

Facebook - Social Network

Facebook is the most popular free social media network that connects people by sharing text status posts, images, videos, and external links. Facebook users can contribute ideas and join conversations with other people who share the same or different interests. Businesses can use Facebook to engage with existing customers, target new customers, and administer customer support. Facebook has been around for 20 years, has over 3 billion users, and \$135 billion revenue with a \$39 billion profit in 2023. Facebook is owned by Meta Platforms which also owns WhatsApp, Instagram, and Messenger. It can be accessed from any personal computer, tablet, and smartphone that can connect to the Internet using a browser or app.

Facebook Terms

- Privacy - Control your privacy either when you create it or by going into Settings and making changes. Public - Anyone on or off Facebook, Friends - Your friends, Friends except... - Don't show to some friends, Only me, Specific friends - Only show to some friends, Custom - Include and exclude friends and lists, and Family - Your custom list.
- Profile - Your name, photo, hometown, workplace, education history, interests, and more can be added. Privacy settings let you control who can see what parts of your profile. You want enough info like name, photo, and schools set to public so people searching for you can find you. Limit other info like address or birthday on who can see it and consider only general info. Demo... Edit Profile
- Newsfeed/Home - The main area where your friends' posts will appear, businesses that you've liked or followed, your posts, and other posts that the algorithm thinks you will like. No end to it, it scrolls forever. To interact with the Newsfeed, you can like and react to posts, share content on their timelines, and communicate with them through text or a video chat. Demo...
- Timeline - Chronological order of your posts you made on your account. Posts you have made to other Friends or Groups are not shown here, but are shown on the Group or Friends Timeline you posted to. You can search by name and view a Timeline for anyone. Demo...
- Algorithm - Facebook determines what content and ads you want to see, interact with, and see next. The algorithm uses dwell time (how long you view a post), engagement, page likes, posts, and more to determine the type of content you might like to see. Over time, the algorithm learns and gets better at determining what content to show you. The goal is to get users to engage with, consume, and share content. The ads are tailored to your interests based on how you interact. This is called behavioral targeting. You can Hide ads or block users you do not want to see in your feed.
- Post/Status update - Things like text, images, videos, links, and location you share on your Timeline, your Newsfeed, and appear on your friends Newsfeeds. You can Post on a friend's Timeline, but you can not control privacy settings for posts on your friends. If you don't want other people to see your post, send your friend a private message instead. Demo...
- Friends - People you've either sent a request to and they've accepted or people who have sent you a request and you've accepted. Facebook's friend system requires both you and the other person to be friends with each other. I recommend you limit yourself to family and close friends, mine is currently 38. Too many friends will mean that you need to scroll past info you do not care about. Add friends by searching for them, using the Find Friends tab, or import a list of contacts from your email, iCloud, or phone. The Algorithm will make suggestions over time. Demo...
- Followers - Facebook automatically follows your friends for you, you can manually unfollow them without unfriending them. This action removes these individuals' posts from your newsfeed. If you do this, you'll need to search your friends individually and search their timelines to catch up on their latest posts. Following or Friending someone gives them access to all your profile and posts.
- Groups - Community of users who interact with each other based on various topics set by the group's admins. Admins have a wide range of permissions they can enable or disable to have the group function in a particular way.
- Pages - Businesses use Facebook Pages to create a presence for a business and interact with users.
- Events - Users and businesses have the option to advertise events. The events can accept RSVPs, create a guest list, and share the date, time, and location of the event.
- Facebook Messenger - A separate application for users to chat, call, or video one-on-one or in a private group setting with other people on Facebook. Mostly used to send private messages between two people. Demo...
- Story - New option for short pieces of text or photos that are only visible for 24 hours then disappear. They do not stay on your Timeline.
- Notifications - Inform you when a friend engages with your posts, photos, videos, or timeline, you'll receive a notification that explains what they engaged with and when. Friend requests will also appear here. To quickly find a post you viewed in the last day or two check your list of notifications. Demo...
- Comment/Reply - Whenever your friends post on Facebook, you can leave a comment. Your friends will be able to see whenever you comment on something, as will the friends of the person who originally shared the post. Demo...

Tips

- The main purpose of Facebook is to help friends and family connect with each other. And the best way to connect with your friends and family is by updating them about your life with posts.
- You can add photos, videos, albums, and live video broadcasts for all your friends to see. Limit what you share with your friends so you do not bore them or have them block you. Facebook should not be your primary way to organize photos or videos due to the lack of features compared with other sites and lower quality. Sites like YouTube for video and Google Photo have many more features.
- Many people use emoji reactions to respond to posts, I am not a fan of emoji. Cave men and early Egyptians used pictures until languages were created that better reflected what you think. Use text if you want clarity.
- Whenever your friends share something, you can choose to Like the post. This is just a simple way of showing your friends that you enjoyed what they shared. To like a post, click the Like button or add an emoticon reaction like a heart or smile. Note that Likes are posted to your friends' News Feeds. This can be mildly embarrassing or revealing, depending on your interests.
- To customize your news feed, go into Settings\Feed. From there, you can prioritize whose posts you'll see first, unfollow people and groups to hide their posts, reconnect with people and groups you unfollowed, discover public pages that match your interests, and hide apps from your news feed. Demo...
- Tag people in a post by typing their name or enter @ then type name. This will cause the person to be Notified and the post to appear in their Newsfeed.
- You can share a link to an article on the Web by typing or pasting the link into the post. Facebook will show a preview of the site.
- If a friend, group, or business posts too much or just is not interesting any more you have options. Click the three dots in the top right corner of the post in your newsfeed. The most common nuclear option is to Unfriend or Unfollow. Other options include Snooze, Unfollow, Report, and Block.
- If you see ads for things you are not interested in, you can Hide future ads about these products. It will not stop ads from showing, just not for the items you hide. Example: I hide Viagra ads.
- Save a post to make it easier to find in the future in your Saved list. You can also create folders for your Saved items to organize them.
- Resharing - Click Share at the bottom of a post to share it with your friends who may not be friends of the original poster. You can share to other Groups or Friends also. When you reshare it has the default privacy of the friend you share it with.
- You can follow and get updates from your favorite brands, celebrities, sports teams, and publications. The best way to do this is by searching for them on Facebook and liking or following them. The algorithm also makes suggestions.
- In Groups you have the label "Top Contributor" assigned to people who post and get lots of views.
- Very few people on Facebook get paid for what they post. You need 10,000+ followers or use other ways to make money.
- Some of my interests I follow: Marketplace (local), Buy Nothing (local), Highland Garagefest, Carondelet, Canby, MN History, IT Humor and Memes, Abandoned: Minnesota, Dull Mens Club, Highland Neighborhood Group - St Paul, etc.
- You can share your location on posts, but for security reasons I do not recommend sharing location when you are on vacation.
- Your Facebook picture size is likely the most-viewed image and should be 180x180 pixels with an aspect ratio of 1:1. If your height is below 180 pixels, the image will appear less clear. Cover Photo Size: 820x312 (Desktop) / 640x360 (Mobile).
- All social networks have issues with user privacy, fake news, conspiracy theories, copyright infringement, hate speech, and psychological effects such as addiction and low self-esteem. Think first and be responsible for what you post on any social network.
- You can Report a post to a Group you belong to for the Admin of the Group to check out. You may also choose to block posts from this person in the future if you never want to see their posts.



Additional Links and Information

Carondelet Tech Help Resources: <https://carondeletvillage.org/tech-help-resources/>
Questions or comments can be sent to: TCKreuzer@gmail.com