

eAdvocacy: Basics, Best Practices and New Tools

Introduction to Facebook

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

Funded by the ZeroDivide Foundation

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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

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

Facebook Basics : What Does it Look Like?

The screenshot shows the Facebook News Feed interface. At the top, there is a navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. The left sidebar contains a user profile for Matt and a list of navigation options: News Feed, Messages (80), Events (3), Friends (4), Let's Play, SF., Create Group..., Causes, Games, and More. The main content area is titled "News Feed" and includes a "Share:" section with options for Status, Question, Photo, Link, and Video. Below this is a text input field with the placeholder "What's on your mind?". The feed contains several posts: a post by Austin about selling a 2000 Blazer with a photo of the car; a post by Amber asking if someone knows someone in Ann Arbor; a post by Austin saying the car is at his place; and a post by Karen with a photo of a woman and a link to a news article about Jerry Brown's plan to build a new death row.

facebook Home Profile Account ▾

Matt
Edit My Profile

News Feed

Messages 80
Events 3
Friends 4

Let's Play, SF.
Create Group...
See All

Causes
Games
More ▾

You are currently offline.
To chat with your friends,
go online.

News Feed Top News · Most Recent 7

Share: Status Question Photo Link Video

What's on your mind?

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.



57 minutes ago · Like · Comment · Share

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

Write a comment...

Karen
Sometimes I really like this guy.



Brown cancels plans to build new death row
www.sfgate.com

Gov. Jerry Brown announced today that he is dropping plans to build a new \$256 million Death Row at San

Upcoming Events See All

What's the event?

Piara and Dan's Big Dogs... ×
Saturday, May 7 at 8:00pm
RSVP: Yes · No · Maybe

Sunday Streets in the Mis... ×
Sunday, May 8 at 11:00am
RSVP: Yes · No · Maybe

Deals

A Facebook Page

Admin View

The screenshot shows the Facebook Admin View for the 'Aspiration' page. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Profile, and Account. The page header identifies the organization as 'Aspiration', a Non-Profit Organization, with an 'Edit Info' link. A row of five profile pictures is displayed below the header. The main content area is titled 'Wall' and shows a post from May 16 at 3:03pm. The post text reads: 'Just wanted to thank you for all the great tips on writing an operations manual! I found you through Google and your easy to follow tips and ideas were/are truly a breath of fresh air. Thank you!'. Below the post is a comment from 'Aspiration' dated May 16 at 3:28pm, which says: 'Great to hear, [redacted]! Thanks for the kind words!'. A comment input field is visible below the comment. The left sidebar contains navigation options: Wall (with Hidden Posts), Info, Events, Photos, Notes, Edit, About (with Edit), Better Tools for a Better World, 942 people like this, Likes (with See All), and a list of likes including Amy Sample Ward, Electronic Frontier Foundation, and amymade graphic design. The right sidebar features an 'Admins (4)' section, a 'Use Facebook as Aspiration' button, a Notifications bell icon with a count of 5, a 'Promote with an Ad' button, 'View Insights', 'Suggest to Friends', a 'You and Aspiration' section with 4 friends listed, and a 'Quick Tips' section. At the bottom of the right sidebar, there is a 'Sample Ad' section and a 'Chat (Offline)' button.

Facebook News Feed

 News Feed

Top News · Most Recent **7**

▶ 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.



 57 minutes ago · Like · Comment · Share



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

Write a comment...

Facebook Wall

Share:  Status  Question  Photo  Link  Video

 Everyone ▾ 

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

Facebook Properties

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

Facebook for Organizing

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



Aspiration

Hey Nonprofit-ers, anybody know of organizations that have made the switch to electronic medical records or specialize in supporting organizations that are making that transition?

1,655 Impressions · 0.30% Feedback
February 25 at 2:52pm · Unlike · Comment

You like this.



Dan MacNeil Rich Cowen is doing something in that space, but he's a bit hard to reach these days.

February 25 at 4:18pm · Like



Tim Bishop Full Circle Projects in SF specializes in supporting orgs transitioning to EHR. Good peeps. Contact me off Facebook for details.

February 25 at 11:04pm · Like



Shawn Lewis Thanks very much. I'm emailing them now and mentioning your name as well as Aspiration.

February 28 at 9:59am · Like



Aspiration Dan, Tim – Thanks so much for helping Shawn out! Crowdsourcing for the win!

February 28 at 10:23am · Like

Write a comment...

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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ZERO DIVIDE
Infinite Possibilities


ASPIRATION

**BETTER
TOOLS
FOR A
BETTER
WORLD**