

Facebook Basics

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20 June 2019

How many have a Facebook account?

How many are considering starting a Facebook page?

How many had an account at one time and have stopped using it?

How many have concerns about privacy issues and others accessing your information?

How many would like to know how to use it more wisely?



What is Facebook, really

A **social networking site** that makes it easy for you to **connect and share** with family and friends online.

- **Facebook** is free to join and free to use.
- It can be used wherever they are in the world as long as they have internet access.
- **Facebook** users can share messages, videos links, photographs and websites.
- **Facebook** users can join groups or follow people/hobbies that interest them
- You can search by name or email to find people.
- Users can choose to allow access or deny it.
- Privacy settings can be set to only connect with people you have agreed to allow access.
- **Facebook** is available 24 hours a day so people can communicate without time zones causing a problem.

Reasons NOT to use Facebook?

Is Facebook “safe” to use?

With all the reports of companies getting hacked, information being stolen, as well as the whole personal identity theft issue, you may be left wondering whether **Facebook is safe to use.**

As a website is a pretty **safe** place. There is built-in security that helps to protect you and your information.

How Does Facebook Make Money?

Advertising is the company's revenue channel. With self-serve ads becoming a booming business for Facebook and with the growth of Engagement Ads,

Know yourself and your tendencies

If you cannot control your mouse finger when you see “click bait” then Facebook is not for you!

Facebook Terms

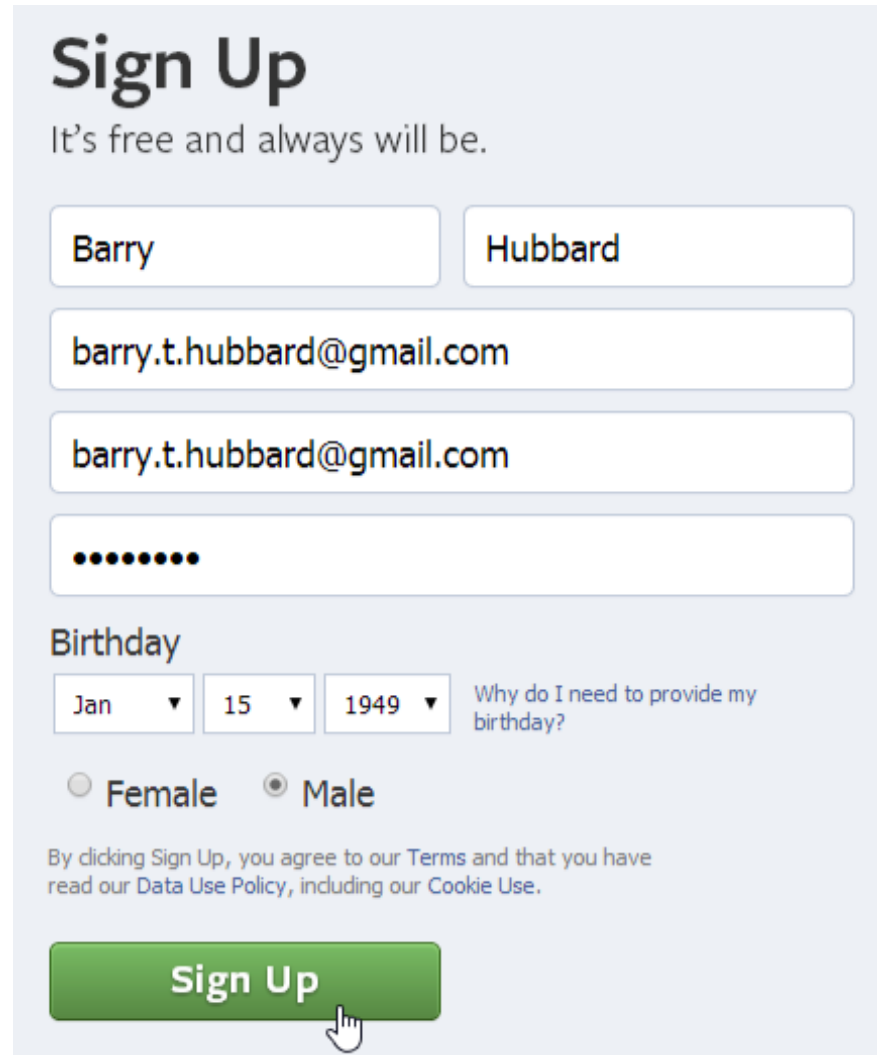
Notification Status update
Friend Timeline
News feed
Like Tag **Comment**

Creating a Facebook Account

Navigate to
www.facebook.com
in your web browser

Before you can access all of Facebook's features, you'll need to **confirm your email address**.

To do this, sign in to your email account, open the **confirmation message** from Facebook, and click **Confirm Your Account**.



The image shows the Facebook 'Sign Up' form. At the top, it says 'Sign Up' in a large font, followed by the text 'It's free and always will be.' Below this are several input fields: a first name field containing 'Barry', a last name field containing 'Hubbard', an email field containing 'barry.t.hubbard@gmail.com', and a repeat email field also containing 'barry.t.hubbard@gmail.com'. There is a password field represented by a row of dots. Below the email fields is the 'Birthday' section, which includes three dropdown menus for month (set to 'Jan'), day (set to '15'), and year (set to '1949'). To the right of these is a link that says 'Why do I need to provide my birthday?'. Below the birthday section are two radio buttons for gender, with 'Female' unselected and 'Male' selected. At the bottom of the form is a green 'Sign Up' button with a hand cursor icon pointing at it. Above the button, there is a line of small text: 'By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.'

Sign Up
It's free and always will be.

Barry Hubbard

barry.t.hubbard@gmail.com

barry.t.hubbard@gmail.com

.....

Birthday

Jan 15 1949 Why do I need to provide my birthday?

☐ Female ☒ Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

Sign Up

A word about email accounts

Consider having more than one email account.

Personal Mail (friends & family)

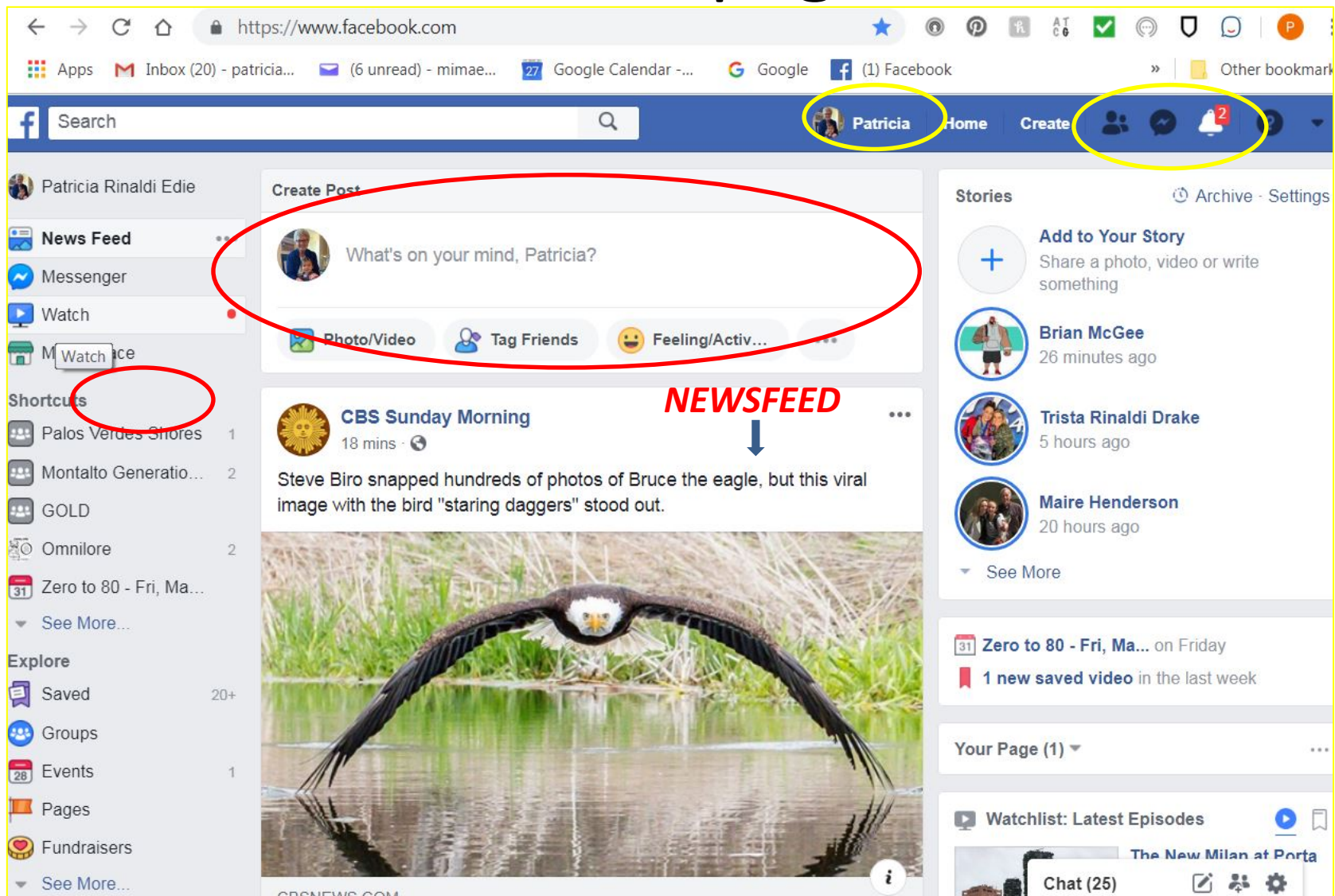
Shopping account

Throw-away account

My Facebook uses my “throw away account”.

My passwords are different for each account.

Exploring Facebook Homepage



Timeline Page (Profile)

Patricia Rinaldi Edie
(Altieri)

Update Info **1** Activity Log **20+** ...

Timeline ▾ About Friends 480 Photos Archive More ▾

★ 221 items for you to review

Intro

Add a short bio to tell people more about yourself.
[Add Bio](#)

Lives in San Pedro, California
From Hawthorne, California
[Add to Featured](#)

[+ Add Instagram. Websites. Other Links](#)

Create Post Photo/Video Live Video Life Event

What's on your mind?

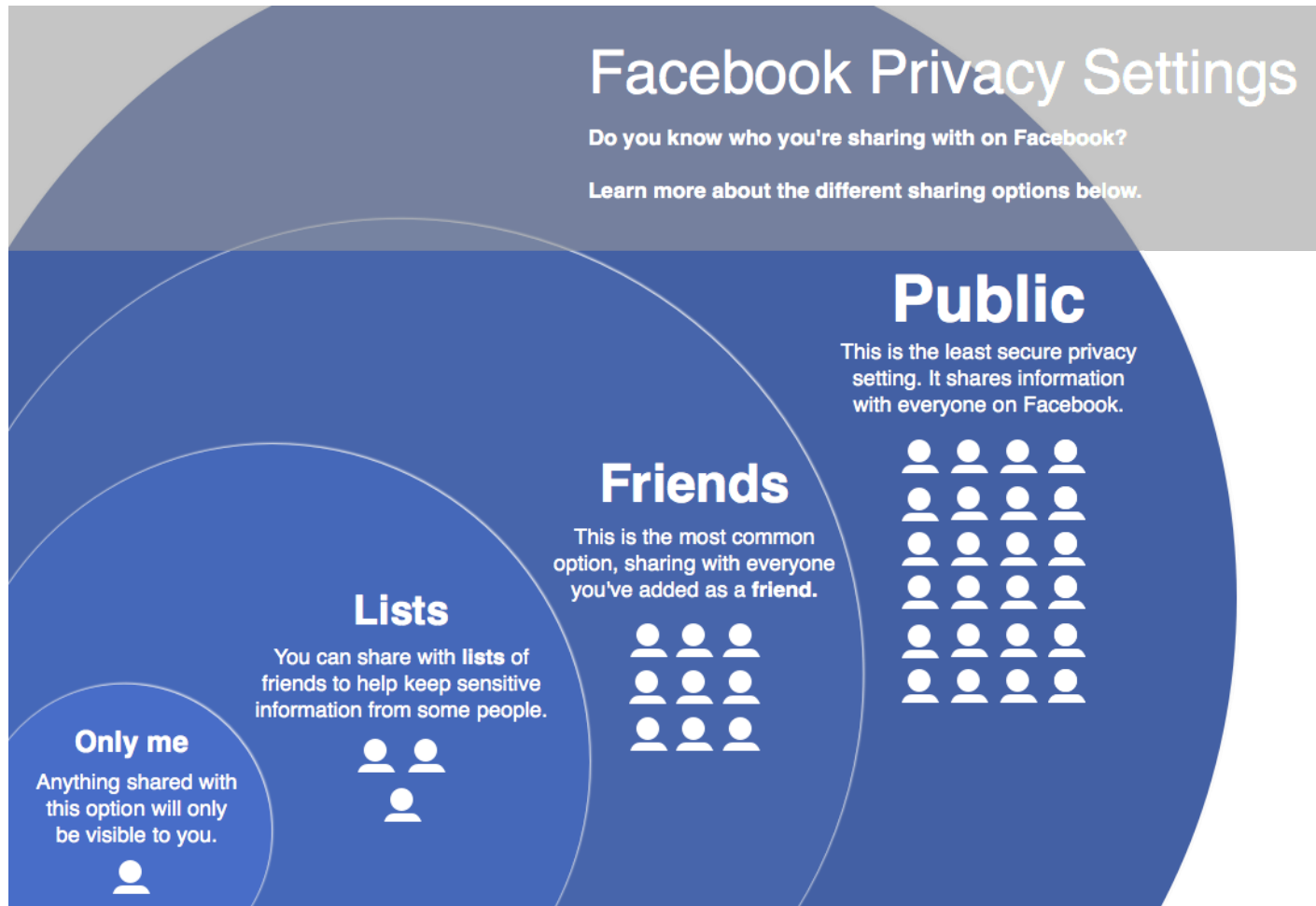
Photo/Video Tag Friends Feeling/Activ... ..

Posts Manage Posts List View Grid View

Patricia Rinaldi Edie
22 hrs ·

It's a beautiful day in the neighborhood.

Your Basic Privacy



Timeline to be visible only to **Friends**.

How your friends see your page

This screenshot shows a Facebook profile page for Julia Fillory, viewed from the perspective of her friends. The profile picture is a close-up of Julia smiling. The cover photo is a landscape with tall grass and rocks. The name 'Julia Fillory' is prominently displayed. Navigation tabs include Timeline, About, Photos, Friends (14 Mutual), and More. The Friends section shows a grid of 9 mutual friends: Kymia Sands, Judy Rivera, Desmond Taylor, Troy Myers, Amelia Jones, Bryan Durand, Tyrell Mason, Henri Rousseau, and Jessie Reese. The About section lists 'Works at Children's Book Illustrators' and 'Went to Lake Mary High School'. A recent post from March 20 shows a snowy forest scene with the caption 'Another cold night at Brakebills!'. The right sidebar shows a 'Recent' list with years 2013, 2012, 2011, and 'Born'.

Julia Fillory

Friends · 17 (14 Mutual)

Kymia Sands, Judy Rivera, Desmond Taylor, Troy Myers, Amelia Jones, Bryan Durand, Tyrell Mason, Henri Rousseau, Jessie Reese

About

Works at Children's Book Illustrators

Went to Lake Mary High School

Post Photo

Write something...

Julia Fillory
March 20

Another cold night at Brakebills!

Recent

2013
2012
2011
Born

How the public sees your page



Common Sense

Facebook is designed to be more **open and social** than traditional communication tools.

You post a photo on a friend's Timeline.

That photo will be visible to **all of your friends** on Facebook, not just the person you shared it with.

The photo will also be visible to **anyone who is friends with your friend**. This is one reason people enjoy using Facebook—it's easy to share with lots of people at the same time.

As long as you're somewhat careful about the things you share, Facebook doesn't pose a serious risk to your privacy.

Before you share anything on Facebook, like a comment or status update, you'll need to consider ***how comfortable you are with many people seeing this information***. If you wouldn't feel comfortable sharing something in a public place, you may not want to share it on Facebook either.

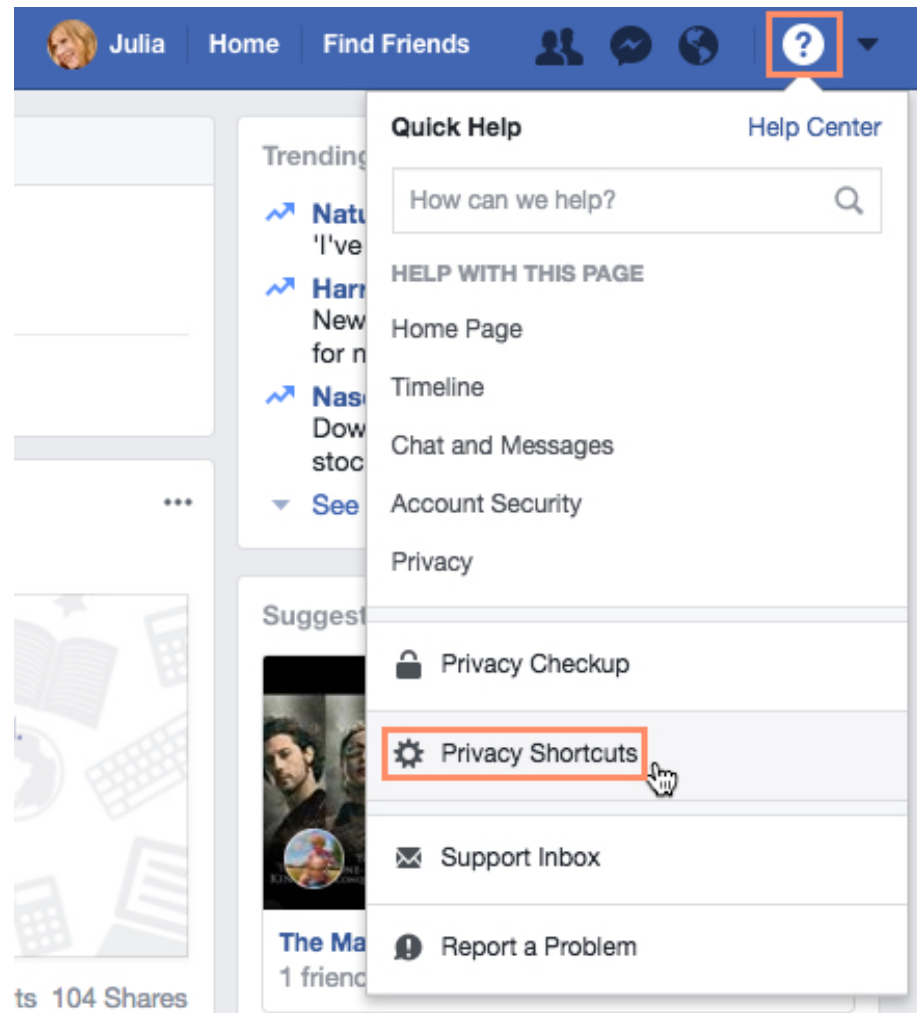
Setting your Privacy

However you use Facebook, it's important to **choose the privacy settings** that will work best for you.

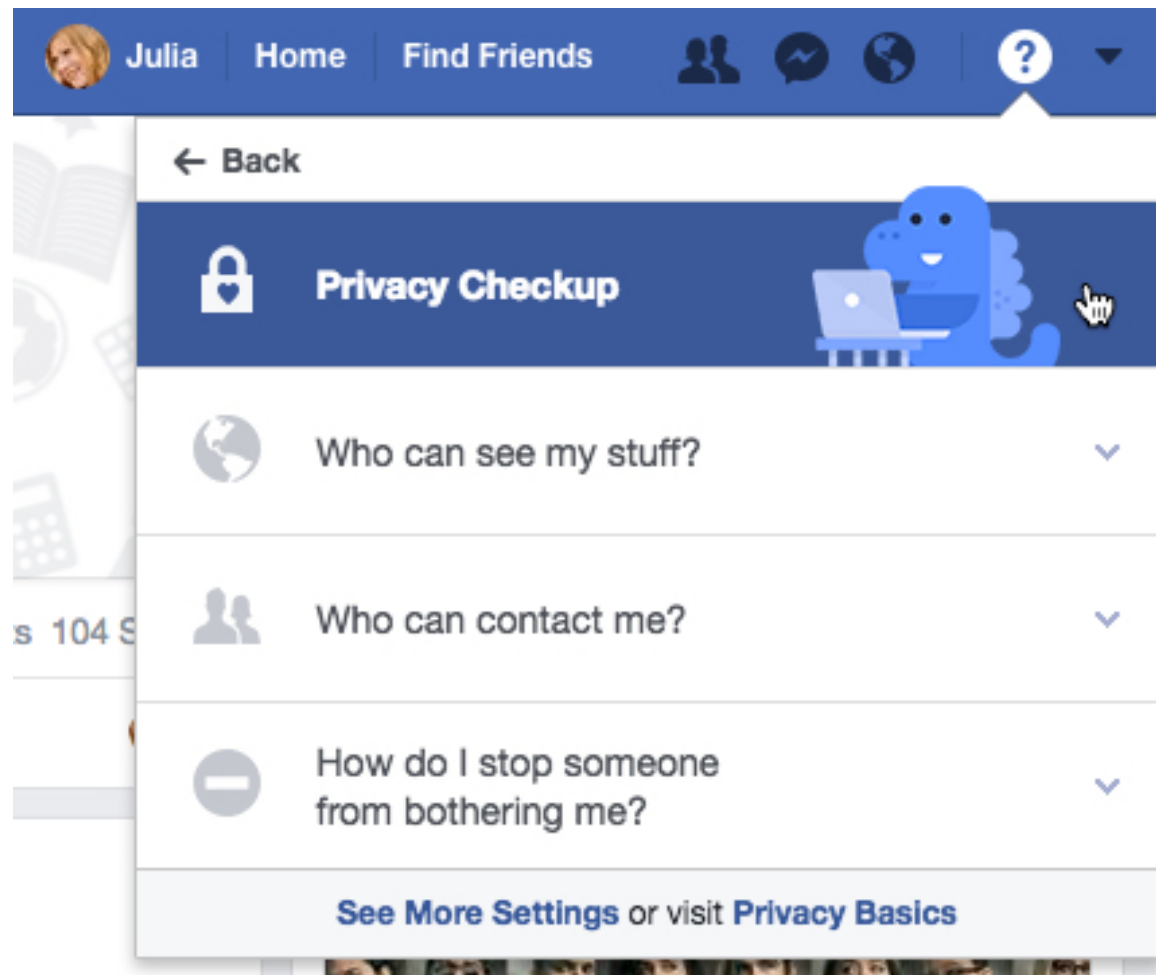
Facebook offers two main ways to control your privacy:

You can apply privacy settings that **set general rules** about who can contact you and view your information.

You can control who sees every **individual thing you share**.



From here, you can modify **who sees your posts**, **block** certain individuals, and perform a **privacy checkup**.




Basic Privacy Settings

Privacy Settings and Tools

Your activity	Who can see your future posts?	Friends	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
How people can find and contact you	Who can send you friend requests?	Everyone	Edit
	Who can see your friends list?	Only me	Edit
	Remember that your friends control who can see their friendships on their own timelines. If people can see your friendship on another timeline, they'll be able to see it in News Feed, search and other places on Facebook. If you set this to Only me, only you will be able to see your full friends list on your timeline. Other people will only see mutual friends.		
	Who can look you up using the email address you provided?	Friends	Edit
	Who can look you up using the phone number you provided?	Friends	Edit
	Do you want search engines outside of Facebook to link to your Profile?	No	Edit

Ad Settings

 **Ad settings** Close ^

Ads based on data from partners
To show you better ads, we use data that advertisers and other partners provide us with about your activity off [Facebook Company Products](#).

Not allowed

Ads based on your activity on Facebook Company Products that you see elsewhere
When we show you ads off [Facebook Company Products](#), such as on websites, apps and devices that use our advertising services, we use data about your activity on Facebook Company Products to make them more relevant.

Not allowed

Ads that include your social actions
We may include your social actions on ads, such as liking the Page that's running the ad. Who can see this information?

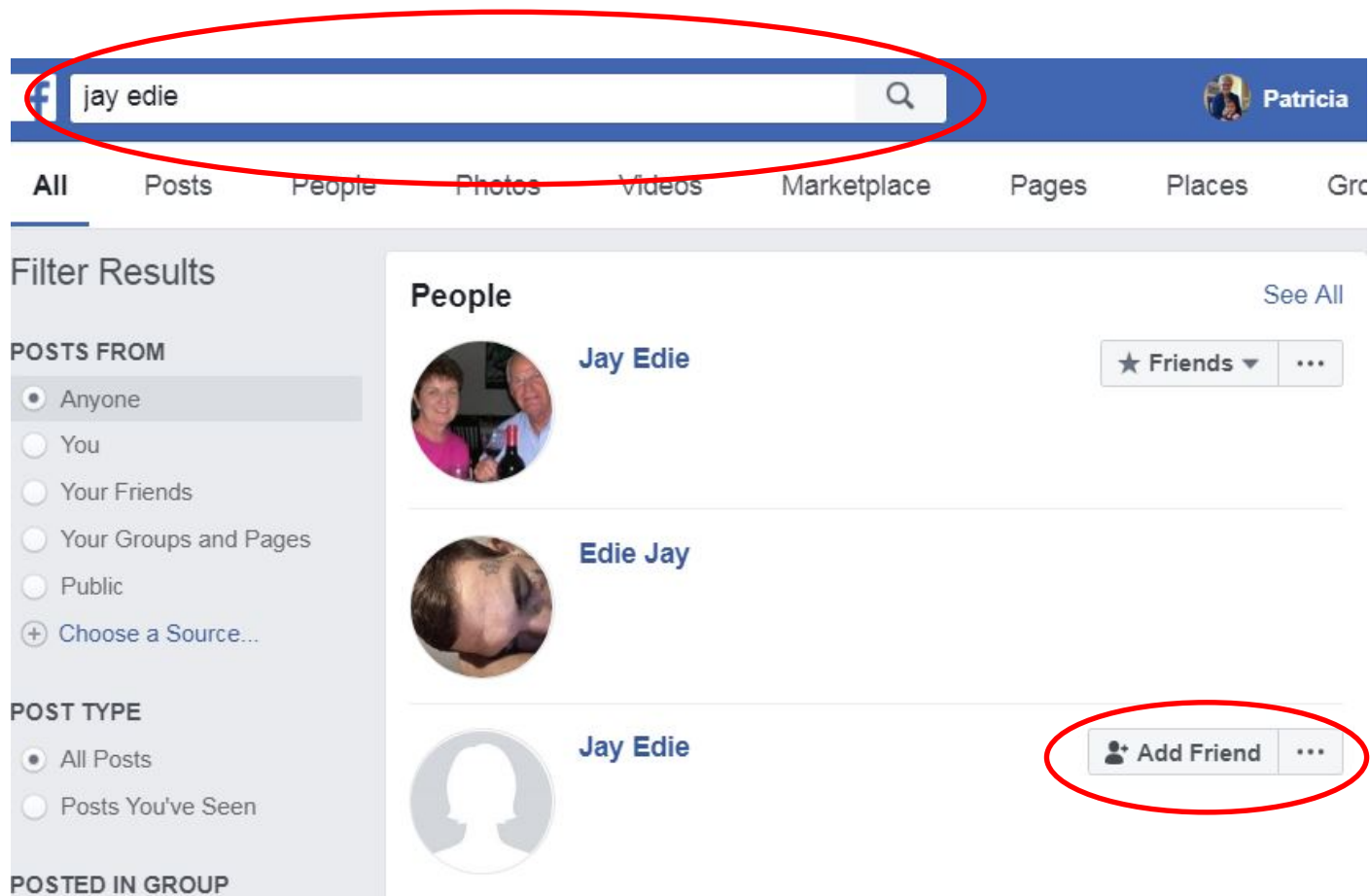
No one

Personal Data

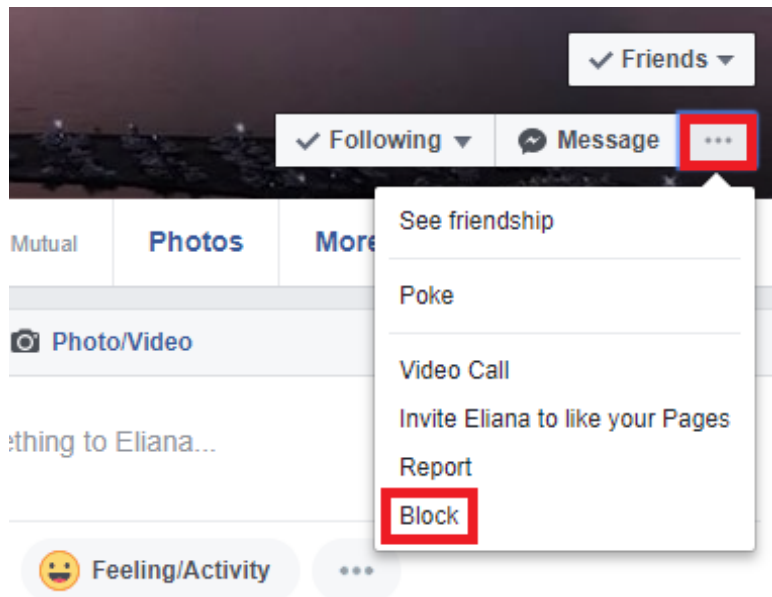
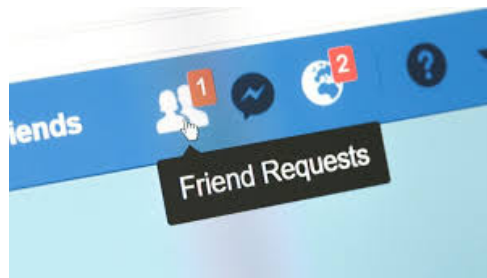
Consider your Facebook like a glorified phonebook. No need to share any details you wouldn't be comfortable sharing with strangers face-to-face.

The screenshot shows a Facebook profile page. At the top, there's a navigation bar with 'Timeline', 'About', 'Friends 481', and 'Photos'. Below this, the 'About' section is active, showing a left-hand menu with 'Overview', 'Work and Education', 'Places You've Lived', 'Contact and Basic Info', 'Family and Relationships', 'Details About You', and 'Life Events'. The main content area displays three items: 'Former Retired at TRW' (1987 to 2000), 'Studied Organizational Development at Loyola Marymount University' (Past: Marymount High School Palos Verdes), and 'Lives in San Pedro, California' (From Hawthorne, California). On the right side of the 'About' section, there are three privacy settings: 'Public', 'Friends' (highlighted with a red arrow), and 'Custom'. Above these settings, a note reads: 'Control Your Default Privacy. This setting will apply to status updates and photos you post to your timeline from a Facebook app that doesn't have the inline audience selector, like Facebook for Blackberry.'

Adding Friends Using the Search Field



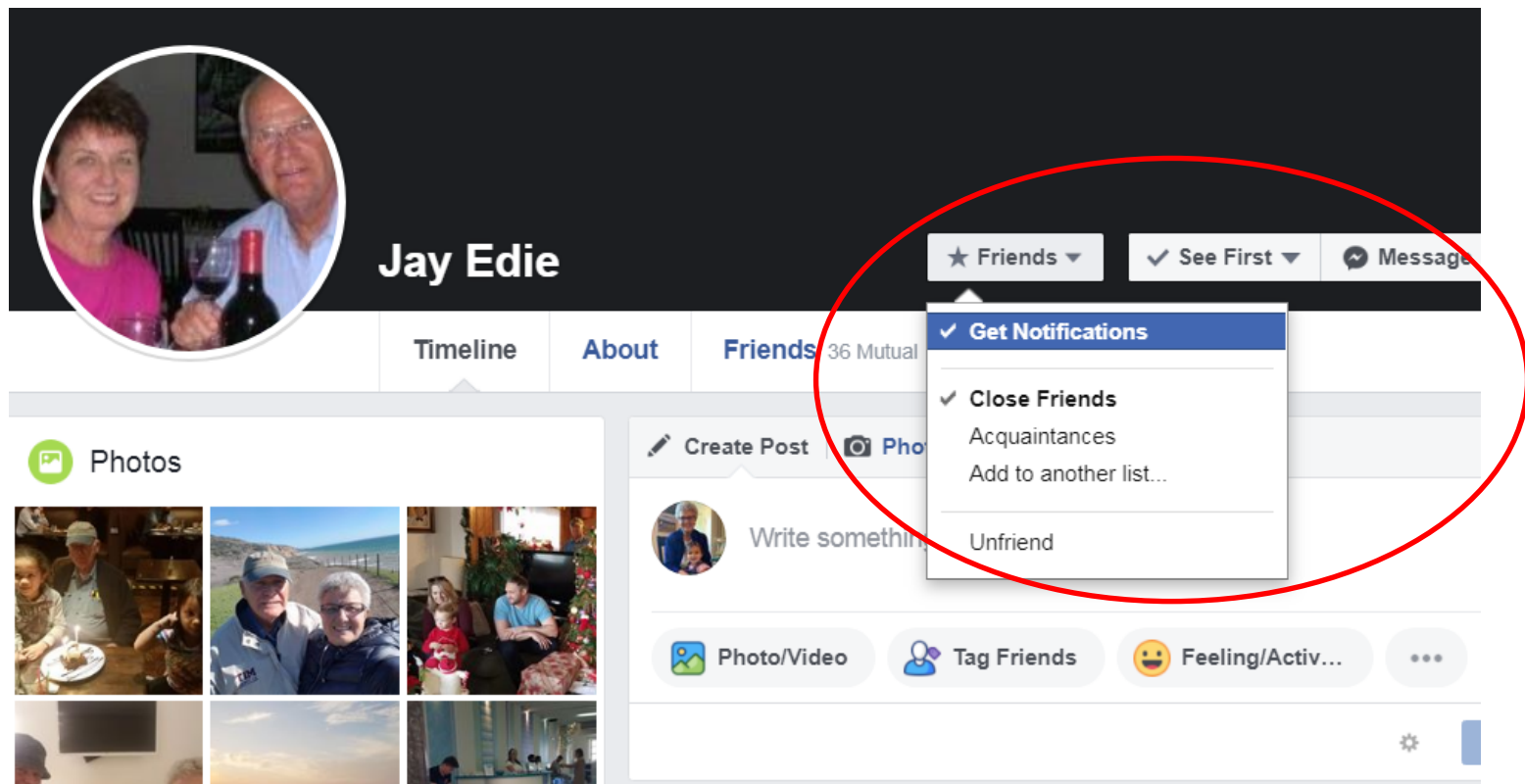
You do NOT HAVE to be friends!



**Denying, Unfollowing, Unfriending, Blocking, Snoozing
...the person is never notified of your action!**

Those posts you don't want to miss!

"See First"



Responding to a Post

You can:

1. Do NOTHING
2. Like it
3. Comment on it
4. Share it



YUMPU.COM

summer-2019-olli-catalog

The Osher Lifelong Learning at California State University Dominguez...



3

1 Share



Like



Comment



Share



Write a comment...



Osher Lifelong Learning Institute
shared a link.

May 20 at 6:54 PM · 🌐

Share Now (Friends)

Share...

Send as Message

Share in a Group

Share on a Friend's Timeline

Share to a Page



Comment

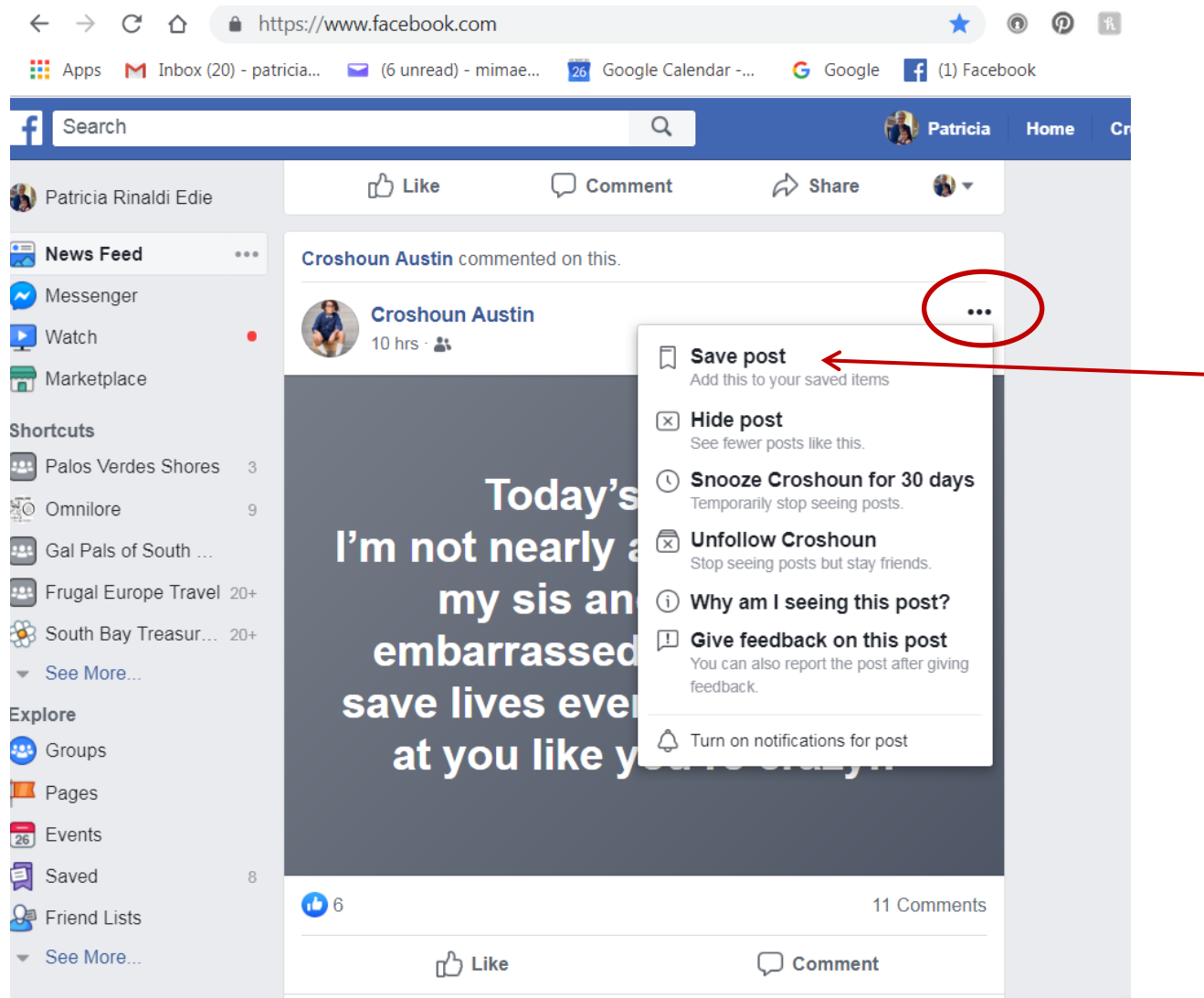


Share

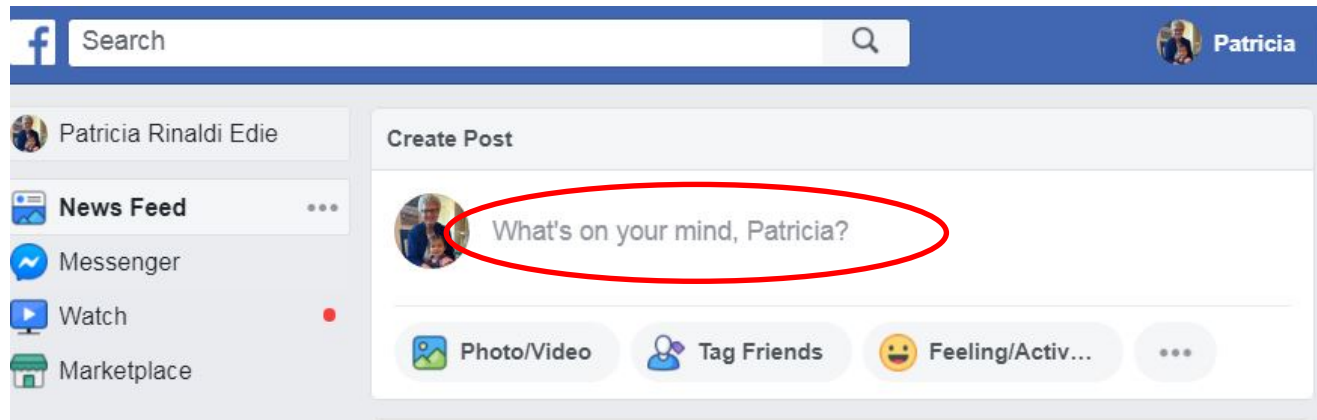


1 Share

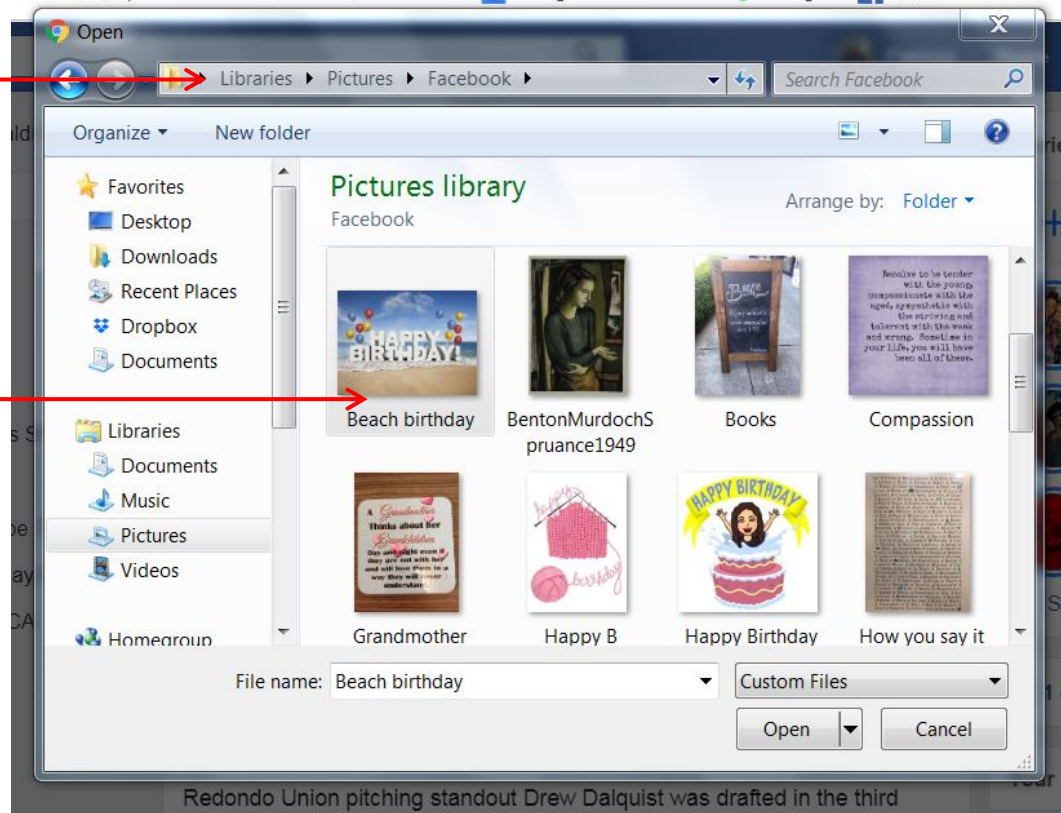
Saving a Post – RIGHT click



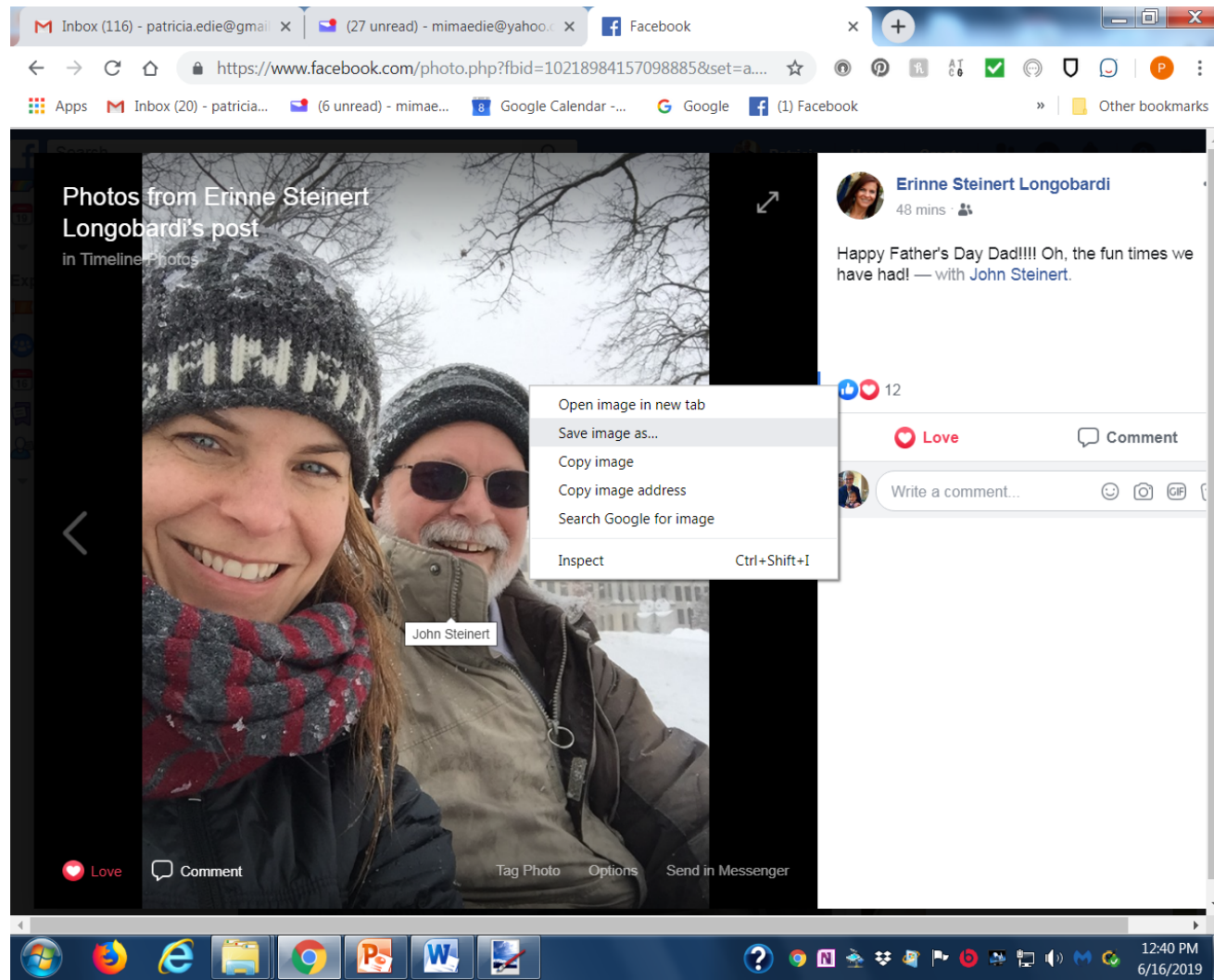
Creating a Post



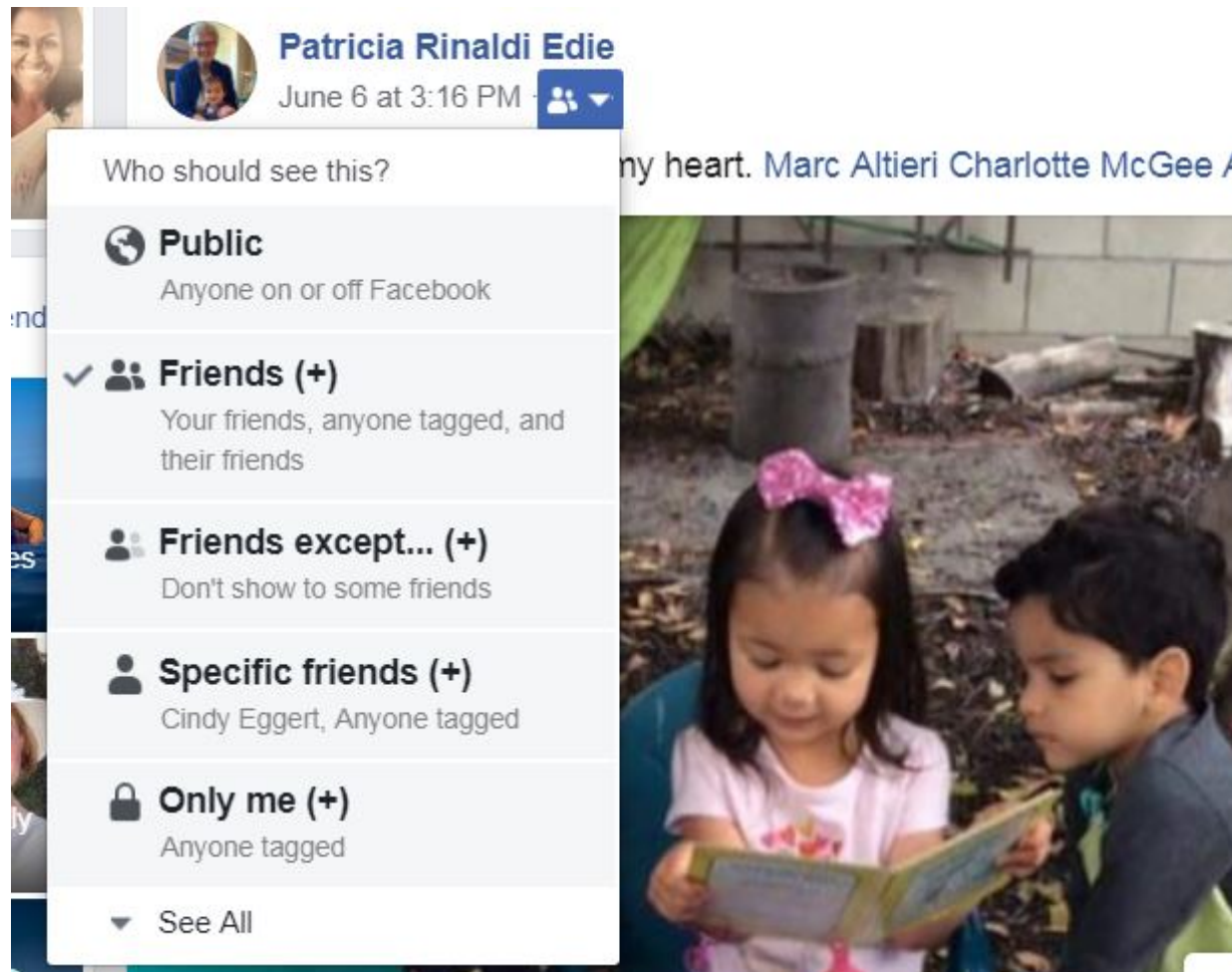
Inbox (20) - patricia... (6 unread) - mimae... Google Calendar -... Google (1) Facebook



Capturing a Photo



Who can see the post?



My default setting is “Friends” but I can change that for an individual post.

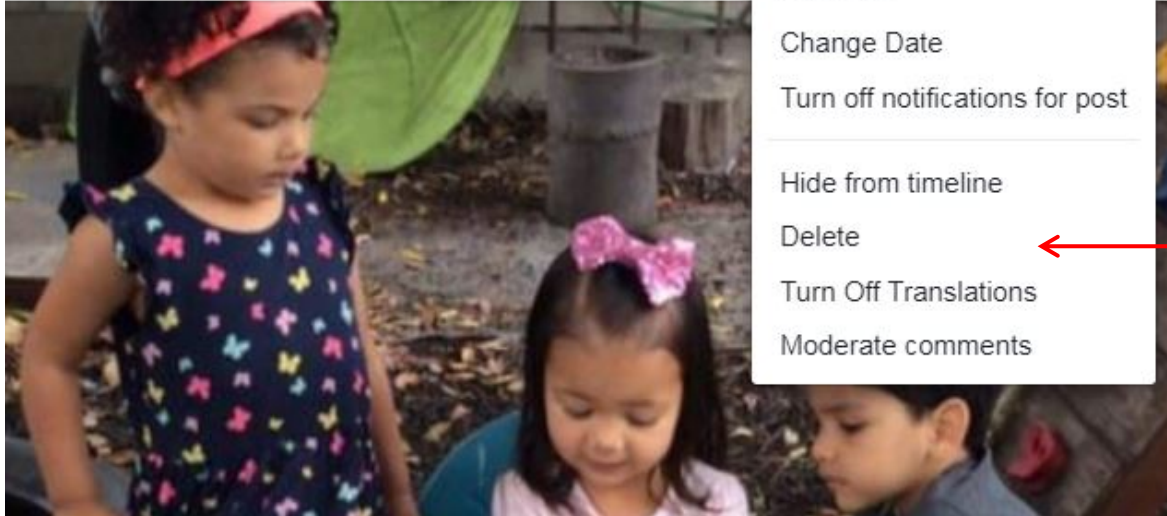
You can always change your mind!



Patricia Rinaldi Edie

June 6 at 3:16 PM · 🧑🏻 🗨️

Jessie loves books. This fills my heart. [Marc Altieri](#)



🔖 Save post

Edit Post

Change Date

Turn off notifications for post

Hide from timeline

Delete

Turn Off Translations

Moderate comments