

Victoria County CAP Sites Association

presents:

The Easy Step Guide to Facebook

**Social Networking
for Web Optimization**

Building Stronger Communities Through Technology

Course contents

- Overview
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Overview:

Traditionally started as a social network to reconnect with or keep connected with friends, or meet new people, Facebook is now one of the top Internet sites. With its many applications and features, Facebook is becoming a hotspot for organizations and business to get involved with.

Millions of people use Facebook, so it is a great tool to use to get out information about your organization. By having information listed with Facebook as a Group or Page, it provides an option to to link your organization's website. This feature gives your organization another way to be found with search engines such as Google.

Course goals

- 1. To understand the concept of Facebook as a web optimization tool.
- 2. To know how to set up a secure account.
- 3. Understand the differences between Groups and Pages.
- 4. To know how to set up a Facebook Group.
- 5. To know how to set up a Facebook Page.

Lesson 1

General Facebook Information

General Facebook Information

What is Facebook?

- Facebook is a social networking tool, that can be taken advantage of by organizations, as a free tool for website optimization.
- Facebook is largely used by many types of individuals. Therefore, if you want to get information out about your organization, you can use Facebook as an optimization tool for your website.
- Information entered into Facebook, with the proper settings selected puts that information into search engines.

General Facebook Information

Statistics

- Over 140 million active users
- More than half are outside of college
- Fastest growing demographic is 25 years and older
- 2.6 billion minutes are spent on Facebook each day
- More than 2.5 million users become fans of Pages each day.

General Facebook Information

What are the Best Options?

The best web optimizations techniques offered by Facebook are Groups and Pages. Both are similar, but also have their advantages and disadvantages. This guide describes both types, and how to set them up.

In order to set up a Group or a Page, you must be a registered user of Facebook. If you don't already have an account, and want to set one up just for your organization, use the following steps to set up a secure account.

General Facebook Information

Setting up an Account

Note

The following steps will outline setting up an account with the highest privacy settings. This is for users who do not want to engage in any other Facebook features or applications.

If you already have a Facebook account, you can skip to [Lesson 2](#).

General Facebook Information

facebook

Remember Me Forgot your password?

Email Password Login

Facebook helps you connect and share with the people in your life.

Sign Up
It's free and anyone can join

2 Full Name: [text input]
Your Email: [text input] @vccaps.com
New Password: [password input]
I am: Female [dropdown]
Birthday: Jan [dropdown] 1 [dropdown] 1987 [dropdown]
Why do I need to provide this?
3 Sign Up

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.

- 1 Go to www.facebook.com
- 2 Fill in your information. You have to use a name, Facebook won't accept names such as 'Vccaps Association.'
- 3 Press Sign Up

General Facebook Information

Confirm Your Email Address

Thanks for signing up on Facebook! We just sent you a confirmation email to username@vccaps.com.

Click on the confirmation link in the email to complete your sign up.

Have questions? [See Help](#).

Facebook Registration Confirmation

★ Facebook to me

[show details](#) 3:31 PM (17 minutes ago) [Reply](#) | ▾

Hey [\[Name\]](#),

You recently registered for Facebook. To complete your Facebook registration, follow this link:

[http://www.facebook.com/c.php?code=797814632&email=\[redacted\]%40vccaps.com](http://www.facebook.com/c.php?code=797814632&email=[redacted]%40vccaps.com)

Facebook helps you communicate and stay in touch with all of your friends. Once you join Facebook, you'll be able to share photos, plan events, and more.

Thanks,
The Facebook Team

- A screen will be display to let you know they sent a confirmation email to the email address you provided.
- Go to your email, open the message from Facebook and click on the link provided.

General Facebook Information

The link you click in your email will open page similar to the one on the right.

Step one allows you to add friends you have in your email's address book.

1 Skip this step.

Find Friends Already on Facebook Step 1 of 3

Welcome [Name] Your account has been created.
Facebook helps you connect with friends, family, and coworkers. Follow the steps below to find people you already know on Facebook.

Find friends using your email address book
Searching your email address book is the fastest and most effective way to find your friends on Facebook.

Your Email:

Password:

Find Friends

We won't store your password or contact anyone without your permission.

Find people you Instant Message

1 Skip this step ▶

General Facebook Information

Step 2 allows you to fill out education information.

② Skip this step.

Step 3 asks you if you want to join a city network.

③ Skip this step.

Fill out your Profile Info Step 2 of 3

Enter your education history and company (if any). This information will help you find your friends on Facebook.

High School: Class Year:

College/University: Class Year:

Company:

②

Join a Network Step 3 of 3

Type your city to find your network.

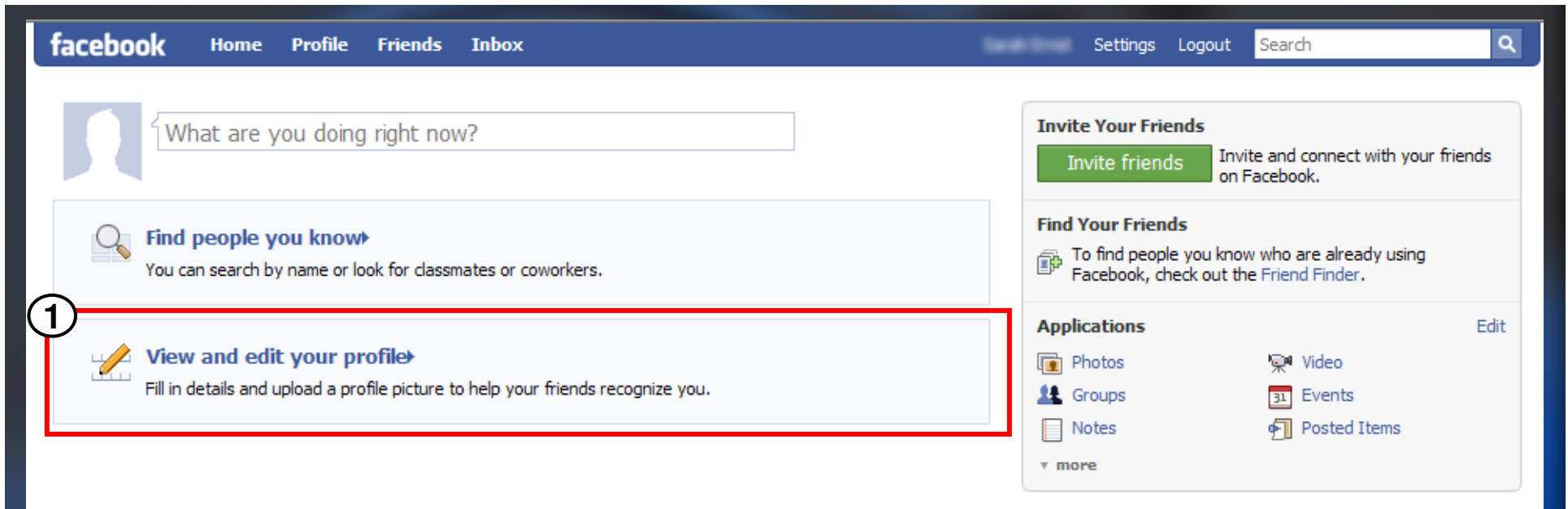
City/Town:

US/Canada/UK only - other countries

Once you join, you will be able to see the profiles of other people in the selected network, and they will be able to see yours. You can change your privacy settings on the Privacy page.

③

General Facebook Information



The screenshot shows the top navigation bar of Facebook with links for Home, Profile, Friends, and Inbox. Below the navigation bar is a profile picture placeholder and a text input field with the prompt "What are you doing right now?". To the right of the profile picture is a search bar. Below the input field are three main sections: "Find people you know", "View and edit your profile", and "Find Your Friends". The "View and edit your profile" section is highlighted with a red border and a circled number "1". To the right of these sections is a sidebar with "Invite Your Friends", "Applications", and "Find Your Friends" options.

To ensure total privacy you need to edit a few settings.

1 Click “View and edit your profile” to get started

General Facebook Information

① Under your Basic Information you can unselect “Show my sex in my profile”

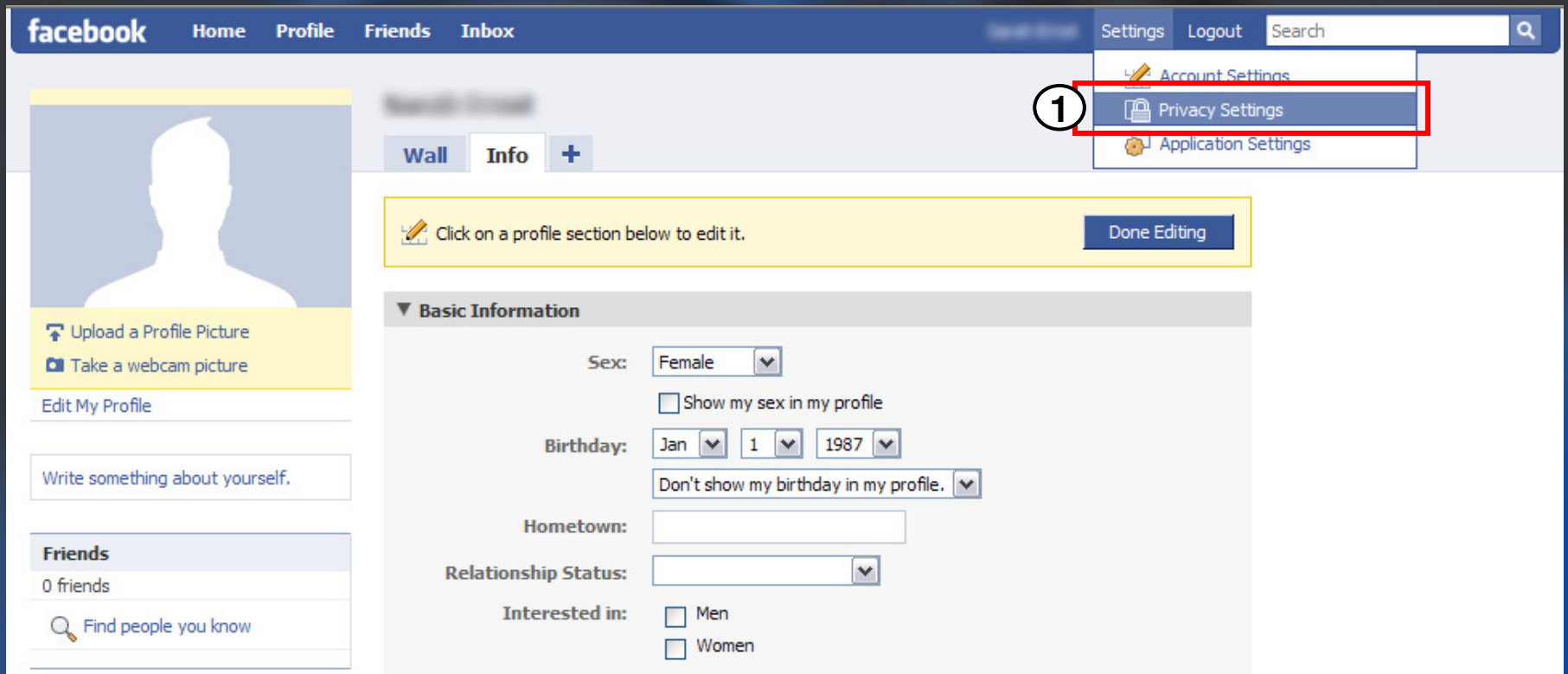
② Under your Birthday information you can select “Don’t show my birthday in my profile.”

The screenshot displays the Facebook profile editing interface. On the left, there is a profile picture placeholder and options to 'Upload a Profile Picture' or 'Take a webcam picture'. Below this is the 'Information' section, which shows 'Birthday: January 1, 1987' and 'Friends: 0 friends'. The main editing area on the right is titled 'Basic Information' and contains the following fields:

- Sex:** A dropdown menu set to 'Female'. A circled '1' is next to the 'Show my sex in my profile' checkbox, which is currently checked.
- Birthday:** Three dropdown menus for month, day, and year, set to 'Jan', '1', and '1987'. A dropdown menu for visibility is set to 'Show my full birthday in my profile.'.
- Hometown:** A dropdown menu for visibility is set to 'Show only month & day in my profile.'.
- Relationship Status:** A dropdown menu for visibility is set to 'Don't show my birthday in my profile.'.
- Interested in:** Checkboxes for 'Men' and 'Women'.
- Looking for:** Checkboxes for 'Friendship', 'Dating', 'A Relationship', and 'Networking'.
- Political Views:** An empty text input field.
- Religious Views:** An empty text input field.

At the bottom of the 'Basic Information' section are 'Save Changes' and 'Cancel' buttons. Below this section are expandable sections for 'Personal Information', 'Contact Information', and 'Education and Work'. A yellow banner at the top of the editing area says 'Click on a profile section below to edit it.' with a 'Done Editing' button.

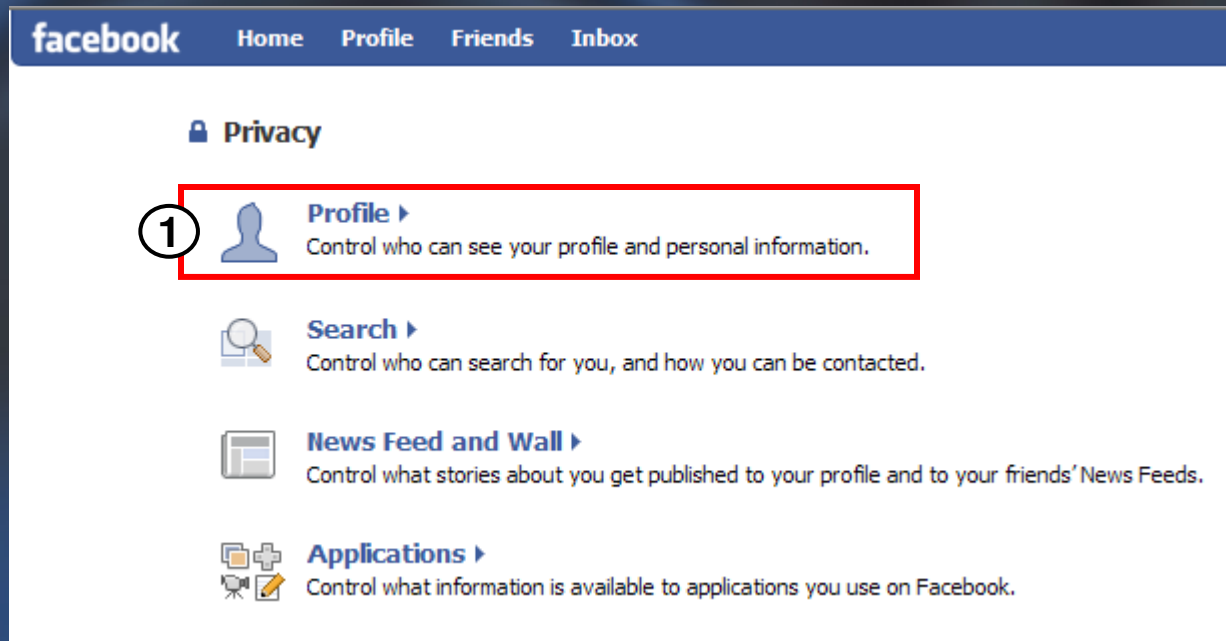
General Facebook Information



The screenshot shows a Facebook profile page. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Settings', 'Logout', and a search box. A dropdown menu is open under 'Settings', with 'Privacy Settings' highlighted in blue and circled in red. A circled '1' is placed to the left of the dropdown menu. Below the navigation bar, the profile picture area is visible, followed by a yellow banner that says 'Click on a profile section below to edit it.' and a 'Done Editing' button. The 'Basic Information' section is expanded, showing fields for Sex (Female), Birthday (Jan 1, 1987), Hometown, Relationship Status, and Interested in (Men, Women).

- 1 On the main menu bar, under “Settings,” select “Privacy Settings.”

General Facebook Information



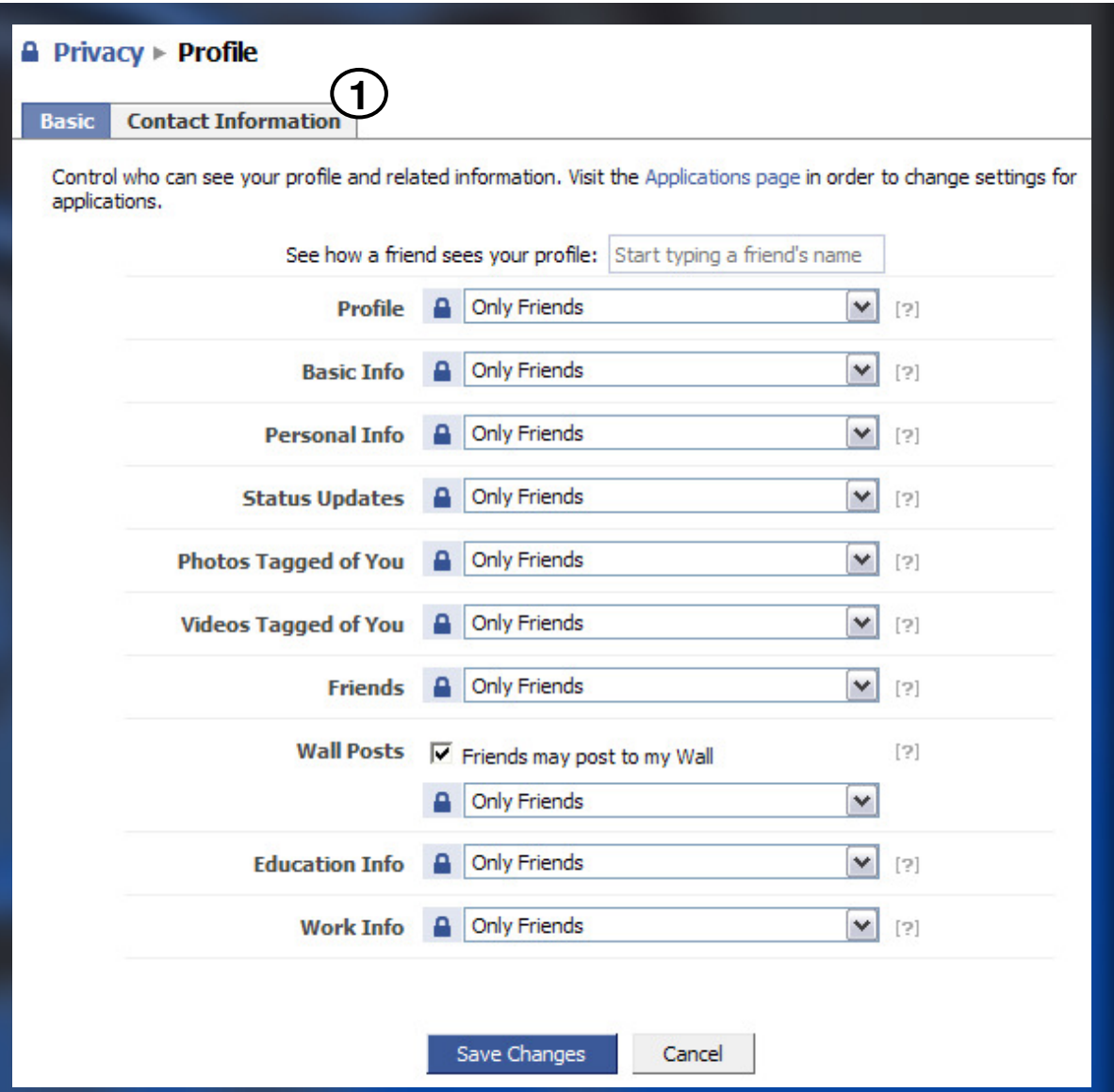
First we will control who can see your profile and personal information.

① Click “Profile.”

General Facebook Information

By default, “Only Friends” is selected for all of these options.

① Click the “Contact Information” tab.



The screenshot shows the Facebook Privacy Profile settings page. At the top, there is a navigation bar with "Privacy" and "Profile" tabs. Below this, there are two sub-tabs: "Basic" and "Contact Information". The "Contact Information" tab is selected and highlighted with a circled "1". Below the tabs, there is a heading "Control who can see your profile and related information. Visit the Applications page in order to change settings for applications." followed by a search box "See how a friend sees your profile: Start typing a friend's name". The main content area contains a list of settings, each with a lock icon, a dropdown menu, and a help icon. The settings are: Profile (Only Friends), Basic Info (Only Friends), Personal Info (Only Friends), Status Updates (Only Friends), Photos Tagged of You (Only Friends), Videos Tagged of You (Only Friends), Friends (Only Friends), Wall Posts (checked for "Friends may post to my Wall" and dropdown set to "Only Friends"), Education Info (Only Friends), and Work Info (Only Friends). At the bottom right, there are "Save Changes" and "Cancel" buttons.

Setting	Privacy Level
Profile	Only Friends
Basic Info	Only Friends
Personal Info	Only Friends
Status Updates	Only Friends
Photos Tagged of You	Only Friends
Videos Tagged of You	Only Friends
Friends	Only Friends
Wall Posts	Friends may post to my Wall (dropdown: Only Friends)
Education Info	Only Friends
Work Info	Only Friends

General Facebook Information

On this page you might want to change all of these settings to “No one.”

Do this by selecting the option from the drop-down menu.

① Click “ Save Changes” when you are done

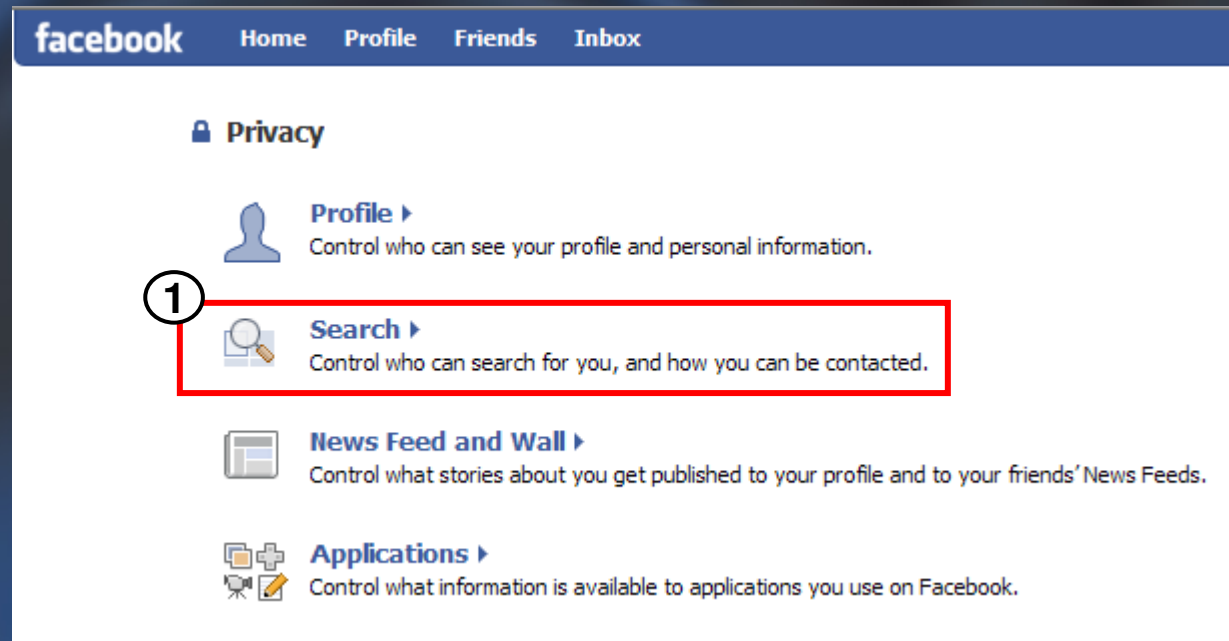
② Click “Privacy.”

The screenshot shows the Facebook Privacy settings page for a profile. At the top, there is a navigation bar with 'Privacy' and 'Profile'. Below this, there are two tabs: 'Basic' and 'Contact Information'. The 'Contact Information' tab is selected. The main heading reads: 'Control who can see your contact information. Visit the Applications page in order to change settings for applications.' Below this, there is a search box labeled 'See how a friend sees your profile: Start typing a friend's name'. The settings are listed as follows:

Setting	Current Value
IM Screen Name	No one
Mobile Phone	No one
Other Phone	No one
Current Address	No one
Website	Only Friends
...@vccaps.com	No one

The dropdown menu for the last setting is open, showing options: 'Friends of Friends', 'Only Friends', 'No one', 'Customize...', and 'Save Changes'. A circled '1' is placed over the 'Save Changes' button. A circled '2' is placed over the 'Privacy' link in the top navigation bar.

General Facebook Information



Now we will control who can search for your information.

① Click “Search.”

General Facebook Information

① If you really want to limit your Facebook account, change Search Visibility to “Only Friends”

Unselect all of the

② checkboxes to limit what people who search you can see.

So that your account

③ information isn't listed in a search engine, unselect this box.

④ Click “Save Changes”

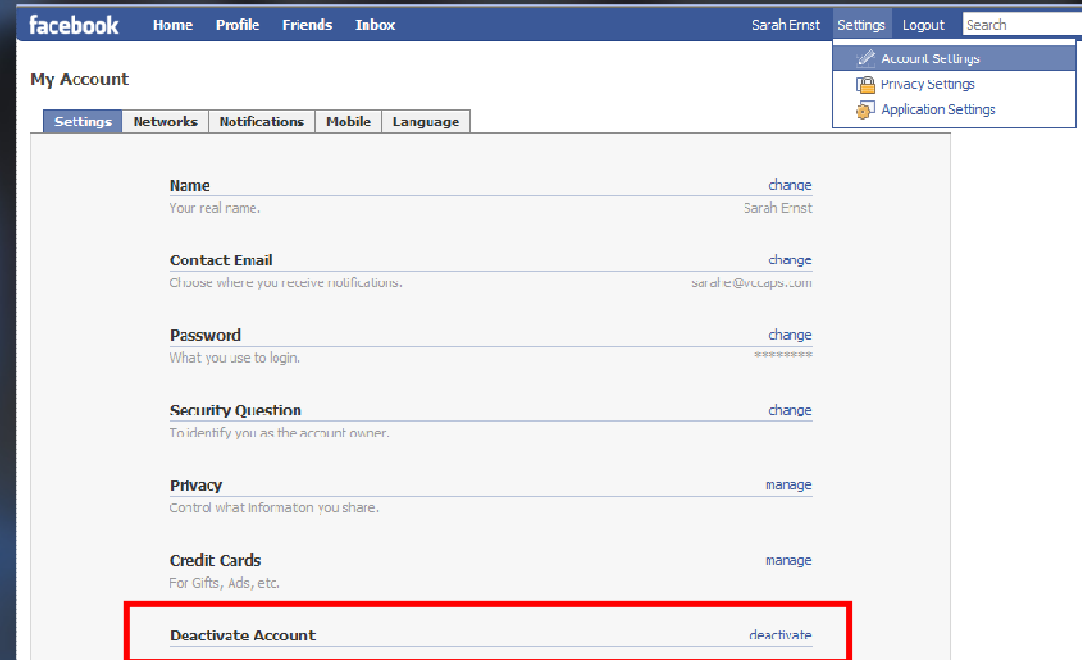
The screenshot shows the Facebook Privacy Search settings page. At the top, it says "Privacy Search". Under "Search Discovery", there is a dropdown menu for "Search Visibility" currently set to "Everyone". A circled "1" points to this dropdown. Below that, under "Search Result Content", there are several checkboxes: "My profile picture", "My friend list", "A link to add me as a friend", "A link to send me a message", and "Pages I am a fan of". A circled "2" points to the "A link to add me as a friend" checkbox, which is currently checked. Under "Public Search Listing", there is a checkbox "Create a public search listing for me and submit it for search engine indexing (see preview)". A circled "3" points to this checkbox, which is currently unchecked. At the bottom, there are two buttons: "Save Changes" and "Cancel". A circled "4" points to the "Save Changes" button.

General Facebook Information

Now that you have a Facebook account, you can create Groups and/or Pages.

You can edit your Profile Information and Privacy Settings at anytime. You can also Deactivate your account at anytime.

However, you will lose ability to edit any groups or pages you created.



Lesson 2

Facebook Groups

Facebook Groups

What is a Group?

Facebook groups can be created about anything. They are a place for members with interest in the group to join. Members of a group can share photos, discuss topics, post on the wall, and receive messages.

The creator and administrator of a group can control content that is posted, including features available to the group members.

Facebook Groups

What is a Group?

When a group is created it can be made public (anyone on Facebook can join) or private (members must be invited).

As a web optimization tool, your website will be linked here. You can also post any other link your website might have information listed on, such as Wikipedia, Google Earth, or You Tube.

When you search your organization in search engines, a Facebook result will appear. However you must be a Facebook user to view the information.

Facebook Groups

Pros of Facebook Groups

- Facebook users are familiar with Groups
- You can send messages to all members inboxes
- They are easy to set up

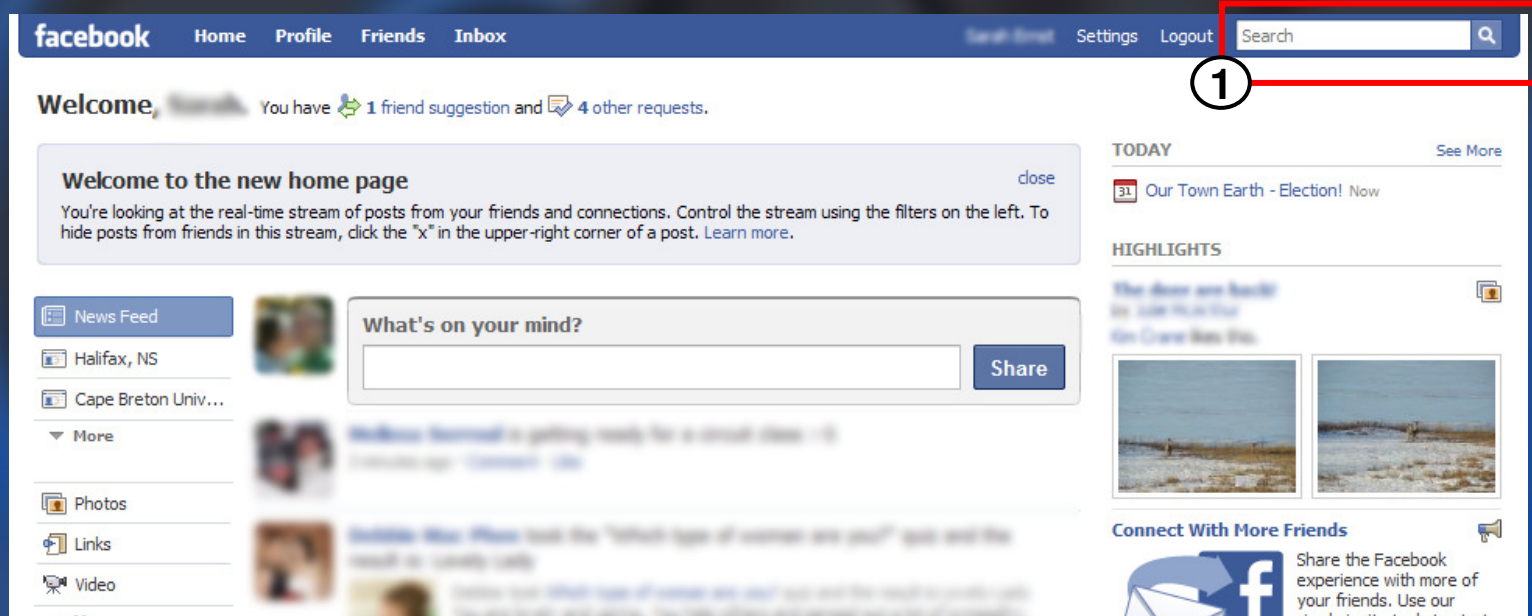
Facebook Groups

Cons of Facebook Groups

- Limited customization
- 5000 person limit for sending messages
- Can't add applications
- Only visible to Facebook members

Facebook Groups

How to Setup a Group



① In your Facebook Home, in the top right search field type “Groups” and press Enter.

Facebook Groups

The screenshot shows the Facebook Groups interface. At the top right, there is a search bar labeled 'Search for Groups' and a button labeled '+ Create a New Group'. This button is highlighted with a red rectangular box, and a circled '1' is placed to its right. Below the search bar, the page is divided into two main sections: 'Recently joined by your friends' and 'Your recently updated groups'. The 'Recently joined by your friends' section includes a post for 'Protect Your Facebook Photos (Learn Who Saved Your Photo By Right Clicking)' with 14,735 members, and another for 'Facebook Messenger ... Now Available' with 341,906 members. The 'Your recently updated groups' section lists 'Williamson Photography' (186 members, 1 fewer member), 'T.L. Sullivan Jr. High School Alumni' (746 members), and 'Equestrians ARE Athletes' (30,401 members, 31 more members, 6 board topics, 3 wall posts).

① To create your new group, click the “Create New Group” button.

Facebook Groups

Step 1: Group Info

This is where you enter the basic information about your Group.

- 1 **Make sure you type your *Group Name* carefully, it can't be edited.
- 2 Click 'Create Group' to move to Step 2.

Create a Group

Step 1: Group Info Step 2: Customize Step 3: Members

1 **Group Name:** (required) Victoria County CAP Sites Association

Network: Global (Available to all of Facebook)

Description: (required) Victoria County CAP Sites Association was formed in the fall of 1998 as the umbrella organization for all CAP Sites in Victoria County. VCCAPS helps manage projects and support funds available to the CAP Sites through an Industry Canada Initiative. Currently, 11 CAP Sites

Group Type: (required) Internet & Technology General

Recent News:

Office:

Email: office@vccaps.com

Street:

City/Town:

2 **Create Group** Cancel

Note: groups that attack a specific person or group of people (e.g. racist, sexist, or other hate groups) will not be tolerated. Creating such a group will result in the immediate termination of your Facebook account.

Facebook Groups

Step 2: Customize

This is where you select which functions you want your group to have.

- 1 You might want to only allow admins to post videos, pictures or links.
- 2 Under 'Access' select how you want your group to be accessed.
- 3 Press Save and Continue to move to Step 3.

The screenshot shows the 'Edit Victoria County CAP Sites Association' page, specifically the 'Step 2: Customize' section. The page has a navigation bar with 'Step 1: Group Info', 'Step 2: Customize', and 'Step 3: Members'. A 'Save and Continue' button is in the top right corner, marked with a circled '3'. A yellow banner at the top says 'Your picture has been uploaded successfully.' Below this, there are sections for 'Current Picture' (showing the VCCAPS logo) and 'Upload Picture' (with a 'Browse...' button and a 'I certify that I have the right to distribute this picture and that it does not violate the Terms of Use.' checkbox). A 'Website:' field is present. The 'Options:' section includes checkboxes for 'Show related groups', 'Show related events', 'Enable discussion board', 'Enable the Wall', 'Enable photos', 'Enable videos', and 'Enable posted items'. The 'Access:' section has three radio button options: 'This group is open.' (selected), 'This group is closed.', and 'This group is secret.'. At the bottom, there are 'Save' and 'Skip' buttons.

Facebook Groups

The final step is to invite people to join your group.

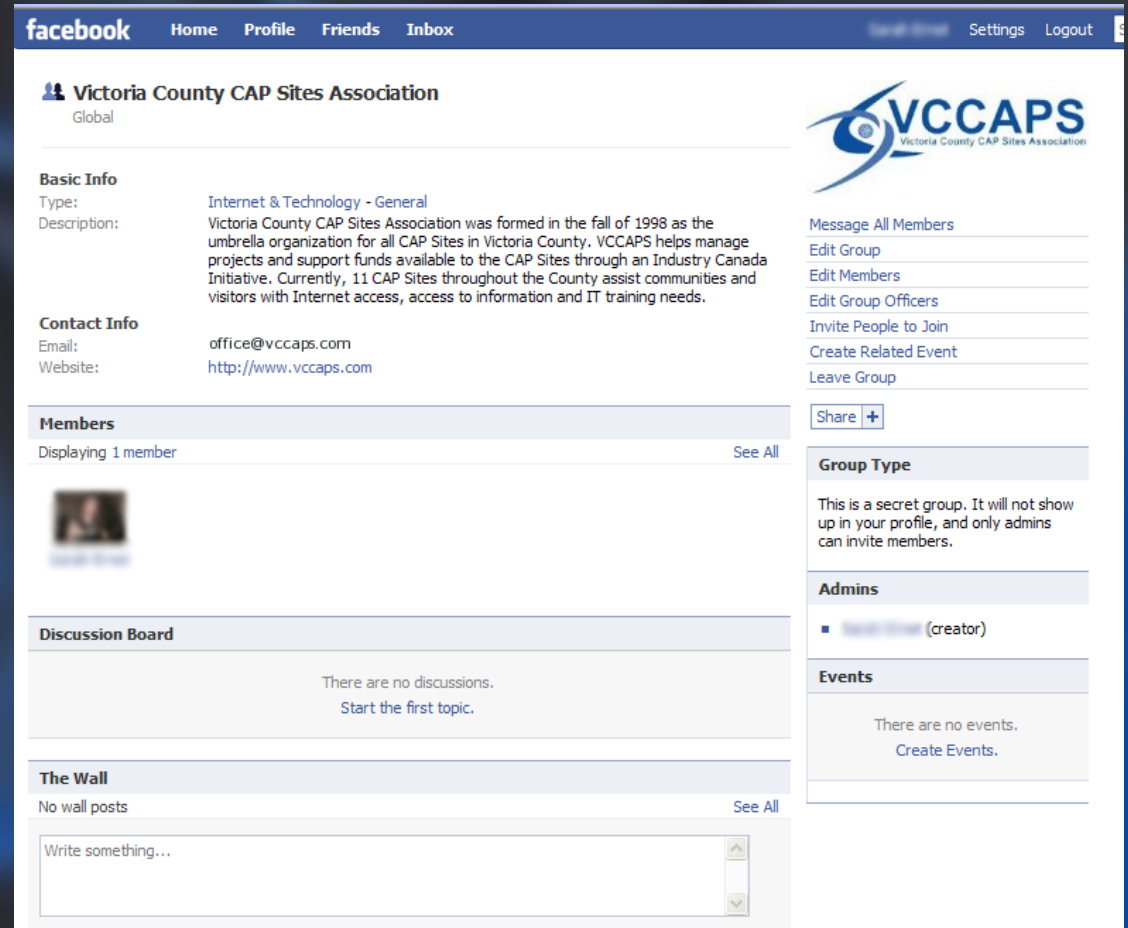
- 1 To go back to view your main Facebook Group Page select “Back to Your Group Name.”

The screenshot shows the Facebook interface for the group "Victoria County CAP Sites Association". At the top, there is a navigation bar with tabs for "Group Info", "Customize", "Officers", and "Members". A yellow banner at the top of the page states "Your group options have been saved." Below the navigation bar, there is a "Show:" dropdown menu set to "Members" and a "Back to Victoria County CAP Sites Association" link with a circled "1" next to it. The main content area shows "Showing 1 out of 1 members" and a list of members, including "John Brown (Halifax, NS)" with a "Remove" link. On the right side, there are two sections: "Invite Friends:" with a search bar and a list of friends, and "Invite People who are not on Facebook via Email:" with a text input field and an "Add" button. Below the email input field, there is a note: "Import email addresses from your Yahoo, Hotmail, AOL, Gmail or MSN address book."

Facebook Groups

Now your Group
is created!

You can edit
information any
time you like by
choosing options
on the right hand
menu.



The screenshot shows a Facebook group page for the "Victoria County CAP Sites Association". The page is set to "Global" and is categorized as "Internet & Technology - General". The description states that the association was formed in 1998 as an umbrella organization for all CAP Sites in Victoria County, managing projects and support funds through an Industry Canada Initiative. It currently has 11 CAP Sites throughout the County that assist communities and visitors with Internet access, information, and IT training needs. The contact information includes an email address (office@vccaps.com) and a website (http://www.vccaps.com). The group is currently displaying 1 member. The discussion board is empty, and there are no wall posts. The right-hand menu includes options such as "Message All Members", "Edit Group", "Edit Members", "Edit Group Officers", "Invite People to Join", "Create Related Event", "Leave Group", "Share", "Group Type" (set to "Secret"), "Admins" (with the creator listed), and "Events" (with no events currently listed).

Lesson 3

Facebook Pages

Facebook Pages

What is a Page?

Facebook Pages are similar to groups in the type of features they have, however they can only be created about an organization, brand, product, artist, band or public figure. A Page can only be set up by an official representative.

Pages are a way to optimize your website, because pages can be directly linked with your website. Pages are also indexed with Google better than groups.

Facebook Pages

Pros of Facebook Pages

- Pages are visible to non-Facebook members.
- Some Facebook applications can be added.
- There are visitor statistics.
- Pages are more customizable.
- Can control related pages.
- Can created targeted advertisements.

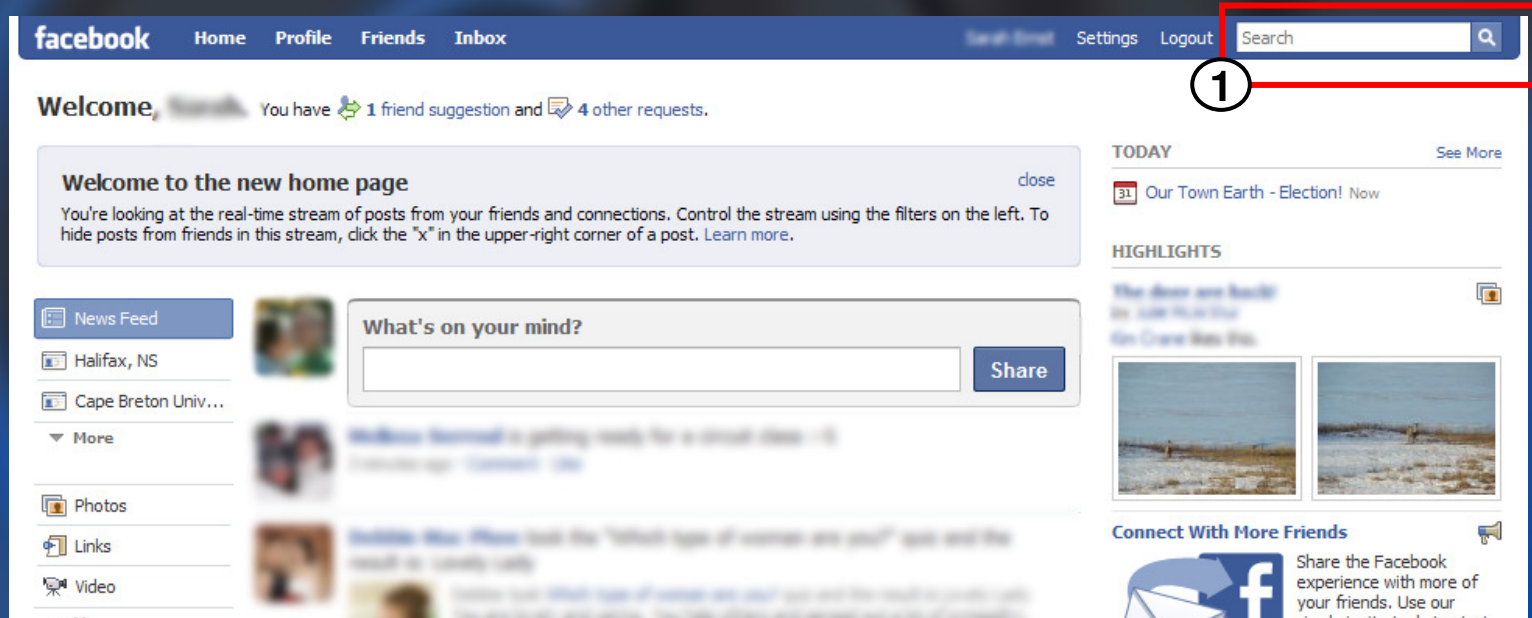
Facebook Pages

Cons of Facebook Pages

- Can only send updates to the Page Fans, which isn't as effective as messages.
- Facebook members aren't as familiar with Pages.
- More difficult to set up.

Facebook Pages

How to Setup a Page



- 1 In your Facebook Home, in the top right search field type “Page Manager” and press Enter.

Facebook Pages

The screenshot shows the Facebook Ads Manager interface. At the top, there are navigation links for Home, Profile, Friends, and Inbox. Below this, there are links for Ads Manager, Pages, and Help, along with a green 'Create an Ad' button. The main content area is divided into two columns. The left column is titled 'Boost your activity with Facebook Ads' and lists several features: 'Advanced Targeting' (Target by age, gender, location, interests, and more.), 'Content Integration' (Get noticed, not skipped.), 'Flexible Pricing' (Buy clicks (CPC) or impressions (CPM).), and 'Trusted Referrals' (Attach friend-to-friend interactions about your business to your ads.). At the bottom of this column is a button labeled '+ Create Targeted Ad'. The right column is titled 'Make a presence with Facebook Pages' and lists several features: 'Free Presence' (Users can find you through their friends, search, and more. Communicate directly with fans.), 'Quick Setup' (Update with easy tools.), 'Easy Customization' (Display rich media in a flexible layout.), and 'Viral Distribution' (Users' interactions with your Page spread naturally to their friends.). At the bottom of this column is a button labeled '+ Create Facebook Page'. A red box highlights this button, and a circled number '1' is placed to its left.

① Click 'Create Facebook Page' to get started.

Facebook Pages

① If your business type doesn't exist, choose 'Other Businesses.'

② Type the name of your organization. This will become the name of your Page.

③ Click 'Create Page.'

Create New Facebook Page

Category:

① **Local:**
Other Business

Brand or Product

Artist, Band, or Public Figure

Name of Other Business:

② Victoria County CAP Sites Association

③ [Create Page](#)

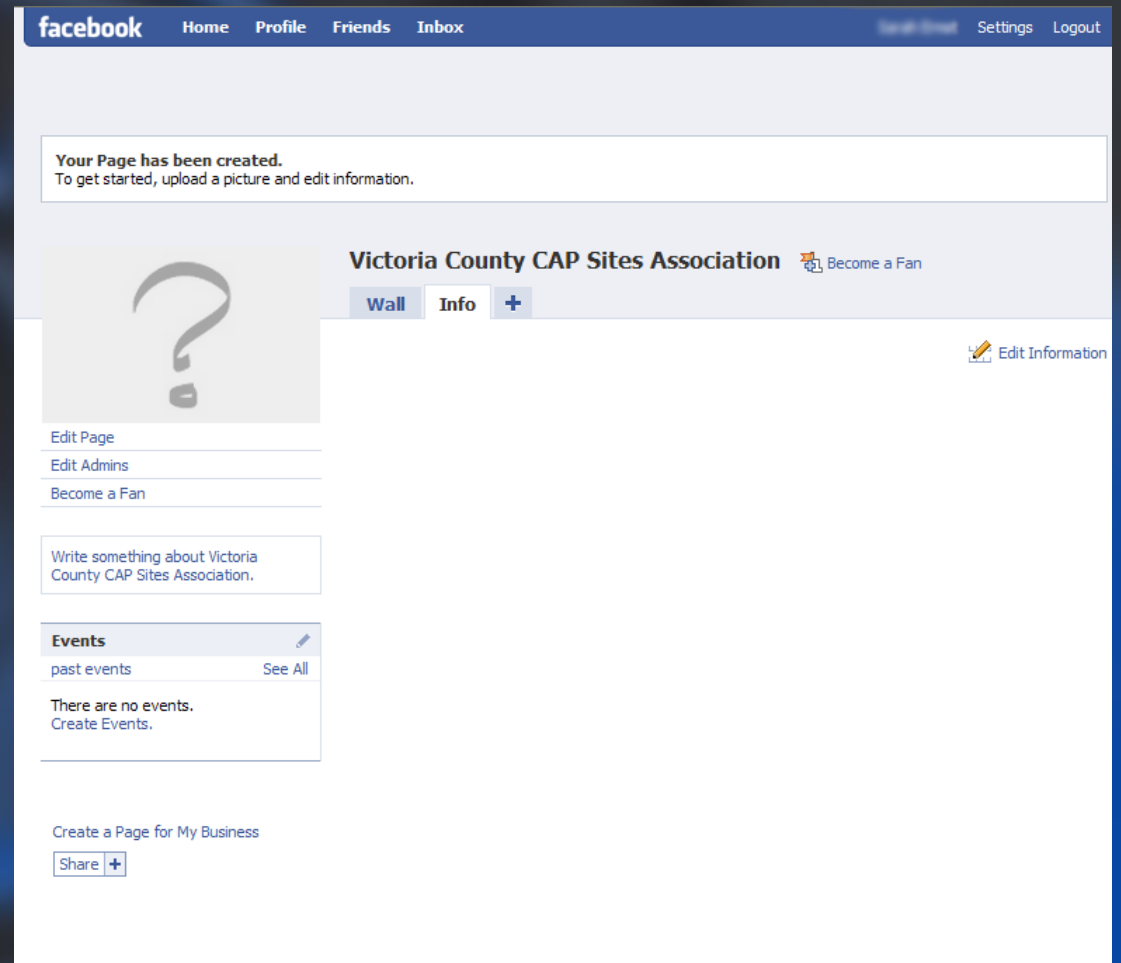
Note: Only an official representative of a brand, organization, or person is permitted to create a Facebook Page for that subject. Fake Pages and unofficial "fan pages" are a violation of our Terms of Use. If you create an unauthorized Page or violate our Terms in any way, your Facebook account may be disabled.

Facebook Pages

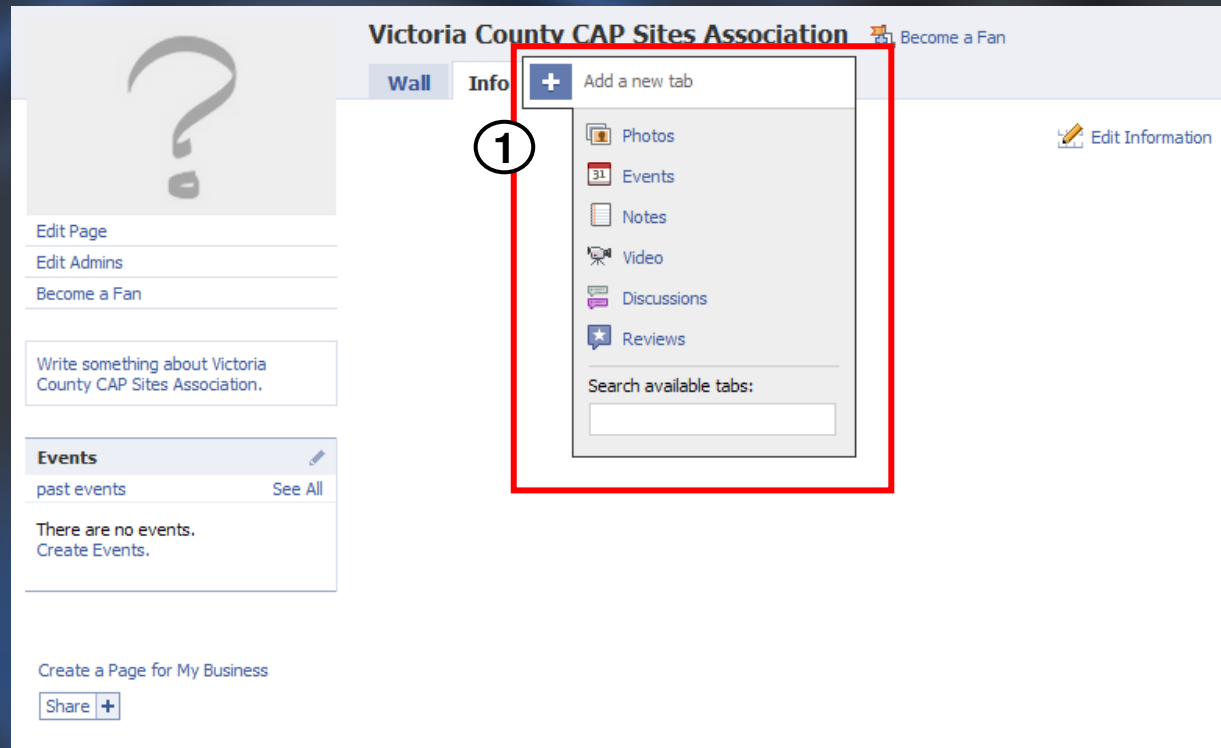
A Facebook Page is very similar to your own Profile.

You edit information the same way you would your profile.

A page also has a wall where you can post information, or Fans can leave messages.



Facebook Pages



- 1 To add more tabs to your Page, press the + button, and choose the tab you want to add. This tab will appear next to the Info Tab. You can add more than one tab, just repeat the process.

Facebook Pages

1 When you are ready to make your Page public, click 'publish this Page.'

facebook Home Profile Friends Inbox Search Settings Logout

1 This Page has not been published. To make this Page public, [publish this Page](#).

VCCAPS
Victoria County CAP Sites Association

Edit Page
Edit Admins
Become a Fan

Write something about Victoria County CAP Sites Association.

Events
past events See All
There are no events.
Create Events.

Create a Page for My Business
Share +

Victoria County CAP Sites Association Become a Fan

Wall Info Video Photos Boxes +

Write something... Share

Victoria County... Just Fans Settings

Victoria County CAP Sites Association has no recent posts.
Be the first to post on Victoria County CAP Sites Association's Wall. Write something above.



Summary

Summary

Facebook Groups and Pages are both free tools that organizations should take advantage of to optimize their website by making it more searchable, and available to a larger group of people.

Groups and Pages both have their Pros and Cons. The one benefit is, you can have both! Groups are easier to maintain and Facebook users are more familiar with them. Pages are slowly gaining popularity, and can be viewed by anyone.

So take advantage, and set up both a Group and Page to benefit your organization.



The End