

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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Learning Goals

- ▶ Learn Facebook Fundamentals
- ▶ Learn the uses for a profile, page, or group
- ▶ Understand the difference for personal use vs. organizational use
- ▶ Explore using the tools for community building



facebook

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 is a blue navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. On the left is a sidebar with a user profile for Matt, a list of navigation links (News Feed, Messages, Events, Friends, etc.), and a status indicator showing the user is offline. 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 asking 'What's on your mind?'. The feed itself contains several posts: a post from Austin about selling a 2000 Blazer with a photo of the car; a post from Amber asking for help finding a mom in Ann Arbor; a post from Austin saying the car is at his place; and a post from Karen about liking a guy. On the right side, there are sections for 'Upcoming Events' (listing 'Piara and Dan's Big Dogs...' and 'Sunday Streets in the Mis...') and '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 left sidebar contains the page's profile picture (a blue triangle logo with the word 'ASPIRATION'), a 'Wall' tab, and a list of menu items: Info, Events, Photos, Notes, and Edit. Below this is an 'About' section with the text 'Better Tools for a Better World' and a '942 people like this' count. The main content area shows the page name 'Aspiration' with a 'Non-Profit Organization' tag and an 'Edit Info' link. Below this is a row of five profile pictures of administrators. The 'Wall' section shows a post from 'Aspiration' dated May 16 at 3:03pm, which says '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!'. The right sidebar contains an 'Admins (4)' section with a 'See all' link, a 'Use Facebook as Aspiration' button, a 'Notifications 5' dropdown, a 'Promote with an Ad' button, a 'View Insights' button, a 'Suggest to Friends' button, a 'You and Aspiration' section with a '4 friends like this' count and a list of friends, and a 'Quick Tips' section with the text 'Get more people to like your Page with Facebook Ads today!'. At the bottom of the right sidebar is a 'Sample Ad: Aspiration' section with a 'Chat (Offline)' button.

facebook Search Home Profile Account

Aspiration Non-Profit Organization Edit Info

Wall Hidden Posts Info Events Photos Notes Edit

About Edit Better Tools for a Better World

942 people like this

Likes See All

Aspiration Great to hear, [redacted]! Thanks for the kind words!
May 16 at 3:28pm · Like

Write a comment...

Aspiration Your Monday Morning Facebook Annoyance:
Facebook forcing transition to new group format but only if you're worthy:
<http://bit.ly/ljWmAy>

Facebook Groups: Banished to the Archive | Social

Admins (4) [?] See all

Use Facebook as Aspiration

Notifications 5

Promote with an Ad

View Insights

Suggest to Friends

You and Aspiration

4 friends like this.

Beth Kanter, Social Source Commons

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Aspiration

Your ad text here.

Chat (Offline)

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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