

Facebook Guide: Getting Started



8/31/2012

**Facebook is constantly changing. While we periodically review this guide to reflect these changes to the interface, we can't always guarantee that what you see on the screen will exactly mimic the information in the guide.*

Table of Contents

What is Facebook?	3
Facebook Page vs. Facebook Group	3
Getting Started With Facebook	3
Creating Your Administrator Profile.....	3
Privacy Settings.....	4
How You Connect.....	4
Profile and Tagging	5
Ads, Applications and Websites	5
Apps you use.....	5
How people bring your info to apps they use	5
Instant personalization.....	6
Limit The Audience for Old Posts on your Profile	6
Blocked People and Apps	6
Account Settings	6
Account Settings	6
General	6
Security	8
Notifications	9
Mobile.....	9
Payments	9
Limiting Shared Personal Information	10

What is Facebook?

Facebook is the most popular social network online with a user base of over one billion people. After the United States, [the top ten countries](#) on Facebook are India, Brazil, Indonesia, Mexico, Turkey, the UK, Philippines, France, Germany, and Italy. It is a way for you to publicize events, showcase new publications and promote discussions with your communities. Facebook is just one of a variety of online communities. Others include MySpace, Orkut, QQ, etc. Do some audience-research before choosing a network to ensure you'll reach the right people.

Don't create a Facebook Page to duplicate your official website. Use it to *build a community*. Facebook pages can be used to publicize upcoming events or programs, such as web chats, contests, scholarships and more.

Facebook Pages can be used to make announcements or to link fans to related articles, such as outside news sources like the New York Times or the Washington Post.

Facebook Page vs. Facebook Group

Facebook Pages are better for long-term relationships with fans, readers and customers and provide a wider array of design and content options. Facebook Groups provide a closed space for a small group of people to communicate.

Getting Started With Facebook

Creating Your Administrator Profile

You will need a profile to run your Facebook page. This is classified as a "personal" page by Facebook but for our purposes this will be a professional account used to run your Facebook page.

1. To create this kind of profile, log out of your personal Facebook account. Visit www.facebook.com
2. Fill out the form.
 - a. Your name must have the appearance of being the name of a real person—try something along the lines of Tom Jefferson, Mary Washington, or John Smith. If you do not fit these rules, your profile may be deleted.
 - b. We strongly recommend you use an office email address. See the [Email](#) section below for more details.
 - c. Make sure your password is a strong password. This includes:
 - i. Minimum of 12 characters
 - ii. A mix of upper case letters, lower case letters, numbers, and nonalphanumeric characters
 - iii. See the [Password](#) section below for more details.
 - d. Keep track of the birthday you attach to your account. This information will be necessary in case of any account lockout.
3. Click **Sign Up**.

4. Facebook will send you a confirmation email. Click on the link provided in the email to complete your account set up.
5. Because this account will be used to run your Facebook page, you do not need to fill in any profile information. Click **Skip this step** for Steps 1-3.



Having an administrator profile that everyone at post can access is crucial to ensuring the survival of the page as staff rotates in and out of post.

Privacy Settings

Managing your privacy is extremely important on Facebook. You should review [Facebook's Privacy Policy](#) and note any changes. The privacy policies on Facebook change often, and Facebook does not always advertise the changes. It is important to stay as informed as possible.

You should also check Facebook's [Privacy Guide](#) regularly. The Privacy Guide is an easy way to understand the privacy changes.

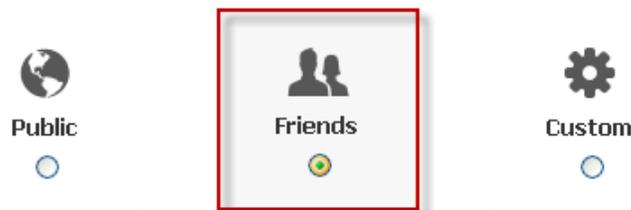
Access your Privacy Settings by clicking on the down arrow and selecting **Privacy Settings**.

You should have your settings set to *Friends Only*. This means that only people you approve of will be able to view your profile and information. Click **Custom** to further refine your privacy settings.



Control Your Default Privacy

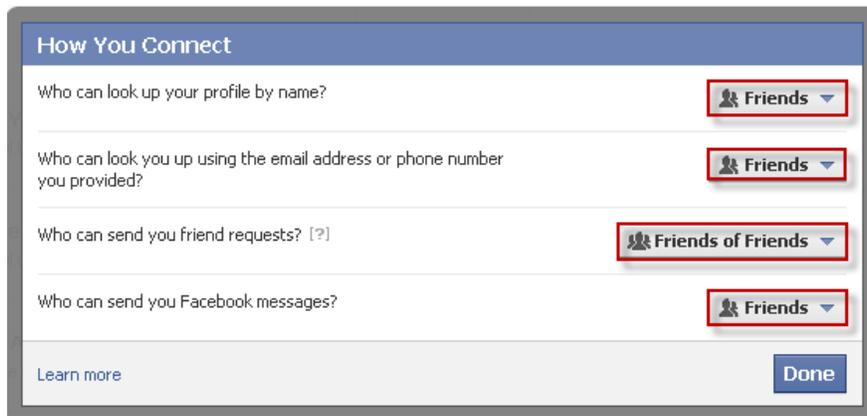
This setting will apply to status updates and photos you post to your profile from a Facebook app that doesn't have the inline audience selector, like Facebook for Blackberry.



It is recommended that you set your privacy settings to Friends Only.

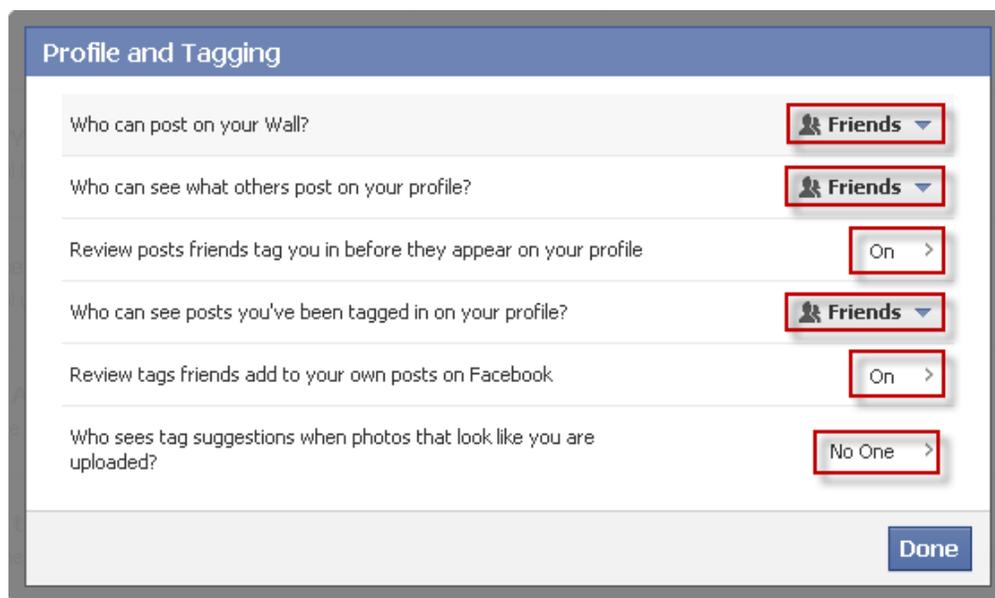
How You Connect

This section allows you to decide how people can contact you (send friend requests, look you up, and send you messages) on Facebook. For optimal privacy, choose the following:



Profile and Tagging

This section allows you to dictate what appears on your Facebook timeline. For optimal privacy, choose the following:



Ads, Applications and Websites

Apps you use

This section controls what information is shared with websites and applications. You can view your applications, or remove any you don't want to use.

How people bring your info to apps they use

This controls what information about you your friends can share with their applications. For optimal privacy, make sure all boxes are unchecked.

Instant personalization

The idea behind this feature is that you can see relevant information about your friends the moment you arrive on certain websites that have partnered with Facebook, such as Bing and the Washington Post. To disable it, make sure this box is unchecked.

Limit The Audience for Old Posts on your Profile

If you are checking the privacy settings for an existing profile, you can use this tool to automatically make all of your Facebook posts visible to only your friends.

Blocked People and Apps

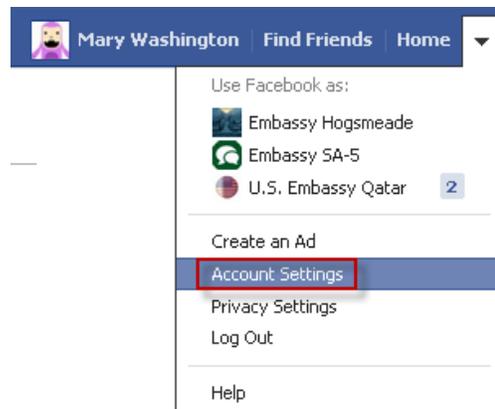
This section lets you block people from interacting with you or seeing your information on Facebook. Once you block someone, that person can no longer be your friend on Facebook or interact with you. You can also specify friends you want to ignore application and invites from.

Account Settings

Account Settings

After logging in, you can select 'My Account', on the top right of the page under the drop-down section accessed by clicking on the arrow icon. Here, you will be able to adjust your personal and privacy settings, languages and more. You can navigate through this section through the menu on the left hand side of the screen. Don't be intimidated – we'll go through each of the options individually.

Note: A lot of the information in this module can be applied to personal Facebook profiles as well. They are good practices all around.



General

In this section you can change the language Facebook is displayed in, your contact email address, password and networks.

Email

If you have a secure email address that you share with your office, you can use that. Do not use your personal email address. If you choose to set up a generic Gmail account, make sure you take the following steps:

- **Password:** set a strong password as detailed above.
- **Recovery email:** set a secure address as your recovery email. If you lose access to your account, Gmail will email you at this address.
- **SMS:** If you forget your password, Google can send you a recovery code via SMS. Google works with [most mobile carriers](#) to send this text message.

- **Consider 2-Step Verification:** This Gmail feature adds an extra layer of security to your account by requiring you to enter in a code (sent to your mobile phone) in order to log into your Gmail account. To enable this, go to [the 2-step verification setup page](#).
 - **Note:** this method will only send the code to **ONE** mobile phone. Although this is the most secure option for protecting your account, if you have more than one person who will need access to your Gmail account, this option may not work for you.
- **HTTPS:** In your Gmail settings, select 'Always use HTTPS.' This setting protects your information from being stolen when you're signing in to Gmail on a public wireless network, like at a cafe or hotel.
- **Check Account Activity:** Click the **Details** link next to the '[Last Account Activity](#)' entry at the bottom of your account to see the time, date, IP address and the associated location of recent access to your account.

Make sure everyone who needs access to the Facebook page also has access to the email address!

General Account Settings

Name	Mary Washington	Edit
Username	http://www.facebook.com/usembassywashington	Edit
Email	Primary: officeofinnovation@gmail.com	Edit
Password	Password last changed over a year ago.	Edit
Networks	No networks.	Edit
Language	English (US)	Edit

[Download a copy of your Facebook data.](#)

Edit your Account Settings by using each of the subtopics available.

Networks allow you to connect with people in your school or work place.

Password

It is recommended that your password uses these settings:

1. Password length: the password must be a minimum of **12** characters in length. If the system which the user is accessing does not accommodate **12** characters, then the user should use the maximum number of character spaces available;
2. Password composition: the password must be composed of characters from at least three of the following four groups from the standard keyboard:
 - a. Upper case letters (A-Z);
 - b. Lower case letters (a-z)
 - c. Arabic numerals (0 through 9); and
 - d. Nonalphanumeric characters (punctuation symbols like &,%,#, etc.)

You are not required to change your password, but it is recommended that you do so in order to discourage hackers.

Security

We recommend you pay careful attention to this section. Your profile needs to remain secure to prevent anyone from taking over or hijacking your Facebook Page.

Security Question

This field will only appear if you have not yet set a security question. If you are not sure what your security question is, [click on this link](#).

Pick from the provided questions and type in an answer. Try to avoid any answers that a hacker could easily guess.

Example: In what city or town was your mother born?

Avoid: Washington, DC.

Example: What was your grandfather's occupation?

Avoid: Diplomat, ambassador etc.

Make sure the answer to the security question is saved in a secure place where it is accessible to everyone who would legitimately need that information.

Secure Browsing

Check the box next to **Browse Facebook on a secure connection (https) when possible.**

Login Notifications

When you turn on this feature, Facebook asks you to name your computer or mobile phone (you should save this device to your list of Recognized Devices so you won't have to keep naming the computer or mobile phone you usually use to login to Facebook. **Note:** Do not select the option to save your device if you're using a public computer.)

Each time you login to a new device, Facebook will ask you to give it a name. It will also send a notification to the email address associated with your account.

If you receive a login notification from an unfamiliar device or location, follow the instructions in the email to reset your password and secure your account.

We strongly recommend you enable this feature.

Login Approvals

This feature is one step more secure than Login Notifications. When you enable Login Approvals, you'll be asked to enter in a login code (sent to your mobile device) each time you try to access your Facebook account from a new computer or mobile phone. Like with Login

Notifications, you can choose to save those devices to your account. You won't have to enter a code when you login to a recognized device.

Note: Facebook will send the code to ONE mobile phone number. Although this is the most secure option for protecting your account, if you have more than one person who will need access to your Facebook account, this option may not work for you.

App Passwords

Login Approvals don't work when you try to access apps that you log into using Facebook (these include Xbox, Spotify and Skype.) App Passwords will generate a password for you to use to log into these services using your Facebook account but without having to supply the password you use to log into Facebook.com.

Recognized Devices

This section lists the computers and mobile devices saved to your account. If you have login approvals and/or login notifications enabled on your account, you will not be asked to confirm your identity when logging in through these devices.

Click **Remove** to remove old devices from your account.

Recognized Devices	
You won't get notified or have to confirm your identity when logging in from these devices:	
Phil apple	August 30, 2012 · Remove
Phil Laptop	August 27, 2012 · Remove
MediaLab	August 24, 2012 · Remove
MV	August 21, 2012 · Remove

[Save Changes](#) [Cancel](#)

Active Sessions

Check this section regularly to see a list of the recent times your Facebook account has been accessed. Pay attention to irregular login times or locations. If you notice any unfamiliar devices or locations, click **End Activity** to end the session.

Notifications

Facebook allows you to edit when you receive email notifications when someone engages with your Facebook profile. These are a personal preference. Take your time to look over them.

Mobile

Add your phone number to your Facebook account if you wish. Adding your phone number can be useful if you get locked out of your Facebook account – Facebook can send password recovery information via SMS.

Payments

Facebook allows for **Facebook Credits**, which can be used for cost games.

Limiting Shared Personal Information

The Facebook Ads subtopic gives you the option to limit the Ads information that is shared. It is recommended that you select the drop down and choose 'no one' so that ads on Pages do not share any of your information. We will discuss how to create your own Ad later in this guide.