



Using Social Media—Facebook

Facebook is a social network started on a college campus in 2004, intended to be a site where students could socialize online. It was marketed to high school students in 2005, and then to all users over 13 in 2006. Facebook, with millions of users of all ages has moved beyond a place to share vacation pictures to become an important platform for issues activists of all persuasions.

- 1. Create an account:** Go to www.facebook.com for the home page. Then go to the sign-up section and enter your name and email address. Set up a password, complete the rest of the boxes, click the sign-up button. Facebook then asks for some personal history for your profile. The more information you add, the better able the site is able to search for possible contacts. Upload a photo from your online pictures or use your computer's webcam to take a picture.
- 2. Find friends, organizations, groups:** Click the "find friends" option on your homepage, enter names of people you know, and invite. Accept invitations from others by clicking on "confirm". Look for groups in whom you have an interest, wish to support, and/or find ways to participate. Use the search box, find the organization, click the "like" button, and the group will appear in your list.
- 3. Read posts, respond, share:** Join the conversation when you log in and check your Home page for messages and posts. Use the Like symbol to respond to incoming posts, the Comment symbol to write your thoughts, and the Share symbol to pass on the post to others. Click on the Comment symbol to read other's posts and respond, as you wish. Posts within closed groups are visible to group members only, but some posts can be shared outside the group.
- 4. Create or accept events, invitations:** Respond to invitations in your news feed under Home in the menu. Check events on the right side of the screen. Open and indicate if you are Interested or Going. Share to increase turnout for events you would like your contacts to support. Create an event from Home on the menu, under Events, +Create Event.
- 5. Review current posts, trends:** For quick updates, log into Facebook, check notifications in the upper right-hand corner of your screen. Check for friend requests and confirm or delete. Check the right side of the screen for trending issues. Go to the Home tab on your menu, check incoming posts, respond as you wish. Create posts on the screen under your name.