facebook gives you a simple set of tools that will look familiar to anyone who's used email before. Here's what you do:

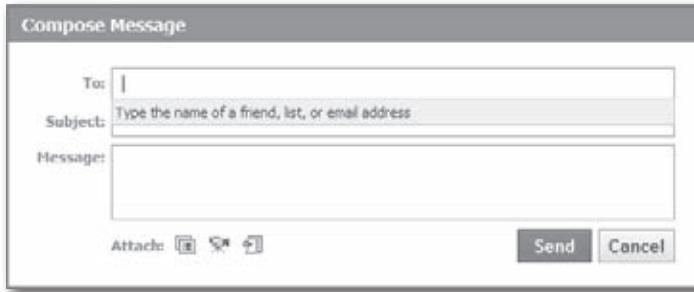
1. **At the top of any Facebook screen, click the icon that looks like two speech bubbles, and then in the drop-down menu that appears, click the "Send a New Message" link.** Or, if you're on your Home page, click Messages link on the left side of the screen and then click the "+ New Message" button on the right side of the page that appears. Either way, Facebook displays the New Message box.



2. **In the "To:" field of the Compose Message box, start typing your friend's name (if she's a Facebook member), email address (for non-Facebook members), or the name of a Friend List (page 55).** As soon as you begin typing, Facebook displays a list of your friends and Friend Lists. To select a name, click it or use the up and down arrow keys to select the name, and then hit Enter. If you're sending a message to a non-Facebook member, simply type in the person's full email address. You can add multiple recipients, if you like; just click after you enter each one and then start typing again. (See page 68 for more on sending messages to multiple people.)

Why would you want to use Facebook to send a message to someone who's not a Facebook member? Two reasons: First, you're already in Facebook and don't have to waste time switching over to your email program (or can't, if you're using someone else's computer). Second, you want to lure this non-member friend into your Facebook social circle by giving her a taste of Facebook's coolness. When your friend clicks the Facebook-generated "Click to Reply" link in your email, she's whisked to a Facebook page she can use to preview Facebook messaging, as well as to get more info and sign up.

Tip After you've added a recipient's name, you can delete it by clicking the X Facebook displays after it, or by hitting the Delete key.



3. **Fill in the "Subject:" field and then type your message.** If you want to pass along a link to a website (or to a photo or video on the Web), mouse down to the Attach section and click the photo, video, or link icon. When you finish, click Send.
4. **If a security box like the one on page 12 appears, type in the security words you see and then click Submit.** Facebook sends your message and stores a copy in your Sent messages, which you can view by heading to your Home page, clicking the Messages link on the left, and then clicking the Sent link that appears below it.

Sending Messages to People You're Not (Yet) Friends With

Facebook lets you send a message to *any* Facebook member, even if she's not on your Friend List and doesn't belong to any of your networks.

Note There's one exception to this rule: If a Facebook member *blocks* you (page 222), you can't contact him on Facebook—by sending him a message, *poking* him, or any other way.

To send a message to a non-friend Facebook member:

1. **Head to either the profile of the person you want to contact, or the person's listing on your search page (page 45).**
2. **Click either the "Send [Name] a Message" link (which you find on a person's profile below their picture) or the "Send a Message" link (which you find in search results).** Whichever link you click, up pops the Compose Message box shown on page 67. Simply type your message and send it off as explained in the previous section.



Sending a Message to More Than One Person

Because Facebook was designed to help people communicate online just as they do offline, the site makes it easy to send a message to an individual—but a little harder to send the same message to dozens of people all at once. If you go too far down that path, the Facebook design team reasoned, you're talking spam. After all, how often do you whip out a bullhorn and address a real-life crowd of dozens?

Facebook decided to cap the number of people you can send a message to at 20, so you can use the basic message-sending instructions on page 66 and type in a combination of Facebook friends' names and email addresses to send your message to up to 20 people. Another option is to create a Friend List (page 59) containing all the people you want to send the message to. Then, on the Compose Message box, head to the "To:" field and type the name of the list. But if you try to send a message to a Friend List that includes more than 20 people, Facebook will display a "Cannot add list" message and remind you of its 20-person limit.

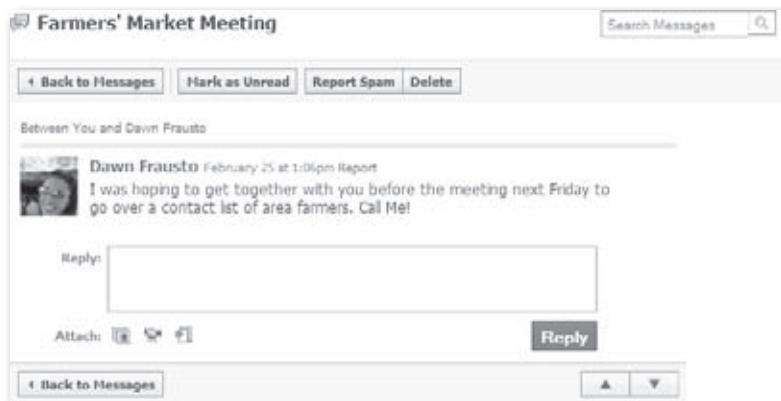
Note An exception to the no-spam rule is that Facebook lets you send the same message to every member of a *Group* (Chapter 6)—although even then, Facebook theoretically caps the number of recipients at 5,000. (The cap is theoretical because some Facebook members have had their accounts suspended for sending messages to a lot fewer than 5,000 people.)

Receiving Messages

When someone sends you a message via Facebook, two things happen:

- **You receive the message in your Facebook inbox.** To alert you that you have a message, Facebook displays a little red box above the Messages icon at the top left of any Facebook screen (the icon is just to the right of the word “facebook”). To open your inbox, head to the top of your screen and click the Messages icon, then click See All Messages; if you’re on your Home page, you can also click the Messages link on the left side of the screen. Then click either the subject line or the first line of any message to see it in its entirety.
- **You receive the message in your regular email program.** Facebook sends the message to your primary email address.

Note Your primary email address is the one you used when you registered for the site (unless you’ve changed it since then). To change your primary email address, at the top of any Facebook screen, mouse over Settings and choose Account Settings; on the screen that appears, click Email.



Tip If you spend a lot of time on the site and regularly check your Facebook inbox, you don’t really need to have Facebook messages sent to your regular email address, too. To make it so you only receive Facebook messages in your Facebook inbox, head to the Email Notifications page (to get there, simply click the “Want to control which emails you receive from Facebook?” link at the bottom of any email Facebook sent to your regular email address) and turn off the checkbox next to “Sends me a message”.

My Account

Settings Networks Notifications Mobile Language Payments Facebook Ads

Notifications

Facebook notifies you whenever actions are taken on Facebook that involve you.

Each Facebook application has its own notification settings. Click the checkbox to change the settings for the application.

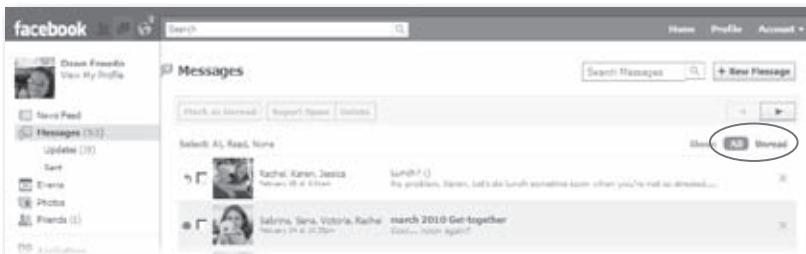
Send email notifications to: eileenover123@gmail.com

Send notifications to my phone via SMS:

<input checked="" type="checkbox"/> Facebook	Email <input checked="" type="checkbox"/>	SMS <input type="checkbox"/>
Sends me a message	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Adds me as a friend	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Viewing Your Facebook Inbox

It's easy to tell if you have a new Facebook message even without opening your inbox. Just take a look the blue menu bar at the top of any Facebook screen. If you see a red number right above the icon that looks like two little speech bubbles (it's the second icon to the right of the word "facebook"), you've got a new message (or two, or more). Click that icon and a list of your most recent messages appears. To see your full inbox, click the See All Messages link at the bottom of the list.



Facebook puts a big blue dot in front of any message you haven't read yet, and highlights the entire listing in light blue. Facebook automatically lists *all* your messages, even ones you've already read. If you only want to see the ones you **haven't** read, click the word "Unread" in the upper-right part of your screen. Clicking a sender's name or picture shoots you directly to that person's profile, which is handy if you don't recognize him.

Note A little left-pointing arrow in front of a message listing means you've replied to the message. Clicking the X on the right side of a listing deletes the **thread** that message belongs to. (A **thread** is a bunch of messages with the same subject line.)

Reading and Responding to Messages

To read a message in your inbox, click either the subject line or first line of the message and Facebook displays the whole message.

Tip A particularly cool feature of Facebook's inbox is that when you display a message that's the latest in a long, drawn-out, back-and-forth thread, Facebook zips you down to the most recent message so you don't have to read through the long list of exchanges and hunt for the latest one.

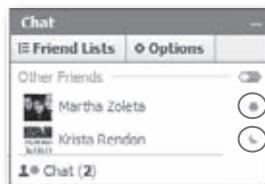
To reply to the message, simply type your response in the Reply box, and then click Send. To delete the message without replying, click the Delete button near the top of your screen.

Chatting

Facebook's built-in chat feature lets you send messages to friends who are online when you are. Because chat messages—unlike regular Facebook messages—pop up on your friends' screens immediately after you send them, they're handy for exchanging quick updates. ("Hey, we still meeting for lunch in 5 minutes?" "Yeah, I'm headed out the door now!")

To send a chat message:

1. **At the bottom right of any Facebook screen, click the  button.** The number that appears in parentheses beside the word "Chat" tells you how many of your Facebook friends are currently logged into the site (and, therefore, how many folks you can potentially send chat messages to).
2. **In the Chat window that appears, click the name of the friend you want to chat with.** A green dot beside a person's name means that person is logged in and active. A green crescent moon means the person is logged into Facebook, but hasn't typed anything in a few minutes (and so may be out getting a cup of coffee).
3. **In the person-to-person window that appears, type in your message and then hit Enter.** As soon as you do, your message appears on your friend's screen in a similar person-to-person chat window.



4. Send additional chat messages, if you want, by repeating step 3.

When you're finished with your conversation, you can hide the chat window by clicking anywhere on the blue bar that runs across the top of it.



Note Because chat messages can pop up on your screen, they can be seriously annoying. To keep super-chatty folks from being able to chat with you, put them on a list (page 58) named, say, SuperChatties. Then, in the Chat box (at the bottom of any Facebook screen, click Chat), click the Friend Lists tab and make sure the checkbox next to the SuperChatties list is turned on. Then when SuperChatties appears in the chat box, click the green-and-white Go Offline icon (it looks like a capsule on its side) to the right of the list's name. Doing so hides the fact that you're online and, therefore, "chattable" from everyone on the SuperChatties list and changes the green-and-white Go Offline icon to a grey-and-white Go Online icon (which you can click when you're in the mood to field one of those long-winded conversations). If you don't feel like chatting with *anyone*, in the Chat window, click the Options tab and then click Go Offline.

When someone sends *you* a chat message, Facebook plays a sound and up pops the Chat window, where you see the sender's profile picture along with their message. To reply, simply type your message in the bottom of the window and hit Enter.

Tip You can customize the Chat window so that it stays up all the time instead of popping up, and so that it doesn't play a sound every time someone chats at you—both of which are useful if you expect to do a lot of chatting. In the Chat window (at the bottom of any Facebook screen, click Chat), click Options. Then turn off the checkbox next to "Play Sound for New Messages" and turn on the checkbox next to "Keep Online Friends Window Open".

Poking

Poking sounds a lot more provocative than it is. Giving someone a *poke* in Facebook is nothing more than the electronic equivalent of asking someone, “Hey, what’s up?” Pokes appear as a “You were poked by [name]” message on the recipient’s Home page.

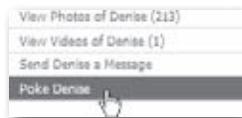
Tip Poking—like sneaking up behind someone and tapping her shoulder—isn’t really good for much beyond the yuk factor. Depending on you and your pals’ tolerance for friendly nudging, poking either gets the award for Silliest Social Aid or Most Annoying Thing Ever. If you’re in the latter camp, you’ll find *notifications* (page 86) similar but more useful.



Note You can poke *any* Facebook member—you don’t have to be friends with the pokee or belong to the same network. But if you poke someone who doesn’t normally have access to your profile, be aware that he’ll be able to see the basic, work-, and education-related portions of your profile for a week post-poke. But letting a pokee see your profile is rarely a problem. After all, if you’re that worried somebody might discover your passion for the Bay City Rollers, you shouldn’t poke him in the first place.

To poke someone:

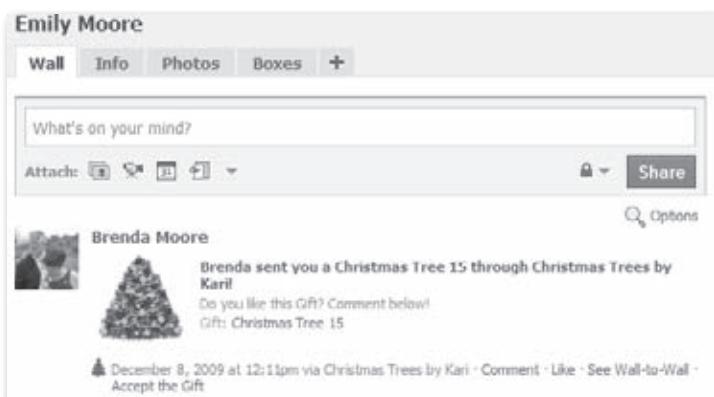
1. **Find the person you want to poke by viewing your Friend List (page 60) or using Facebook’s Search box (page 45).**
2. **Click the “Poke [name]” link on the person’s profile (page 46).** The link is below the person’s picture.
3. **In the confirmation box that appears, click Poke.** You briefly see a “You have poked [name]” message, and the damage is done: Your poke message appears on the pokee’s Home page, complete with a link she can use to poke you back.



Writing on Walls

One of the sections on every Facebook member's profile is a forum called the *Wall*. A Wall is a place for your Facebook pals to share interesting photos, videos, websites, and character insights. By default, the only people's Walls you can write on are your own and your friends'. But since Walls are part of profiles, anyone who can view your profile can see your Wall messages. You can think of Walls as a 21st-century version of the dry-erase message boards they used to have in dorm rooms: an informal place to brag, tease, show solidarity, get attention, and occasionally impart useful information.

Tip You can find several Facebook applications (such as FunWall, SuperWall, and Graffiti) that let you add photos, video clips, and even virtual spray paint to your friends' Walls. Flip to page 198 to learn about applications.



Note Because friendly jokes can sometimes get out of hand, Facebook lets you remove any Wall posts you don't like (page 77) and restrict who can see your Wall (page 213).

Writing on a Friend's Wall

Writing on someone's Wall is a more public way of expressing yourself than sending your friend a message, because all your friend's friends will see your Wall post (unless you remember to tell Facebook to keep it between you and your friend, as explained on page 76). Good candidates for Wall posts include thanks, congratulations, birthday greetings, and other tidbits your shared connections might find interesting or useful.

Tip To write on your own Wall, follow the steps below, but start at your own profile instead of a friend's. If you like, you can adjust who sees the stuff you put on your own Wall by clicking the Options link (look just below the Share button on your profile) and then clicking Settings.

To write on a friend's Wall:

1. **On your friend's profile, make sure the Wall tab is selected. You should see a text box that says "Write something..."** If you don't see the text box, you're out of luck: Your friend has restricted access to her Wall.



2. **Type your message in the text box.**
3. **If you want to upload a photo or video, send a gift (page 78), or add a link to a website, head to the Attach section and click the icon for what you want to add.** (Mouse over each icon for a quickie description.) Depending on which icon you click, Facebook displays additional fields and instructions for completing your attachment.

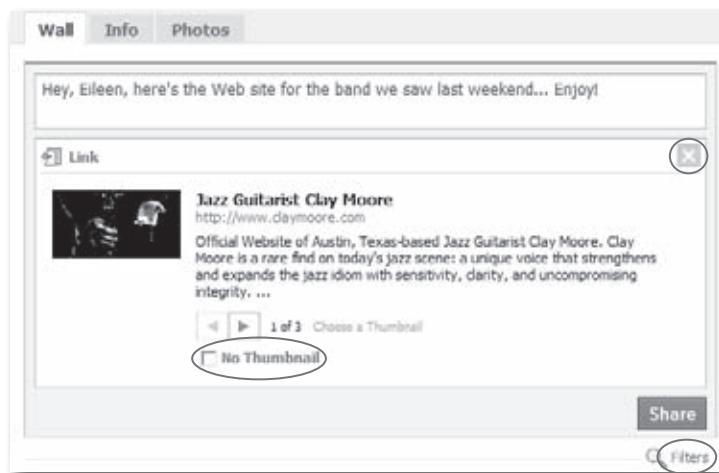
Tip You can skip typing in the *http://* part of the website address if you like—Facebook automatically adds it for you.



- 4. If you decided to share a link, choose which thumbnail you want to accompany your link.** Facebook pulls a site description and a handful of thumbnails from the site for you to choose from. To check out the various thumbnails, click the arrow buttons that appear. To skip the graphic, turn on the No Thumbnail checkbox.



If you change your mind about sharing a link, click the X in the upper-right part of the Link box.



- 5. Optionally, tell Facebook who you want to let view your message. Ordinarily, your message can be viewed by your friend as well as all her friends, but you can restrict access to just your friend (or just her friends) by clicking the Filters link.**
- 6. Click Share.** Your message appears on your friend's Wall.

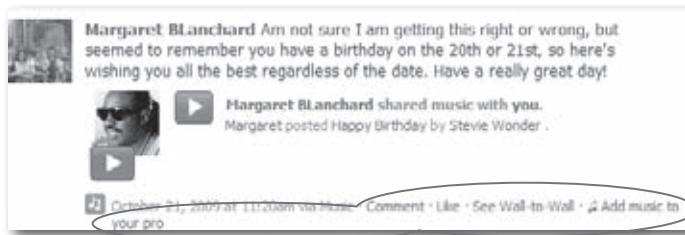


Note Some Facebook applications (page 198) let you attach other stuff to the messages you post on people's Walls. The Graffiti application, for example, lets you decorate your friend's Wall with virtual spray paint.

Responding to a Wall Post

When someone writes on your Wall, you can have a chuckle and leave it at that—or you can respond in one of the following ways:

- **Write something on the poster's Wall.** Clicking the "See Wall-to-Wall" link below the person's post displays a history of your and your friend's posts to each other's Walls, and lets you add a new post.
- **Respond to the post on your own Wall.** Clicking the Comment link skips the back-and-forth history and just lets you type in your response. Clicking Like adds your name—accompanied by a thumbs-up icon—to the post.



Note Depending on the content of the Wall post, you may see additional options, such as Share (which lets you email the Wall post to other buddies).

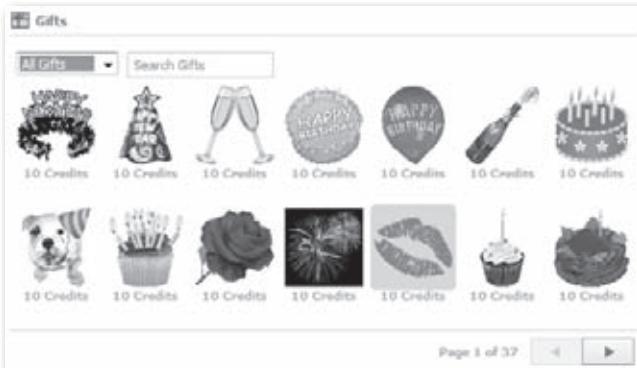
- **Delete the post.** You can delete any post from your own Wall, no matter who posted it. To do so, mouse over the post until the Remove link appears on the right side of the post, click Remove, and then click Delete in the confirmation box.

Tip You can also delete messages you've posted on a friend's Wall. To do so, go to that person's profile, scroll down to the Wall post you want to get rid of, and then click Remove.

Sending Gifts

A Facebook *gift* is a virtual greeting card–style icon you can send to someone, accompanied by a personal message. You can choose from hundreds of professionally designed graphics, most of them of the smiley-face-and-teddy-bear variety. After you send a gift, it appears on the recipient’s profile—in the Gifts section, on the recipient’s Wall, or both, depending on whether you decide to make the gift *public* or *private*.

Note The occasional exchange of gifts is part of what makes any good relationship tick—online and off. In recognition of this, Facebook has made it easy for members to give each other not just virtual gifts, but music clips, charitable-donations-in-the-name-of gifts, and even actual, physical gifts (think chocolate!).



Facebook charges for its gifts in *credits*. Currently, one Facebook credit will set you back ten cents, and the average virtual gift costs 10 credits (\$1); you pay by entering your credit card or cellphone number at the end of the gift-giving process. (Real-life gifts, as you may have guessed, run anywhere from a bit to a lot pricier.) To get around the \$1 price tag for virtual gifts, check out the Free Gifts application (see page 198).

Note As this book went to press, there were rumors that you’d soon be able to pay for Facebook credits using PayPal, so don’t be surprised if you see that option, too.

To send someone a Facebook gift:

1. **On your profile, scroll down until you see the Gifts section (you may have to click the blue Gifts header to see the whole Gifts section), and then click “Give a Gift”.**

Note If you don't see a Gifts section on your profile, head to www.facebook.com/giftshop.php.



2. On the page that appears, start typing in the "Choose your recipient" field and then, from the list of friends Facebook displays, choose the person you want to send the gift to.
3. In the "Choose your gift" section, find the gift you want to give, and then click it. First select the general type of gift you want to give by clicking the appropriate header: Music and MP3s, Virtual Gifts, and so on.
4. In the "Add your message" section, type the note (if any) you want to accompany your gift.

3. Add your message:

Love you lots!

4. Method of delivery:

Public
People will see your gift and message.
The gift will go in the recipient's gift box and the wall.

Private
People will see the gift but only the recipient will see your name and message.
The gift will go in the recipient's gift box but not the wall.

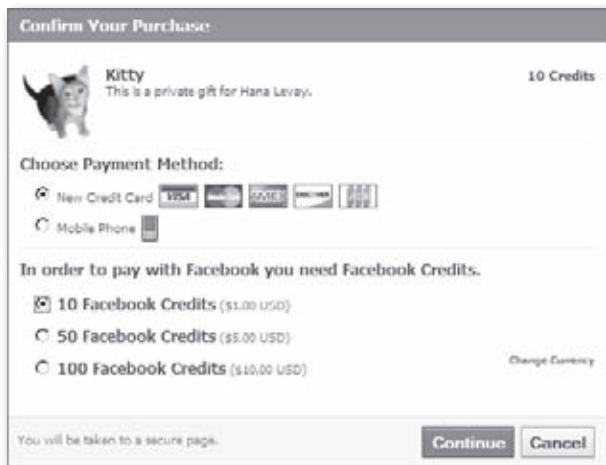
- 5. In the “Method of delivery” section, decide whether to hide your message from prying eyes.** Nobody’s going to be embarrassed by an “Attaboy, Ralph!” or a “Happy Graduation, Linda!” but some of the more...specialized icons may reflect poorly on the receiver—especially if she uses Facebook to get gigs or conduct business. When in doubt, choose Private. When you send a gift privately, everybody who can see the recipient’s profile can see the gift, but only the recipient can see the accompanying note and who sent it.

Tip If you receive an embarrassing gift, you can hide your whole Gift section. To do so: On your profile, click the pencil icon that appears on the right side of the blue Gifts heading. Then, in the drop-down list that appears, click Remove Box.

6. Click the Give Gift button.

- 7. Fill out your credit card info, and then click the Complete Purchase button.** If Facebook already has your credit card details (if, for example, you’ve previously purchased an ad on the site), you don’t have to type it in again.

Alternatively, instead of giving Facebook your credit card info, you can select the Mobile Phone option and enter your cellphone number. Facebook then texts you a PIN number which you enter into Facebook to confirm that you accept the charge, and the amount gets added to your cellphone bill. This option makes it frighteningly easy to buy gifts without even having your credit card handy.



Facebook displays a box letting you know the gift has been sent (and that your credit card or cellphone account has been charged).

5 Exchanging Automatic Updates

Remember what keeping up with your friends *used to* require? Time-consuming emails ("Sorry it's been so long..."), potentially intrusive instant messages ("hello? u there?"), even the occasional in-person visit. Not anymore: Thanks to Facebook's easy-to-activate broadcast and subscription tools, staying in touch is easier than ever. **Subscriptions** and **notifications**, for example, alert you when, say, your best friend uploads a new picture, your softball coach gets off work, or your study buddy posts his analysis of Macbeth. This chapter shows you how to sign up for and tweak these handy updates.

Types of Updates

Facebook offers four different ways you can get details about your friends' activities. Three (*News Feeds*, *Mini Feeds*, and *notifications*) appear automatically—on your Home page, your profile, and in your notification inbox, respectively.

Note Although the News Feed, Mini Feed, and notifications are all hard-wired into your account, Facebook lets you customize the details you see in all three. Read on for details.

If you prefer to keep up with your pals without even having to log into Facebook, you can sign up for customized web feeds called *subscriptions*. The following sections explain all these options.

Note Facebook offers one other kind of automatic update: It tells you when friends' birthdays are coming up. At the top of any Facebook screen, click the Account link and then click Account Settings. On the page that appears, click the Notifications tab and then, in the list that appears, scroll down to the Facebook section and turn on the checkbox next to "Has a birthday coming up (weekly email)" and you'll never again forget a friend's birthday, because Facebook sends you an email (no more than once a week) listing all your Facebook pals whose birthdays fall somewhere in the next week.

News Feeds: What Others Are Doing

Your *News Feed* is a constantly updated list of the things your Facebook friends are doing on the site: adding applications, writing on Walls, commenting on *notes* (page 95) and photos, befriending each other, and so on.

Facebook calls the standard version of your News Feed "Top News." In this list, you see the actions Facebook thinks you'll find the most interesting, based on a lot of top-secret number-crunching, and it appears automatically on your Facebook Home page, front and center—you don't need to do anything special to see it. (Facebook calls each item in this Feed a *story*.)

Tip If you're on your Home page and don't see your News Feed, head to the left of the page and double-check that the News Feed link is selected. If it's not, click it.

The screenshot shows the Facebook Home page. On the left, there's a sidebar with links like News Feed, Messages, Events, Photos, Friends, Applications, Games, Chat with Friends, and Go Online. The main area is titled 'News Feed' and has a heading 'What's on your mind?'. It displays two posts. The first post is from 'Marsee Henon' at 'O'Reilly Media' about checking in via Foursquare. The second post is from 'Colleen Toporek' about spicy chipotle sauce. At the top right of the main area, there's a button labeled 'Top News * Most Recent' with a small '15' indicating new items.

If you want to see more than just the Facebook-selected highlights, you can view a different version of your News feed that displays an up-to-the-second list of **everything** your Facebook pals are up to (not just the stuff Facebook thinks you're interested in). To do so, head to your Home page and click the Most Recent link at the top of the page (if you don't see it, check the left side of your screen to make sure the News Feed link is selected). To switch back to just the highlights, click the Top News link.

Facebook doesn't let you do away with your News Feed or control completely what it shows, but you can customize it to show more (or less) of the activities—and the friends—you're interested in.

Customizing Your News Feed

In every social circle, you're bound to have some friends you're closer to than others. If you'd prefer to concentrate on just two or three friends' activities—or skip the who's-dating-who-this-week chatter and focus just on certain applications (Chapter 12) or Pages (page 176) you're interested in—you can customize your News Feed.

To see more (or less) of specific Facebook friends:

1. **On your Home page, click the Most Recent link.**
2. **Scroll down to the bottom of the screen and click the Edit Options link.**



3. In the Show More field of the News Feed Settings box that appears, start typing the name of the person you want to see more of and then, when Facebook displays the person's name, click to select it. (Note that this box refers to your Live Feed; that's the old name for the Most Recent version of your News Feed.) Alternatively, you can cut down on what you see about a particular person by typing his name in the Hide field. Either way, after you select a name, that name appears in the News Feed Settings box accompanied by an X you can click later to remove the name (useful if, over time, your interest in that particular person's Facebook activities changes).

Tip

Another way to see less about a particular person is to mouse over any story that appears in your News Feed; when the Hide link appears, click it. In the confirmation box that appears, click "Hide [person's name]".



Note News Feeds work both ways: Facebook keeps track of *your* actions on the site, too, and includes them in your friends' News Feeds. To learn how to prevent certain things you do from showing up on your friends' News Feeds, see page 213.

To hide a story that appears in your News Feed:

1. **On your Home page, make sure your News Feed is displayed.**
2. **Scroll down until you spot the story you want to hide.**
3. **Mouse over the story and then, when the Hide link appears, click it.**



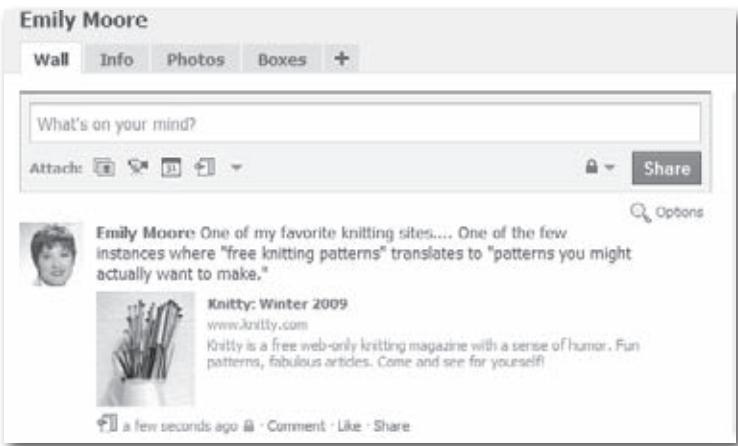
4. **In the confirmation box that appears, click "Hide [person]" (to cut down on future stories involving this person), "Hide [application]" (to cut down on future stories involving this application), or Cancel (to change your mind and keep the story in your Feed).**

If you change your mind later and want to see stories about that person or application again, scroll to the bottom of your News Feed and click the Edit Options button. In the "Hidden from News Feed" box that appears, find the person or item you want to see again and then click the Add To News Feed button next to it.

Mini Feeds: What You're Doing

Your News Feed keeps track of all the stuff your friends do on Facebook. Similarly, your **Mini Feed** (which appears on your Wall interspersed with Wall posts) chronicles the stuff *you* do on Facebook (and that other folks do that directly affects you, like writing on your Wall or sending you a gift). Anyone who can see your profile can see your Mini Feed.

Note The Mini Feed doesn't contain *additional* information; it just aggregates the juicy bits displayed elsewhere on your profile and adds them to your *Wall* (page 74). So, what people can't see on your profile, they can't see on your Mini Feed. For example, if you RSVP to a secret event and your friend Ralph wasn't invited, he won't be able to find out he was snubbed by reading your Mini Feed.



Customizing Your Mini Feed

In addition to merging the Mini Feed with the Wall (they used to be separate), Facebook recently reduced the amount of control you have over your Mini Feed. Fortunately, you can still customize your Mini Feed by removing individual **stories**. Stories are accounts of specific actions you or someone else has taken on Facebook, such as updating your **status** (page 90) to "Heading home for the day."

To customize your Mini Feed:

1. **At the top right of any Facebook screen, click Profile.**
2. **On the page that appears, make sure the Wall tab is selected (if it isn't, click to select it).**
3. **Scroll down the Wall section of your profile and read through the stories.**
4. **Delete any stories you don't want people to see.** To do so, mouse over the story so that the Remove link appears in its upper right. Then click the Remove link (and, in the confirmation box that appears, click the Delete button) to delete that story from your Mini Feed.

Facebook Notifications

A **notification** is a message telling you that something involving **you** happened on Facebook: Someone wrote on your Wall, for example, invited you to join a Group, or replied to something you said on a discussion board. You also get notifications from the folks at Facebook from time to time.

Note Notifications and News Feed items are so similar that it's easy to get them confused. Both are juicy, gossipy electronic paper trails of your friends' activities on Facebook. The difference? Notifications somehow involve *you*: Someone wants to join a Group that you administer, someone tagged you in a *note* (page 95), and so on. News Feed items, on the other hand, don't involve you directly; they simply let you know what your friends are up to: that one friend installed a new application, say, and another one updated her profile picture.

In the upper-left part of all Facebook screens are three little icons. The rightmost one, which looks like a tiny Earth, is the notification icon. When you have a new notification, Facebook displays a red box above the icon letting you know how many you have. Click the icon to see a list of your notifications.



Notifications also appear in your regular email program's inbox, and, optionally, in your cellphone's inbox:



- **To see the email versions of your notifications,** head to your email program and check your email just as you normally do.

Note *Subscribing* to notifications lets you see them as a *web feed* (page 89) instead of in your email inbox.

- **To tell Facebook to send notifications to your cellphone**, you first need to activate your cellphone on Facebook (see Chapter 14), and then tell Facebook which notifications you want sent to your phone by following the instructions in the next section.

Choosing Which Notifications You Want to See and Where

Unless you tell it otherwise, Facebook assumes you want to be notified about a staggering amount of social minutiae. This means that, if you have more than two or three friends who actively use the site, your email inbox will overflow from all the notifications you'll receive.

To specify what you want to be notified about—and what you *don't*—and how, follow these steps:

1. **At the top of any Facebook screen, click the Account link and then, in the drop-down list that appears, click Account Settings.**
2. **On the page that appears, click the Notifications tab.**

The screenshot shows the 'Notifications' tab selected in the 'My Account' menu. On the left, there's a list of activities with checkboxes for 'Email' and 'SMS'. On the right, a sidebar lists other notification settings for various Facebook features like Photos, Groups, Pages, Events, Notes, Links, Video, Gifts, Help Center, Wall Comments, and Other updates from Facebook.

Activity	Email	SMS
Sends me a message	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Adds me as a friend	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Confirms a friendship request	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Posts on my Wall	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pokes me	<input type="checkbox"/>	<input type="checkbox"/>
Has a birthday coming up (weekly email)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Asks me to confirm friend detail	<input checked="" type="checkbox"/>	<input type="checkbox"/>

3. Tell Facebook which activities you want to be notified about:

- **To choose which activities you want learn about via email:** On the Notifications tab, head to the Email column, scroll down to see each activity, and turn off the checkbox next to any activity you don't want to get email about; alternatively, turn *on* the checkbox next to any activity you *do* want to get email about.

Tip

Rather than scroll down the entire list of activities, you can click the links in the “View Settings for” list on the right side of the Notifications tab to hop directly to the type of activity you’re interested in. For example, if you want to change which event-related notifications you receive, click the Events link.

— **To choose which activities you want to learn about via cellphone:** After you’ve given Facebook your cellphone info (see Chapter 14), you can tell the site to notify you of certain activities by sending notifications directly to your phone. (You can’t have as many types of notifications sent to your cellphone as you can to your email program, but that’s probably a good thing.) On the Notifications tab, head to the SMS column, scroll down to see each activity, and turn on the checkbox next to any activity you want sent to your phone (or turn *off* the checkbox next to any activity you *don’t* want sent to your phone).

Note

SMS stands for Short Message Service, which is the technology cellphones use to send and receive text messages.

4. When you finish, scroll down to the bottom of the page and click Save Changes.

Note

Telling Facebook to send notifications to your cellphone is also called *subscribing* to your notifications. Facebook always displays friend requests, invitations to Groups and events, and photo tag requests (page 169) on your Home page, so the notifications you get about these activities are redundant. Turn them off and you won’t miss a thing (assuming you check your Home page from time to time).

Subscriptions

Technically, subscriptions are *web feeds*—those ubiquitous summary blurbs provided by web publishers like the *New York Times* and Reuters and known to geeks everywhere as RSS (which stands for Rich Site Summary or Really Simple Syndication depending on who you ask). Whatever you call them, think of a *subscription* as a continuously updated newsletter that’s stored as a big chunk of data you can format and view however you like—as a basic, no-frills list of items on a web page, for example, or in a fancy online news reader.

Note When you follow the steps on page 93, your subscription appears as a basic list on a web page. To see it in a different format, check out one of the many free news reader (a.k.a. **aggregator**) programs and services, such as Bloglines (www.bloglines.com), Google Reader (www.google.com/reader), or Feed Demon (www.newsgator.com/individuals/default.aspx). For an in-depth look at all things web feed, check out <http://oreilly.com/feeds>.

Subscriptions don't give you any info that you couldn't find by combing through Facebook, but they make that information easier to get to because it appears on a single web page that updates automatically. Plus, you don't have to log into Facebook to see it. And, depending on which web browser you use, you can customize the way you see subscription info. For example, if you use Internet Explorer, you can sort your subscription info, specify how often you want to see updates, and even have your computer play a sound when the info gets updated.

You can sign up for one or more of the following:

- **A subscription that sends the current status of your friends to your cellphone.** Typically a quick one-liner that your friends type in from time to time, such as "I'm leaving work" or "I'm at the library," a Facebook **status update** lets you know what your friends think is important enough to share. Signing up for a status subscription lets you track where your friends are and what they're doing or thinking at any given time without having to log into Facebook. Unlike the other subscription options, you can **only** subscribe to your friends' status updates by cellphone (see Chapter 14).

Tip To update **your** status, head to the top of your News Feed or profile and then click the "What's on your mind?" field. (As soon as you click the field, it appears empty.) Type whatever you want and, if you like, click one of the Attach icons to add a photo, video, or link (mouse over the icons to see which is which). When you're done, click the Share button. Facebook updates your status so all your friends can see what you're up to.



- **A subscription that shows you the links your friends are posting, as they post them.** Because this kind of subscription gives you a one-stop shop for all the resources your friends are sharing, it's perfect for work and study groups. (Chapter 10 has more about using Facebook to collaborate on projects.)

Note To see how to post your own stuff, check out page 75.

- **A subscription that shows you the notes your friends (or other Facebook members) are publishing, as they publish them.** (Flip to page 95 to learn about Facebook notes.) Signing up for a notes subscription helps ensure you don't miss a single exciting installment of your friends' blogs (er, Facebook notes), even when you're not logged into Facebook. You can subscribe to notes published by any Facebook member who chooses to syndicate her notes (make them publicly available for subscription), even if you're not friends with her.

Note Subscribing to your own notes sounds weird (and a little narcissistic), but it's useful if you want to package your notes for cutting and pasting to another blog service (see page 98).

- **A subscription that shows you all your notifications.** Unless you tell it differently, Facebook assumes you want to see your notifications (page 86) in your email inbox. But if you prefer, you can choose to have them sent to your cellphone—handy if you want to keep in touch with your Facebook pals without having to log into the site or comb through a mountain of emails.

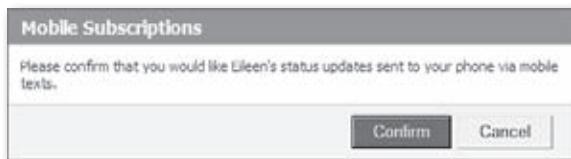
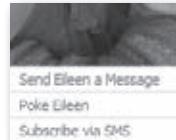
Note Depending on what kind of cellphone and cellphone service you have, you may find that a Facebook application (such as "Facebook for iPhone" or "Facebook for BlackBerry") can be a handier—and cheaper—way to get cellphone access to Facebook than subscriptions. See page 198 for more info.

The following sections explain how to sign up for each of these subscriptions.

Subscribing to Friends' Status Updates

To stay up to the minute on your friends' doings, sign up for a status update subscription:

1. **Give Facebook your cellphone number and double-check that you can receive text messages from the site.** Facebook calls this *activating* your cellphone; Chapter 14 has the how-to.
2. **Head to the profile of the friend whose status you want to track.**
3. **On the person's profile, click the "Subscribe via SMS" link that appears under your friend's picture.**
4. **In the confirmation box that appears, click Confirm.**



Tip If you change your mind and want to unsubscribe from someone's status updates, you can do so from your cellphone by responding to a status update text with the word "Unsubscribe." Alternatively, from your friend's profile, you can click the "Unsubscribe from SMS updates" link that appears below his mug shot.

Subscribing to Friends' Links

You can sign up for one subscription that shows you all the stuff *all* your friends post—websites, video clips, and so on—or for one subscription for each of the friends you're interested in. Here's how:

1. **At the top of any Facebook screen, click the Account link and then, in the drop-down list that appears, click Application Settings.**
2. **On the Applications Settings page, click the Links link to display the My Friends' Links page.**
3. **On the right side of the My Friends' Links page, head to the "Show recent links by" drop-down box on the right and choose either All Friends or the name of one of your friends.**



4. Scroll down the right side of the My Friends' Links page and, under the "Subscribe to Links" heading, click either My Friends' Links (if you chose All Friends in step 3) or the link called something like Stan Dupp's Posted Items (if you chose a specific friend in step 3).
5. Follow the steps below to finalize your subscription.



Subscribing to People's Notes

Page 95 tells you all about *notes* (Facebook's version of blogs). To subscribe to someone's notes:

1. At the top of any Facebook screen, click the Account link and then, in the drop-down list that appears, click Application Settings.
2. On the Applications Settings page, click the Notes link to display the My Friends' Notes page.
3. On the right side of the My Friends' Notes page that appears, click the My Friends' Notes link below the "Subscribe to these Notes" heading.

Tip To subscribe to an individual's notes, whether or not that person is your friend, go to her profile (page 46), and then click the Notes tab near the top of the screen. Then, on the person's Notes page, scroll all the way to the bottom and look for the "Subscribe to these Notes" header. Below it, click the "Eileen Doe's Notes" link (or whatever the person's name is). If you don't see a Notes tab on a particular profile, it's because the person adjusted his privacy settings to hide it (Chapter 13).

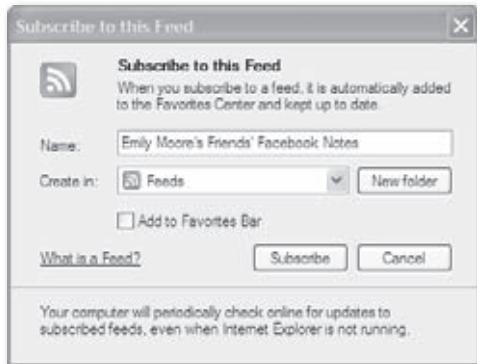
4. Follow the steps outlined in the next section.

Finalizing Your Links or Notes Subscription

Whether you're subscribing to folks' links or notes, you have to do a few more things to finish the process (do them *after* you finish the steps for the particular feed you're subscribing to):

1. On the page that appears, click "Subscribe to this feed" (or the similarly worded link that appears in your browser).

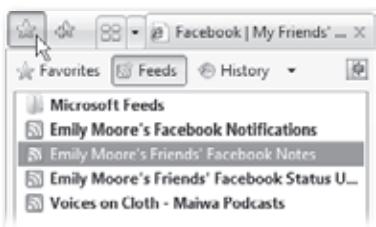
- 2. In the box that appears, choose the bookmark folder you want to put your subscription in.** The feed name Facebook suggests is perfectly workable, if a little boring, so don't feel you have to type in a new one (although you can if you want). Because you access subscriptions through your web browser, the folder you choose from the "Create in" drop-down list (or create using the "New folder" button) appears in your web browser's feeds list.



Tip **Bookmarking** a web page makes it easy for you to return to that page again later. When you view your web browser's feeds list, you see the name of your subscription's bookmark folder; just click it to see the latest installment of your subscription. (How you view your feed list is different in every browser. To view it in Internet Explorer, for example, click the Favorites Center button—the tiny yellow star to the left of the main menu.)

You've successfully subscribed to this feed!
Updated content can be viewed in Internet Explorer and other programs that use the Common Feed List.
[View my feeds](#)

- 3. Click Subscribe.** Up pops a message telling you your subscription was successful. To see your subscription, you can either click the "View my feeds" link on the success message, or use your browser's menu to see all your listed feeds. If you use Internet Explorer, for example, click the Favorites Center icon (the little star on the left side of the menu) to view your feeds.



Tip If you're not thrilled with the way your web browser displays your subscriptions (a.k.a. feeds), you can use a free *news aggregator service*, such as (www.bloglines.com), to display them instead. You need a feed's URL to view it using an aggregator. If you're using Internet Explorer as your web browser, click the Favorites icon (the little yellow star) and then the Feeds button. Then try right-clicking any feed in your feed listing, and then choosing Properties to see the feed's copy-and-pasteable URL that you need if you want to use a news aggregator service.

Creating Notes (Blogs)

Ever since “blogosphere” replaced the more mundane “bunch o’ personal websites,” every site worth its salt offers free *blogs*—easy-to-use online journals where you can chronicle your hobbies, family or work life, or whatever you feel like writing about. Facebook offers free blogs, too—it just calls them *notes* instead.

Note There’s a slight—but very important—difference between notes and regular old blogs: Because Facebook integrates notes with all the other stuff you do on the site (thanks to tagging, which is explained in a sec), notes can actually document the complex social interactions between you and your friends (and your friends and *their* friends, and so on). It’s scary, it’s exciting, it’s très 21st-century—and it’s a marketer’s dream come true.

You can either upload an existing blog (if you have one) into Facebook’s notes, or you can create your own notes from scratch. And here’s the cool part: You can *tag* your notes. *Tagging* a note means associating one or more of your Facebook friends’ names with the note. For example, say you write a note describing the fishing trip you took with your pal Fred. You can tag the note with Fred’s name, making it easy for Fred—and his Facebook friends—to find your tale of the trip.

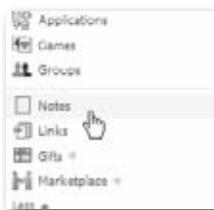
After you create a note, Facebook lists the note’s subject line on your profile page (look for the Notes section) so other folks can find your note and comment on it. At the same time, the site automatically sends notifications to all the friends you tagged so they can check out what you said about them.

Note By tweaking your Notes privacy settings (which you access by clicking the Profile Information link shown on page 213 and heading to the “Posts by Me” option), you can control who gets to know about, see, and comment on your notes. Flip to page 100 for step-by-step details.

Typing Notes from Scratch

If you don't already have a blog, or you *do* have a blog but you don't want to cut and paste it into Facebook, you need to start fresh. To create your first blog installment on Facebook:

1. **On the left side of your Home page, click the Notes link.**



Tip If you don't see the Notes link, expand the menu by scrolling to the bottom of it and clicking the More link.

2. **On the Notes page that appears, click the "Write a Note" button.**
On the "Write a Note" page, fill in the Title field with a subject line for your note (think of it as a summary of your entry and shoot for provocative, concise, or both). In the Body field, type your note.

A screenshot of the "Write a Note" dialog box. It has fields for "Title" and "Body". On the right, there's a "Tag people in this note" section with a search bar and a "In this note" section showing "No one.". Below the body field is a "Formatting tools" section with "Bold", "Italic", and "Underline" buttons. At the bottom, there are sections for "Photos" (showing "No photos."), "Upload a photo" (with a "Browse..." button), and "Note Privacy" (with a lock icon and "Who can see this?").

3. **If you like, add a photo or two.** To do so, click the Browse button and, in the window that appears, select the image file you want to add. Repeat this process to add more photos.

4. **If you want to, tag the note.** Tagging is a way of associating the note with a Facebook friend (or 10). If your note chronicles the office Christmas party, say, you might want to tag the officemates you mention. To tag your note, click the “Tag people in this note” field and start typing; then choose one of the names Facebook helpfully displays.

Note For a blow-by-blow on tagging, see page 169.

5. **If you want to, restrict who will get to see your note.** Facebook assumes you want **everyone** to see your note. If this isn’t what you want, click the drop-down list that appears next to the “Who can see this?” field and choose “Only Friends,” “Friends of Friends,” or one of the other options.
6. **Click the Preview button to give your note a quick once-over.** Double-check what you’ve written and the formatting, which can get a little funky (especially if you added photos). If you see something you don’t like, click Edit to change your note. Then repeat the preview-edit cycle until you’re happy with the result.



Note Facebook uses **HTML** (hypertext markup language) to format notes. If you know HTML, use it: Type HTML tags directly into the Body field along with your text. To see a quick-and-dirty HTML cheatsheet, click the “Format your note” link just below the Body field. To learn more about HTML, check out *Creating a Web Site: The Missing Manual, Second Edition*.

7. **Click the Publish button.** Facebook lists your new note in the Notes section of your profile for all the world (technically, all the folks you specified in step 5) to see and comment on, and sends notifications to the folks you tagged (if any).

Tip After you publish your note, you can share it with people who aren't yet on Facebook. To do so: Go to the Notes page (see step 1 above), and then, on the left side of your screen, click My Notes (it's under the Notes link). Then click the title of the note you want to share and, on the page that appears, click the Share button.

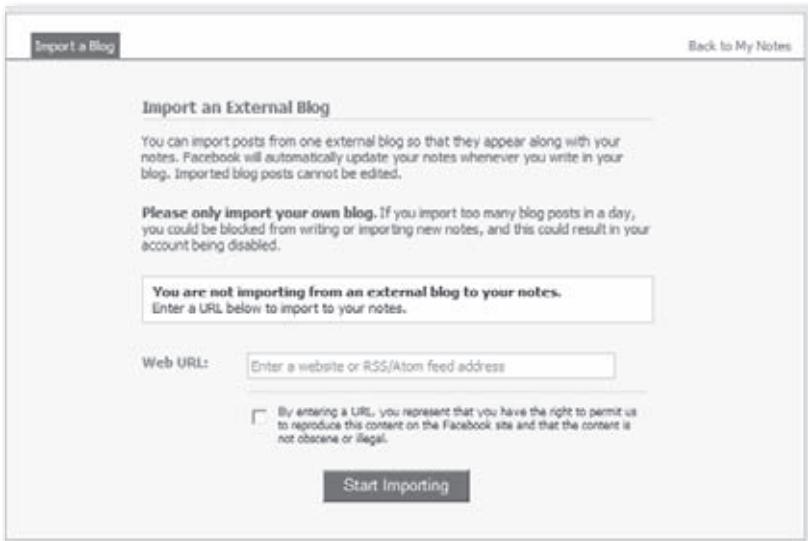
Importing Notes from an Existing Blog

If you've already got a blog on some other site (such as www.typepad.com or www.blogger.com), you can tell Facebook to duplicate your blog entries as Facebook notes. That way, the people on Facebook can read your musings without your having to type every blog entry twice.

Note You can't use Facebook to *edit* the notes you import from some other blogging site. Instead, you have to edit your notes using the other blogging service's website, just as you do now. Think of Facebook's version as merely a reprint.

To import blog entries from an existing blog into Facebook:

1. **At the top of any Facebook screen, click the Account link and then, in the drop-down list that appears, click Application Settings.**
2. **Click the Notes link to display the My Friends' Notes page.**
3. **On the My Friends' Notes page, click the blue "Import a blog" link on the right side of the page (below Notes Settings).**



4. On the “Import a Blog” page, head to the Web URL field and type in your blog’s web address (for example, <http://YourNameHere.blogspot.com>). Turn on the checkbox to reassure Facebook that the blog you’re importing is yours (it needs to be; adding anything to your Facebook account that you haven’t personally created or bought rights to distribute spells copyright infringement), and then click Start Importing.



5. On the confirmation page that appears, click Confirm Import. Facebook adds the imported blog entries to your from-scratch notes.

Viewing and Changing Your Notes

Facebook makes it easy to see all the notes you’ve written and change or delete them one at a time. To see and edit your notes:

Note If you import notes, you can’t change them in Facebook. You can, however, see and delete them by following the steps below.

1. On the left side of your Home page, click the Notes link. You may have to click More to see the Notes link.
2. On the left side of the Notes page that appears, click the My Notes link (it’s just below the Notes link you clicked in step 1).
3. Find the note you want to edit or delete and click its title.
4. On the page that appears, click either the Edit Note link or the Delete link.

Restricting Access to Your Notes

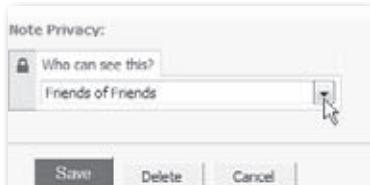
Unless you tell Facebook otherwise, *all* your Facebook friends and fellow network members can see, subscribe to, and comment on the notes you write. But you can customize access to your notes before you publish them (page 97) or after the fact so that:

- All Facebook members can see your notes.
- Only the people in certain networks (such as your work network or school network) and friends of the folks *you're* friends with can see them.
- Only your friends and the people in your networks can see them.
- Only your friends and your friends' friends can see them.
- Only your friends can see them.
- No one can see them (think personal online journal).
- Only specific friends can see (or *not* see) them.
- Only certain people can comment on your notes (for example, friends of friends, only friends, or only the people you list).

Tip For the scoop on subscriptions, see page 89.

To modify access to your notes after you've created them:

1. **On the left side of your Home page, click the Notes link.** You may have to click More to see the Notes link.
2. **On the left side of the Notes page that appears, click the My Notes link (it's just below the Notes link you clicked in step 1) and then click the title of the note you're interested in.**
3. **On the screen that appears, click the Edit Note link.**
4. **Scroll down to the bottom of the note that appears and click the drop-down box next to "Who can see this?"** From the list, choose the set of folks you want to be able to see the note.
5. **Click the Save button.**





If you know you're always going to want the same bunch of people to see every Facebook note you write—and you plan on writing a lot—you can save time by telling Facebook your preferences once and letting the site apply that information to each note. (You can always tweak your preferences later, on a per-note basis.) Head to the top of any Facebook page and click the Account link, and then click Privacy Settings. Next, click Profile Information; scroll down and click the "Posts by Me" drop-down list and then select the group of folks you want to let see your notes.

To change who can add public comments to your notes:

1. **At the top of any Facebook screen, click the Account link and, in the drop-down list that appears, click Privacy Settings.**
2. **On the Privacy Settings page that appears, click Profile Information.**
3. **Scroll down to the bottom of the Profile Information page that appears and click the "Comments on Posts" drop-down box.**

Adding Comments to Notes

Every time Facebook displays a note that you (or anyone else) has created, it also displays a link people can use to comment publicly on that note, either by typing in a message or by leaving a virtual thumbs-up.



Comments give the people who read your notes an easy way to stroke your ego, give you advice, or post helpful resources. And because the comments people leave appear one after the other, right after the text of your note, they're easy to see and to change. On a notes page, you can:

- **Add a comment to someone else's note.** However you stumble across someone else's note—by viewing your friends' notes (on the left side of your Home page, click the Notes link) or by going to the Notes section of a fellow network member's profile—the way you add a comment is the same: Simply click the "Write a comment" field that appears at the bottom of the note, type your piece, and then click the Comment button that appears as soon as you start typing. (If you don't see this link, it's because the note writer told Facebook to remove it—see page 101.)

Note Unless you tell it otherwise, Facebook automatically notifies you when someone comments on one of your notes. (Page 86 tells you how to change this behavior.)

- **View the comments other people have added to your note.** On the left side of your Home page, click Notes and then click the My Notes link. Then scroll down to the bottom of your note to see all the comments people have made.



- **Delete a comment someone has added to your note.** Perhaps someone added an offensive comment, or just one you'd prefer your friends not to see. Head to the bottom of the comment and click Delete; then, in the confirmation box that appears, click Delete again.

Tip If someone leaves an inappropriate comment—and overzealous marketing people, among others, have been known to do just that—you've got a couple options beyond simply deleting the offensive comment: You can block that person from seeing your notes or report him to Facebook (page 222).

Tagging Notes

Tagging a note links the note to one or more of your friends, whether or not the person is actually mentioned in the body of the note. It's a win-win situation: Your friends get warm fuzzies from being tagged (everybody likes to feel important), you get more folks reading your notes, and the companies that advertise on Facebook get a more complete picture of your social network.

You can tag a note while you're creating it—as explained on page 97—but you can also tag a note after you've published it. To do so:

1. **On the left side of your Home page, click the Notes link.** You may have to click More to see the Notes link.
2. **On the left side of the Notes page that appears, click My Notes.**
3. **Find the note you want to tag and click its title.**
4. **On the screen that appears, click the Edit Note link, just under the note's title.**
5. **In the “Tag people in this note” field, start typing the name of the friend you want to tag.** Facebook pops up names as you type; click to select one. You can tag as many of your friends as you like.
6. **Scroll down to the bottom of the page and click Save.**



Finding Mentions of Yourself in People's Notes

Just as you can tag notes with your friends' names, they can tag their notes with yours. To see a list of all your friends' notes that mention you:

1. **On the left side of your Home page, click the Notes link.** You may have to click More to see the Notes link.
2. **On the left side of the Notes page that appears, click the Notes About Me Link.** All the notes your friends have tagged with your name appear.

Note You would never write a note describing a scene of wild debauchery and then tag a squeaky-clean, trying-to-land-an-important-job friend (thus ruining any chance she has of passing her pre-interview background check), but some people would. Fortunately, Facebook lets you delete tags, even if someone else added them. On the Notes About Me page, scroll down to the note you want to disassociate yourself from, click the note's title, and—in the “In this note” list on the right side of the page that appears—click the “remove tag” link that appears just under your name.

Part 2

Interest Groups and Shopping

6 Participating in Groups

One of Facebook's most popular features is *Groups*—collections of people who share interests. Some Groups exist only online, but some real-world groups use Facebook to keep in touch. If you want to find other folks who share a passion for just about anything from Abraham Lincoln to shoe shopping, Facebook can help. And if it turns out you can't find a Group devoted to something you love, you can always create one. This chapter shows you how to find, join, and participate in Groups—and how to start your own.

What's a Group?

A Facebook **Group** is a handful (or more) of members who share a passion: knitting, parenting, coding Facebook applications, collecting Beanie Babies, whatever. Groups help people share information, tips, and advice. And they're not just virtual: Lots of groups that meet in person use Facebook Groups to keep in touch between meetings.

Tip Group-related **events** make it super easy for Facebook members to organize face-to-face meetings; see Chapter 7 for details.

Whoever starts a Group gets to decide who can join it. Some Groups let anyone join; some let all Facebook members apply, but then choose who can join; and some Groups hide their activities from everyone but Group members. Once you're a member of a Group, you get to do things like post messages and pictures on the Group's bulletin board, create and attend Group-related events, and more.

Note Technically, Groups is a Facebook **application** (page 198), so it's not a built-in part of Facebook. Chances are you'll never care about this distinction **unless** you decide to replace Groups with another application (see Chapter 12).

Because Groups are easy to start and join, there are **zillions** of them. So, along with the social-, craft-, business-, and sports-related Groups, you find a lot of silly Groups like "People Against Wet Cheetos," "I Judge People Who Use Poor Grammar," and "If 500,000 People Join This Group I Will Change My Middle Name to Facebook." In fact, Facebook has established a category for groups of this ilk: the "Totally Pointless" subcategory of the "Just for Fun" event type.

Fortunately, Facebook gives you a couple of tools—explained next—to separate the wheat from the chaff and find a Group you'll benefit from and enjoy. And if you can't find such a Group, you can start your own.

Note Because everyone who can see your profile can also see which Groups you've joined, some people use Group membership as a way to express their personal and political views. Join a Group called "Vote No on Proposition 100" or "People for the Ethical Treatment of Corporations," for example, and people scanning your profile will draw their own conclusions.

Finding Existing Groups

Facebook gives you two ways to look for Groups you'd like to join:

- **Check out the groups your friends have joined.** You and your friends probably have similar interests, so this can be a great way to find groups that are right up your alley.
- **Search for specific Groups and topics.** If your buddy told you the name of a Group you want to join or if you're interested only in Groups devoted to a specific subject—like the music of Todd Rundgren—this is your quickest option.

Tip Another way to join a Facebook Group is to respond to an invitation sent by another member (see page 117).

Viewing Your Friends' Groups

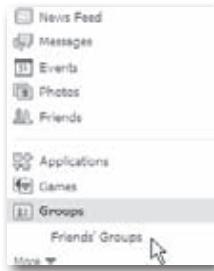
Facebook makes it easy to find out what your friends are up to—or into—and Groups are no exception. To see which Groups your friends belong to:

1. **On the left side of your Home page, click the Groups link.** (You may have to click the More link to see the Groups link.) The Groups page that appears shows the Groups you've already joined (if any).

Note If any of your Facebook friends have invited you to join a group, you'll see a Requests section at the top of the Groups page that includes the names of the group(s) you've been invited to join and who invited you.

The screenshot shows the Facebook Groups page. At the top left is the user's profile picture and name, Chuck Stewart, with a "View My Profile" link. To the right is a search bar. Below the search bar is a button labeled "Create a Group". The main content area is titled "Groups" and lists several groups with their names, member counts, and small thumbnail images. The groups listed are: "Blended Learning and Instruction" (1,263 members), "Fourth Street Festival of the Arts & Crafts" (120 members), "The Raintown Review" (369 members), "Global MACH at Microsoft" (694 members), "e-learning professionals" (4,961 members), "Former Employees of Macmillan Publishing in Indianapolis" (197 members), "Creative & Professional Writing Information Exchange" (3,254 members), and "Option Six" (76 members). On the left side of the page, there is a sidebar with links: News Feed, Messages, Events, Photos, Friends, Applications, Games, Groups (which is highlighted in grey), and Friends' Groups. Below the sidebar is a "More" link.

2. **On the left side of the Groups page that appears, click the Friends' Groups link.** Voilà! Facebook displays a list of Groups your friends have recently joined. You see the name of each Group and, below that, which of your friends is a member and how many total members the Group has.
3. **Skim through the list of Groups that appears.** Scroll down to see all the groups on the first page, and then click the right-arrow button at the bottom to view another pageful of results.
4. **To learn more about a Group, click either the Group's name or the picture next to it.** Up pops the Group's profile page with info you can use to decide whether you want to join. (Yup, Facebook Groups get profile pages, too; they're a lot like the ones for Facebook members.) You can check out the Group's discussion board, see the pictures people have posted, or see what's written on the Group's Wall.



KNITTING [Join](#)

Wall Info Photos Discussions

Basic Info

Name: KNITTING
Category: Common Interest - Hobbies & Crafts
Description: for everyone who loves to knit... or who might want to learn how to knit... ;)
Privacy Type: Open: All content is public.

Contact Info

Website: <http://www.youtube.com/watch?v=MZjHwLq2M>

Recent News

Newspaper: WEBSITES:
<http://www.purlbee.com>
This website has a knitting tutorial menu with very clear pictures!

Searching for Groups

If you know the name of the Group you're looking for or you're interested only in Groups whose names include a certain word, searching is the way to go. To search for Groups:

1. In the Search field at the top of any Facebook screen, type your search word(s), and press Enter.
2. On the left side of the search results page that appears, click the Groups link.

facebook Search

freelance [Search](#)

All Results

People Pages Groups Applications Events Web Results Pests by Friends Pests by Everyone

Show: All Group Types

	Freelancer Name: Freelancer Type: Business Members: 672 members	Join Group
	Freelance Name: Freelance Type: Business Members: 694 members	Request to Join
	FREELANCE Name: FREELANCE Type: Music Members: 333 members	Join Group
	Freelance Name: Freelance Type: Internet & Technology Members: 217 members	Join Group
	Freelance Name: Freelance Type: Business Members: 123 members	Join Group

- 3. To winnow down your search results, choose a category from the Show drop-down list.** When you do, Facebook displays a second drop-down menu that lets you narrow things down further by choosing a subtype.

- 4. If you spot a listing you're interested in, click either the Group's name or its picture.** Facebook displays the Group's profile page so you can learn more.

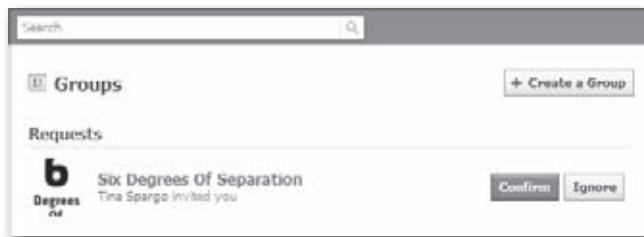
Joining a Group

Facebook lets you join up to 200 Groups, so you can join one for each of your diverse interests—and a few just for fun. To join a Group:

- 1. Go to either the search listing (page 111) or profile page of the Group you want to join.**
- 2. Click Join Group or Join, respectively.**
- 3. In the confirmation box that appears, click Join.** If the Group is *open*, that's it—you're in. If the Group is by invitation only, Facebook sends your request to the Group administrator, and you have to wait for approval.

That process works for open groups (ones that anyone can join). But if a Group is *closed* (page 115), you can't just join—you have to be invited *and* approved. You know a Group is closed if you don't see the Join Group link in the Group's listing; you see a "Request to Join" link instead. Click it to send the Group's administrator a message requesting an invitation to join. If the administrator approves your request, you'll get a Facebook notification telling you so.

If someone has invited you to join a Group (whether open or closed), you'll see it listed in the Requests section of the main Groups page (which you get to by clicking Groups on the left side of your Home page). To join it, simply click the Confirm button; if you're not interested, click the Ignore button instead.



After you've joined a Group, click Groups on the left side of your Home page and you'll see your new Group listed on the Groups page. All the Groups you've joined appear in the Groups section of your profile, too (click the Info tab of your profile to see a list of them).



Creating a Group

If you scan through all the Groups on Facebook and can't find one that fits your needs, no problem—just start your own.

Note You can create *almost* any Group that you can dream up. In its terms of use, Facebook reserves the right to pull the plug on hate groups and other unsavories—and it has. If you come across a candidate for plug-pulling, you can send a heads-up to Facebook's customer service team by scrolling down to the bottom of the Group's profile page and clicking Report Group.

To start your own Group:

1. **Click the Groups link on the left side of your Home page.** You may have to click the More link to see the Groups link.
2. **On the right side of the Groups page, click the "Create a Group" button.**

- 3. On the “Step 1: Group Info” screen, fill in the text fields and then click Create Group.** You *have* to fill out some fields—like Group Name, Network (the network whose members you want to join your Group), and Group Type (such as business or sports)—while others are optional. More is better: Details make it easier for prospective members to understand the purpose of the Group, which makes it more likely that you’ll attract the kind of people you’re looking for.

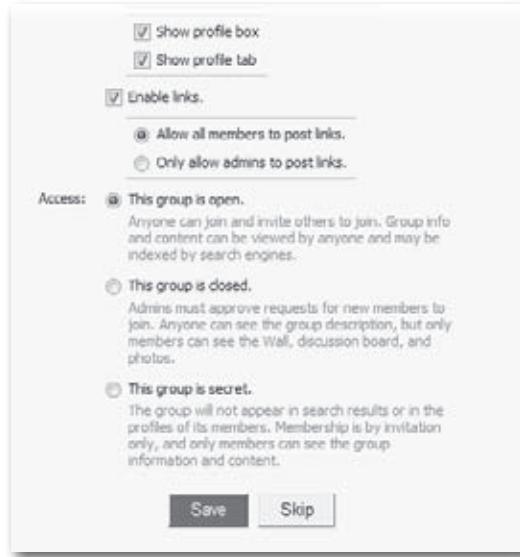
The screenshot shows the 'Create a Group' interface. At the top, there's a header with a person icon and the text 'Create a Group'. Below it, a tab bar has 'Step 1: Group Info' selected. The main area contains several input fields:

- Group Name:** (required) [Text input field]
- Network:** Global (Available to all of Facebook) [Dropdown menu]
- Description:** (required) [Text area]
- Group Type:** (required) [Text input field]
Select Category: [Dropdown menu]
Select Type: [Dropdown menu]
- Recent News:** [Text area]
- Office:** [Text input field]
- Email:** [Text input field]
- Website:** [Text input field]
- Street:** [Text input field]
- City/Town:** [Text input field]

At the bottom right are two buttons: 'Create Group' (highlighted in dark grey) and 'Cancel'.

Note: groups that attack a specific person or group of people (e.g., racist, sexist, or other hate groups) will not be

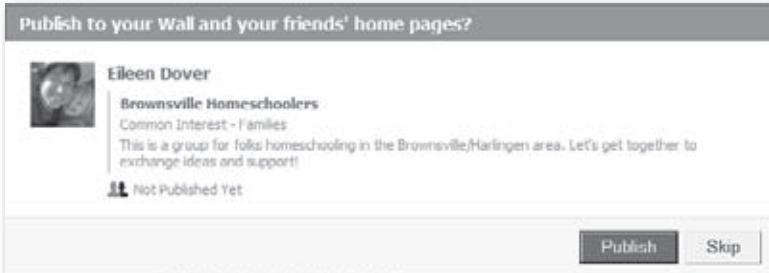
- 4. On the “Step 2: Customize” screen, scroll down to the bottom of the page and decide whether you want an egalitarian Group that anyone can join.** If so, leave the “This group is open” radio button turned on. Otherwise, you’ll want to turn off some or all of the features. For example, say you’re creating a work-related Group to keep your clients up-to-date on one of your projects. In this case, you want a private, all-information-flows-one-way Group; to make that happen, scroll back up the page, turn off all the Enable checkboxes, and switch the Access setting to “This group is secret.” After you’ve made your selections, click either Save (to apply your settings to your group) or Skip (to cancel your changes).



Note For your average, garden-variety Group, you want a balance between access to the Group and control of it. So leave the Options settings as they are, but switch Access to “This group is closed.” This lets potential members find your Group, but they can’t join it until you—the Group creator and administrator—give them the thumbs-up.

5. In the Publish box that appears, click either Publish (if you’re eager to get the word out) or Skip (if you’d prefer to finish setting up your Group before you announce its existence).

Note If you chose “This group is secret” on the “Step 2: Customize” screen, you won’t see the Publish box, since the whole point of creating a secret group is so that Facebook won’t publicize its existence. Instead, you’ll jump straight to the next step of the Group-creation process, inviting friends (explained next).



6. **On the Invite Friends page that appears, pick a few friends you'd like to join your Group and then click Send Invitations.** You can type both names of your Facebook friends and email addresses of people who aren't on Facebook yet. (Non-Facebook members can see the Group but can't join it until they join Facebook.) After you click Send Invitations, Facebook shows you the profile page for your new Group, complete with administrator-level features (like Message All Members, Edit Group Settings, and Create Group Event—see page 119) that only you can see.

Tip You don't have to invite folks to join your Group right away. If you prefer to wait, you can click the "Back to [your Group's name]" link that appears on the Invite Friends page. Doing so whisk you straight to your Group's profile.

7. **On your Group's profile page, upload a photo, if you like.** To do so, mouse over the placeholder question-mark image that Facebook starts you out with and click the Change Picture link that appears. Then, from the drop-down list, select "Upload a Picture". A box appears so you can browse to find an image file on your computer that you want to associate with your Group, like a photo, drawing, or logo.

Note You don't *have* to add a picture, but your Group's listing won't be nearly as attractive to prospective members without it. Copyright law is serious business, though, so make sure you have rights to whatever image you select.

8. **Seed your Group's profile with as much info as you can that describes your Group and offers prospective members an incentive to join.** More is good, because it announces that you're serious about this Group and have something of value to offer. Click the Wall tab to write or post something to the Group's Wall (such as a welcome message or a handful of links); click the Info tab to view (and edit) the information you provided in step 1. To add additional tabs, click the + tab and then choose a category from the drop-down list that appears, like Discussions (to create a tab for exchanging ideas) or Photos (to create a tab for uploading some Group-related photos).

Inviting People to Join a Group

If you're starting a Group, you can invite people to join during the creation process (page 113). But you can also do so after the fact—and so can other Group members.

Note If the person who created a Group made it part of the *Global network* (page 38), then any Facebook member can join it. But if a Group is limited to a specific network, then only members of that network can join it.

To invite someone to join a Group:

1. **Head to the Group's profile page (page 111) and click the "Invite People to Join" link on the left-hand side.**
2. **On the Invite Friends page that appears, type the names of the Facebook friends you want to invite, or the email addresses of people not on Facebook yet.** To invite friends, you can either turn on the checkbox next to a friend's name (Facebook lists all of your friends who are eligible to join based on the Group's network settings), or head down to the "Invite People via Email" field and type in email addresses separated by commas. (Non-Facebook members can see details about the Group but can't join it until they join Facebook.)

Note If you have a really big social circle, you might want to avoid paging through a bazillion checkboxes as you hunt for that certain someone to invite. Instead, click in the "Find Friends" field and type the name of the friend you want to invite or a Friend List you previously created (page 59).

Deleting a Group You Started

Sometimes you goof or change your mind. If you started a Group but a couple minutes later decide it wasn't such a great idea, you can delete it. Here's how:

Note You can only delete a Group that you started. What's more, as soon as somebody else joins your Group, Facebook yanks your ability to delete it. What you *can* do at that point is step down as administrator. (When you do, Facebook offers the gig to the remaining members of the Group.) You follow the same steps listed below to delete a Group or to step down as administrator.

1. On the left side of the Group's profile page (page 111), click the **Leave Group** link. If you're the one-and-only member of a Group, leaving the Group tells Facebook to delete it. If you're *not* the lone member, leaving the Group means the Group still exists—just without you in it.
2. In the confirmation box that appears, click Remove.

Participating in Groups

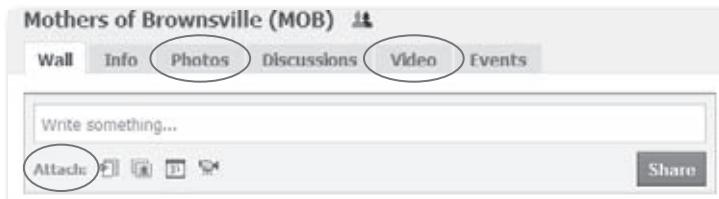
As you saw on page xx, Group creators get to pick and choose which privileges they give members. So the things you get to do as a Group member depend on how the Group was set up. (Group *creators* always get carte blanche.)

If You're a Group Member

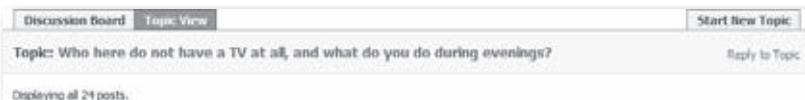
As a Group member, you *may* get to:

- **Add photos, videos, and links to the Group's profile page.** To add photos or video clips, head to the Group's profile page (page 111) and then click the Photos tab or the Video tab. To add a link to a website, click the Wall tab and then click the Link icon.

Tip If the Group's profile page doesn't show a Photos tab or a Video tab, you can post a photo or video to the group's Wall instead: Click the Wall tab, and then click either the Photo or Video icon (hover your cursor over each Attach icon to see a label telling you what it's for).



- **Participate in the discussion board that appears on the Group's profile page.** On the Group's profile page, click the Discussions tab. There, you can:
 - **Click a subject line** to display the entire post (followed by the preceding posts in that discussion thread), along with links you can use to reply to the post on the board ("Reply to Topic"), or check out a poster's profile and perhaps send a personal message (simply click the poster's name).
 - **Click the Start New Topic button** to display a tab you can use to start your very own discussion.



- **Write on the Group's Wall.** Click the Wall tab on the Group's profile page, and then click "Write something..."



- **Invite people to join the Group.** On the Group's profile page, click the "Invite People to Join" link (see page 117).
- **Leave the Group.** On the Group's profile page, click the Leave Group link.

If You're the Group's Creator

Group creators can do everything members can do, plus:

- **Send a message to all Group members at once.** On the Group's profile page, click Message All Members. Up pops the Compose Message tab, pre-filled with the name of your Group.

Note If your Group's membership tops 1,000, you're out of luck: The Message All Members feature won't work. This is part of Facebook's efforts to stop spam.

- **Create a Group-related event.** A *Group-related event* is an *event* (Chapter 7) that shows up on the Group's profile page. When you set up this kind of event, Facebook automatically sends an invitation to all the Group's members. To create such an event: On the Group's profile page, click the Create Group Event link and then follow the steps on page 126.
- **Administer the Group.** Facebook lets you change the way your Group works. Among other things, you can disable the Group's Wall or discussion board, delete members, and grant members *officer* (feel-good title) or *administrator* (actual power) status. On the Group's profile page, click Edit Information to change what appears on the Group Info tab (page 114), "Invite People to Join" to invite members as shown on page 117, or Edit Members to share your administrative powers with another Group member.

7 Facebook and the Real World: In-Person Events

Connecting with online pals in the real world is becoming more and more popular. Facebook's event listings help you find out what's going on in your own backyard—everything from birthday parties and gallery openings to study sessions and protest marches. And because RSVPing to events lets your Facebook friends see that you're planning to attend, a tiny get-together can quickly burgeon ("Well, hey, if Bob and Muffy are going, then *I'm* going!"). This chapter shows you how to find out what events are happening in your area, who's attending, and how to set up your own events.

Types of Events

Meeting people face-to-face raises privacy issues that don't exist online. As creepy as someone might be online (leaving weird or threatening notes on your Wall, poking you a hundred times a day, or joining every Group you join), the worst risks you take are annoyance, embarrassment, and the possible filching of some personal data, all of which Chapter 13 helps you prevent. In person, though, that same creepiness could conceivably translate into actual bodily harm. So be *extremely* careful if you arrange a real-life meeting with someone (or a group of people) you met on Facebook.

To help deal with the privacy issues and safety concerns raised by in-person events, Facebook offers these event types:

- **Open events.** Any Facebook member can read about this kind of event on the event's profile page and add himself to the guest list. Open events are great for festivals, concerts, and other get-togethers held in public venues. You know an event is open by the RSVP link on its search listing description (page 50), and by the "This is an open event" message on the Event Type section of the event's profile.
- **Closed events.** Any Facebook member can see a description of the event, including details of when and where it's held on the event's profile page. But nobody gets on the guest list—or gets to see the event's Wall or photos—with- out an invitation. Anyone can *request* an invitation, but the event's administrator gets the final say. Closed events are perfect for club and school meetings. You know an event is closed when you can see details about the event in its search listing descrip- tion (page 123) but there's no RSVP link. On the event's profile, you see the Request Invitation link as well as a "closed" description.
- **Secret events.** Only people who receive an invitation (either via Face- book notification or email) can tell that the event exists. Go with this kind of event when you're planning a business meeting, private party, or intergalactic invasion.



The *event administrator*—the person who dreams up the event, adds it to Face- book, and manages the guest list—gets to decide what kind of event it is.

Finding Existing Events

Facebook gives you two ways to find events you might want to attend:

- **Search for events.** You can find events using the same search box you use to look up Facebook members (page 50).
- **Check out the events your friends plan to attend.** There's a good chance you'll be interested in the activities your friends enjoy.

Searching for Events by Name or Subject

If you know the name or subject of the event you're looking for—or at least a word or two of the name or subject—the easiest way to find it is to search for it directly.

Tip It probably goes without saying, but for you to be able to look up a karate-related event, the event's creator has to put the word "karate" in the name of the event or somewhere in the description. (Page 126 explains how to create your own events.)

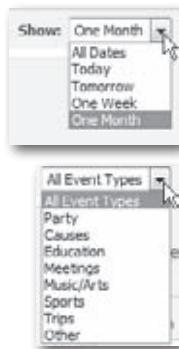
To do so:

1. **At the top of any Facebook screen, click the Search field, type the name of an event or words you want to search for (such as "Pep"), and then hit Enter.**
2. **On the left side of the search results page that appears, click the Events link to see the events Facebook found.**

The screenshot shows a Facebook search results page for the query "Pep". The search bar at the top contains "Pep". Below the search bar, there are filters: "Show: All Dates" and "All Event Types". On the left sidebar, under the "Events" section, there is a list of search results. The first result is "Pep rally and bonfire" with 68 confirmed guests, featuring a logo of a bulldog head. The second result is "Dead Prez plus Pep Love & Special Guests @ Shattuck Down Low" with 0 confirmed guests, featuring a logo of a guitar. At the bottom of the page, it says "1-10 of over 500 results".

3. Narrow your search results. You can:

- See events scheduled for a particular time frame by clicking the All Dates drop-down list.
- See only certain types of events—like parties, meetings, or school-related functions—by choosing from the All Event Types drop-down list and then, if an additional drop-down list appears, selecting a still *more* specific kind of event.



In either case, as soon as you choose an item from a drop-down list, Facebook helpfully displays the events that match your selection.

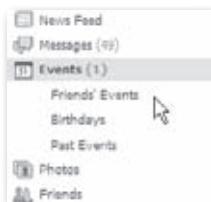
4. Click the name of an event to see its profile page. The page that appears describes the event in detail and lists confirmed and possible attendees (scroll down to see all the particulars).



Facebook doesn't distinguish between global and regional events anymore: *Every* Facebook event is a global event. So if you're trying to find only those events that will be held in your neck of the woods, alas—there's no easy way for you to do that.

Seeing Your Friends' Events

Checking out the events your friends are going to can be illuminating. (“Ralph’s into cross-stitch? No *way!*!”) It might also turn up events that *you’re* interested in attending. Here’s how: On your Home page, click the Events link. Then, on the left side of the Events page that appears, click the Friends’ Events link and peruse the listings.



RSVPing to an Event

Sure, you *could* show up at an event without RSVPing first, but that would be rude! It would also mean that you'd miss out on the social networking benefits Facebook offers, because as soon as you RSVP, all your friends can see where you're headed—which may encourage them to join in the fun.

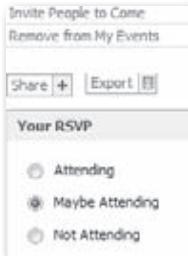
Note Depending on how the event's administrator set up the event (page 126), other folks in the network associated with the event may be able to see that you're planning to attend.

There are two ways to RSVP to an event:

- **If you received an invitation,** simply respond to it by following the instructions in the email or Facebook notification. You can be invited to any kind of event (open, closed, or secret—see page 127), but the *only* way to RSVP to a secret event is by responding to an invitation, since you wouldn't even know about the event if you hadn't been invited.

Tip To finagle an invitation to a closed event, click the Contact Information link on the event's profile page to send the event's administrator a polite email request.

- **If you weren't explicitly invited,** head either to the event's listing (page 123) and click RSVP, or to its profile page (page 124) and mouse down to the Your RSVP section. In either case, click either the Attending or Maybe Attending radio button and you're in. Facebook updates the event's profile page to show that you're a confirmed guest, and gives you new options you can use to change your response (to "maybe" if your plans change, for example) or to invite other people. Facebook also adds the event to the Events list on your Events page (which you can see by heading to your Home page and clicking Events).



Note Whether or not you can add yourself to an event's guest list, invite other people, see the guest list, write on the event's Wall, or otherwise interact with an event's profile page depends on how the event's administrator set it up (page 126).

Creating Your Own Events

Whether you want to host a product launch party, start a study group at the local coffee shop, or have a community meeting, it's easy to set up your own events on Facebook.

Note If an event is closely tied to a Facebook Group you created or that you've been made administrator of—you want to set up a monthly face-to-face meeting of your book club, for example—you'll want to head to your Group's profile page (page 111), click Create Group Event, and then follow steps 3–8 below. Doing so tells Facebook that your Group is hosting the event and lets you invite all the Group's members in one fell swoop by turning on the checkbox next to "Invite Members of the host group [your Group's name]" that appears on the "Step 3: Invite Friends" tab (see step 8).

Here's what you do:

1. **On your Home page, click the Events link.**
2. **On the Events page that appears, click the "Create an Event" button.**
3. **On the "Step 1: Create Event" page, fill out as many of the fields as possible.** You *have* to fill out some fields—like the event's name—but you should fill in as many of the other fields as you can. Doing so makes events easier for people to find, because they can search on every word you add. It also encourages people to RSVP, since the more people know about an event (and the better you make it sound), the more likely they are to attend.

Note Make sure you pick an event name you like, because after you create your event, you can't change what it's called. (You can, however, delete the event and create a new one with a different name.)

Create an Event

Step 1
Create Event **Step 2**
Add Details **Step 3**
Invite Friends

Title:
(required)

Add a Tagline

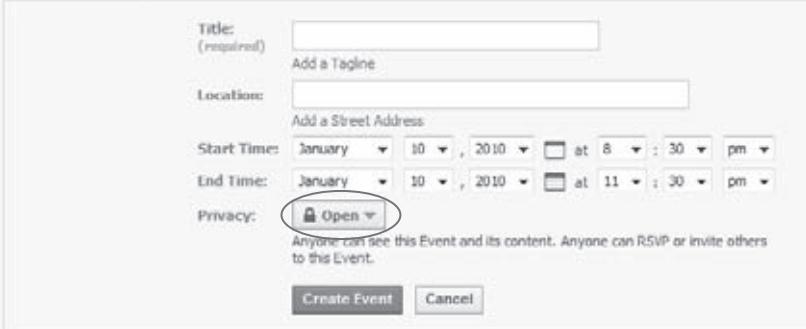
Locations:
Add a Street Address

Start Time: January 10, 2010 at 8:30 pm

End Time: January 10, 2010 at 11:30 pm

Privacy: Open Anyone can see this Event and its content. Anyone can RSVP or invite others to this Event.

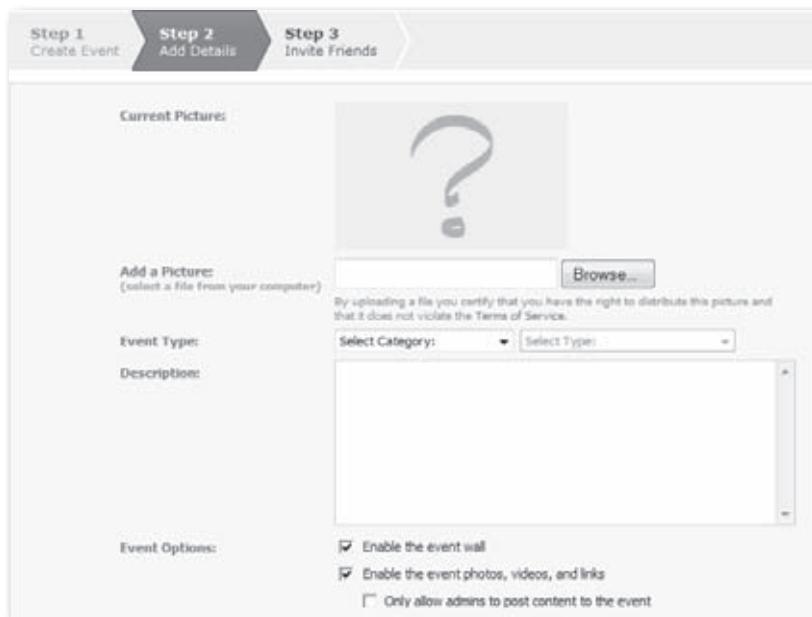
Create Event Cancel



4. **Decide how open you want your event to be.** Facebook assumes you want to plan an open event that everyone on the site can view and attend, and that all attendees can contribute to by uploading photos, videos, links, and Wall posts. If that's fine with you—for example, if your event is one that's open to the public and is listed in the local newspapers, or is an attend-in-spirit-only kind of event—you don't have to do a thing. Otherwise, you need to click the Privacy drop-down list and choose either Closed or Secret.

Tip For most face-to-face events, you'll want to choose Closed so you don't get a bunch of riffraff showing up. If you have a very specific, finite guest list and the event is private (such as a business meeting or intimate birthday gathering), choose Secret; that way, you can invite just the folks on your list and not have to worry about strangers requesting invitations.

5. **Click the Create Event button.** Facebook posts a bare-bones version of your event on the site that people can find in searches (unless you made the event secret).
6. **On the “Step 2: Add Details” page that appears, browse for the image file you want to appear on your event listing, and then click Upload Picture.** Technically, this step is optional, but an appropriate and clever photo, drawing, or logo will make your event's listing a lot more appealing.



7. **Add as much additional info as you want, tweak a few settings, and then click the “Save and Continue” button.** You don’t have to go hog wild, but adding a description and choosing an event type goes a long way toward helping folks find your event.
8. **Invite some guests.** Facebook lists your friends and Friend Lists (page 58) on the “Step 3: Invite Friends” page that appears, so all you need to do is choose who you want to invite and then click Send Invitations.

Note Facebook events are supposed to be for your friends (or for the members of Groups you’re in charge of—see page 113). So you can’t invite Facebook members to events unless they’re your friends—but you *can* invite pals who aren’t yet Facebook members. To do so, on the “Step 3: Invite Friends” page, head to the “Invite People via Email” field and type in email addresses separated by commas, and then click Send Invitations.

You can change your event after you create it. First, display the event’s profile (on your Home page, click the Events link and then, when the list of your events appears, click the name of the event you want to change). Then, on the right side of the event’s profile page, click one of the options, such as “Edit Event”, “Invite People to Come”, or “Cancel This Event”.

8 Going Shopping

As part of its quest to be the only website you ever need to visit, Facebook recently partnered with Oodle, a company that specializes in online classifieds, to come up with an easy way for Facebook members to buy and sell stuff from each other. The result: An amped-up third-party application called Marketplace that replaces the original built-in Facebook Marketplace feature. (The term “third-party” just means it was created someone other than the programmers at Facebook.)

The Marketplace application is easy to find and add to your Facebook Account. And unlike the classifieds in your local paper or ads on Craigslist.org, on Facebook, you can learn about the person who placed the ad *before* you contact him. As you’ll see in this chapter, you can use Facebook Marketplace to buy or sell just about anything.

Note

Marketplace is a relatively new Facebook application, so it's not quite the seller-packed, go-to shopping haunt that Craigslist is—*yet*. What it *is* spectacularly useful for is facilitating local sales: those Chihuahua puppies you want to get rid of, those textbooks gathering dust in the corner, that on-campus job you want to fill. Anything of special interest to your friends or fellow network members is a prime candidate for Marketplace.

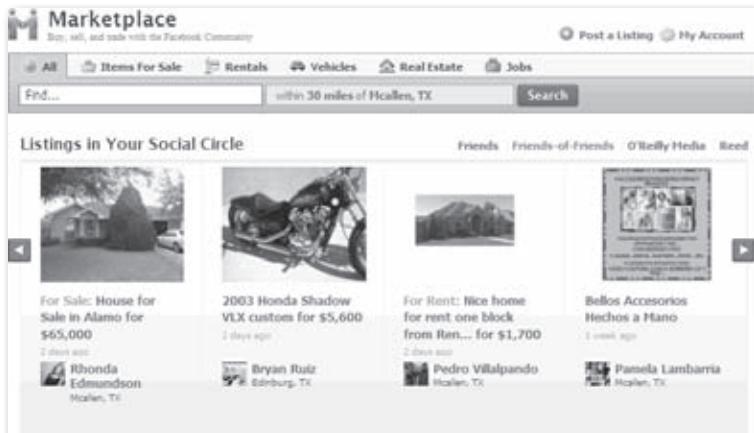
The Marketplace Application

Marketplace is a Facebook *application* (page 198) that lets you post and answer want ads. You can use Marketplace to advertise that you want to rent a house, fill a position, sell a sofa—anything you're either looking for or looking to get rid of.

Because you get to choose a location to advertise in when you create a Marketplace ad (called a *listing*), the ads you see are ones you're most likely to want to respond to. That way, if you browse through all the Marketplace ads associated with San Francisco, you won't see ads for garage sales in New York.

Note

Marketplace doesn't accept ads for illegal or distasteful stuff like illicit drugs, explosives, or hate-group paraphernalia. You can see the list of banned items by heading to the left side of your home page, clicking the Marketplace link (you may have to click the More link first), scrolling down to the bottom of the page that appears, and then clicking the Prohibited Content link. (You also get a chance to peruse these guidelines by clicking the "Terms of Service" link that appears on the confirmation box—see step 2 on page 133—when you give Marketplace access to your Facebook info.)



The Friend Factor: Ads from Facebook Connections

Thanks to the social-networking info it tracks (who's friends with whom), Facebook takes the concept of personal ads a step further than your average classifieds section or even the uber-popular free listing site Craigslist.org. Using the Facebook Marketplace application, you can:

- **Search through just your friends' (or fellow network members') listings.** Given a choice, most people would rather do business with friends than strangers. Marketplace gives you two ways of doing just that: the "Friends," "Friends-of-Friends", and network links on the Marketplace home page (page 130), and—depending on how your friends placed their ads—on your friends' Walls (page 74).
- **Feel out a seller by seeing the friends you have in common.** Sure, that "roommate wanted" ad sounds good, but before you contact the guy, wouldn't it be nice to contact a couple of mutual friends and find out what he's really like? The Tip on page 140 explains how.

Note Because its strength is putting a friendly face on ads, Marketplace is a great place to post ads you wouldn't want to put in the newspaper, like "Wanted: Help Moving" or "Wanted: Someone to feed my parrot while I'm on vacation." On the downside, because all your Facebook pals can see your ads, you might not want to use Marketplace to offload that chartreuse, monogrammed waffle maker your best friend gave you for your birthday.

Cost: Free, Risk: Yours

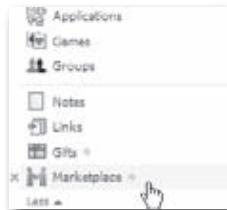
For now, Marketplace is fee free: There's no charge for placing a regular ad or answering one. When you answer an ad, it's your responsibility to contact the seller and work out payment arrangements—Facebook isn't involved and neither are the folks who created the Marketplace application. So be careful: If you pay someone for his beer stein collection but he takes the money and runs, you're on your own.

Note As this book was going to press, there were rumblings about Facebook possibly adding a PayPal option that you could use to send and receive payments for Marketplace items.

Finding and Viewing Marketplace

Before you can buy, sell, or even look at stuff on Marketplace, you first have to find it.

If you ever used Facebook's original, built-in Marketplace feature, you'll find the new Marketplace application already listed on the left side of your Home page (you may have to click the More link to see it). Facebook made the switch to the new version quietly, behind the scenes, so members wouldn't have to do extra work.

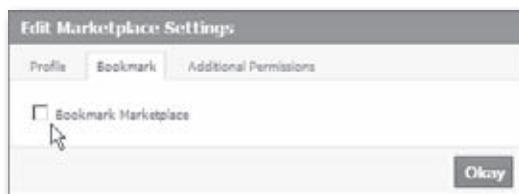


If you don't see a Marketplace link, you need to find the Marketplace application. And, to make Marketplace easy to get to, you can **bookmark** it, which means adding it to the left side of your Home page. Here's how:

1. **In the Search box at the top of your screen, type *Marketplace* and then hit enter.**
2. **On the search results page that appears, click the Marketplace logo, which looks like two people shaking hands.** If you don't see it, try clicking the Applications link on the left side of the screen to narrow your results to just applications.



3. **On the Marketplace profile page that appears, click the "Go to Application" button in the upper-left part of the screen.** Facebook whisks you to the main Marketplace page, shown on page 130. Now all that's left is to bookmark Marketplace.
4. **At the top right of your screen, click the Account Link and then click Application Settings.**
5. **On the Application Settings – Recently Used page that appears, find the Marketplace listing and click its Edit Settings link.** Facebook pops up a Edit Marketplace Settings dialog box.
6. **In the dialog box, click the Bookmark tab and turn on the Bookmark Marketplace checkbox and then click Okay.** Facebook adds a Marketplace link to the left side of your Home page.



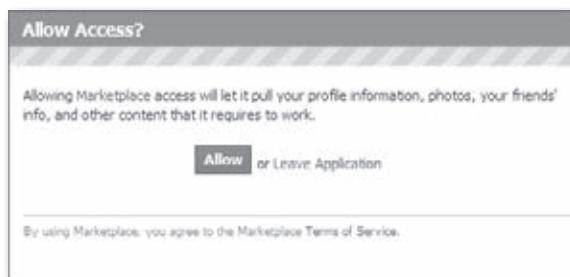
Placing an Ad

Placing a Marketplace ad (technically called a *listing*) is pretty straightforward, whether you want to find something, get rid of something, or get a job. You don't have to pay anything to place an ad, and it runs for 30 days.

Note Jesters, beware: In the interest of keeping market-goers honest, after you place an ad, Marketplace lets you cancel the ad—but not delete it. Marketplace keeps track of all the ads you place, whether you let them run the full 30 days or cancel them 5 minutes after you place them. So if you want to play a prank on a friend by posting an ad saying he's giving away all his stuff (and then think better of it after you sober up), know that Facebook keeps a record of the ad indefinitely—which, if your pal gets really sore, can be used by Facebook to determine whether you should be kicked off the site.

To place a Marketplace ad:

1. **On the left side of your Home page, click the Marketplace link.** You may have to click the More link to see it.
2. **On the Marketplace home page that appears, click the “Post a Listing” link.** If this is the first time you've placed an ad, Facebook displays the “Allow Access?” dialog box. Using any Facebook application—including Marketplace—means opening your profile info up to non-Facebook employees. Unless you're extremely conservative when it comes to sharing your information, this isn't a big deal; still, it *does* pose a risk. (Chapter 12 has more details.) So if you're comfortable with Marketplace having access to your profile info, click the Allow button.



Facebook displays the “Post an Ad – Details” box.

The screenshot shows the 'Post an Ad - Details' form. It includes fields for Email, Location, and Category, each with a required asterisk (*). Below the location field is a note: 'We require your email address to protect you from spam and fraud'. At the bottom are 'Post and Share' and 'Cancel' buttons.

Email: *	<input type="text"/>
Location: *	United States <input type="button" value="City & state or zip"/>
Category: *	Select a Category <input type="button"/>
*required	
<input type="button" value="Post and Share"/> <input type="button" value="Cancel"/>	

3. In the “Post an Ad – Details” box, type in your email address and use the Location boxes to specify the area your ad is relevant to.

Note After you publish your listing, every Facebook member can see it, even folks whose profiles show they live in different places than the one you specify in the Location fields. These fields just give you a way to describe your listing a bit better, so that (for example) someone doesn’t get all excited about buying your 400-pound, solid-wood dining room set only to find out you live 2,000 miles away from her.

4. Choose a category for your listing. Your choices are pretty straightforward: Items For Sale, Rentals, Vehicles, Real Estate, and Jobs. As soon as you select a category, Marketplace expands the “Post an Ad – Details” box to include new fields related to the category you selected.

The screenshot shows the expanded 'Post an Ad - Details' form for an 'Items For Sale' listing. It includes additional fields: Subcategory (Computers), Title (Unopened HP print cartridges), and options for For Sale, Free, or Wanted. A note asks why the item is being given away. The description field lists three types of printer cartridges. There are checkboxes for Marketplace visibility and photo distribution, along with a browse button for photos. A note at the bottom states: 'I certify that I have the right to distribute these photos and that they do not violate the Terms of Use.' At the bottom are 'Post and Share' and 'Cancel' buttons.

Email: *	<input type="text" value="elendover123@gmail.com"/>
Location: *	United States <input type="button" value="Brownsville, TX"/>
Category: *	Items For Sale <input type="button"/>
Subcategory: *	Computers <input type="button"/>
Title: *	<input type="text" value="Unopened HP print cartridges"/>
<input type="radio"/> For Sale <input checked="" type="radio"/> Free <input type="radio"/> Wanted	
Why are you giving it away? I bought these for printers that I've since replaced, and I hate to see them go to waste!	
Description: *	<input type="text" value="HP inkjet cartridge 26 (black)
HP inkjet cartridge 22 (tri-color)
HP print cartridge 94 (black)"/>
My Profile:	<input checked="" type="checkbox"/> Marketplace may display my name and profile picture with my Listing(s)
Photo(s):	<input type="text" value="C:\Documents and Settings\elendover\My Pictures\HP Cartridges.jpg"/> <input type="button" value="Browse..."/> <input type="button" value="Browse..."/>
<input checked="" type="checkbox"/> I certify that I have the right to distribute these photos and that they do not violate the Terms of Use.	
*required	
<input type="button" value="Post and Share"/> <input type="button" value="Cancel"/>	

- 5. Fill in as many details as you can and then click Post and Share.** As you would when running an ad in the paper, make sure your description is as enticing and complete as possible. Include photos if you can, because the placeholder image Marketplace gives you screams “The stuff I’m selling is in such bad shape I’m embarrassed to show it.”

Note Because everybody on the Internet—not just Facebook members, but **everybody**—can see your Marketplace listing if it happens to come up in a web search, be careful about including sensitive info such as your phone number or home address.

- 6. Optionally, in the Publish box that appears, type a quickie note and then click Publish.** Doing so tells Marketplace to announce your ad to all your pals (via their News Feeds—see page 82) and to post it to your Wall, where anyone with access to your profile can see it easily, without having to hunt around for it. After you click Publish (or Skip), Marketplace displays your listing in the Listing Details tab and in Marketplace searches for 30 days.

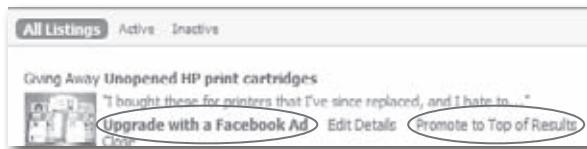


Note Technically, **publishing** your ad—which, in Facebook parlance, means shooting an announcement about your ad to your friends’ News Feeds—is optional. (Your ad appears in the Marketplace and comes up in peoples’ searches as soon as you create it, but you can choose not to go the extra mile and broadcast it in your friends’ Feeds.) But since the whole point of advertising on Marketplace is to take advantage of the friend-to-friend connections you’ve forged on Facebook, why not? Another good reason for publishing your ad: impulse buying. Someone who found your Wall because you share an affinity for ice hockey may well be interested in the skates you have for sale—even if she wasn’t officially in the market for skates and so never would have found your listing in the Marketplace.

- 7. Verify your email address.** To help cut down on spam and fake listings, before Facebook posts your ad on Marketplace, it asks you to confirm your email address by signing into your email account and clicking the link in the email Facebook sent you. When you do, you get whisked back to Facebook, where you see a message announcing that you confirmed your address and that your ad will show up in Marketplace soon.

 Congratulations! Your email address is confirmed. Your listings will be available in Marketplace shortly.

- 8. Double-check your listing and, if necessary, edit it.** If you spot a goof or decide to add a photo, you can edit your listing by clicking the Edit Details link that appears in your listing description below the congratulations message.



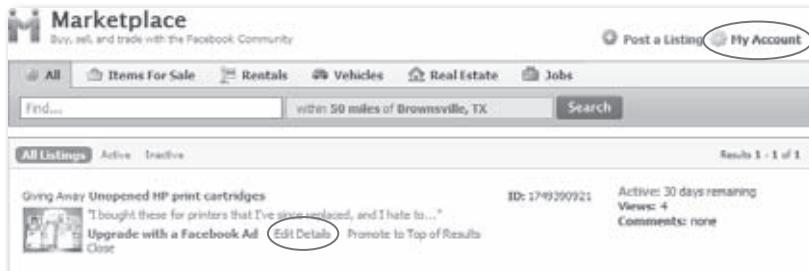
- 9. Decide how (or if) you want to call extra attention to your listing.** Marketplace gives you two ways to make your ad stand out from the crowd: Promoting your ad, and paying for an *additional* Facebook ad:

- **Promoting your ad.** Because the ads folks see in their Marketplace search results appear in order from newest to oldest, your ad zooms to the top of the search results—at first. (If 60 other people decide to sell *their* old treadmills the day after you placed your ad, your treadmill ad gets buried.) To scoot your ad back to the top of the heap temporarily, click the “Promote to Top of Results” link. You get to repeat this process once every 24 hours for as long as your ad runs.
- **Purchasing a Facebook ad.** By clicking the “Upgrade with a Facebook Ad” link, you can create a Facebook ad (Chapter 13) to help drive traffic to your listing.

Changing Your Ad

You place a Marketplace ad and then it hits you: You forgot to add an important detail. No problem! The Marketplace application makes it easy to:

- **View your listing.** To see a listing you've created, on the left side of your Home page, click Marketplace (you may have to click More first); then, on the Marketplace home page, click My Account. To see all the details of a listing, scroll down the My Account page and click the listing's name.



- **Edit your listing.** You can change your ad any time: On the My Account page (click Marketplace on your Home page, and then click My Account), scroll down to the ad you want to change and click Edit Details. In the Edit Details box that appears, make your changes, and then click the "Post and Share" button.
- **Close your listing.** To *close* (cancel) your listing, on the My Account page (click Marketplace on your Home page, and then click the My Account link), scroll down to the ad you want to delete and click Close. In the confirmation box that appears, turn on either the Yes radio button (if you're removing the ad because you sold the item) or the No radio button (if you're deleting the ad for some other reason), and then click Close Listing. If you change your mind after you close the listing, click the "Click to Activate" link that Facebook displays in the ads listing on your My Account page.

Note Closing a listing *doesn't* delete it from Facebook completely. Your listing lives on in your friends' News Feeds and on the Inactive tab of your Marketplace account (click the Inactive link that appears on the My Account page), so you may be fielding requests to see that '70s-era lava lamp for a while.

Finding Stuff

Marketplace gives you several ways to find stuff you're looking for. From the Marketplace home page (get there by heading to the left side of your Home page and clicking Marketplace), you can:

The screenshot shows the 'Latest Listings in Marketplace' section. It features four items: 1. 'For Rent: Looking for A Roommate. \$150 Move-In for \$490' (2 days ago). 2. 'Gold Cartier Sunglasses Original for \$250' (4 days ago). 3. 'Free: Herbalife services' (1 week ago). 4. 'Xbox 360 Guitar Hero "Legends of..." for \$75' (2 weeks ago). Above the listings, there are navigation links: Friends, Friends-of-Friends, Texas Brownsville, and UT El Paso.

- **See ads your friends, their friends, or your fellow network members have placed.** On the Marketplace home page, click “Friends,” “Friends-of-Friends,” or the name of one of your networks, respectively.

The screenshot shows the top navigation bar with tabs: All, Items For Sale, Rentals, Vehicles, Real Estate, and Jobs. Below the tabs is a search bar with placeholder text 'Find...' and a location filter 'within 50 miles of Brownsville, TX'. A 'Search' button is to the right of the search bar.

- **Browse listings by location.** To see listings in or around a particular city, click the right-hand search field. Then fill out the Location Settings box that pops up and click Submit.
- **Browse listings by category.** There's no point in seeing ads for homes for sale if you need a job. To see all the job listings associated with a specific location (see previous bullet), simply select one of the category tabs that appears above the search fields. If you're looking for a job, for example, click the Jobs tab. Another option is to click one of the category listings that appear at the bottom of the Marketplace home page.

The screenshot shows a 'Location Settings' dialog box. It has a text input field 'Please enter your location to see listings near you.' with a placeholder 'Brownsville, TX'. Below it is a dropdown menu 'Search: United States' and a distance selector 'within 50 miles of Brownsville, TX'. At the bottom are 'Submit' and 'Cancel' buttons.

Items For Sale	Rentals	Vehicles	Real Estate	Jobs
Textbooks	Apartments	Cars	Homes	Accounting & Finance
Tickets	Condos	Motorcycles	Condos	Admin & Support Services
Electronics	Homes	Parts & Accessories	Foreclosures	Advertising, Marketing & PR
Furniture	Short Term	Power Sports	Other	Architecture & Design
Clothes & Accessories	Roommates	Airplanes & Aviation		Art, Media & Writer
Computers	Other	Boats		Civil Service & Public Policy
Sporting Goods & Bicycles		RVs & Motor Homes		Construction & Skilled Labor
▼ More		▼ More		▼ More

- **Search for an item within a category.**

Depending on the category you choose (see previous bullet), you may see subcategories listed on the left side of the search results page, along with boxes you can use to narrow your search by entering minimum and maximum prices.

Note Facebook encourages its members to be their brothers' keepers. If you run across an ad that rubs you the wrong way—whether it's for Nazi memorabilia or is just in the wrong category—click the Report This Listing link that appears at the bottom of every listing to send the Marketplace team a heads-up.

The screenshot shows a sidebar with a list of subcategories: Textbooks, Tickets, Electronics, Furniture, Clothes & Accessories, Computers, Sporting Goods & Bicycles, Movies, Music & Video Games, Baby & Kid Stuff, Musical Instruments, Home & Garden, Collectibles, Health & Beauty, Services, and Everything Else. Below this is a 'Price' filter section with input fields for 'Low' and 'High' and a search icon.

Answering an Ad

For privacy reasons, Marketplace listings rarely include direct contact info like phone numbers. Instead, you answer an ad by sending a Facebook message. Here's how:

1. **From the Marketplace home page (to get there, click Marketplace on the left side of your Home page) or the search results page (on the Marketplace home page, click Search), click the name of the listing you want to respond to.** Facebook displays the full ad, complete with pictures (if the person who placed it supplied pictures, that is).



2. **Do a quick reality check.** See how many times this ad has been viewed (the number appears at the bottom of the page), which gives you an idea of whether the item is still available. Then click the picture of the person who listed the ad; this sends you to her profile, which you can browse to get a feel for whether you want to conduct business with her.

Note

If you're the kind of person who likes to get a little feedback from friends before making a big investment, you might want to click the "Is this a good deal?" link (or one of the other Ask Your Friends questions that appears on the left side of any Marketplace listing). Doing so blasts your query—along with a link to the ad you're considering—to your friends' News Feeds and leaves an automatic comment based on your choice (such as "Is this a good deal?") in the listing's comment section.

The screenshot shows a Facebook Marketplace listing for a kitten. At the top, there's a photo of a man and a woman. Below the photo, the title reads "Giving Away: Kitten." A "Respond" button is visible. The "Why?" field contains the text "We have one that is 5 years old." The "Category" is listed as "Items For Sale : Everything Else". The "Posted" time is "2 hours ago" in "Luzella, GA". The "Description" states: "American short hair brown and black about 8 weeks old. He made it across Eisenhower Pky. to us. Trying to find a home for him. He is FREE!!". On the left, there's a sidebar titled "Marketplace Activity" showing "Recent Listings: 2 listings in the last month". Below that are sections for "Share this listing" (with options like "Express Yourself" and "Ask Your Friends"), and "Photos" which shows a close-up image of a kitten's face.

3. **To answer the ad, click the Respond button.** Then, in the Respond box that appears, fill out the Email and Message fields. (Your email won't be passed along to the seller; it's for Facebook's records.) Unless you have a good reason not to—the deal seems way too good to be true, say, or the seller's profile picture reminds you of a Wanted poster you just saw—turn on the checkbox next to "Allow marketplace to share my Profile name and image with the seller" and then click Submit.

Tip

Any friends you have in common with the ad lister appear in the Mutual Friends section of the lister's profile. If you have a mutual friend, it couldn't hurt to ask that person about the lister before you respond to the ad.

Part 3

Doing Business on Facebook

9 Hiring and Getting Hired

In real life, people hire and fire based on info they get through the grape-vine—in other words, through their social networks: “You’re looking for a programmer? My brother-in-law’s the best programmer on the planet! Here’s his number.” Or, “They’re hiring down at my gym. You should throw them a resumé.”

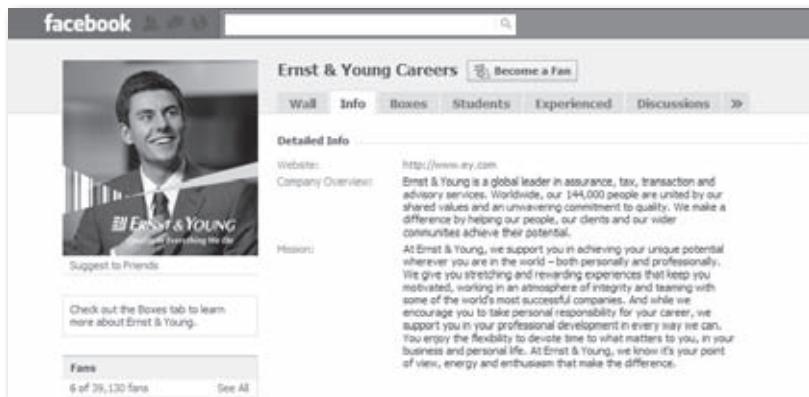
Because Facebook’s whole *raison d’être* is social networking, it should come as no surprise that the site can be a big help in job searches. This chapter shows you how to work the job pool from both angles: If you’re looking for an employee or intern, you can use Facebook to recruit and vet prospects. If you’re job hunting, you can use the site to research jobs and make connections with people who might help you get hired.

Recruiting New Hires

Facebook's recruiting options range from free to spendy. Deciding up front who you want to target (recent college grads with specific degrees? Seasoned employees at rival firms? Anyone in the greater tri-state area with a pulse?) can help you choose the options best suited for your particular situation. The following sections explain various ways of headhunting on Facebook.

Creating a Recruitment Page

Even if your company already has a corporate Facebook Page, if you do a lot of year-round hiring you should consider creating an additional free Page devoted to recruitment (page 176 shows you how).



When you create your recruitment Page:

- **Put the word “careers” in the Page’s title.** Or “jobs,” or some other word that helps potential recruits (and employment-related Facebook applications [see page 198]) quickly find your Page and understand its purpose.
- **Create different sections for different types of recruits (page 179).** Separating info for recent college grads from the stuff for experienced hires, for example, helps your audience locate relevant info quickly and makes it easier for you to update your Page.
- **Pack your Page with relevant company- and employee-related info.** Don’t stop with text and links to your corporate HR site; add photos and video clips that help job seekers envision themselves working for you.

- **Do things on your Page frequently.** Each time you post a job, schedule an event such as a hiring fair (see Chapter 7), or take some other action on your Page, would-be recruits who've signed up as fans of your Page get instant notification.

Tip If you're looking to fill a niche position, you may find it worth your while to troll the comments visitors leave on your Page's Wall (page 74) or discussion section (page 180) and email folks who look like potential hires.

Using Facebook Groups

There's a fair amount of overlap between Pages and Groups. The difference? The point of a Group is to get people to participate and chat among themselves. Pages, on the other hand, can be set up to be more like a traditional web page, with information flowing primarily in one direction—from the Page administrator to interested readers (called *fans* in Facebook speak). In addition, Groups let you send emails directly to interested recruits, whereas Pages automatically send notifications of the actions you take on your Page and let you send mass *updates* (emails earmarked as Facebook "updates") instead of regular emails. You also have finer control over who gets to join a Group than you do over who gets to become a fan of your Page. All of this means Groups are great for:

- Specific categories of potential recruits (like folks interested in certain types of positions, such as customer service or sales).
- Creating a personalized "club" atmosphere.

Page 113 shows you how to create a Group you can use to describe your company and the kinds of positions you need to fill.

To create an effective recruitment-related Group:

- When you create your Group, make sure you choose the Business category.
- Put “careers” or “jobs” or “is hiring” in your Group’s name.
- Include a link to your company’s website.
- Provide an email address for someone in your HR department.
- Post your job listings in the Recent News section.
- Monitor your discussion board so you can jump on potential recruits as quickly as possible by following up on discussion board leads.

Note Facebook caps the number of Group members you can email at 5,000.

Paid Advertising

Social ads (page 182) let you advertise job openings to potential employees who meet specific criteria—for example, folks with certain degrees or job skills who live in specific geographic areas.

Posting a Marketplace Ad

One of the first things a job hunter will likely check is the Facebook Marketplace. Happily, posting a “help wanted” add in the Marketplace is quick and easy (see page 133).

The screenshot shows the Facebook Marketplace interface with three job ads listed:

- AVON Independent Sales Representative**
links to partner | Source: Avon
In the exclusive Avon Independent Sales Representative Savings Plan, training, scholarships,...
McAllen, TX | 2 days ago | Share
- Account Representative**
links to partner | Source: SalesHeads.com
paid training in one of our world class training facilities. This is instructor-led classroom...
McAllen, TX | 2 days ago | Share
- ATT Part Time Bilingual Required Retail Sales Consultant - Harlingen, TX (RGV Express)**
links to partner | Source: SalesHeads.com

Make sure you categorize your posting appropriately, or people won't find it. So when you're filling out the form to post your listing (page 134), be sure to select "Jobs" in the Category drop-down list. Then spend some time figuring out which item in the Subcategory drop-down list best matches the position you're trying to fill.

Post an Ad - Details

Email: * We require your email address to protect you from spam and fraud

Location: * United States

Category:

Subcategory:

Title: * Curriculum Designer

Hiring Seeking

Why do you need to fill this position?

Description: *

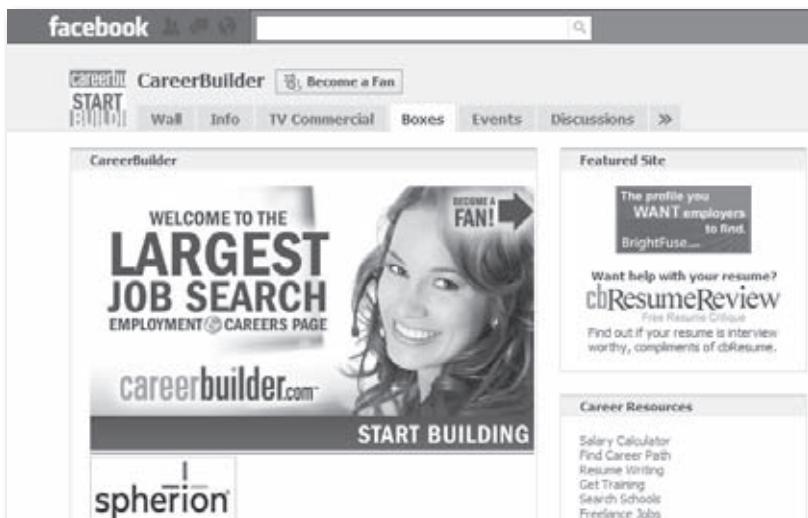
My Profile: Marketplace may display my name and profile picture with my Listing(s)

Photo(s):

*required

Working with a Recruiting Firm

Scads of recruiting firms have set up shop on Facebook. Some maintain Pages that list up-to-date job Feeds; others have created Facebook applications that job seekers can use to search multiple employers' openings and receive automated notifications of job listings that match the skills and interests they've listed on their Facebook profiles.



Each recruiting firm and application is different, and each has different requirements and terms for advertising your company's job postings, so you'll need to contact the ones you're interested in. To find a list of the recruiting firms currently on Facebook, type a phrase such as **recruiting firm** or **careers** into the Search box at the top of any Facebook screen and then press Enter.

To find a list of employment-related Facebook applications, type **jobs** or **job search** into the Search box at the top of any Facebook screen and then press Enter. On the left side of the search results page that appears, click the Applications link.

Searching for Prospects

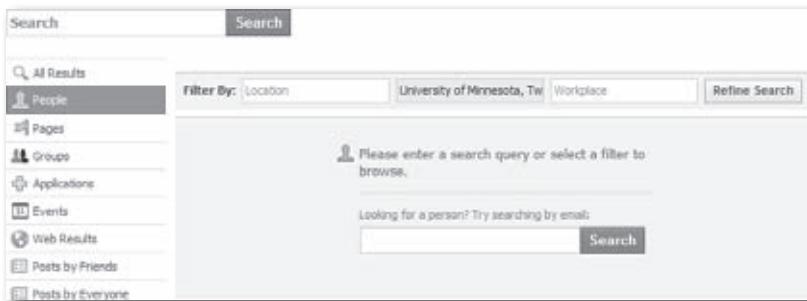
Not everyone tells the truth on Facebook, but people looking for jobs generally do. These folks often pack their profiles with professional details, such as their current job title, the company they work for, and even their skills and interests. (See page 152 for more on using your profile as a résumé.) In earlier versions of Facebook, you could search for prospective hires using an advanced search feature that let you hunt for specific skills and interests, but that feature is long gone. Now your search options include:

- Working with one of the recruiting firms on Facebook that searches members' profiles for you—for a fee (page 147).
- Installing and using a Facebook application (page 198) such as Advanced Search 2.0 that offers fancy search features.
- Using a stripped-down version of the original Facebook search tool.

Tip To search for potential recruits who currently work for another company, point your browser to www.facebook.com/srch.php. On the page that appears, scroll down to the “Search by Company” section, type in the company’s name, and then click “Search for Coworkers”.

Recruiting firms and Facebook search applications find member profiles in various ways. Searching using Facebook’s built-in search tool is relatively straightforward, but won’t return as targeted a list of prospects as the first two approaches listed above. To use Facebook’s built-in search tool:

1. **Point your browser to www.facebook.com/search.**
2. **On the left hand side of the page, click People.**
3. **In the Filter By section, type a location, school, or workplace (if you like); or type an email address in the Search box in the middle of the screen, and then click Search.**
4. **Comb through the results, check out the most promising people’s profiles, and contact the folks you’re interested in.**



Note Because Facebook has been systematically de-emphasizing its own search feature in favor of search applications, don’t be surprised if the site yanks its search tool at some point.

Announcing an Opening to Your Friends

Facebook’s real strength is the way it connects you to other people through friends and acquaintances you have in common—and you don’t even need to spend an evening at a cocktail party to get in touch with them. Here’s how to get the most out of an offhand mention that you’re looking to hire:

- **Make sure your privacy settings are letting the buzz through.** See page 212 for guidance on adjusting your News Feed and privacy settings. At the very least, set the “Posts by Me” option to “Friends of Friends”. Take a look at your Applications and Websites privacy settings, too, and turn on the checkboxes next to any items you plan to use to communicate your opening (such as “Status updates” and “My links”).



- **Mention the job opening on your Wall or on one of your friends' Walls.** Be specific (and succinct—under 20 words is best) about the type of candidate you’re looking for. Not only does your post stay on the Wall for prospective recruits to find, but your friends (or your Page’s fans, if you’ve created a Facebook Page) all see your brief description in their News Feeds.
- **If you or someone else at your company created a Marketplace listing, share it.** Clicking the Share icon at the bottom of a Marketplace listing lets you post the official job description on your profile or email it directly to people you think might be interested.



This kind of fishing expedition is so unobtrusive it’s guaranteed not to cause hard feelings. And if one of your friends is interested in the job—or knows someone who is—they know how to get in touch with you.

- **Consider using an employment-related Facebook application.** Applications such as Workin' It! help you get the word out that you're looking for a new hire. Page 199 shows you how to search for employment-related applications.

Tip You can also try posting a quickie job announcement on an appropriate business Group's discussion board. See Chapter 6 for more info.

Vetting Prospects

Running online background checks on potential candidates—especially for high-tech and computer-related jobs—is pretty common these days: It's cheap, quick, and eye-opening in ways that formal interviews and résumés aren't.

It takes all of 5 minutes to conduct a Facebook background check on a candidate: Just head to the Search box at the top of any Facebook page, type the person's name, and then hit Enter.

Tip For the complete scoop on searching, flip to page 45.

The profile that appears may or may not contain the truth, the whole truth, and nothing but the truth about the person—but it probably tells you *something* useful. In addition to obvious red flags (like pictures of the candidate passed out naked), check for mutual friends who may be able to give you candid feedback about the prospect. (If you have friends in common, a Mutual Friends section appears below the person's profile picture.)

Note that Facebook's privacy settings let folks hide some of their profile details. If this is the case for a prospect you're interested in, click the "Add as Friend" link that appears in your search results. After the prospect befriends you, you should be able to see a lot more of her profile.



Note Clicking the Share button at the bottom of a profile lets you send the person's profile info to other members of your hiring team.



Tip If you're having trouble finding a candidate on Facebook but have reason to believe he's a member, check with your company's HR department to see if there's anyone on staff who happens to share the candidate's alma mater or former employer. If so, that person should be able to access the prospect's profile, since he's eligible to join the prospect's Facebook networks.

Looking for a Job

Facebook is a terrific tool for anyone searching for a gig. Not only can you use your profile as a combination multimedia resumé/portfolio, but you can also use Facebook to network *and* tap into your friends' expertise and contacts. Read on to learn how.



Note A quick search of Facebook's Application Directory (for "jobs" and "employment") yields dozens of Facebook applications designed to help you land gainful employment. Chapter 12 shows you how to find and install applications.

Turning Your Profile into a Resumé

If you're serious about making Facebook part of your job hunt, the first thing to do is assume that every potential hiring manager can see your whole profile, and build (or clean up) your profile accordingly. You don't want your dream job to slip through your fingers because of a stupid comment, a way-too-candid photo, or membership in a Group that celebrates illegal activities, for example. Maybe you mean it all as a joke, but that doesn't matter: If you have an unprofessional profile, a hiring manager will take one look at it and see, at the very least, poor judgment and a total lack of understanding of how the Web works.



Note Chapter 13 shows you several ways to hide profile info, but it also explains why you can't trust that the information will *stay* hidden.

Here are some ways to spiff up your profile to help you land a job:

- **Edit your profile info.** At the top right of any Facebook page, click Profile, and then click the Info tab near the top of the screen. Fill out the Education and Work sections of your profile completely, using all the industry buzzwords you can in the Description field (see page 26). Also, describe your job-related skills in the Activities and Interests fields of the Personal section. Because these fields are easy for potential employers to search, pack them with descriptions of your technical abilities and interpersonal skills.
- **Do work-related stuff on Facebook.** Post regular, impressive notes that relate to your current job or job-related interests; start work-related Groups; hold work-related events; upload samples of your work, such as reports, slideshows, video or audio clips, photos, or applications you've written; and befriend as many industry movers and shakers as you can.
- **Present yourself professionally.** Keep the silly astrology and zombie applications (see Chapter 12) to a minimum, choose your friends carefully, and don't write anything on anybody's Wall that you wouldn't feel comfortable writing on a whiteboard at work.
- **Edit your Feed preferences so you know when your friends add friends (page 83).** This will alert you to potential contacts. Surf to the newly added friend's profile, read up on her, and—if appropriate—approach her as a "friend of a friend." (As in, send her a message [page 66]; *don't* poke her! Poking isn't very professional—see page 73.)
- **Don't assume that potential employers won't be able to access your networks or profile.** In all probability, they can and will (see Chapter 13).

Using the Marketplace

Facebook hopes its Marketplace (see Chapter 8) will become the go-to place for jobs (and sofas, and roommates, and all the other transactions that make up day-to-day life). The Marketplace is much beefier than it was just a year ago, but it's still a little skimpy on bona fide job listings, so sites like *Monster.com* and *Craigslist.org* probably aren't feeling particularly threatened just yet. Still, it's worth spending some time checking out the Marketplace. At the very least:

- **Browse Marketplace Jobs.** It takes only a few seconds to see whether the Marketplace lists any openings in your area and field. To scope things out, click the Marketplace link on the left side of your Home page (you may have to click the More link to see it). On the Marketplace page that appears, click the Jobs link.



The Jobs page that appears displays a bunch of listings. To see only specific types of jobs, head to the left-hand side of the page and click the subcategory you're interested in.

Note

You can browse—and search—jobs in other cities, too. Here's how: On the Jobs page, click in the second search field near the top of the page (the one that says "near" or "within [xx] miles of [some city]"). Then, in the Location Settings dialog box that appears, type a city's name in the bottom-right field. When Facebook's list of suggestions pops up (you see it if you type slowly), choose a city, and then click the Submit button. Now, when you browse or search for jobs, Facebook browses or hunts in that new location.

- **Search Marketplace Jobs.** If you know precisely what you're after—a specific job title, location, or company, for example—you can get quicker results by *searching* Marketplace than by browsing it. To search Marketplace jobs, head to the main Marketplace jobs link (see previous bullet) and then type the job you're looking for in the Keyword field on the left side of the screen and then hit Enter to see listings that match your criteria.
- **Post a “Looking for Work” ad.** While it's probably not the fastest route to a new gig, creating a “Here are my qualifications and what I'm looking for” listing in Marketplace couldn't hurt—and it's easy to do: Click the Marketplace link on the left side of your Home page and then click the “Post a Listing” link at the top of the main Marketplace page. In the “Post an Ad” form, select Jobs in the pull-down menu. Then choose a Subcategory to further define your job area, and type a title that describes the role you desire. Turn on the Seeking radio button and provide an explanation in the “Why are you the right person for the job?”

field. Finally, in the Description field, describe the type of position you seek and—if you like—upload a photo of yourself (optional), and then click “Post and Share” to create your listing.

Tip Include as many job-specific keywords as you can in the Description field to help potential employers find you (especially if your skills are unique). And now is *not* the time to be modest: Trumpet your strengths—in a professional way, of course—in the “Why are you the right person for the job?” field.

The screenshot shows the 'Post an Ad - Details' interface. It includes fields for Location (United States, Seattle, WA), Category (Jobs), Subcategory (Computer & Software), Title (software programmer), and a radio button for 'Seeking'. Below these are sections for 'Why are you the right person for the job?' (with a text area) and 'Description' (with a text area). A 'Photo(s)' field with a 'Browse...' button is also present. At the bottom are 'Post and Share' and 'Cancel' buttons. A note at the bottom says '*required'.

Networking

Networking—finding out who knows who and letting all of ‘em know what you have to offer—is what Facebook is all about. Here are a couple of ways you can put your networking skills to good use in your job search:

- Join industry-related Groups and attend industry-related events.** Doing so shows the world you’re truly interested in your line of work. It also gives you the opportunity to network in person and stay current on what’s happening in your field. If you can’t find a Group or event that fits the bill, create one: Click the Groups link on the left side of your Home page (you may have to click the More link to see it); on the page that appears, click the “Create a Group” button.



Tip To see the Groups your friends are members of, click the Groups link on the left side of the Home page, and then click the Friends' Groups link that appears below the Groups link. To see the Events your friends are attending, click the Events link on the left side of your Home page, and then click the Friends' Events link that appears below it.

- **Let your friends know you're looking.** Instead of just sending private messages, consider tweaking your Feed preferences and then writing a brief note on your Wall about the kind of job you want (see page 75).

10 Collaborating on Projects via Facebook

Expensive groupware, workflow management tools, and other collaboration programs have been around for quite a while. With its open-door policy and privacy concerns (see Chapter 13), Facebook is certainly no replacement for a dedicated, bulletproof collaboration program like Lotus Domino or Novell Groupwise. But you might find that some of Facebook's tools are handy—and free—ways to help your team get work done quickly. This chapter gives Facebook's messaging and subscription tools (which Chapters 4–7 introduced you to) a decidedly business spin. You'll see how to use them to keep team members, coworkers, and clients in the loop—and projects on track.

Note

A recent study reported by Mashable.com found that around half of all employers block access to social networking sites such as Facebook. The top two reasons? Loss of productivity and security concerns such as those explained in Chapter 13. If your company won't let you use Facebook at work, you can probably skip this chapter—unless you want to collaborate on non-work projects using Facebook.

Keeping in Touch

The same Facebook features that let you and your friends “talk” online— messaging (page 66), events (Chapter 7), Groups (Chapter 6), and notes (page 95)—can help you keep up to date with coworkers, clients, and customers. The features work the same way whether you’re interacting with your old college roommate or your boss. But there are a few things you need to keep in mind when you’re using these features for work:

- **Professionalism.** Email has done more to lower professional communication standards than casual Friday ever did. And now that everyone’s finally used to emoticons, here comes Facebook, a site so hip, hot, and happening—and easy to use—that it doesn’t just encourage you to be informal; it practically *orders* you to. The thing is, you never know who might view your Facebook exploits, even if you’re scrupulous about privacy (see Chapter 13). So, instead of thinking of Facebook as an employee lunchroom, think of it as a meeting that the big brass might drop in on at any time. Keep personal info, off-color jokes, and just-for-fun applications (page 198) to a bare minimum.
- **Privacy.** If you’re using Facebook for business, you’ll want to scale back the notifications the site sends out about your activities. That way your boss won’t get barraged with details of, say, your love life. In particular, you want to adjust your privacy settings (Chapter 13).

Tip

You may want to create a business-related Friend List and then add folks like your boss, coworkers, and clients to it. Doing so helps make customizing your privacy settings easy, because you don’t have to tell Facebook the name of each business contact every time you tweak a privacy setting—you can just give Facebook the list name. Page 59 has the scoop on creating Friend Lists. Once you’ve made the list, head to the top right of any Facebook screen and click Account, then Privacy Settings, and then (for example) Profile Information. Click the button that appears to the right of each privacy setting, choose Customize, and then type in the name of the list.

- **Security.** Be careful not to discuss anything mission-critical on Facebook, and don't post confidential company documents of any kind. And because you can't be sure that info you give the site won't get out, you may even want to keep mum about things like your work phone number and travel itinerary.

Sending Messages

Whether you're an employee working in a cubicle farm or a freelancer working from home, you've probably already got an email program. So, why use Facebook to send and receive messages? Two reasons:

- **It's super easy.** If your coworkers and clients are on Facebook, sending them a message takes only one click—whether you want to invite them to an impromptu meeting, comment on a document or website one of them posted, or share a video clip. (Thank the "Message All Members," "Send [somebody] a Message," "Share," and other click-to-contact links scattered around the site.)

Tip If some of your coworkers and clients aren't on Facebook, page 49 explains an easy way to invite them to join.

- **It helps you organize your correspondence.** If your team uses Facebook to collaborate on a project, Facebook's messaging feature helps you keep project-specific correspondence separate from your other work-related email.

Setting Up Meetings

Intranets (private websites that only company employees can access) are great for lining up in-house meetings, but Facebook **events** are a handy way to organize get-togethers that involve a mix of coworkers and "civilians" such as clients, potential clients, suppliers, and former employees.

Note For the full scoop on events, flip to Chapter 7.

The thing you want to pay attention to when organizing an event is the level of access that you grant other people (see page 126). So after you click the Events link on the left side of your Home page and then click “Create an Event” to display the “Step 1: Event Info” page, do the following:

- **Choose Secret from the Privacy drop-down list.** Doing so keeps details of your event out of non-attendees’ searches and News Feeds.

The screenshot shows the 'Step 1: Create Event' page. It has three tabs: 'Step 1 Create Event' (selected), 'Step 2 Add Details', and 'Step 3 Invite Friends'. The main form includes fields for Title (Launch strategy meeting), Location (1000 Cabot Way), Start Time (December 12, 2009, 2:00 pm), End Time (December 12, 2009, 3:00 pm), and Privacy (set to 'Secret'). A callout bubble highlights the 'Secret' option, stating: 'Only people who are invited can see this Event and its content. People will need to be invited to RSVP.' At the bottom are 'Create Event' and 'Cancel' buttons.

- **Click the Create Event button at the bottom of the “Step 1: Event Info” page and then decide how much access to grant attendees.** If you expect meeting materials to flow just one way—for example, if you plan to post documents or multimedia files for attendees to review but they won’t need to post stuff—turn off the Enable checkboxes to the right of Event Options on the “Step 2: Add Details” page. (Doing so helps prevent confusion and avoid the more serious threat of breached confidentiality in cases where, for example, you want to make sure nobody uploads private company documents.) If you don’t want anyone to know who’s attending the meeting—say it’s a sales meeting and you don’t want your attendees to get together without you before you’ve had a chance to give your official pitch—turn off the “Show the guest list” checkbox.

The screenshot shows the 'Step 2: Add Details' page under the 'Event Options' section. It lists several checkboxes:

- Enable the event wall
- Enable the event photos, videos, and links
 - Only allow admins to post content to the event
- Allow guests to bring friends to the event
- Show the guest list
- Hide guests who are not attending

At the bottom are 'Save and Continue' and 'Skip and View Event' buttons.

Exchanging Ideas

Facebook *Groups* (Chapter 6) are terrific for:

- **User groups and other customer-oriented information exchanges.**

You get to combine your company logo with Facebook's groovy collaboration features (such as a moderated discussion board, the ability to exchange files, and one-click messaging to all Group members) to build or maintain interest in your company and products—for free!

The screenshot shows the Facebook group page for O'Reilly Media. At the top, there's a large image of a tarsier. Below it, there are links to 'Suggest to Friends' and 'Subscribe via SMS'. A sidebar on the left has a 'Follow us on Twitter (@oreillymedia)' link. The main area shows several posts:

- A post from 'O'REILLY' about a book deal, with 39 minutes ago, 1 comment, and 1 like.
- A post from 'Miguel Sánchez Villarán' responding to the book deal post.
- A post from 'O'Reilly Media' encouraging users to check out reason #3.
- A post from 'O'Reilly Media' about the Global Ignite Week event, with 6 hours ago, 1 comment, 1 like, and 5 people liked it.
- A post from 'O'Reilly Media' about the book deal again.

- **Team discussions.** If your company doesn't have an intranet and is relying instead on email for team discussions, you're going to love Facebook Groups. Using Groups is a lot easier than dealing with mile-long "me too" replies and CC lists—and Groups give people a single place to go for updates and file exchanges. Just be sure you restrict your Group to your company's network and make the Group secret (page 114) to keep important details out of the hands of riffraff (meaning anybody who's not a confirmed team member).

Chapter 6 has the lowdown on setting up and using Groups.

Creating and Subscribing to Notes

Facebook **notes** (page 95) are basically blog entries people can subscribe to. You **could** use plain old email to send your team multimedia documents like project milestones, ongoing customer service requests, or meeting minutes. But using Facebook notes instead gives team members the best of both worlds: Notifications (page 86) that alert them every time you post a new document, and a single, easily accessible archive of everything you've posted.

To use notes:

- **Make sure all your team members are on a work-related Friend List you've created.** See page 59.
- **Adjust your notes settings.** On the "Privacy Settings - Profile Information" page (page 213), zip to the "Posts by Me" setting and choose Customize, then type in the name of your Friend List.
- **Have your team members subscribe to your notes.** Ask each of them to head their Home pages and click the Notes link on the left side of the page (they may need to click the More link to see it), and then find a note you've written. They should then click the title of the note and, on the page that appears, click the "[Your Name]'s Notes" link. On the right side of the next page, they should click the "[Your Name]'s Notes" link under the "Subscribe to these Notes" header. (See page 89 for more on subscribing to Feeds.)

Exchanging Files

It doesn't matter whether you're talking team meetings, sales conferences, or product launches: All business interactions generate documents. Brochures, diagrams, attendee lists, action items, reports, flow charts—the list goes on and on. Fortunately, one of the things Facebook excels at is letting you exchange documents painlessly and privately.

Note Privacy, of course, is relative. No free site will ever guard your data as carefully as you would. See Chapter 13 for the scoop on Facebook privacy. The bottom line: Don't use Facebook to send confidential info.

Facebook's built-in Photos application lets you upload and share image files with your coworkers. And the built-in Links application lets you share just about anything else, from audio and video clips to files and documents stored on the Web. Read on to learn how, or flip to page 195 to learn about applications.

Sharing Pictures

You can use Facebook's Photos application to upload and share image files. The files you upload have to be in one of these three Internet-friendly formats: .jpg, .bmp, .png (with some restrictions that are explained in the next section), or .gif (but **not** animated GIFs).

Tip If you're not sure what format an image file is in, here's how to find out: Locate the file on your computer and right-click it (or Control-click it on a Mac); then select Properties (Get Info on a Mac) from the pop-up menu that appears. The info box you see lists the file's format.

On Facebook, you organize your picture files by grouping them into **albums**. You can limit access to each album so that only certain team members can see it, and you can even **tag** individual pictures within the album. (**Tagging** is a way of associating one or more person with the picture, which is useful for establishing and tracking accountability. For example, you can tag a picture of a features list so that each list item is associated with the team member responsible for developing it.)

Note Albums aren't the only way to share pictures. In addition to your profile picture (page 28), Facebook lets you add pictures to Groups, events, and notes. But using the Photos application's albums is your best bet when you want to keep project- or team-related photos, drawings, sketches, or screenshots in one place.

Creating and Filling an Album

Before you can upload and share a group of picture files, you need to create an album. Here's how to do both:

1. **On the left side of your Home page, click the Photos link.**



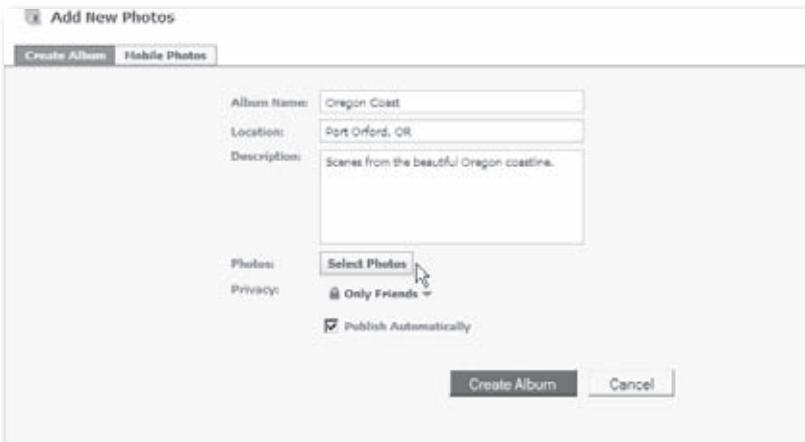
Note Because Photos is an application, you can delete it (see page 205). If you deleted it by accident, turn to page 200 to learn how to find and reinstall it.

- 2. On the Photos page that appears, click the “+ Upload Photos” button.** When you do, Facebook may display a “Facebook Plug-In” dialog box telling you that you have to install a *plug-in*—a tiny program that runs inside your web browser—to upload photos. (If you don’t see this dialog box, skip to step 3.) If you decide not to install the plug-in, you can use an older version of Facebook’s uploader tool that only lets you upload one image at a time. Installing the new plug-in is easy, so unless you almost never upload images, you’re best off installing it.

To install the plug-in: In the “Facebook Plug-In” dialog box, click Install, and then click the Download Facebook Plug-In link that appears. When you do, your computer asks where you want to save the downloaded file. Choose a spot you can remember (like on your desktop), and then save the file. Next, find the file on your computer, open it, choose your language, and then click OK. It takes only a few seconds for Facebook to install the file, and then it displays a dialog box confirming the installation. Back in your web browser, click the Done Installing button.

Note If you’re on a Mac, you may have trouble downloading and installing the plug-in. Happily, Facebook offers a separate plug-in that lets you send images from iPhoto right to Facebook. For details on how to install and use it, head to <http://developers.facebook.com/iphoto>.

- 3. On the Add New Photos screen, describe your album, and then click Select Photos.** Whatever you type in the Album Name, Location, and Description fields will be visible to everyone who can see your album, so keep it professional. From the Privacy drop-down list, choose Only Friends to restrict album access to your team members.

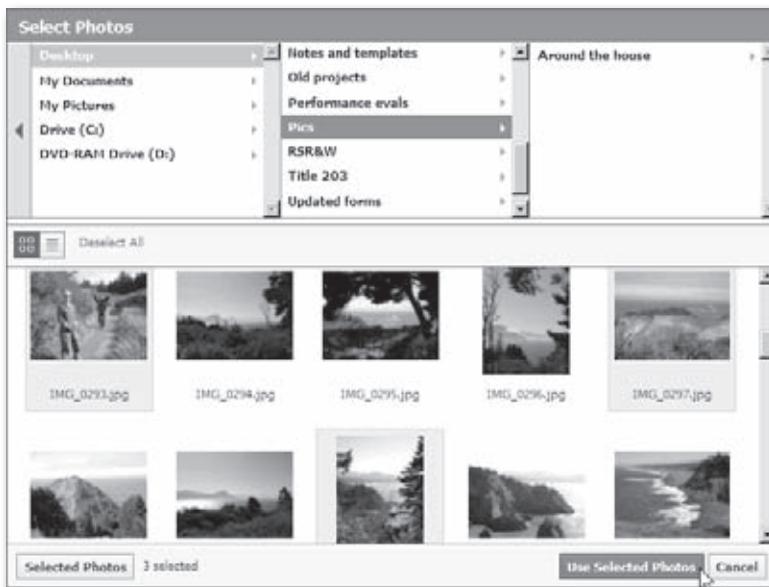


4. In the Select Photos dialog box, tell Facebook which image files you want to upload. The Select Photoshop dialog box has two parts. The upper half is where you navigate around your computer to find the images you want to upload: Click an item in the leftmost pane and the items it contains appear in the next pane; keep clicking to drill down to where your images live on your computer.

When you find the folder that holds your images, thumbnail versions of your pics appear in the lower half of the dialog box. To select an image, simply click it; click it again to deselect it. There's also a Select All link in the middle of the dialog box if you want to upload all the images in that folder. (It changes to read Deselect All once you've chosen at least one image.)

The files you choose need to weigh in at less than 15 megabytes each. (See the Tip on page 163 with details about checking a photo's file format; the info box that appears also lists the file's size.) After you choose the files you want to upload, click the Use Selected Photos button, and Facebook takes you back to the Add New Photos page.

Tip Facebook lets you stuff up to 200 pictures into a single album. If you need to share more, no problem: Simply create another album. Facebook doesn't place a limit on the number of albums you can create (which is why, according to some accounts, Facebook stores more photos than any other photo-sharing site).



Note By uploading picture files using either page, you're guaranteeing that the files are yours to share (in other words, you're not violating any copyright laws by posting images that aren't yours).

5. Decide whether you want to publish your album right away and then click Create Album. If you don't want Facebook to alert your friends of your new images right away, turn off the Publish Automatically checkbox before you create the album. That way, you can sort through your photos, add a few captions, and make a few other changes before you let folks peek at your pictures. When you've got a fresh cup of joe and you're ready to make those adjustments, start editing your album as explained next.

Note Even if you turn off the Publish Automatically checkbox, people will still be able to see your images if they go hunting for them. As explained above, as soon as you create an album, it shows up in the Photos section of your profile. By turning off this checkbox, you simply prevent Facebook from making a big announcement about your new album by posting it on your wall and alerting your friends via their News Feeds (page 82).

After you click Create Album, Facebook whisks you to your profile, where you can see the images you just uploaded by clicking the Photos tab near the top of your screen.

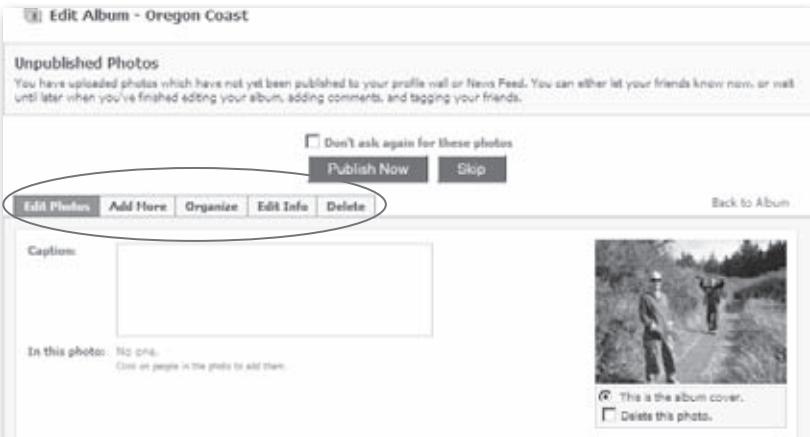
Editing Your Album

After you create an album, you can change practically anything about it. First, head to the My Uploads page: On the left side of your Home page, click the Photos link, and then the My Uploads link that appears below it. From there, find the album you want to edit and click the Edit Album link below it.



This takes you to an Edit Album screen where you can:

- **Add more pictures.** Click the Add More tab and then, in the Select Photos dialog box that appears, follow the same steps you used to upload your first batch of image files (page 165).

 Edit Album - Oregon Coast

Unpublished Photos
You have uploaded photos which have not yet been published to your profile wall or News Feed. You can either let your friends know now, or wait until later when you've finished editing your album, adding comments, and tagging your friends.

Don't ask again for these photos
[Publish Now](#) [Skip](#)

[Edit Photos](#) [Add More](#) [Organize](#) [Edit Info](#) [Delete](#) [Back to Album](#)

Captions:

In this photo: No one.
Click on people in the photo to add them.


 This is the album cover.
 Delete this photo.

- **Delete pictures.** Click the Edit Photos tab (if it's not already selected), and then scroll to the picture you want to delete and turn on the "Delete this photo" checkbox below it. (To delete multiple pictures, turn on each picture's checkbox.) Then head to the bottom of the page and click the Save Changes button.

Tip To delete a whole album, click the Delete tab and, in confirmation box, click Delete.

- **Reorder your pictures.** Click the Organize tab and then either drag the pictures into the order you want them, or click the Reverse Order button (which moves pictures A, B, and C so C shows up first, then B, then A). When you finish, click the Save Changes button.
- **Add captions to pictures.** On the main Edit Photos screen (click the Edit Photos tab to get there), head to a picture and type your text into the Caption field. Don't forget to click Save Changes when you're done.

Note Caption text pops up when people mouse over a picture in an album.



- **Choose a picture to use as the album's "cover."** Facebook assumes you want the first picture you uploaded to be your album's cover, but you can tell it differently. To pick your own cover, head to the main Edit Photos page and scroll to the picture you want to appear as a thumbnail (a tiny image) on your profile page and wherever else Facebook displays your album, such as in an email message you've attached your album to. Click the "This is the album cover" radio button below to the photo, and then head to the bottom of the page and click Save Changes.
- **Change the name or description of your album.** Click the Edit Info tab, make your changes, and then click Save Changes.

Note Saving your changes displays a "Share this album with friends" link you can use to share your album with people even if they aren't Facebook members. Simply click the link and type in a recipient's name (if they're already on Facebook) or email address (if they're not) and then click Send Message.

- **Publish your album.** Click the Edit Info tab and then click the Publish Now button to let folks see the results of your handiwork.

Viewing Your Album

After you create an album, Facebook displays a thumbnail of the album's cover in the Photos section of your profile, along with a blue icon of a pen you can click to edit your album. When someone clicks on the album's name, Facebook displays album info along with links to each picture in the album.

Note Everyone who can see your full profile can see your photos, but folks who can see your photos can't necessarily see your profile. That's because Facebook lets you set access to your profile and to your albums separately—see page 169.



Restricting Access to Your Albums

Facebook gives you pretty tight control over who can see your albums. You determined this when you created your album, but you can change this setting at any time: From the My Uploads page (page 166), find the album you want to tweak and click its Edit Album link, then click the Edit Info tab and choose one of the following from the Privacy drop-down list:

- **Everyone**
- **Friends and Networks**
- **Friends of Friends**
- **Only Friends**
- **Customize...** Clicking this option lets you specify particular friends or networks you want to see your album. This is useful if, for example, you've got a team of employees and contract workers and want certain photos to be visible only to one of the two groups. In this case, you can either grant viewing access to individual email addresses or a specific Friend List (page 58).

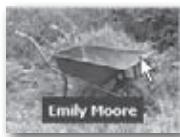
Tagging (Labeling) Your Pictures

Tagging is a nifty way to add virtual labels to your images. You can use tags to identify people in group pictures, and they're also a handy way to indicate who's responsible for creating or working on something shown in a picture. For example, tagging each section of a flow chart or schematic with a coworker's name lets everyone know who's in charge of what, quickly and easily.

Every time someone looks at your photo album, he sees a list of all the people tagged in that album. Clicking the "photos" link next to a name lets you see all the pictures in all the albums associated with that person.

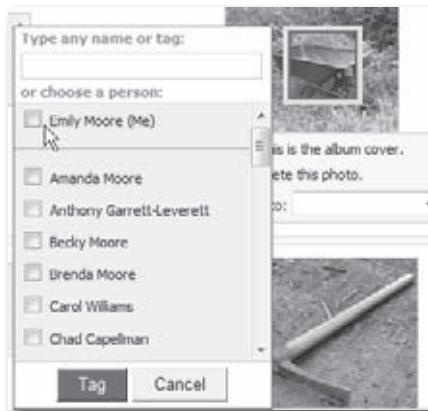


Then, when he mouses over the tagged portion of a picture, up pops the tagee's name.



To tag a picture:

1. **From the Edit Album page (page 166), mouse over the picture you want to tag.** Your cursor turns into crosshairs.
2. **When your cursor is right over the spot you want to tag, click.** Facebook draws a white square on the picture and pops up a box you can use to associate that part of the picture with yourself or someone else.



Sharing Links and Other Items

If you can find a link to something on the Web, you can add it to your Facebook profile. Think company documents from your corporate site, video clips from your marketing department, or relevant research you've collected from all over the Web that you want your team to see. Depending on your privacy settings (Chapter 13), the items you post appear in your News Feed as well as on your Wall.

Live Feed View News Feed

What's on your mind?

Emily Moore

Local Harvest / Farmers Markets / Family Farms / CSA / Organic Food
www.localharvest.org
Find locally grown produce anywhere in the country! Use our map to locate farmers markets, family farms, CSAs, farm stands, and u-pick produce in your neighborhood.

about a minute ago · Comment · Like · Share

Unless you've blocked their access (see page 213), team members can add their comments after they've checked out each item, and they can share the items with others (even non-Facebook members) quickly and easily by clicking the Share button or link that appears alongside each posted item. Best of all, multimedia links appear complete with controls so the people browsing your posted items can easily listen to music, watch a video clip, or check out other content you've posted.

Emily Moore

Brownsville Farmers Market - Video 1 of 3
www.youtube.com
The Brownsville Farmers Market is held every Saturday morning to noon, at the Linear Park - 6th Street at Harrison. The Zoo is across the park, the Federal Bldg. is on the edge, Jackson Feed and the east end. Be there or be square! Season starts October 1, enter

2 seconds ago · Comment · Like · Share

To share something:

1. **From your Profile page, click the Wall tab if it's not already selected.**
2. **Tell Facebook where to find the link (or other item) you want to share.** From the icon menu below the "What's on your mind?" field (to the right of the word "Attach"), hover over each icon and then click the one for the type of item you want to post. (In addition to links, you can also share photos, events, music clips, and video clips, although you might have to click More to see all the choices.) Then, in the fields that appear, type in the info Facebook requests. When you finish, click Attach (if you're sharing a link) and then click Share.

The screenshot shows a Facebook wall post. At the top, there are tabs for Wall, Info, Photos, Boxes, and a plus sign. Below that is a text input field with placeholder text "What's on your mind?". Underneath the input field is an "Attach" button with several icons (document, photo, video, etc.) and a dropdown arrow. To the right of the attach button is a "Share" button. Further down is a profile picture of a person named Emily Moore. Next to the profile picture is the name "Emily Moore". Below the name is a thumbnail image of a bunch of grapes. To the right of the thumbnail, the text reads "Local Harvest / Farmers Markets / Family Farms / CSA / Organic Food www.localharvest.org". Below this, there is a brief description: "Find locally grown produce anywhere in the country! Use our map to locate farmers markets, family farms, CSAs, farm stands, and u-pick produce in your neighborhood." At the bottom of the post, it says "5 minutes ago · Comment · Like · Share".

3. On the updated screen that appears, click in the “What’s on your mind?” field and type a note explaining why you want your team to see this item. From the web address you specified, Facebook automatically pulls in the title of the item, a description, and any pictures the web page contains. The title and description are usually pretty useful, but if you don’t like one or both, simply click either one and start typing to write your own. Then flip through the thumbnail pictures Facebook copied from the site you linked to and either choose an image you want to appear next to your posted link or turn on the No Thumbnail checkbox.

Tip To share something only with your team members (and *not* clutter your own Wall), click the padlock icon and choose Customize, then—from the “Make this visible to” drop-down list—choose Specific People. Then type in the name of the Friend List containing your team members, or just type in your team members’ names one by one.

The screenshot shows a Facebook wall post. At the top, there are tabs for Wall, Info, Photos, Boxes, and a plus sign. Below that is a text input field with placeholder text "This is the third and final installment of the farmers' market segment.". Underneath the input field is a "Link" button with a document icon and a dropdown arrow. Below the link button is a text input field containing the URL "http://www.youtube.com/watch?v=hJuXqoI4DSA". To the right of the URL is an "Attach" button. Further down is a lock icon with a dropdown arrow and a "Share" button. At the bottom is a "Options" button.

4. **Click Share.** The item appears on your Wall (unless you clicked the Options link and told Facebook otherwise). In addition, depending on your privacy settings (see Chapter 13), news of your newly posted item may also appear in your friends' News Feeds.

Tip To delete an item you've posted, head to your Wall, mouse over the item, and then click the Remove button that appears.

Keeping Up to Date with Feeds

One of the best arguments for using Facebook on the job is *notifications*, messages telling you that something involving you happened on the site (page 86). For example, when one of your team members updates a report, you get a notification; when another one weighs in on a discussion, you get a notification; and so on. Notifications make your life easier by automating one of the hardest things about keeping projects on track: keeping team members apprised of each others' actions and of project milestones. And you can customize these automated messages to an amazing degree. Here's how to make sure you're notified of just the important stuff:

Note Facebook doesn't let you *completely* control the notification process. Stuff you're not interested in is bound to get through occasionally.

1. **Decide which team member activities you want Facebook to share with the group (for example, "Post on a Discussion Board" or "Add a Friend").** To change your settings, at the top right of any Facebook page, click Account, then Privacy Settings. On the page that appears, click Profile Information and adjust your settings to control which of your activities your team members get notified about. Finally, to ensure consistent notifications among team members, tell all the members how to adjust *their* settings.
2. **Tell Facebook which team members you want to keep the closest eye on.** Facebook has the last word on which *stories* (newsy tidbits) appear on the News Feed section of your Home page, but you can influence its selections. To do so: On your Home page (click the Home link at the top of any page to get to it), make sure Top News is selected in the News Feed section. Then scroll down to the bottom of the screen and click the Edit Options link. See page 83 for details on setting story preferences.

3. **Tell Facebook which activities involving you you want to be notified about.** Facebook can keep track of just about anything anybody does on the site that involves you. For example, you can tell Facebook to email you when a team member replies to one of your posts on a discussion board or comments on a note or photo you've posted. At the top of any Facebook page, click Account, then Account Settings, and then click the Notifications tab. (See page 88 for more about notification settings.)



Notifications are a great way to keep current with your project if you travel a lot and have email access but can't log into Facebook. (Facebook Mobile is another option.) For the skinny on notifications, flip to page 82; for the scoop on Facebook Mobile, see Chapter 14.

11 Advertising on Facebook

In Facebook's early days, "advertising" meant college students looking to sell their old textbooks or find new roommates. But now that the site is open to the public and has a few hundred million members, things have changed. Facebook's ability to comb through gazillions of personal details at a practically unheard-of level of granularity ("Show me all the conservative male college students who live in Portland, have mobile phones, and enjoy watching vintage Bugs Bunny reruns") *and* tap directly into each member's circle of friends is an advertiser's dream come true.

These days, big companies with big ad budgets are placing ads on Facebook. As the site has grown, marketing strategies have changed, too, from simple network-targeted banner ads to *social ads*, which mine members' personal details and Friend Lists to hawk products. This chapter explores your options for advertising on Facebook, which range from free to affordable to don't even think about it.

Note

If you've been away from Facebook for a while and are wondering what happened to the polls you used to be able to conduct on the site, they're gone—the built-in ones, anyway. Fortunately, if you're dying to set up a poll, several third-party Facebook applications have your back. To find the latest polling applications: In the Search box at the top of any Facebook page, type **poll**, press Enter, and then click the Applications link on the left side of the screen to see a list of polling applications.

Facebook Pages: Profiles for Bands, Brands, and More

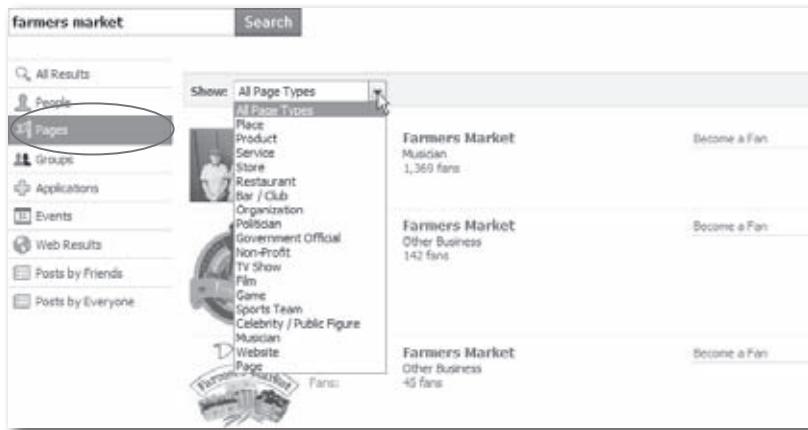
The unfortunately named **Pages** (could the Facebook team have possibly come up with a more generic name?) are basically Facebook profiles for things other than people, like TV shows, bands, and companies. Relatively new to Facebook (they've been around only since fall 2007), Pages combine the detailed info of a personal profile with interactive features and a pretty amazing marketing scheme. And best of all, they're free.



Geared toward freelancers, business owners, musicians, politicians, nonprofits, and other small- to large-sized organizations, Pages:

- **Are tailored to meet your needs.** For example, say you set up a band Page (page 178 shows you how). Your Page automatically comes with the standard discussion board, Wall, and photo album features. But wait, there's more: It also includes sections for posting video clips and listing upcoming events, and a built-in music player so people can check out your tunes.
- **Aren't subject to the 5,000-member limit Facebook places on Groups.** Pages can have an unlimited number of fans.

- **Give your organization visibility.** Because people searching Facebook can browse through Pages by clicking the Pages tab in their search results, they're more likely to find your Page than if it was grouped in with a million personal profiles.

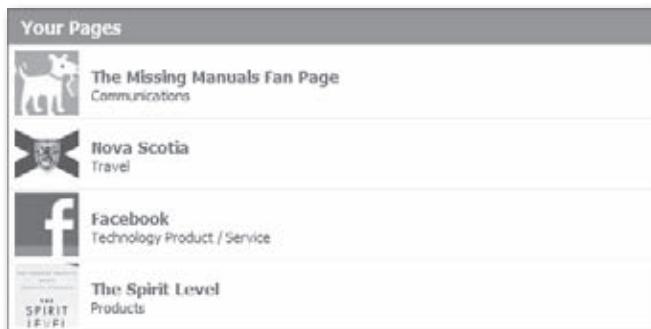


- **Don't cost you anything.** If you want to shoot *social ads* (page 182) to all your Page's fans, you'll need to get out your credit card; but for now, creating a Page is completely free.

How Pages Work

Word of mouth is an effective marketing scheme offline, and it works online, too. When a Facebook member surfs to a Page—by searching, browsing, or following a link he finds on another Facebook member's profile—and likes what he sees, he signs up as a *fan* of the Page (see page 180), and then all kinds of interesting things happen:

- **Facebook lists the Page on his profile.** Everyone who visits the Info section of his profile will now see that he's cuckoo for Cocoa Puffs (or likes the band, brand, or nonprofit he declared himself a fan of).



- **News of his fan status appears in his friends' News Feeds (page 82).**
- **The person or company who created the Page gets to see who's viewing it and how often via Insights (page 183). The Page's creator also gets the option of sending news blasts called *updates* (page 81) to the fan.** For a fee, the Page's creator can also send targeted social ads (page 182) to the fan *and* to everyone on the fan's Friend List (page 52).

Creating a Page

Here's how to create a free Facebook Page for your business, band, or nonprofit:

- 1. Scroll to the bottom of any Facebook screen and click the Advertising link.** Then, near the top of the Facebook Advertising page that appears, click the Pages link. On the Facebook Pages screen, click the "Create a Page" button.

Create New Facebook Page

Category:

Local
Other Business

Brand, Product, or Organization

Artist, Band, or Public Figure

Name of Page:

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

Create Page

Note: Creating an unauthorized Page violates our Statement of Rights and Responsibilities. If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please create a Facebook Group to establish an unofficial "fan page."

- 2. In the Create New Facebook Page form, choose a category and Page name.** The Local drop-down list is where you indicate what kind of business you are; it includes options like Restaurant, Park, and Religious Center. Turn on the "Brand, Product or Organization" radio button if you're selling products such as pharmaceuticals or food, or

if you're in a business with a national reach such as travel or communications. Turning on the "Artist, Band, or Public Figure" radio button gives you freelance options such as writer, politician, and athlete. After you've picked the appropriate category and given your Page a name, click Create Page.

Tip If you're short on time or don't have all your stuff together—the photos you want to add to your Page, the marketing copy, and so on—turn on the "Do not make Page publicly visible at this time" checkbox to keep people from seeing your Page before it's ready for prime time.

3. **Flesh out your Page.** On the screen that appears, the first thing you want to do is scroll over the giant question mark and click the Change Picture link that appears, to replace the question mark with a picture of your band, your product, or whatever. Next, click the Info tab and then the Edit Information link to build a profile similar to the personal profile you created when you joined Facebook (see page 14) by filling in Basic Info as well as Detailed Info. When you finish building your Page's profile, click the Edit Page link to see a list of all the different applications you can upload tidbits to (such as album info, concert dates, and music clips if you're in a band) and settings you can adjust (such as requiring your fans to be over 18).



Tip Clicking the + tab lets you fancy-up your Page with sections for events, photos, and more.

The screenshot shows the 'Settings' tab selected in the Facebook Page's sidebar. Other tabs like 'Wall Settings' and 'Mobile' are also visible. The main content area displays sections for 'Edit country restrictions, age restrictions and published status.', 'Change the default view for fans and control who can post to your Wall.', and 'Publish status updates, photos and videos to your Facebook Page on the go.' Below this, the 'Applications' section lists 'Discussion Boards' and 'Events'.

4. **If you haven't already, publish your Page.** Your Page is already online unless you turned on the "Do not make Page publicly visible at this time" checkbox. If you turned on that checkbox but have now packed your Page with as much info, photos, media clips, and other goodies as you can think of and it looks great, click the Publish Page link. That's it: Your Page is online.

Tip Now that you've got a Page up, you might want to spend some money to make sure it gets noticed. Surprise! Facebook makes spending money easy. On the left side of your Page, click the "Promote with an Ad" link. Make sure you also check out page 182 to learn how to add *social actions* to your Page.

Becoming a Fan

Similar to wearing name-brand clothes and rooting for your favorite sports team, becoming a *fan* of a Page tells people in your social circle what you like and what's important to you.

Tip After you create your own Page, people can become *your* fan using the steps below.

Declaring your fan status is easy. Simply find the Page you're interested in (type the name in the Search box, and then click the Pages tab on the results page), and then click the "Become a Fan" link. (This link appears on the Page itself and on the Page's listing in your search results.) After you click that link, Facebook lists the Page in the "I am a Fan of..." section on your profile, and news of your newfound fandom appears in your friends' News Feeds.

Note You can't hide the Pages section that appears on the Info tab of your profile, and you can't prevent Facebook from displaying a Page in that section, but you *can* un-fan yourself. To do so, head to the Page you want to disassociate yourself from (an easy way is to head to the Pages section of your profile and click the name of the Page), and then, on the Page itself, scroll to the bottom and click the "Remove Me from Fans" link



Tip If you become a fan of a Page and later decide you don't want to get updates from it after all, go to the top of any Facebook screen and click the Messages icon (the one that looks like two little speech bubbles—see page 69). Click See All Messages at the bottom of the drop-down list that appears. Then, on the Messages page that appears, head to the left side of the page and click the Updates link. Simply turn on the checkboxes next to any Pages you don't want to hear from and then click the Unsubscribe button.

Social Ads (Targeted Announcements)

A *social ad* is an announcement you can broadcast to specific groups of Facebook members, such as men in their 20s, women with college degrees, or married people who work at Wal-Mart and like Beanie Babies. Every social ad consists of a graphic and a little text, and each appears either in Facebook's ad space (the right-hand side of each screen), or in people's News Feeds (page 82), or both, depending on how much you pay.



- Note** Facebook's *social actions* feature and *Connect* program let you track people who interact with your Facebook Page or application—or with your company's non-Facebook website—and then shoot your ad out to all their friends. The result? An ad that's a little more personal and relevant—and, hopefully, more effective—than the average ad. Keep reading this section for the scoop on social actions, or hop to page 188 for more on Connect.

Here's how social ads work:

1. **Create your ad and tell Facebook when to run it and which members to target.** You can get pretty darned specific when it comes to who sees your ad. For example, you can have Facebook show the ad only to single people aged 31 to 36 who have conservative political views and degrees in biology.
2. **Pay for the ad.** The amount you pay depends on how long you want your ad to run and how many people you want to see it.
3. **Optionally, you can tie your social ad to social actions, which are the things people do on your Facebook Page or on your company's website.** If you've already created a Facebook Page (page 10) or already have a website, you can combine your ad with the "news" headline that someone's friend just became a fan, for example.
4. **Facebook runs your ad.** Depending on factors like how much money you coughed up and how many other ads Facebook has in the hopper, your ad appears either in people's News Feeds or in the space Facebook reserves for ads on the right-hand side of each screen.

5. **Get feedback that helps you assess your ad's effectiveness.** Facebook's *Insights* program generates charts that show you the kind of response your ad is getting (the next section shows an example). If you know how to analyze them (they're pretty straightforward), these charts can help you figure out whether your ad is working or whether you need to tweak it. You get to use Insights for free when you pay for a social ad.

Tip You also get to use Insights if you create a free Facebook Page (page 10).

Creating and Running a Social Ad

If you've got a graphic and a couple lines of copy, creating a social ad is nearly as easy as creating a Marketplace ad (page 130). Expect to spend somewhere between \$5 and \$50 per day, depending on who you want to reach and how long you want your ad to run.

Tip Before you even think about creating a social ad, check out Facebook's Advertising Guidelines (www.facebook.com/ad_guidelines.php), which lay out rules for the kind of content your ad can contain, the type of website you're allowed to drive traffic to, and more. (You also get a chance to review Facebook's advertising guidelines and advertising terms and conditions when you place an ad; see page 130.)

Here's how to create and run a social ad:

1. **Scroll to the bottom of any Facebook screen and click the Advertising link.** Then, on the page that appears, click the "Create an Ad" button.
2. **Tell Facebook what you want your ad to look like.** In the Design Your Ad section of the "Advertise on Facebook" page, type in the click-through URL (the website or Facebook Page you want your ad to drive folks to). Then type in your ad's title (up to 25 characters), ad copy (up to 135 characters), and, if you like, click the Image button to upload a product photo or logo. Facebook displays your ad-in-progress for you as you build it.

Advertise on Facebook
Get started in three easy steps.

1. Design Your Ad

Destination URL: 36 characters left.
 Examples: <http://www.yourwebsite.com/>

I want to advertise something I have on Facebook.

Title: 1 characters left.

Body Text: 5 characters left.
 We specialize in copyediting, proofreading, and research/fact-checking of digital and hard-copy materials across many disciplines.

Image (optional): Remove uploaded image.

Facebook Ads
Advertise your own web page or something on Facebook like a Page, Event, or Application.

Ad Format
Your ad will automatically be optimized to fit the format of the page where it is delivered. When your image is displayed, it will be up to 110x80 px. [More info](#)

Approval Process
Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing:
[Suggested Best Practices](#) [Common Reasons for Rejection](#)

Note If your image file is bigger than 4 KB or is animated, Facebook won't let you upload it. If your image is larger than 110 x 80 pixels, Facebook will upload it, but will shrink it down to 110 x 80 pixels, so the image will be squished and people won't be able to make out any details. (See the Tip on page 163 to learn how to check an image's file format; the info box that appears also shows your file's size and pixel measurements.)

- Tell Facebook who you want to see your ad.** As you select options on the Targeting section, Facebook updates the number at the bottom of the screen to give you a rough idea of how many members are in the demographic you've chosen. (Turn on the Male checkbox, for example, and Facebook cuts the figure in half, since about half its members are female.) When you're done, scroll down to the next section.

2. Targeting

Location:

Everywhere
 By State/Province
 By City

Age:
 Target people on their birthdays

Birthday:

Sex: Male Female

Keywords:

Education: All
 College Grad
 In College
 In High School

Workplaces:

Relationship: Single In a Relationship Engaged Married

Interested In: Men Women

Languages:

Note

If you create a social ad **after** you've created a Facebook Page, Group, event, or application, you can specify that you want to target Facebook members who are fans or friends of those fans. (You can also tell Facebook **not** to advertise to fans—or fans' friends—of one of your Pages, Groups, events, or applications.) To tweak which fans and friends get to see your ad, from the Targeting section of the "Advertise on Facebook" page, head down to the "Connections" and "Friends of connections" fields.

The screenshot shows the targeting options for a Facebook ad. It includes fields for Languages (with an input field 'Enter language'), Connections (with two input fields: 'Target users who are connected to:' and 'Target users who are not already connected to:'), Friends of connections (with an input field 'Target users whose friends are connected to:'), and an Estimate section. The Estimate section displays '98,238,740 people' with filters: 'who live in the United States' and 'age 18 and older'.

Languages:	Enter language
Connections:	Target users who are connected to: Enter your Page, Event, Group or Application Target users who are not already connected to: Enter your Page, Event, Group or Application
Friends of connections:	Target users whose friends are connected to: Enter your Page, Event, Group or Application
Estimate:	98,238,740 people ■ who live in the United States ■ age 18 and older

4. Decide whether you want to pay Facebook based on how many people see your ad but don't necessarily click on it (*pay for views*) or based on how many people it actually drives to your site or Page (*pay for clicks*). Then type in how much you want to pay—per 1,000 impressions if you chose the "Pay for Views" route, or per click if you chose the "Pay for Clicks" route. The higher the amount you type in the Bid field, the more often your ad appears (in relation to whatever other ads Facebook needs to run the same day as yours; in other words, the highest bidder gets her ads run more often). Because site traffic and the total number of ads Facebook sells on any given day fluctuate, you also need to type the total amount of money you want to pay Facebook in any 24-hour period in the Budget field. After you tell Facebook which days you want your ad to run, click Create to preview your ad.

Account Currency	Campaigns
US Dollars (USD) <input type="button" value="▼"/>	Ads in the same campaign share a daily budget and schedule.
Campaign Name	Max Bid
My Ad <input type="text"/>	You will never pay more than your max bid, but you may pay less. The higher your bid, the more likely it is your ad will get shown. All amounts are in USD (\$).
Daily Budget What is the most you want to spend per day? (min: 1.00 USD)	Suggested Bid
50.00 <input type="text"/>	This is the approximate range of what other advertisers are bidding for your target demographic.
Schedule: When do you want to start running your ad?	More Help
<input checked="" type="radio"/> Run my ad continuously starting today	CPC vs. CPM
<input type="radio"/> Run my ad only during specified dates	
<input type="radio"/> Pay for Impressions (CPM)	
<input checked="" type="radio"/> Pay for Clicks (CPC)	
Max Bid (USD) How much are you willing to pay per click? (min: 0.01 USD)	
0.65 <input type="text"/>	Suggested Bid: 0.60 - 0.71 USD
Estimate: 77 clicks per day	
Simple Pricing Options	



Note In the marketing biz, the “Pay for Clicks” model is known as CPC (“cost per clicks”), and the “Pay for Views” model is known as CPM (“cost per thousand”—M is the roman numeral for 1,000).

5. Check your ad for errors and then enter your credit card info. (You may soon be able to pay for Facebook ads using a PayPal account, but that option wasn’t available yet as this book went to press.) If you spot a mistake, click Change Ad to go back and fix the error. You should check out Facebook’s advertising terms and conditions, too. Basically, by running your ad, you certify that you’re not lying to people or trying to sell something objectionable or illegal, like drugs or porn or copyright-protected music. (Just to make sure, your ad isn’t published until Facebook approves it, typically an hour or so after you submit it.) Then head to the bottom of the Review Ad page and click the Place Order button.



Note After you create your ad, you can change it. But if your ad is already running, changing it tells Facebook to stop running it and your ad goes back in the queue to be approved all over again. To change an existing ad, head to the left side of your Home page, click the “Ads and Pages” link, and then click the name of the ad campaign containing the ad you want to change. On the list of ads that appears, click the name of the ad you want to edit. Then click the “edit” link next to the field you want to change, or (to tweak the way the ad looks) click the Edit Ad Creative button.

All Campaigns > Campaign: My Ads >

Ad: Brownsville Farmers Market

[Create an Ad](#)

Campaign Name My Ads	Ad Name Brownsville Farmers Market edit	Status Pending review edit	CPM Bid: \$0.30 edit	Suggested bid: \$0.29 - \$0.30 USD	Targeting <ul style="list-style-type: none"> • who live in the United States • age 18 and older edit
-------------------------	--	---	---	------------------------------------	---

This ad does not start until 12/08/2009 3:00pm.

Date	Imp.	Clicks	CTR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
12/08/2009	0	0	0.00	0.00	0.00	0.00
Lifetime	0	0	0.00	0.00	0.00	0.00

Preview

Brownsville Farm Market

Saturday mornings at 11th & Harrison (across from the zoo). Fresh fruits & veggies! Plus free samples & free admission to art museum.

[Like](#)
Emily Moore likes this.

[View on Profile](#)
[Edit Ad Creative](#)
[Create a Similar Ad](#)

6. **Check on your ad.** You can see daily statistics as well as in-depth demographics (through Facebook's Insights program—page 183) in as little as a few hours after Facebook starts running your ad. To do so, on the left side of your Home page, click the “Ads and Pages” link and then click the name of the ad campaign you want to check out.

Tip To see the ad info in easy-to-interpret graph form, head to the “Choose a graph” drop-down menu and select Clicks, Impressions, or CTR.

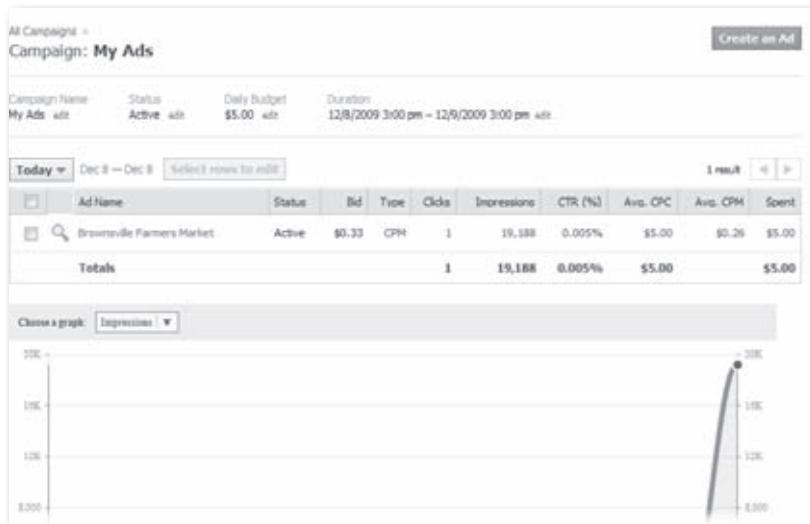
Here's a quick rundown of the stats you see:

- **Bid** is the amount you bid for this ad (page 185).
- **Type** reminds you whether you chose to pay on a cost-per-click or cost-per-thousand-impressions basis (page 185).
- **Clicks** refers to the number of people who've actually clicked your ad so far.
- **Impressions** tells you how many people have seen your ad.
- **CTR (%)** stands for “click-through rate”; this is the percentage of the people who've seen your ad who've actually clicked it.

- **Avg. CPC (\$)** and **Avg. CPM (\$)** show you the amount of money you’re spending, on average, per click and per thousand impressions, respectively.
- **Spent (\$)** keeps track of how much you’ve spent on the ad so far based on the amount you bid, the number of clicks or impressions your ad gets, and how many days your ad runs.

Note If you bought a long-running ad, you can see day-by-day stats by heading to the menu on the left side of the Campaigns page, clicking Reports, typing in a date range, and then clicking Generate Report.

To dispense with the columns of numbers and see a chart of how your ad is performing, head to the “Choose a graph” drop-down menu and select Clicks, Impressions, or CTR.



Connect Facebook to Your Website with Widgets

Back in 2007, Facebook debuted a feature called Beacon, which was created to bring people’s Web-surfing actions together with their Facebook friends. A lot of people didn’t like Beacon, so Facebook retired it in 2009. But they’ve since replaced it with a feature called **Connect**. Using Connect,

folks who design applications create programs that let Facebook members tie their Facebook accounts to certain websites. This is fabulous news if you've got a corporate website because it lets you tap into your site visitors' network of friends to drive additional traffic to your site and help keep these folks on your site longer, which—theoretically, at least—will lead to better sales. (In marketing speak, Connect helps you *engage* your visitors.)

Connect comes in two flavors:

- **Quick-and-dirty Connect-based programs, a.k.a. widgets**, such as Share buttons and Fan Boxes. These pre-built widgets are so simple to use that even folks with little to no programming experience can add them to their web pages. You'll learn how to add a widget to your web page in a moment.

Google Web Toolkit: Now With Speed Tracer, Code Splitting, And More

by Jason Kincaid on December 8, 2009

1 Comment

127 retweet

TOP 1K

 Share

This evening at its Campfire One event, Google showcased a number of new technologies coming to Google Web Toolkit (you can see my live blog of the event [here](#)). The big announcements

- **Guidelines** (technically, application programming interfaces and specifications) that webmasters and other programmer-types can use to build their own widgets or even more complicated programs for exchanging website visitor info with Facebook info. This option isn't for the average joe; you want to leave it to programming professionals. For more info on this topic, see page 192.

To add a widget to your website:

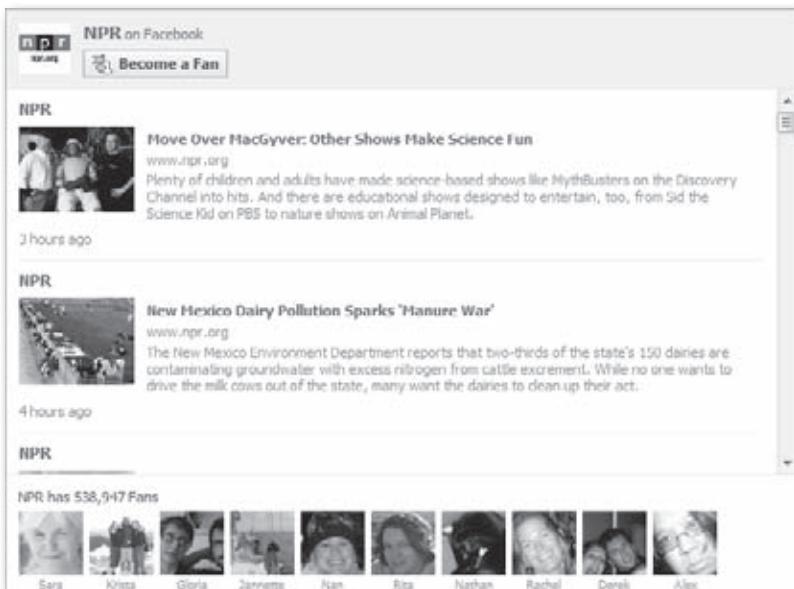
1. **Point your web browser to www.facebook.com/facebook-widgets.**
2. **Click the “Website or Business” widget you want to add to your site.**

Currently, your choices include:

- **Share.** When folks who visit your site click your Share widget, the Facebook Links application takes over. Up pops a Facebook “Post to Profile” dialog box your site visitors can use to post your site's web address, a thumbnail photo and description, and a personal comment to their friends' News Feeds.



— **Fan Box.** When folks who visit your site click your Fan Box widget, they get to see (and automatically become fans of) your Facebook Page. If you like, they can also get to see a list of your Page's fans and a streaming commentary of your fans' posts to your Page.



— **Page Badge.** After you add it to your Facebook Page, this widget appears as a thumbnail of your Page. No instant “fanning” here, à la the Fan Box; instead, clicking your website’s Page Badge whisks your site visitors to your Facebook Page, where they can become fans or otherwise interact with your Page.

— **Twitter Link.** This widget is a little different than the others: It’s not something you add to your website. Instead, it’s a short set of steps that let you connect your Facebook Page to a Twitter account. After you follow the steps, every time you update your Facebook Page, the updates simultaneously go out to your Twitter followers.

Note There are a handful of additional, developer-targeted widgets, including one that lets your site visitors add comments (and then turn around and share these comments with their Facebook friends). These widgets require a bit more tech-savvy than cutting and pasting, though. You can find a list of them in the Developers section of www.facebook.com/facebook-widgets.

3. **Follow the instructions that appear to add a line or three of HTML code to a page of your website.** Depending on the widget you choose and what kind of website you've got, you may have to cut-and-paste HTML code directly to your web page's source file. (The process is a bit easier if you're dropping a Fan Box widget into a blog hosted by Blogger or Typepad.) Don't worry: The widgets were designed to be as simple to add as possible, and Facebook's instructions give you all the details.

High-Dollar Options

Facebook's free and inexpensive Pages, widgets, and social ads are great for small businesses and freelancers. But companies with a little more dough to throw around can choose from even more advertising options.

Connect is a customizable feature that does for regular websites what ***social actions*** (page 182) do for Facebook Pages. Connect lets you offer your site visitors the option to (what else?) connect with your site, and after they give their go-ahead, their Facebook profiles and Friend Lists are available to you to use as you wish. For example, if you sell music CDs on your website, you might want to serve up different display ads to the folks whose Facebook profiles mark them as jazz hounds vs. the ones whose profiles list classical compositions.

The connection works the other way, too—from your site to Facebook. Not only can you link your site directly to your Facebook Page, you can also incorporate the actions your visitors take on your website into customized “stories” (ads) that Facebook then shoots out to the News Feeds of your site visitors’ Facebook friends.

Note Facebook's earlier stab at a program to link Facebook to the wider Web, called Beacon (which is widely expected to disappear soon), stirred up quite a bit of controversy thanks to the surprise some Facebook members felt when they realized their Web-surfing exploits were being announced to their nearest and dearest Facebook friends. While there's a lot of overlap between Connect and Beacon, one difference is that with Connect, Facebook members have to **choose** to connect to your website. You can't gather people's Facebook profile info using Connect, use it without their knowledge or permission, and then claim it's okay because you gave them a chance to opt out. (You wouldn't **dream** of doing this anyway, though, because you're a nice person.)

Unless you're talking about one of the simple pre-built widgets Facebook makes available (page 188), adding Connect to your website takes some doing. First, you have to register your website as a Connect application. Then, you either have to use pre-built HTML code snippets (if you're going with one of Facebook's developer widgets), or write your own HTML code from scratch based on the Connect guidelines. Facebook doesn't charge for any of these activities, but depending on what you have in mind, you may have to pay your website developers a pretty penny to get the Connect-enabled version of your website up and running. To see what's involved, head to <http://developers.facebook.com/connect.php>.

Note Don't be surprised if Facebook's advertising policies and procedures change in the near future. As this book goes to press, Facebook is working with the Nielsen ratings people to investigate how folks respond to ads on Facebook and, by extension, how to make ads more effective.

Part 4

Privacy and Power Tools

12 Customizing Facebook and Adding Applications

Facebook is a pretty polished-looking site, and it wants to stay that way. Unlike MySpace—where you can customize just about everything on your personal page—you can't go hog wild changing the way Facebook looks. You can adjust only the layout of your Home page and profile ever so slightly. But you *can* do something much cooler than, say, changing the background color of your profile page: Facebook lets you add *applications*—tiny programs that run inside Facebook.

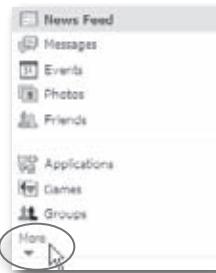
Second only to the friend-to-friend interactions Facebook tracks for you, applications are one of the main reasons for Facebook's explosive popularity. Why? They're fun! And they can be useful, too. Applications let you do everything from silly stuff (like "spray painting" on your friends' Walls or sending your friends virtual potted plants that grow a little each day) to useful things (like creating a terrific-looking resumé from right inside Facebook). If you can imagine it, somebody's probably created an application that lets you do it.

Facebook granted programmers free access to the Facebook *platform* (the code they need to write things for the site) in May of 2007, meaning that anybody with the programming chops and the desire could create an application. Since then, the number of applications has skyrocketed to over half a *million*, according to Facebook. Read on to learn how to find and install the best of the bunch.

Modifying Your Home Page and Profile

Facebook gives you a few modest ways to customize the layout of your Home page (page 32) and profile. You can:

- **Display more menu options on the left side of your Home page.** Simply click the More link at the bottom of the menu. (If you change your mind, click the Less link that appears at the bottom of the new, expanded menu.)



Tip Page 198 explains how to add applications to this list by bookmarking them.

- **Hide news of certain friends' activities.** Your cut-up friend from Biology class just threw another virtual pig at you (it's the 369th, but who's counting?) and your commitment-phobic ex is raving yet again about the diamond ring he just bought—for somebody else. Let's face it: Some news is just plain annoying. To hide news related to a certain friend or Facebook application (page 198): On your Home page, head to the right side of any story in your News Feed and click the Hide link. When you do, you're given a chance to tell Facebook to quit displaying news about the friend or (if the news has to do with your friend using a Facebook application) to quit displaying news related to the application. Whether you click "Hide [friend's name]" or "Hide [application name]," the news item disappears and Facebook stops displaying similar items.

Tip Facebook remembers which stories you hide and fine-tunes your News Feed accordingly. If you really dig a certain story, click the Like link that appears at the bottom of the story to tell Facebook to display more of that kind of news.

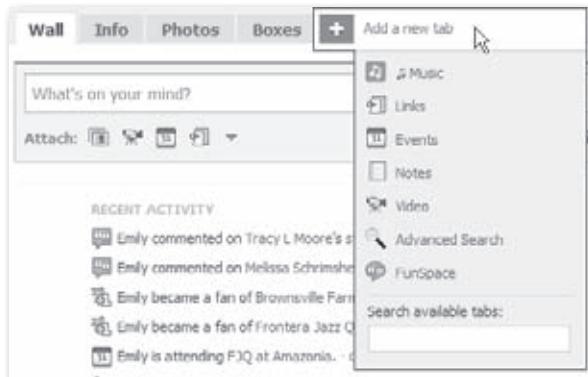
Melissa Schrimsher Hi Friends, neighbors, and everyone else!! We're almost done closing on this house! If I have to look up one more thing from my financial past I'm literally going to lose an organ.

Yesterday at 9:31pm · Comment · Like

Hide Edit Options

If you have a change of heart and decide you want to see news about a certain person or application again, scroll to the bottom of your News Feed and click the Edit Options link. In the dialog box that appears, click the Add To News Feed button next to the people and applications you want to see again.

- **Create tabs on your profile.** Your profile always displays the Wall, Info, Photos, and Boxes tabs. But you can add a tab or two to help you organize the stuff you do most of on Facebook, like keeping track of all the events you plan to attend or using a specific Facebook application. To add a tab, click the + tab and, from the pop-up list that appears, choose the tab you want to display on your profile.



Tip To delete a tab you've added, click the pencil icon that appears in the upper right of the tab and then choose Delete Tab. (If you don't see the pencil icon, first click the tab and *then* click the pencil icon that appears.)



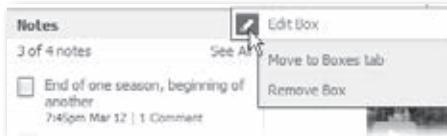
- **Change the way Facebook displays some sections of your profile.**

Facebook lines the left side of your profile with a handful of sections such as Information, Friends, Photos, and Notes. Depending on the section, you can:

- **Change the way the section looks.** To change which or how many friends appear in your Friends section, for example, click the pencil icon and choose from the pop-up menu that appears.
- **Change the order of the sections.** Maybe you spend a lot of time tweaking your photo albums on Facebook and want your Photos section at the top of the left side of your profile where you can see it immediately when you display your profile. To reposition a section, mouse over the section's heading (your cursor turns into a four-headed arrow when you're in the right spot). Then just drag the section to where you want it.
- **Delete the section.** To remove a section from your profile, click the pencil icon and choose Remove Box.



Facebook doesn't let you remove **every** section. If you click a section's pencil icon and don't see a Remove Box link, you're stuck with that section.



Facebook Applications: An Overview

Facebook *applications* are small programs that run inside Facebook. They're similar to web browser plug-ins (like video players) in that they let you do a little something extra that you couldn't do before you installed them.

If you've had a chance to put Facebook through its paces, you're probably already familiar with the site's built-in applications, which include Groups, Events, and Photos. But people who aren't on the Facebook design team—folks known as "third-party developers"—have written about a bazillion others, such as iLike (which lets you add music clips to your profile) and Weekly Schedule (which lets you coordinate a graphic version of your schedule with your coworkers' or friends').

Note Because built-in Facebook features including Notes, Links, Photos, Videos, and Gifts are technically applications, you can customize them the same way you customize any other application (see page 200). This is good to know if, for example, you accidentally delete your Photos section from your profile and want to get it back.

Most third-party Facebook applications are humorous time-wasters, like the ones that let you spray-paint graffiti on someone's Wall or hurl virtual sheep at your friends in lieu of a sedate poke (page 73). But you may see more serious-minded, business-friendly applications now that Facebook's enormous (and growing) membership is attracting high-dollar advertisers. Professional Profile, for example, lets you post and edit your resumé on Facebook, then track who views it. Workin' It offers a list of job openings you can comb through and helps you get word of your job search out to all your Facebook friends.

Facebook applications are super easy to find, install, and use. The only downside to using them is that you automatically grant the application's developers access to your profile, which poses a security risk. Flip to page 206 to learn more.

Tip If you're interested in creating a Facebook application of your own, check out <http://developers.facebook.com> for details on Facebook's development platform. (You can also get to that site by scrolling to the bottom of any Facebook screen and clicking the Developers link.)

Finding Applications

To get a general overview of the kinds of applications that are out there, on the left side of your Home page, click the Applications link. Facebook displays the main Applications page, which lists your applications at the top followed by applications your friends have used recently, applications your friends have installed, and applications sorted by category. If an application's name piques your interest, click it to find out more (if Facebook takes you to an "Allow Access?" screen, click the application's name to go to its Page).

The screenshot shows the Facebook Applications page. At the top, there's a search bar with '0 credits' and a 'Get More' button. Below it, a 'Featured' section highlights 'Causes' and 'Twango - the group buying app'. The main area is titled 'Your Applications' and lists 'Marketplace (20 friends)', 'Slide FunSpace (3 friends)', and 'Friend Q&A (6 friends)'. A 'Friends' Recent Activity' section shows updates from friends. On the right, there are cards for 'GroupCard' and 'Causes'.

If you're looking for a specific application or type of application, type a word or two into the Search box at the top of any Facebook page and then hit Enter. Then, on the left side of the search results page that appears, click the Applications link. Click an application's name or its View Application link to learn more about it. If you don't see what you're looking for, click the Application Directory link at the top of your search results to go to a page where you can use the left-hand menu to narrow your search results by category.



Adding Applications

You have to install Facebook applications before you can use them, but installing them is a snap. After you find an application as explained in the previous section, click its name to head to its Page and then:

1. **Click the “Go to Application” button.** When the application appears, follow the instructions to start using it.

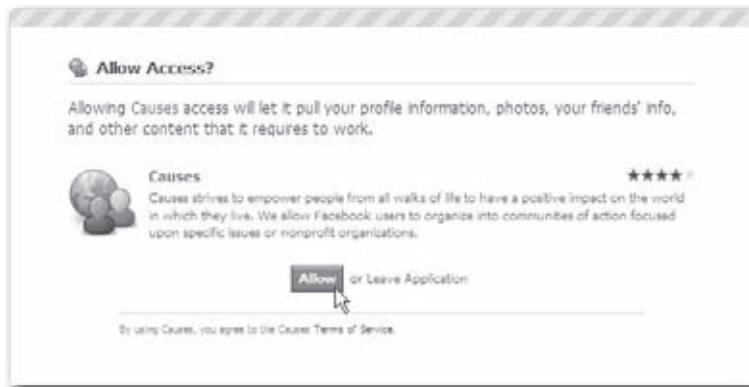
Tip Here's another way to add applications: When you're browsing a friend's profile and see an interesting application, click the application's icon.

The screenshot shows the Causes application page on Facebook. It features a large globe icon and a 'Go to Application' button. The page includes tabs for 'Wall', 'Info', 'Reviews', 'Discussions', and 'Boxes'. A post from 'Causes' says: 'Causes \$10,000 donated so far to "Help Earthquake Survivors in Haiti"! Find out how you can help at www.causes.com/haitquake'. Below it, there's a link to 'www.causes.com', a timestamp ('about an hour ago'), a sharing button ('Share'), and a comment section ('175 people like this.' and 'View all 49 comments'). At the bottom, there's a note from 'Causes Friends' about providing emergency food assistance to families in Haiti.

2. In the confirmation box that appears when you start using the application, click **Allow**. Doing so gives the application access to everything you-related in Facebook (including everything in your profile and the names of the folks you've friended), but if you want to use the application, you don't have any choice.

Note

Depending on the application, the confirmation box described in step 2 may appear before you get a chance to start using the application.



3. If you want, add the application to your Home page. If you think you'll be using the application frequently, this is a great way to keep it handy: Click the Account link at the top right of your screen, then click Application Settings. In the list that appears, find the application in question and click its Edit Settings link. (If you don't see the application, choose different options from the Show menu near the top of the page until you spot it.) In the dialog box that pops up, click the word "Bookmark" and then turn on the "Bookmark [Application Name]" checkbox and then click Okay. Voilà—Facebook now includes a link to that application in the list that appears on the left side of your Home page (you may need to click the More link to see it).

Tip

To un-bookmark an application, find the application's link on the left side of your Home page (you may have to click the More link to see it) and then click the X that appears to the left of the applications name when you hover your cursor over it.

Using Applications

The way you use an application and the things you can do with it depend on the application itself. There are also a variety of ways to open an application so you can use it. The most reliable route is to head to the top of your screen and click Account and then click Application Settings. On the screen that appears, click the name of the application you want to launch and Facebook whisks you to its main page. (If you don't see the application you're looking for, try selecting a different option from the Show drop-down menu near the top of the screen.)

There are also a few other possibilities: If you've bookmarked an application as explained in the previous section, you can click its name on the left side of your Home page to open it. When you add some applications, they add sections to the Boxes tab of your profile, so you can head there to open them. And if your friends use an application, you'll see it listed in their status updates from time to time. Wherever you find an application's link, as soon as you click it, Facebook displays the application, all ready to go.

Troubleshooting Applications

If an application doesn't behave the way you expect it to, you've got a couple of options: delete it (see page 205) or check to see if it has a Help or Frequently Asked Questions page. If there's no Help page, or if the FAQ doesn't answer your question, you can contact the folks who created the application. Here's how to check for a Help page and contact an application's creator:

1. **At the top of any Facebook screen, click Account and then Help Center.** Alternatively, scroll to the bottom of any Facebook screen and click the Help Center link.
2. **On the left-hand side of the Help Center, click "Games and Apps".**
3. **In the "Applications by External Developers" list, click the name of the application you need help with.**
4. **On the Help page that appears, read through the suggestions.**

Causes Help Center

Top Questions

- How do I start a cause?
- How do I leave a cause?
- How can my nonprofit accept donations through Causes?
- Someone donated to my nonprofit! How will I receive these funds?
- How do I delete a cause?
- How do I add administrators to my cause?
- I would like to support a nonprofit outside of the US or Canada. How do I do that?
- There are several duplicate causes supporting the same beneficiary. Can you merge them into one?
- I love your charity gifts! My organization would like to create one - how do we do that?

The screenshot shows a search bar with the placeholder "Search Help Center" and a "Search" button below it. To the right, there's a sidebar titled "Frequently Asked Questions" with links to "Top Questions", "About Us", "How Causes Works", "Joining and participating in Causes", "Creating and administering a cause", "Donation questions", "Contact information", and "Information for nonprofits". At the bottom of the sidebar is a "Causes Bar" link. A large question mark icon is visible on the right side of the page.

Tip If there isn't a help page for the application, or if you read the help page and it doesn't help, you've got one more option: At the top right of any Facebook screen, click Account and then click Help Center. In the "Facebook Applications and Features" section, click Application Support, then "Bugs and Known Problems". The "Bugs and Known Problems" pages may give you some insight into the cause of your application woes; if not, head back to the application and see if you can track down a contact email address. (If the application's problem is that it won't display properly, try searching for its Page in the Facebook Search box, as described on page 200.)

Controlling Where Applications Appear and Who Knows You're Using Them

Facebook lets you decide whether or not to display an application on your profile. You might want to do so for a couple of reasons: To let your pals know you've installed it (good for spurring an impromptu hand of virtual poker, for example), or to keep track of your applications yourself. You can also tell Facebook whether or not you want the site to announce what you do with the application on your Wall and in your friends' News Feeds.

To change where an application appears and who gets to know you're using it:

- 1. At the top right of any Facebook page, click Account and then Application Settings.**

2. On the Application Settings page that appears, find the name of the application you want and click the Edit Settings link to its right. If you don't see the application, try selecting a different option from the Show drop-down menu near the top of the screen.

Application Settings - Recently Used

Displaying 9 applications you have used in the past month.

Show:	Recently Used
Causes	Edit Settings Profile
Events	Edit Settings Profile
Gifts	Edit Settings Profile
Groups	Edit Settings Profile
Links	Edit Settings Profile

3. In the Edit Settings box that appears, tell Facebook where to display your application and who to tell about it. The options you see depend on the application, but most offer at least two options—Box and Tab—along with a Privacy setting. Tell Facebook to add a Box for the application, and it appears in the Boxes tab of your profile. Tell Facebook to add a Tab for it, and when you go to your profile you can click the + tab to create a special tab just for that application.

Note Not all applications offer additional settings, but some do. If you see an Additional Permissions tab, *click it*. Doing so lets you control what the application can do with your profile info and what kinds of extra things—such as links and even other applications—the application can display on your profile.

Causes Help Center

Top Questions

- How do I start a cause?
- How do I leave a cause?
- How can my nonprofit accept donations through Causes?
- Someone donated to my nonprofit! How will I receive these funds?
- How do I delete a cause?
- How do I add administrators to my cause?
- I would like to support a nonprofit outside of the US or Canada. How do I do that?
- There are several duplicate causes supporting the same beneficiary. Can you merge them into one?
- I love your charity gifts! My organization would like to create one - how do we do that?

Search Help Center

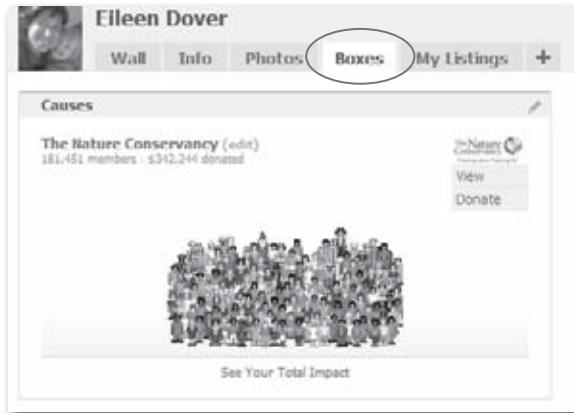
Search

Frequently Asked Questions

- Top Questions
- About Us
- How Causes Works
- Joining and participating in causes
- Creating and administering a cause
- Donation questions
- Contact information
- Information for nonprofits
- Causes Bar

Back to Help Center Main Page

Tip Your profile's Boxes tab can get crowded if you use a lot of applications. To organize them, on the Boxes tab, simply drag an application to reposition it.



Deleting Applications

If you decide you don't like an application or just find it takes up too much real estate on the Boxes tab of your profile, you can delete it quickly and easily:

1. **At the top right of any Facebook page, click Account and then Application Settings.**
2. **On the Application Settings page that appears, find the name of the application you want to delete and click the X that appears to the right of the application's name.**
3. **In the confirmation box that appears, click Remove.**

If you change your mind and want to use the application again, simply reinstall it (page 200).

Tip To hide an application without deleting it, edit your application settings. Page 201 shows you how.

Applications and Privacy

Before you can install an application, you have to agree to give that application's creators access to all—yes, *all*—the personal info you've typed into Facebook (that's what the "Allow Access?" box is all about—see step 3 on page 219). What's more, Facebook isn't responsible if these folks use your personal information for nefarious purposes, lose it, sell it, or write it across the sky in 200-foot-high letters. That's a scary thought—especially if you've added your home address, credit card info, or other super-sensitive details to your Facebook account.

Chapter 13 discusses privacy in detail, and you really, really ought to read it. But the upshot is this: When deciding whether you want to share your info, think about how much sensitive stuff you've typed into Facebook, how bad off you'd be if it fell into the wrong hands, and how useful you find the application you want to install.

13 Playing It Safe: Facebook Privacy

Social networking sites like Facebook depend on millions of people voluntarily divulging accurate personal information. But in a world where identity theft is a growing concern and spammers can't wait to get their hands on your email address, how do you take advantage of what Facebook has to offer while minimizing risks to your personal info? This chapter explains Facebook's privacy issues, and then gives you strategies for staying safe—from up-front planning to adjusting Facebook's privacy settings to after-the-fact damage control.

Privacy and Facebook: An Overview

If you're connected to the Internet, privacy is a concern. Surf the Web—privacy risk. Use email—privacy risk. The sad truth is that there are a lot of bad guys out there, and your personal info is worth a lot of money to some of them. Even virus-protection programs and firewalls can't always keep bad things from happening to you. And while Facebook promises to do all it can to protect the personal data you add to your profile, mistakes happen.

Note To read Facebook's privacy policy, point your web browser to www.facebook.com/policy.php.

If you're like most people, your personal info is already stored in lots of databases (your bank's, your favorite magazine's, and so on). But what's unique about Facebook's cache of personal data is that it includes intimate details (like your views on politics, religion, and relationships), and that it's tied to a *picture* of you (your profile picture—page 17). This combination of identifying details with a visual image is one of the things that makes Facebook so interesting and compelling—but also so potentially dangerous. Theoretically, someone could find out what town you live in and where you plan to be next Tuesday at 8:00 p.m. (a book club meeting you RSVP'd to on Facebook, for example). Armed with your picture, that someone could show up at your book club and try to convince you he's your long-lost cousin Al who's down on his luck and needs a couple thousand bucks to tide him over.

The trick is to balance the benefits you get from using Facebook (and the Internet in general) with the risk of losing control of your private information.

Privacy Threats

Some of the privacy threats associated with Facebook are the same that many online companies face, such as reports that the Facebook source code (the raw programming that powers the site) was once leaked onto the Internet, potentially giving hackers access to Facebook members' personal data. And, of course, any info you send via the Internet is vulnerable to interception. But there are other Facebook-specific threats, too:

- **Third-party application developers and other Facebook partners.** Before you can use a Facebook application, you have to grant the person or company who created the application access to your personal data (see page 206). Once you grant that access, control of your personal info is out of Facebook's hands: If the application's creator misuses your information, the beef is between you and them. Likewise, Facebook's privacy policy lets the site share your personal details with companies who advertise or sell products on Facebook, and it's up to those firms to keep your data safe.
- **People you didn't think had access to your profile.** If you think only people who live in your city, attended your alma mater, or work at your company can view your profile, you're wrong. Hiring managers, parents, teachers, police officers, and other folks who are determined to view your Facebook profile can find a way to do so—either by asking a coworker or friend who happens to be a member of your Facebook network to look up your info, or (in the case of cops) by getting a court order.
- **Anybody using a search engine.** Depending on the privacy settings you choose in Facebook, anybody can search your profile information using a garden-variety search engine such as Yahoo or Google, even if the he's not a Facebook member.

Note

Because many of Facebook's privacy settings are opt out (meaning Facebook assumes you want the whole world to see your personal info until you tell it differently), your information is at risk until you adjust your settings as explained in this chapter.

Strategies for Keeping Your Info Private

So that's the bad news. The *good* news is that just three simple strategies give you quite a bit of control when it comes to keeping your private data safe:

- **Don't put sensitive info on Facebook.** You get to choose what kind of information you share with the site, and how much. Data thieves can't steal your Social Security number, for example, if you don't make it available.

- **Customize your privacy settings.** Much as keeping your front door locked dramatically reduces the chance of being robbed, customizing your privacy settings minimizes—but doesn’t *eliminate*—the chance of your Facebook data falling into the wrong hands. Starting on page 212, this chapter shows you which settings can help protect your privacy.
- **If the worst happens, fight back.** If a spurned lover tracks you down on Facebook and starts harassing you, you can shut her down by blocking her access to your Facebook profile (page 222) or reporting her to Facebook (page 222).

Deciding How Much to Share

How confessional you want to be when you create your Facebook profile is entirely up to you. But here are a few things to consider:

- **Give Facebook only enough info to get what you want out of the site.** If you’re looking to connect with other early-music fans, for example, limit your profile info to medieval subjects. And if you plan to use Facebook to find parenting tips, you don’t need to share your academic and professional background.
- **Consider keeping your public and private identities separate.** If you’re planning to use Facebook primarily for networking, think twice about posting pictures of your wild weekend in Jamaica. You don’t have to forego mentions of your personal life completely, but you should limit your personal info to the kind of thing you’d feel comfortable tacking up on your cubicle wall.
- **Think about creating an email address just for Facebook.** Companies such as Google and Yahoo! let you create a free, Web-based email address you can use to sign up for Facebook. Using an email address dedicated to Facebook protects your “real” work or home email address from accidental or deliberate theft (think spammers).
- **If it’s sensitive and optional, leave it out.** Random people viewing your profile don’t need to know your home address or phone number. If you meet people on Facebook and want to share this info with them, you can always do so in a more private way (such as a Facebook message—page 66).
- **When in doubt, do the mom-or-boss check.** If you’d be comfortable telling your mom or your boss something, go ahead and post it on your profile. Otherwise, skip it.

Note

Facebook doesn't care how much info you put in your profile, but it does demand that what you share is accurate and truthful. Creating a "Fakebook"—an account with a bogus name and made-up profile details—can get you banned from the site.

Controlling Access to Your Account

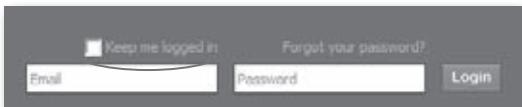
While you need to be wary of people getting access to your account info online, don't forget to take precautions in the real world, too: Make sure no one can log into Facebook as you.

You already know not to share your password with anyone, but there are a couple more steps you should take to protect your account. To prevent co-workers, fellow students, or family members from using your computer to access your Facebook account (either by accident or design), follow these steps:

1. **Log in the smart way.** After you type your email address and Facebook password into the login page (www.facebook.com/login.php), make sure the "Keep me logged in" checkbox is turned off before you click the Login button.

Note

Turning on the "Keep me logged in" checkbox tells Facebook to keep you logged in until you click the Logout link at the top of your screen, even if you close your browser or shut down your computer. This may be a timesaver in theory, but if you're using a computer at school, work, the library, or some other quasi-public place, chances are you'll forget to log out occasionally (we all do), leaving your account wide open.



2. **Log out when you're finished using Facebook.** Before you go on to the next item on your to-do list, take a second to click the Logout link found in the Account drop-down menu in the upper-right corner of every Facebook screen. Doing so prevents people from getting into your account if you forget to close your browser before you head out for lunch.

Adjusting Your Privacy Settings

Facebook does a lot of media chest-thumping about how strictly it protects its members' privacy. So it may come as a surprise that, unless you change them, *many privacy settings are set to the slackest possible levels*. It's up to you to understand how Facebook's privacy settings work, where to find them, how to adjust them—and to actually spend time battening down the hatches. That's a lot of work! Fortunately, this book has done most of the work for you; all you have to do is read this section and adjust your settings.

Note In a privacy study reported a while back in a British newspaper, 41 percent of Facebook members chose to befriend (page 54) a plastic frog, thereby granting the fictitious "Freddi Staur" (an anagram for "ID Fraudster") access to personal details such as their home addresses, children's names, and family photo albums. The moral? Don't befriend indiscriminately on Facebook any more than you would offline.

Controlling Who Sees Your Profile and Contact Info

You can make your entire profile off-limits to certain groups of people, such as the people in one of your networks. You can also hide specific parts of your profile—like your contact info and which applications you've added—from whole groups of people, such as one of your networks or all your friends. To do so:

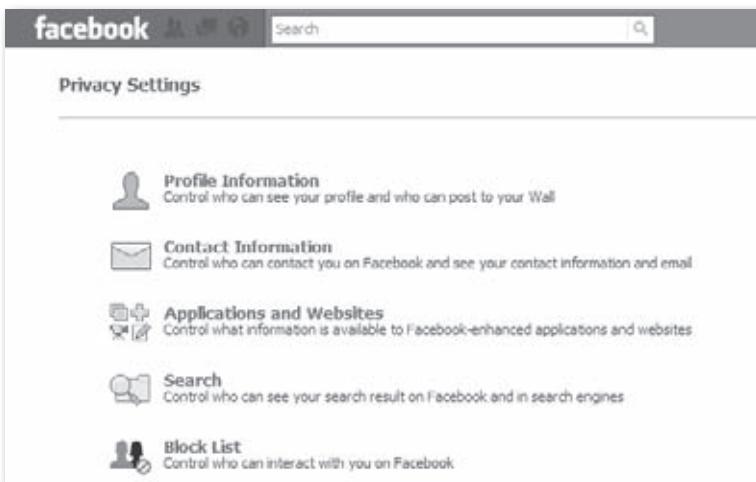
1. **At the top right of any Facebook screen, click the Account link and then, in the drop-down list that appears, click Privacy Settings.**

Tip Another way to control who sees your profile and contact info is to tweak the settings as you type in your information (page 24).

2. **On the Privacy Settings page that appears, click one of the links to control who can see your birthday, your religious and political views, your photos, your phone number and address, and more. You can even block (page 222) specific Facebook members from viewing your profile.** Facebook breaks down your privacy settings into five basic categories to make it easier for you to decide which option you want for each setting:

Tip

If you don't have time to run through all five categories, make sure you at least tweak the ones for Profile Information, Contact Information, and Search. Confusingly, all three of these categories pertain to different chunks of your profile, which is typically the stuff you want to keep private.



— **Profile Information.** Here's where you tell Facebook who you want to let post to your Wall (page 74) and access to part of your profile page. There are an awful lot of settings on this page, but the options are pretty much the same. If, for example, you want to let long-lost friends and coworkers look you up based on the interests and activities you typed into the Personal Information section of your profile, head to the drop-down list next to Personal Info and either keep the Everyone setting that Facebook starts you out with, or select "Friends and Networks" to let all of your friends *and* everyone in all of your school and work networks see your activities and interests. Choose "Friends of Friends" to let anyone who's friends with any of your friends see the goods. Choosing Only Friends keeps Facebook members who aren't on your Friend List from seeing your profile, and choosing Customize lets you create a list of specific folks you want to have the information in this particular section of your profile.

Note

If you have a group of folks you want to show chunks of information to (or hide information *from*), you'll find the Customize option super-useful. Say, for example, you're a teacher and you want only your students to see certain parts of your profile. Or maybe you spend a lot of time on Facebook for fun, but want to keep your coworkers from seeing certain parts of your profile. First, create a list (page 213) of your students or coworkers. Then click the Customize option for every profile section and, in the Custom Privacy box that appears, click the Specific People option and type in the name of your list.

**Note**

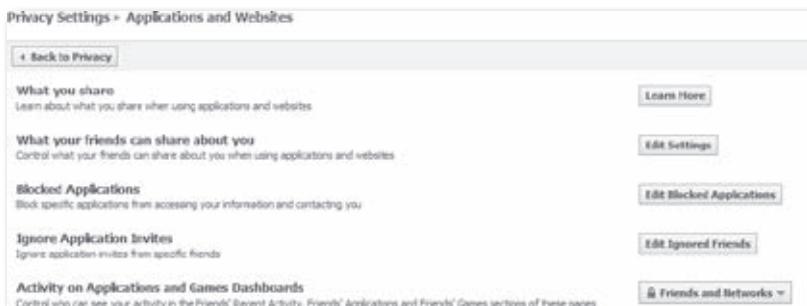
Facebook knows it can be hard to remember what your profile looks like when you're in the middle of privacy-tweaking, so the site gives you a way to double-check what's on your profile: On the "Privacy Settings—Profile Information" page, click the Preview My Profile button to take a peek at what someone who falls in the Everyone category will see when he runs across your profile listing on Facebook. (If you want to see what a *particular* Facebook member—like your boss—can see based on your current settings, click in the "Start typing a friend's name" box, type in that person's name, and then hit Enter.)

— **Contact Information.** This section lets you control who gets to contact you on Facebook and who gets to see non-Facebook ways to contact you, like your phone number, address, and instant messaging screen name. Adjust all these settings to Only Friends unless you have a darn good reason not to (if, for example, you signed up with Facebook because you're coordinating your high school reunion and want far-flung former classmates to be able to contact you). And consider choosing the "Only Me" option from the Custom Privacy settings for any e-mail addresses that you've given Facebook to prevent folks you don't know from clogging your personal or work email account with spam.

Note

You get to choose who sees your personal website (if you have one) in the Profile section, too; in most cases, you'll want to select the Everyone option for this setting.

— **Applications and Websites.** There aren't a whole lot of settings for you to tweak in this section, as you don't have any extra-special control over how much of your personal info the Facebook applications you've installed can use. Applications can see everything you've marked as visible to Everyone, (you can read more about what the applications you install and your friends can see about you by clicking the Learn More button on the "Privacy Settings—Applications and Websites" page). Still, it's worth clicking the Edit Settings button to specify what you want your friends to be able share about you with the applications *they* install. And if specific applications (or friends) are barraging you with endless invitations to sling sheep or take a "If you were a vegetable, what kind of vegetable would you be?" quiz, you can use the Blocked Applications and Ignore Application Invites links on this page to block them.



— **Search.** Facebook assumes you want your profile listing—that tiny one-line-and-a-picture search result that lets folks searching Facebook know you're a member—to be visible to any other Facebook member. It also assumes you want all the info you've made visible to everyone on Facebook to be visible to everyone on the *Internet*. If that's not what you want, you can use the options on this page to restrict your profile listing (useful if, for example, you're a teacher using Facebook for class discussions) as well as the ability of search engines, such as Google, to access your profile information.

— **Block List.** Considering the enormous number of people using the site, the incidents of Facebook stalking and other unsavory behaviors are actually pretty low. Still, it's nice to know that if someone *does* cross the line from mildly annoying to upsetting, clicking this link gives you an easy way to remove him from your Facebook life.

Tip Alternatively, you can block a *non-friend* by heading to the bottom of her profile and clicking the "Report/Block this Person" link. To block a *friend*—sometimes, sadly, friendships *do* go awry—head to the bottom of the friend's profile and click "Remove from Friends". Then, as you would with a non-friend, click the "Report/Block this Person" link at the bottom of the person's Facebook profile.

Hiding from Facebook and Web Searches

Unless you tell it otherwise, Facebook shows your name and profile picture to everyone who looks you up using Facebook's search feature (page 50)—and lets them message and befriend you—as well as to any non-Facebook member who looks you up using a search engine such as Google. Big deal, right? Letting folks find you and contact you is the reason most people join Facebook, after all.

Actually, it *is* a big deal. If someone who doesn't ordinarily get to see your profile information pokes you (page 73), for example, or sends you a Facebook message and you respond to it, ***Facebook automatically grants that person temporary access to your profile.***

Note Blocking someone (page 222) prevents them from seeing your profile or interacting with you on Facebook in any way.

If the thought of unintentionally granting profile access to people you don't know makes you a little nervous, you've got three choices:

- **Tell Facebook not to display your name or picture in non-friends' search results.** This is a good choice if you're not interested in long-lost friends or potential employers looking you up, but instead joined Facebook to keep in touch with people you already know. To choose this option: At the top of any Facebook page, click the Account link and then click Privacy Settings. On the Privacy Settings page that appears, click Search. Finally, from the Facebook Search Results drop-down list, choose Only Friends.

Tip To keep people (including non-Facebook members) from looking you up on Facebook using Google or some other search engine, turn off the “Public Search Results—Allow” checkbox.

The screenshot shows the 'Privacy Settings > Search' page. At the top, there's a 'Back to Privacy' link. Below it, the 'Facebook Search Results' section is shown, with a note that 'Who can see your search result on Facebook?' and a dropdown menu set to 'Everyone'. A callout bubble highlights the 'Allow' checkbox under the 'Public Search Results' heading, which includes a note: 'This setting only allows search engines to access your publicly available information and any information you set to Everyone. This does not include anything you've shared with just your friends or friends of friends (see previous)'.

- **Customize how non-friend, non-fellow-network-member Facebook members can contact you.** Choose this option if you want to let people look you up out of the blue, but don't want messages from folks you don't know (yet) clogging up your Facebook inbox. Here's how: At the top of any Facebook page, click the Account link, and then click Privacy Settings. On the Privacy Settings page that appears, click Contact Information. On the page that appears, scroll down to the "Add me as a friend" and "Send me a message" settings. Choose which group of folks you want to be able to look for you in Facebook and then send you friend requests and messages straight from their search results.

The screenshot shows the 'Contact Information' section of the Privacy Settings page. It includes settings for 'Add me as a friend' (with a dropdown menu set to 'Everyone') and 'Send me a message' (with a dropdown menu showing options: 'Everyone', 'Friends and Networks', 'Friends of Friends', and 'Only Friends').

Deciding What Applications Can Access (and What They Can Blab)

You can't use a third-party Facebook application without granting the application access to your profile information (see page 206). And if you're friends with someone who installed a Facebook application, *that* application has access to your profile info, too—unless you adjust your privacy settings.

Tip You can cut down—but not eliminate—the *social ads* (page 182) Facebook displays on your friends' Home and profile pages. To do so: At the top of any Facebook page, click the Account link and then click Account Settings. On the page that appears, click the Facebook Ads tab.

To limit the amount of your profile information that your friends' applications can access:

1. **At the top of any Facebook page, click the Account link and then click Privacy Settings.**
2. **On the Privacy Settings page that appears, click the "Applications and Websites" link.**
3. **On the page that appears, click the Edit Settings button.**
4. **Turn off the checkboxes next to the things you want to hide from your friends' applications.** When you're finished, scroll to the bottom of the page and click Save Changes.

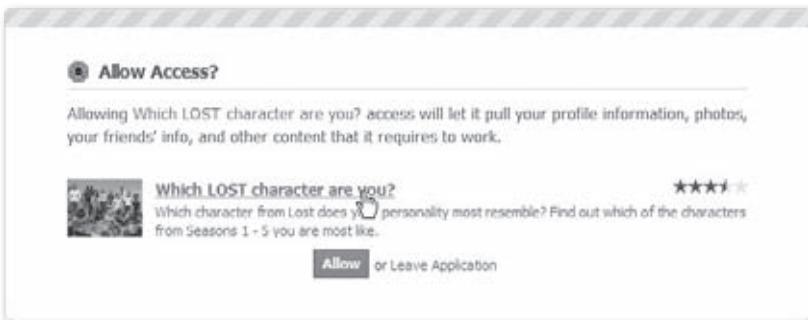
The screenshot shows the 'Privacy Settings > Applications and Websites' page. At the top, there's a back arrow and the title 'Applications and Websites'. Below that, a sub-section title reads 'What your friends can share about you through applications and websites'. A note explains that when a friend visits a Facebook-enhanced application or website, they may share certain information to make the experience more social. It states that apps can access publicly available info like Name, Profile Picture, Gender, Current City, Friend List, and Pages, as well as visible-to-everyone info. A large list of checkboxes follows, with most being checked (indicated by a checked box icon) and one being unchecked (indicated by an empty box icon). The checked items include Personal info, Status updates, Online presence, Website, Family and relationship, Education and work, My videos, My links, My notes, My photos, Photos and videos of me, About me, My birthday, My hometown, and My religious and political views.

Information Type	Status
Personal info (activities, interests, etc.)	<input checked="" type="checkbox"/>
Status updates	<input checked="" type="checkbox"/>
Online presence	<input checked="" type="checkbox"/>
Website	<input checked="" type="checkbox"/>
Family and relationship	<input type="checkbox"/>
Education and work	<input checked="" type="checkbox"/>
My videos	<input checked="" type="checkbox"/>
My links	<input checked="" type="checkbox"/>
My notes	<input checked="" type="checkbox"/>
My photos	<input checked="" type="checkbox"/>
Photos and videos of me	<input checked="" type="checkbox"/>
About me	<input checked="" type="checkbox"/>
My birthday	<input checked="" type="checkbox"/>
My hometown	<input checked="" type="checkbox"/>
My religious and political views	<input type="checkbox"/>

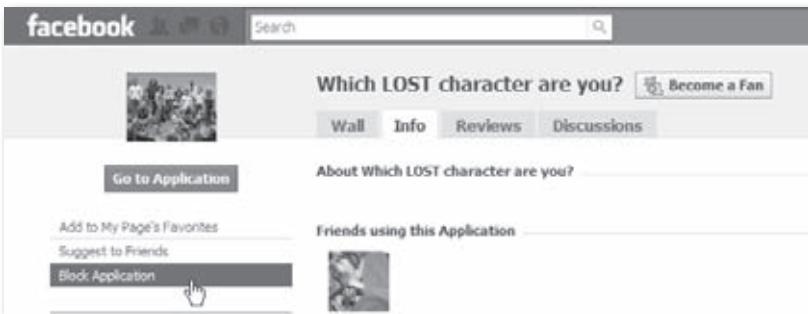
Another way to limit what your friends' applications can see about you is to **block** an application, which prevents that application from getting **any** info about you. To block an application:

1. **On the left side of your Home page, click the Applications link.**
2. **Scroll down to the Friends' Applications section and click the name of an application you want to block.**

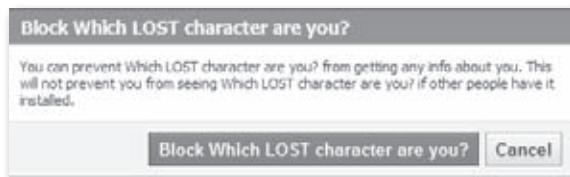
3. In the “Allow Access?” dialog box, click the application’s name.



4. On the application’s page, click the Block Application link.



5. In the confirmation dialog box that appears, click the “Block [application name]” button.



Tip To see a list of all your Blocked Applications, at the top right of any Facebook page, click the Account link and then click Privacy Settings. Next, click the “Applications and Websites” link and then the Edit Blocked Applications button and Facebook displays a list of all the apps you’ve blocked. These applications can’t access any info about you or contact you, but they may still appear on your friends’ profiles. If you want to unblock an application, click the “remove” link next to its name.

To limit what an application can tell your friends about your use of the application:

1. At the top right of any Facebook page, click the Account link and then click Application Settings.
2. Scroll down to the application you're interested in and click the Edit Settings link that appears next to the application's name.

Application Settings - Recently used

Displaying 10 applications you have used in the past month.

Application	Edit Settings	Profile
Causes	Edit Settings	Profile
Events	Edit Settings	Profile
Gifts	Edit Settings	Profile
Groups	Edit Settings	Profile
Links	Edit Settings	Profile

3. In the “Edit [application name] Settings” box that appears, click the Additional Permissions tab and turn off the checkbox next to anything you'd like the application to stop doing.



Controlling Which Sites Can Access Your Profile

Facebook's partnerships with other companies through its Connect program (page 188) let non-Facebook websites use your Facebook profile information—and vice versa. Using Connect, for example, a website might use your Facebook login and profile info to let you log into its site and get in touch with other Facebook pals via that site. Alternatively, a Connect-enabled site may help you post bits of its content to your Facebook Wall or shoot out custom ads to your Facebook friends based on what you did on the site (“Fred just bought high-top tennis shoes from our site. Want a pair?”).

When you interact with one of Facebook's Connect-enabled partners by surfing to the site and clicking the Facebook logo that appears there, the site tells you how it intends to use your profile information and then asks for your okay.

Note Unlike Beacon, the program Facebook used to use for Facebook-to-third-party-website connections, Connect lets you *choose* to participate. (Beacon assumed you wanted to participate until you figured out how to tell it “no,” which cheersed off so many folks that Facebook decided to retire Beacon and switch to an opt-in approach.)

To control which external websites can access your profile information:

1. **Surf to a Facebook-enabled site.** You know it’s a Facebook-enabled site because you see the Facebook logo, a link to Facebook Connect, or both. Point your browser at www.mashable.com, for example, and you see the Facebook logo. Check out www.digg.com, and you see a link to Facebook Connect.
2. **Click the “Connect with Facebook” or “Share” button you see on the site.** The exact wording of the link you see depends on the way the site chooses to use Connect; “Connect with Facebook” and “Share” are currently the two most popular links.



3. **Follow the instructions that appear.** Typically, you see either a confirmation box (in which case, click Confirm) or—in the case of the Share button—a box that lets you post site-related tidbits directly to your Facebook Wall.



Fighting Back

If you're being harassed by another Facebook member—someone fills your Wall with unsavory comments, for example, sends you threatening messages, or pokes you 50 times a day—you can take action. The first thing you want to do is stop your tormentor from contacting you on Facebook. If that doesn't do the trick, you can take self-defense a step further and report the person to Facebook.

Blocking Individual Members

Facebook lets you prevent individual members from knowing that you're even on the site. **Blocking** someone keeps him from seeing your profile, finding you with Facebook searches, or contacting you via Facebook. To block someone:

1. At the top of any Facebook page, click the Account link and then click Privacy Settings.

Note To prevent people who aren't on Facebook from using a search engine like Google to see that you're on Facebook, you have to tell Facebook **not** to create a public search listing for you. Page 216 explains how to do that.

2. On the Privacy Settings page that appears, click the Block List link.
3. In the Person field of the page that appears, type the name of the member you want to block and then click Block.
4. In the search results that appear, find the person you want to block and click the Block link next to his name.



Note You can also block someone by going to their Facebook profile page and clicking the Report/Block this Person link at the bottom left of the page. This same link lets you report a violation by this person (see the next section).

Reporting Violations

Facebook takes violations of its privacy policy seriously. The site makes reporting potential violations easy by displaying a Report link on every Facebook application page and next to virtually every potentially offensive bit of info members add to the site, from discussion threads to Wall posts.

Note “Offensive” can mean anything from pornographic to threatening. To see a list of what Facebook considers offensive, check out the Safety section of the site’s Statement of Rights and Responsibilities: www.facebook.com/terms.php.

In addition to getting upset by things other members post on Walls or upload to their profiles, people sometimes find third-party applications (page 198) offensive. Examples of potentially offensive applications include those that revolve around a tasteless pastime (seeing how many nude photos you can upload, say), those that don’t work or work differently than advertised, or those you suspect of misusing your profile info.

To report an application:

1. **On the left side of your Home page, click the Applications link.**
2. **In the list that appears, find the application you want to report and then click its name.**
3. **On the application page that appears, click the Report link on the bottom left side of the screen.**
4. **In the pop-up window Facebook displays, use the drop-down list to tell Facebook why you’re reporting the application.** Type your comments into the text field, and then click the Submit button.

Tip To report offensive content, send an email to abuse@facebook.com.



Note To learn more ways to keep your info safe—including strategies for protecting your kids as they venture onto Facebook—scroll to the top of any Facebook screen, click the Account link and then click Help Center. On the left side of the page that appears, click the Safety link.

14 Facebook Mobile

Facebook can be addictive. If you're away from a computer and feel the need to check in on your Facebook friends or update your status, you can use *Facebook Mobile* on your cellphone to stay in the loop. Whether you travel a lot or just like to stay connected when you're between work and home, Facebook Mobile is a handy way to access Facebook without a computer.

How Facebook Mobile Works

Facebook Mobile is an application (page 198) that lets you use your Internet-ready cellphone to:

- **Interact with Facebook on your phone's teensy-tiny screen.** Facebook's *Mobile Web* feature (page 231) lets you use the browser on your cellphone to see a scaled-down version of the Facebook website. Using your phone's keypad, you can do things like update your status, find out what your friends are doing, look up people's phone numbers, and keep tabs on the Groups and events you've signed up for.



If you own a BlackBerry, an iPhone, or another popular "smartphone," there's likely a specially designed Facebook application you can use to access Facebook *directly* from your phone (rather than a scaled-down version of the site). To see if there's a special application for your phone, point your web browser to www.facebook.com/mobile and scroll down to the "Facebook for your phone" section.

- **Interact with Facebook via text messages.** The *Mobile Texts* feature (page 232) lets you do things on Facebook from your phone *without* having to go through the mobile version of the Facebook website. (This option is usually faster than the Mobile Web feature, and is the way to go if your phone doesn't have a web browser; you do, of course, need a phone that lets you send text messages.) If you want to write a quickie message on a friend's Wall, for example, you can text-message a specific Facebook code (see page 232) along with your friend's name and your message. You can also sign up to receive texts when you get a friend request or when your friends change their status, post on your Wall, or send you a Facebook message.
- **Upload photos and video clips.** Perfect for posting impromptu additions to Groups and events (as well as for tracking project updates), Facebook's *Mobile Uploads* feature (page 233) lets you sling the media clips you capture with your camera phone or video phone directly to your Facebook account.
- **Subscribe to your friends' status updates.** You can choose to receive a text message every time one of your Facebook friends updates his Facebook status—useful for keeping your finger on the pulse of close friendships (or team members) when you're away from your computer.

Like all Facebook applications, Facebook Mobile is free to use. But don't forget that every time you use Facebook Mobile, you're likely racking up charges on your cellphone bill. If your phone company charges you every time you use your phone to connect to the Web or send a text message, that means you pay every time you access the Facebook site or poke a Facebook friend via text message.

Note Facebook Mobile is great for quickie tasks like looking up profile info, checking event start times, and announcing your status. It's *not* so great for text-intensive tasks you occasionally do on Facebook, such as fleshing out your profile or writing a 12-page note.

Setting Up Facebook Mobile

Before you can use Facebook Mobile, you have to do a little bit of easy setup. You just need to activate your phone number and then adjust your mobile settings. The following sections show you how.

Note Although Facebook Mobile is a Facebook application, you don't install it the way you do other applications (page 200). Instead, you have to follow the activation process explained in the next section.

Activating Your Phone

Activating your phone means associating a cellphone number with your Facebook account, and then testing the connection between your phone and Facebook. To activate your phone:

1. **At the top right of any Facebook screen, click Account and then, in the drop-down list that appears, click Account Settings.** On the Account Settings page, click the Mobile tab.
2. **On the Mobile tab, click the “Register for Facebook Text Messages” link.**

My Account

Settings Networks Notifications Mobile Language Payments Facebook Ads

Go to Facebook Mobile >

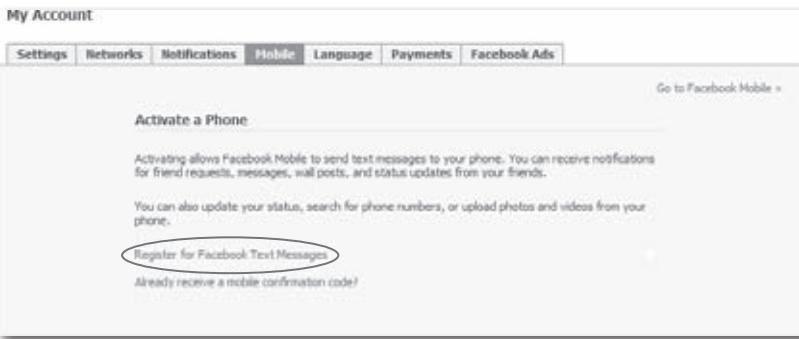
Activate a Phone

Activating allows Facebook Mobile to send text messages to your phone. You can receive notifications for friend requests, messages, wall posts, and status updates from your friends.

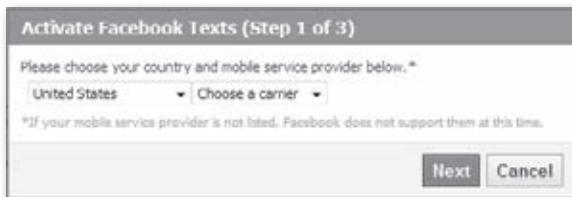
You can also update your status, search for phone numbers, or upload photos and videos from your phone.

Register for Facebook Text Messages

Already receive a mobile confirmation code?



3. In the “Step 1 of 3” box that appears, select your country and cellphone company from the drop-down lists, and then click Next. Facebook Mobile works with most cellphone companies, but if yours isn’t listed, you’re out of luck.



4. In the “Step 2 of 3” box, follow the instructions to send Facebook a message from your cellphone. When you finish, click Next.



5. Check your cellphone. It may take a few minutes for the text message with your confirmation code to arrive. If you don’t get a text from Facebook after 15 minutes or so, click the “Step #2” link on the “Step 3 of 3” page and send Facebook a text message one more time, making sure you follow the instructions carefully.

6. **Type your confirmation code into the “Step 3 of 3” box’s text field, turn off the “Add my cell number to my profile” checkbox if you don’t want all your Facebook friends to have your number, and then click Confirm.** After you do, Facebook sends a confirmation text message to your phone and displays a successful activation message across the top of a page you can use to edit your mobile settings. You can now start interacting with Facebook using your cellphone, though it’s a good idea to edit your mobile settings before you get started; see the next section for details.



Tip If you surfed away from the “Step 3 of 3” box while you were waiting for your confirmation code, no sweat: Just click the “Already receive a mobile confirmation code?” link that appears on the Mobile tab.

A screenshot of the Facebook mobile settings interface. The top navigation bar includes "Settings", "Networks", "Notifications", "Mobile" (which is highlighted), "Language", "Payments", and "Facebook Ads". A large oval highlights a success message: "Confirmed! Facebook Text Messages are now activated. Text 32665 (FBOOK) to update your status. You can also receive texts when people like, message, wall post, or friend you. Learn more about Facebook Text Messages". Below this, there's a section titled "Facebook Text Messages" with the sub-section "Texts are:" followed by a radio button group where "On" is selected. Under "Which text notifications should go to my phone?", there are two checkboxes: "Messages" (checked) and "Wall posts" (unchecked). A "Go to Facebook Mobile" link is visible in the top right corner of the settings area.

Note

If you don't see a congratulatory message after you type in your confirmation code, make sure you typed the code correctly. If you still can't get it to work, zip to the top right of any Facebook page and click Account, then click Help Center. In the "Facebook Applications and Features" section, click the Mobile link and then, on the Help page that appears, click "Verifying my mobile device." Then scroll down and click the "I didn't receive a confirmation code to verify my account" link. Doing so displays a possible explanation of why Facebook can't connect to your cell-phone, along with a "here" link you can click to contact Facebook for personalized help.

The screenshot shows a 'Mobile' settings form. At the top, it says 'Mobile'. Below that are several input fields: 'Mobile carrier/service provider:' (with a text input field), 'Phone number:' (with a text input field), 'Country:' (with a dropdown menu), 'Mobile feature you are trying to use:' (with a dropdown menu set to 'Which Mobile Feature?'), 'Description of the problem:' (with a text input field), and 'Description and steps to reproduce the issue:' (with a large text area). At the bottom are two buttons: 'Submit' and 'Cancel'.

Adjusting Your Settings

You'll want to adjust your Facebook Mobile settings right after you activate your phone because these settings affect the type, number, and timing of text messages you receive from your Facebook friends. (You may not appreciate getting 50 pokes at 3:00 a.m. from your cut-up, night-owl friend Bob, for example—especially if you have to pay for them.)

To customize your mobile settings:

- 1. Head to the Facebook Mobile page.** Facebook automatically displays this page after you finish activating your phone (see page 227). Or, if you surfed away from that page, at the top right of any Facebook page, click the Account link and choose Account Settings; then click the Mobile tab.
- 2. On the Mobile tab, use the checkboxes, radio buttons, and dropdown lists to tell Facebook what kinds of text messages you want to receive.** When you finish, click Save Preferences.

Texts are:

On Off

Which text notifications should go to my phone?

Click here to manage your mobile notifications.

Send text notifications only from friends

What times should texts be sent to my phone?

Anytime Only from 8:00AM ▾ to 11:00PM ▾

Do not send me SMS notifications while I am using Facebook

How many texts should be sent?

Limit my daily texts to ▾

Should a confirmation text be sent when I message, wall post, comment, poke, upload photos, or set my status from my phone?

Yes No

Whose status updates should go to my phone?

Click here to manage your mobile subscriptions.

My Phone

Send texts to: ▾ [manage phones](#)

Facebook does not charge for this service. However, AT&T's normal text messaging rates still apply.

[Save Preferences](#) [Cancel](#)

Tip You can set up more than one cellphone to work with your Facebook account. To do so, scroll down to the My Phone section of the Mobile tab and click the “manage phones” link. On the page that appears, click the “Add another phone” link and then follow the activation process explained on page 227.

Using Facebook Mobile

After you’ve activated at least one cellphone *and* tweaked your mobile settings, you’re ready to use Facebook Mobile. The following sections show you how.

Surfing Facebook from Your Phone

To view and interact with a scaled-down version of Facebook specially designed for cellphones, point your cellphone to <http://m.facebook.com> and log in with your regular Facebook login and password. (Exactly how you get to the site depends on the cellphone you’re using; check your phone’s manual for instructions.)

Tip If you own an iPhone, head to the iPhone-optimized version of Facebook at <http://iphone.facebook.com>.

You can do almost as much on the mobile version of Facebook as you can on the regular version. The kinds of things you probably want to do (and that are easiest to do using the hunt-and-peck method most people employ when using phones as personal computers) include:

- Viewing and changing your status
- Checking the status of your friends
- Searching for people
- Tracking your upcoming events
- Viewing your News Feed
- Seeing recent Group activity

Interacting with Facebook via Text Message

You can do many of the quick, basic things you do on Facebook—like updating your status or sending someone a message—more easily by sending a short text message from your cellphone than by using your phone's screen to browse and interact with the Facebook Mobile website.

To text message Facebook, send a message to 32665 (that's FBOOK for folks who prefer looking at the letters on the keypad rather than the numbers). Table 14-1 shows you the different things you can do by text messaging 32665. If what you want to text has something to do with another Facebook member, make sure you type in the person's full name. (And depending on how common that name is, you might have to jockey with your cellphone a bit to make sure you reach the right person; see page 233.)

Note Texting Facebook isn't instantaneous: It can take anywhere from a few minutes to a few hours for your actions to be reflected on the site. When they are, Facebook text messages you to let you know (if you've told it to; see page 230).

Table 14-1. Actions you can take by text messaging 32665 (FBOOK)

Action	Code	Text message example
Update your status*		at a Halloween party
Delete your last status update	Undo	undo
Search for somebody's profile info	search	search john doe
Get somebody's cell number	cell	cell john doe
Send a message to somebody	msg	msg john doe how did the interview go?
Poke somebody	poke	poke john doe
Post on somebody's Wall	wall	wall john doe congrats on the new gig
Send a friend request to somebody	add	add john doe
Write a note	note	note having a great time in vegas
Get help on how to text Facebook	help	help

*You don't need to type any special code to update your status; simply type the message you want to appear on your profile.

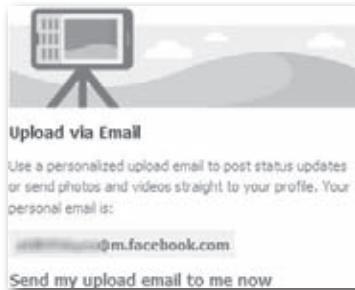
Facebook has set up a spiffy, interactive page where you can practice sending texts to the site. Check it out at www.facebook.com/mobile/?texts=1.

Note If there happens to be more than one Facebook member named John Doe (and there almost always is), Facebook text messages you back with a list of people you can choose from to make sure your message reaches the John Doe in Springfield who graduated from Stanford in '88. Simply choose from the list and shoot your message back to Facebook.

Uploading a Picture or Video

If you've got a cellphone that snaps pictures or shoots video, you can upload your photos or video clips straight to Facebook. To upload pictures or videos:

1. **Get a special upload email from Facebook.** At the top right of any Facebook screen, click the Account link and then choose Account settings. On the My Account screen that appears, click the Mobile tab and then click the "Go to Facebook Mobile" link in the upper-right part of the screen. Then jot down your special upload email address listed in the "Upload via Email" section (or, alternatively, click "Send my upload email to me now" to save your upload email address in your regular email inbox).



- 2. Send some pictures or video clips.** After you complete step 1 above, you're good to go: You can send pictures to your special upload email address willy-nilly. (Exactly *how* you send email from your cellphone depends on the phone; check the manual for instructions.) In the subject line of your message, type a caption for your picture or video; in the body of your message, type in a description.

Subscribing to Friends' Status Updates

Say you're out of town and you've got a sick friend you want to keep tabs on. You can have Facebook text you your friend's status each time she updates it. To do so:

- 1. Head to your friend's profile page.**
- 2. Click the "Subscribe via SMS" link that appears beneath your friend's profile picture.** (You'll only see this link if you've activated at least one cellphone—see page 227.) Then, in the box that pops up, click Confirm. That's it! You're subscribed. The next time your friend updates her status, you'll get a text message containing the new status.

Note

After you subscribe to a friend's status updates, Facebook adds that friend to a special Friend List (page 52) called SMS Subscriptions. To see or change the SMS Subscriptions list (perhaps you want to unsubscribe to your pal's updates after she gets well): At the top of any Facebook page, click Friends. Then scroll down to the Lists section and click SMS Subscriptions.



Note

If, on the Mobile tab of your Account Settings page, you had previously turned text messages from Facebook off (see page 234), subscribing to a friend's SMS updates automatically switches them back on again.

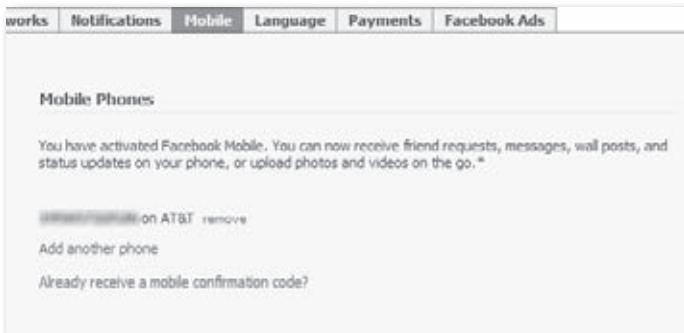
Deactivating Your Phone

If you change your cellphone number or just change your mind about using Facebook Mobile, you can turn off the service quickly and easily.

Note

You don't have to wait until you get back to your computer to deactivate your cell-phone; you can do it right from your phone using the Facebook Mobile site. Either way, simply follow the steps below.

1. At the top right of any Facebook screen, click Account and then Account Settings.
2. On the My Account page that appears, click the Mobile tab.
3. Near the top of the Mobile tab that appears, find the phone number you want to deactivate and click the "remove" link next to it. In the confirmation box that pops up, click the Remove Phone button.

**Note**

Sometimes cellphone numbers get reassigned, and nothing's more aggravating than receiving text messages you don't want (but that you may end up paying for). To stop receiving messages from Facebook, send a text message to 32665 (that's FBOOK) that includes the word "stop" or "off."

Appendix

Getting Help

Facebook is pretty easy to use—especially if you keep this book handy. But Facebook's design team regularly adds new features and changes existing ones. So, someday soon you may log into Facebook and find a new menu option or discover that your favorite application doesn't work the way it used to. When that day comes, you can get up to speed quickly by checking Facebook's Help section or getting info from other websites that cover Facebook. Read on to learn more.

Facebook Help

Unlike some online help pages, Facebook Help is easy to find, well-written, succinct—and usually helpful (imagine that). To access Facebook Help:

1. **Scroll to the bottom right of any Facebook screen and click the Help Center link.**



Note You can also find Help Center links in other places around the site, including the drop-down list that pops up when you click the Account link in the upper right of any screen. Best of all are the Help links that appear at the bottom of all built-in Facebook applications such as Photos, Groups, and Events (look for the links in the center portion of your screen). If you click one of these links, you'll jump directly to the Help page for that application.

2. **On the Help Center screen that appears, click the topic you want to know more about.** You can also type a phrase into the Search field and hit Enter.

Tip Clicking the links you see on the left side of the Help Center screen—Using Facebook, Games and Applications, Help Discussions, Getting Started, and Safety—whisks you to useful articles studded with how-to links. The Getting Started and Safety links are especially worth checking out.

A screenshot of the Facebook Help Center. The page has a header with 'Help Center' and a search bar. On the left is a sidebar with links: Games and Apps, Help Discussions, Getting Started, and Safety. The main content area is divided into sections: 'Using Facebook' (Sign Up, Login and Password, Friends, Networks, Search, Mobile, Profile, Messages and Inbox, Wall, Chat, Home and News Feed, Suggestions, Privacy, Security, Warnings, Intellectual Property, Accessibility, Troubleshooting), 'Facebook Applications and Features' (Photos, Video, Groups, Events, Like, Note, Links, Credits, Gifts, Birthdays, Chat, Mobile, Pages for Businesses, Application Support), and 'Ads and Business Solutions' (Facebook Ads, Business Solutions, Brand Resource Center, Pages for Business, Facebook Platform, Facebook Connect, Business Accounts).

3. **If the Help topic you picked doesn't answer your question, click a different one.** If you just can't find what you're looking for, you can contact Facebook and ask for help, as explained on page 241.

Note To alert you to features that have changed recently or that are temporarily misbehaving, Facebook displays known site glitches in big, pink boxes at the top of the Help Center screen.

Fake password reset emails

Some users have received fake password reset emails with attachments that contain viruses. Do not click on these emails or download the attachment. Also, please note that Facebook will never send you a new password as an attachment. To learn more visit our Security page: facebook.com/security

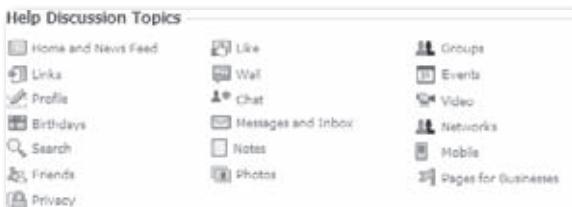
Getting Help from Other Facebook Members

In any community, you find a certain percentage of kindhearted, knowledgeable folks willing to take a few minutes to share their expertise and help you on your way—and Facebook is no different. Because the sheer number of Facebook members pretty much precludes you from getting a quick response from Facebook's technical gurus, your best shot at getting speedy help with puzzling Facebook questions is to ask other Facebook members.

Note Facebook's technical gurus have been known to hang out on these forums, too.

To post a question on one of Facebook's Help forums:

1. **Scroll to the bottom right of any Facebook screen and click the Help Center link.**
2. **On the left side of the Help Center screen that appears, click Help Discussions.**
3. **On the Help Discussion Topics screen, click the topic that's vexing you.**



4. In the list of specific topic-related items that appears, click the issue that most closely matches yours.

A screenshot of a help topic page for "Mobile". The title is "Mobile". Below it is a list of issues:

- Mobile: Bugs and Known Problems
- [Mobile: Verifying my mobile device](#) (highlighted with a cursor)
- Mobile: Facebook Mobile Texts
- Mobile: Facebook Mobile Uploads (uploading a mobile photo/video/note to my profile)
- Mobile: Facebook Mobile Web (m.facebook.com)

5. Take a look at the questions other members have asked (and answered). If you still need help, click the "+ New Question" button to ask a question. Facebook's notification process (page 86) will alert you when someone answers your question.

A screenshot of a question list for "Mobile: Verifying my mobile device".

- + New Question
- 1-30 of 248 results
- All Questions Most Helpful Unanswered
- my brand of my phone is samsung.its not in a list.
1 answer.
- My mobile device Samsung S8300 is not listed and I cant find my c...
0 answers.
- نعم موجود على كل شئ نظام
1 answer.
- I have a Nextel and it keeps comming up as sprint. I checked the ...
2 answers.
- when i click on facebook and log in i cant get the news feed page...
0 answers.
- my phone is not listed in the phone selection
0 answers.
- I HAVE A DROID ERIS IS IT COPATABLE WITH THIS PROGRAM

Contacting Facebook

The downside to being as popular as Facebook is that the personal touch can get lost in the shuffle. A couple years ago, for example, every Help screen gave members the opportunity to send a complaint, suggestion, or attaboy directly to Facebook technical staff.

These days, you can still find click-here-to-contact-us links scattered around the site. For example, at the bottom of the Advertising section of Facebook (Chapter 11), there's a Contact Our Sales Team link.

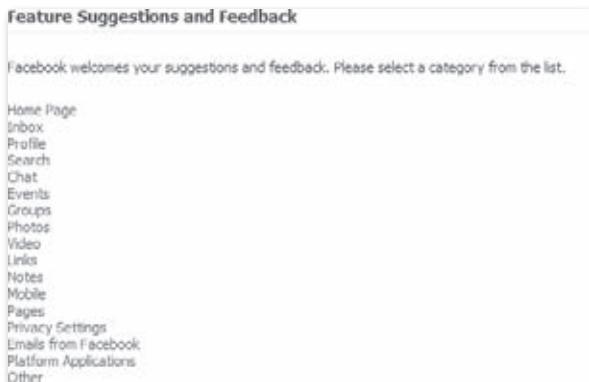
The one place these contact-us links most often appear is at the bottom of some (thought not all) Help screens. To contact Facebook:

- 1. Click any of the Help topics on the Help Center screen (page 238).** You've probably already done this *and* read all the topics, but you still have a question—which is why you want to contact Facebook.
- 2. Scroll to the bottom of the Help topic page and click the “Have a suggestion? Tell us about it” link.** Facebook displays a page you can use to send Facebook's customer service team a note. Bear in mind that Facebook has over 400 million members, so don't expect a quick, personalized response.

The dialog box is titled "Your Home Page Suggestion". It contains instructions: "Facebook welcomes your suggestions and feedback. Please enter a brief subject and provide additional details below." Below this are two input fields: "Suggestion:" and "More Details:". At the bottom, a note states: "Unfortunately, we will not be able to respond to your suggestion directly. If you are experiencing a problem with your account, please refer back to the Help Center to find the appropriate contact form." There are "Submit" and "Cancel" buttons at the bottom right.

If there's no link at the bottom of the topic you're interested in:

- 1. Head to the bottom of any screen and click the Help Center link.**
- 2. On the Help Center screen that appears, click the Suggestions icon (it looks like a tiny typewriter).**
- 3. On the “Feature Suggestions and Feedback” page that appears, click on the topic that most closely matches the one you’re interested in.** If no topic comes close to what you want, click Other. In either case, a dialog box appears that you can use to give Facebook's customer service team a piece of your mind.



Useful Facebook-Related Websites

Facebook's Help feature is the last word on how the site works, and its About Page is the official source of press releases and other goings-on (click the About link at the bottom of any Facebook screen to get to it). But sometimes the most useful info is the stuff that's *not* officially sanctioned. Here are a few of the meatiest sites around:

- **The Facebook Blog** (<http://blog.facebook.com>). Actually, this site *is* officially sanctioned, so keep that in mind. It contains updates, tips, and explanations written by people who work for Facebook. This is the place to go when you notice a new feature on Facebook (or discover that an old one is gone or working differently) and want to know why the site's designers made the change—and what you can expect next.

Tip Don't want to type the addresses of these websites by hand? No problem. Head to www.missingmanuals.com and click the "Missing CD-ROMs" link in the upper-left part of the page. On the "Missing CD-ROMs" page that appears, click the "Missing CD-ROM" link next to this book's cover. Voilà—a clickable, chapter-by-chapter list of all the websites mentioned in these pages.

- **Inside Facebook** (www.insidefacebook.com). This independent blog tracks Facebook's evolving business model with a clear, critical eye. It's a good site to check out if you're using Facebook to advertise yourself or your company.

- **All Facebook: The Unofficial Facebook Resource** (www.allfacebook.com). This blog is a good place to read up on controversial Facebook issues and draw your own conclusions. It's great if you want to be in the know about Facebook.
- **Community-Powered Support for Facebook** (<http://getsatisfaction.com/facebook>). You can find questions (and answers) about unexpected Facebook behavior on this unofficial discussion board. It's a great resource if you've posted to Facebook's Help discussion board and just can't wait until someone gets back to you.

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