eAdvocacy: Basics, Best Practices and New Tools

Introduction to Facebook

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Facebook Basics: What is it?

- A semi-private, semi-public online network made up of online real estate in the form of Profiles, Pages & Groups

- You can connect to friends, orgs and celebrities through messaging, photos, status messages and more
Facebook Basics: What Does it Look Like?

Facebook User Interface:

- **News Feed**
  - Austin: Selling mom's old Blazer. Details about the vehicle and its condition.
  - Austin: Car is at my place, available in Ypsi.

- **Upcoming Events**
  - Piara and Dan's Big Dogs: Details about the event, RSVP options.
  - Sunday Streets in the Mis: Details about the event, RSVP options.

- **Profile**
  - Matt: Edit profile, recent news feed activities.
  - Friends: List of friends, recent news feed interactions.

- **Adverisement**
  - Radical Designs: Banner advertisement.
A Facebook Page
Admin View

Aspiration
Non-Profit Organization

Wall

Share: Status Photo Link Video Question
Write something...

Aspiration
Great to hear! Thanks for the kind words!
May 16 at 3:28pm

Write a comment...

Aspiration
Your Monday Morning Facebook Annoyance:
Facebook forcing transition to new group format but only if you're worthy:

Aspiration
Wall

942 people like this

About
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Likes
Amy Sample Ward
Electronic Frontier Foundation
amymade graphic design

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Ad

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Facebook News Feed

► Two sections
  ▪ Top News (default)
    ▪ Weighted status posts from users you follow based on amount of interaction
  ▪ Most Recent
    ▪ Un-weighted status posts chronologically

► May contain some Facebook Conventions
  ▪ Likes
  ▪ Comments
  ▪ @ Mentions

Austin
I'm selling my mom's old Blazer for her. It's a 2000, 4x4, V6. 220k miles, but it runs like a top. Full maintenance records, fresh oil change. We're looking for $2800 OBO. Call, text, email, or send me a message here on FB if you'd like a test drive.

Amber
I might know someone... I'll let you know if he's interested. Is your mom in Ann Arbor?
46 minutes ago · Like

Austin
The car is at my place, and I'm in Ypsi.
38 minutes ago · Like · 1 person
Facebook Wall

- Change your status
- Add a Video/Link/Photo
- Tag Photos
- Default Private (Hard to Search)
## Facebook Properties

<table>
<thead>
<tr>
<th></th>
<th>Profile</th>
<th>Page</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example</strong></td>
<td>Susan Garcia</td>
<td>The Red Cross</td>
<td>School Alumni</td>
</tr>
<tr>
<td><strong>Viewable</strong></td>
<td>Depends on Privacy Settings</td>
<td>Public</td>
<td>Private or Public</td>
</tr>
<tr>
<td><strong>Connection</strong></td>
<td>Friend</td>
<td>Like</td>
<td>Join</td>
</tr>
<tr>
<td><strong>Approval to Connect</strong></td>
<td>Need approval to friend</td>
<td>Unlimited Likes</td>
<td>Invite only or unlimited</td>
</tr>
<tr>
<td><strong>Post Representation</strong></td>
<td>Person</td>
<td>Organization</td>
<td>Person</td>
</tr>
<tr>
<td><strong>Contact Supporter</strong></td>
<td>Message</td>
<td>Update</td>
<td>Message</td>
</tr>
<tr>
<td><strong>Where to Create</strong></td>
<td>facebook.com</td>
<td>facebook.com/pages/create</td>
<td>facebook.com/groups</td>
</tr>
<tr>
<td><strong>Insights</strong></td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Custom URL</strong></td>
<td>Yes</td>
<td>Yes, After 25 Likes</td>
<td>No</td>
</tr>
</tbody>
</table>
Facebook for Organizing

- Events
- Tag Photos
- Threaded Conversations
- Facebook “Insights”
- Engage contacts
Summary

► Facebook is a social network.
► Facebook is useful for community-building around your base.
► “Social” networks mean interacting like you’re talking to someone (rather than an official voice).
► Support your network and have fun!
End Of Section

► Questions?
► Comments?

Thank You!

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