

## Create a New Facebook Account

1. To sign up for a new Facebook account, go to <http://www.facebook.com>
2. In the area marked "Sign Up," enter all of the information in the boxes as labeled. It works best if you go by the name you use commonly, not your full name (if there's a difference). This makes it easier for people to recognize you online. Also, don't worry about people seeing your personal information. Later we'll discuss privacy options which allow you to block other users from seeing your age, email address, etc. When you've supplied all of the information, click "Sign Up."
3. Next, you need to perform a "security check." This is just a tool that Facebook employs to make sure that hackers, spammers and the like don't write programs to set up large numbers of fake Facebook accounts. All you have to do is type the skewed words that appear to the right into the box labeled "Text in the box." If you're not confident that you're reading them correctly, click "Try different words" and it will get you a new set of words to type in. When you're done, click "Sign Up."
4. Next, Facebook will send you an email, which will confirm the creation of your new account. You'll need to log into your email to complete the process. You should receive an email entitled "Facebook Registration Confirmation." Within the email, there will be a link that takes you back to Facebook to finish your registration. This may seem like a convoluted step, but Facebook does this to verify that the email address you provided is valid.
5. Now that you're back at the Facebook website, you'll go through a few steps to finish setting up your account. Step one asks you if you'd like to find people you know on Facebook by scanning your email address book. You can do this if you like, but it's not necessary. Click "Skip this step" in the lower right hand corner if you want to move on. You'll always be able to find people once your account is set up.
6. Step two asks you if you would like to add education and/or employment information to your profile. Once again, this is optional. It all depends on whether you want people to be able to find you based on this information or not.
7. Step three asks you what town you live in. Once you've entered this, it will suggest a network for you to join. Facebook networks are just groups of people lumped together geographically. Later, when we show you how to search for people, you can limit your searches to people within your network. This is optional, but I suggest you take advantage of this feature.
8. At this point, you're done setting up the basic elements of your profile. If you choose, you can flesh it out more by clicking on "Profile" on the Facebook banner, choosing the "Info" tab and clicking "Edit Information." For example, you can put in your religion. This will make it easier for other UUs to find you online. Make sure to click "Save Changes" when you're done editing your profile.

# Facebook Vocabulary (Facebook-isms)

**Applications** – No, these aren't dull forms to fill out. When you add these fun interactive details/objects to your profile, you communicate your style, personality, and interests to friends in your network.

**Discussion Board** – This is an area where a Page's fans can engage in topic-based dialogue. Usually the topics are questions posed by the Page admin to spark conversation and interaction.

**Flair** – One of many applications that you can add to your profile to "say" a little about yourself. Flair shows up on your profile as a corkboard, and pieces of flair are buttons you select and add to the board.

**Friend** – A friend is a person you agree to have on your friends list. You can see your friends' full profiles, share photos with your friends, and more. You must accept a friend request (or have your friend request accepted) in order to become friends on Facebook.

**Inbox** – Much like your email inbox, this is where you can send and receive messages that require a little more privacy than you'd get from a wall post. Inbox messages can only be seen by the sender and the recipient.

**Network** – A network is a way to discover more about the people around you. Users can join one or multiple networks, each based around a workplace, region, high school or college.

**News Feed** – Think of it as a tickertape of your activities on Facebook. When your friends visit your profile, they will be able to see what you've been up to, or what's coming up in your life. Your News Feed won't display personal information about you, or information about what profiles, photos, or notes you view. In fact, you can control what your News Feed displays by changing your privacy settings.

**Pages** – Created by companies, organizations, musicians, politicians, etc. Facebook members can become fans of a Page to communicate support for the group, company, etc, and to interact with other members who share their sentiments.

**Poke** – Let your friends know you're thinking about them, without saying a word. When you send a poke, the recipient gets a message telling them that they've been poked. It might sound simple, but it's also a lot of fun!

**Post** – To "post" something is usually used as another way to upload things. In the case of posting pictures and videos it means uploading.

**Posted Items** – On the bottom left-hand of your page you can post links to websites, videos, etc.

**Profile** – Your personal space on Facebook. This is where your friends can contact you, leave messages, view and interact with your applications.

**Profile Picture** – The picture everyone can see when they search for you. It is the big picture on your page.

**Status** – How are you feeling? What are you doing? Let your friends in on your activities and whereabouts by updating your profile status.

**Tag** – Whenever you or a friend posts a photo to Facebook, you have the option of "tagging" – identifying – the people you know in the photo, be it yourself, or someone in your immediate group of Facebook friends.

**Wall** – Your wall may be one of the first features of your Facebook profile that you interact with. This is where your friends can leave you messages (your other friends can read these messages too). To send or receive a more private message, use your Inbox.

# Facebook Navigation

When you look into your Facebook account you arrive at your Home page. At the top of your Home page, there is a links toolbar that includes navigation links:

**Profile** – View and edit your profile picture and information. View your wall, profile badge, status, and more.

**Friends** – Lists all the friends you have added and their profile pictures, if they uploaded one, and their current status.

**Inbox** – Your email box. It is where you can read your messages and compose messages to others.

**Settings** – It is where you go to edit your Account, Privacy, and Application settings.

**Logout** – You can choose to logout from your Facebook account.

On your Home page:

**Status Box** – Under the top toolbar you will see a Status Box that reads “What’s on your mind?” This is where you can keep your network informed of what you are currently doing, or planning to do. Maybe even what you are thinking. Use your imagination and make it fun!

**News Feed** – This is where you read whatever your friends have typed. You may also see what others have commented to them.

At the bottom of your page, there are additional navigation links. They are:

**Applications** – You can reorder the navigation links (the applications below)

**Photos** – View your photos and albums or photos and albums from your friends.

**Video** – View your videos and videos by and of your friends.

**Groups** – Create or view your groups and search for new groups to join.

**Events** – Create and view your events, as well as your friends’ events.

**Notes** – Create and view notes by your friends.

**Links** – Create and view links by your friends.

These navigation links follow your navigation throughout Facebook.

## **Change Your Privacy Settings**

To access the privacy settings for your account, hover the mouse pointer over “Settings” on the Facebook banner, then click “Privacy Settings.”

Here you will find a number of ways to limit who can see your profile, how people can find you, what people can post on your wall, and what applications you can run.

### **Profile Privacy Settings**

Here you’ll find ways to limit access to information about you. You can change the settings for each of the items listed by clicking the drop-down box to the right and choosing the desired setting. For example, if I click on the box to the right of “Profile,” I can change it to “Only Friends” or “Friends of Friends.” The settings range from “Everyone” at the loosest to “Only Friends” at the strictest.

The most important part of this section is the “Wall Posts” item. You don’t want people posting inappropriate things on your wall... especially if you work with children or youth. It’s a good idea to set this to “Only Friends.” This keeps random people from posting to your wall. Fortunately, this does not preclude people outside of your friend list from contacting you. They can always send you a friend request or a message... neither of which show up on your wall.

### **Search Privacy Settings**

The search privacy settings limit who can search for you. The “Search Visibility” item is the heart of this. If you want to limit random people from finding you, you may want to set this to “Friends of Friends.” The other item of note is the Public Search Listing setting. If this box is selected, people without Facebook accounts can find you by going to the main Facebook website.

### **News Feed and Wall Privacy Settings**

When you post something on a friend’s wall—whether it be a comment, photo or anything else—it will automatically show up in the news feed of mutual friends. You can choose to turn this feature off using this panel. Likewise, certain things show up automatically on your own wall—friends that you add, discussion board posts, changes to your profile are all posted automatically by default. You can turn this feature off here as well.

### **Application Privacy**

The applications available on Facebook can view information from your profile. If you’re worried about applications using your data maliciously, you can opt to hide your information from them. Generally, Facebook applications are benign, and I would not recommend putting any data on Facebook that you don’t want to share with the world. However, this option is there for you if deem it necessary. There is a detailed overview available when you first enter this panel that can inform you more thoroughly.

## Applications

When you use Facebook, you'll see the term 'Application' thrown around a lot. What exactly does application mean? In the realm of Facebook, an application can be many things... an event, a photo, a group you belong to... they're all considered applications. If you want to get technical, the application is really the software running behind the scenes that allows you to interact with these items, but you don't need to know that in order to use them.

If you look in the upper right hand corner of your home page, you'll see the 'requests' section. This shows a summary of requests that other people have asked of you. If you click "show all," it will take you to the requests screen, where you can see these requests in more detail. At the top, you'll find friend requests... people who want to be friends with you. If you scroll down to the bottom though, you'll find requests for different applications that people have sent you.

For example, I have a "birthday" request, a "chalice" request and a "super duckies" request in my request queue. Each of these has a brief description of what the application does. A birthday request means that the sender wants to put your birthday on their Facebook calendar. A chalice request is a type of *gift* request. This means that the sender has sent you a little chalice icon, which you can collect in your chalice application. There are bunches of these chalice icons that you can collect and send to other people. There are also game applications that people can play together online and things like Online Bookshelf, where you can tell people what you're reading, and what books you own. There are too many applications to even mention.

So, what do you do with these requests? You can *accept* them, in which case the application will be added to your profile. You can *ignore* them, and that particular request will go away. Or you can *block* them. I'm sure the "super duckies" request that's in my queue is also one of the aforementioned gift applications, but truthfully I didn't bother looking at it. I knew from the title that I didn't want any super duckies. My life is fine without super duckies. If you don't care about the application in the request, you can just click "block application," and you won't have to deal with it any longer. Never again will you see super duckies in your request queue. Thank you Facebook for saving me from the plague that is super duckies.

One last thing... when you accept an application, you give it access to your profile information. Most applications go straight for your friend list and automatically send them invitations to use it. They spread somewhat virally. I tell you this because you shouldn't feel bad for blocking an application that a friend sends you. Most of the time, they don't even know that they've sent it to you. I realize that I may have given applications a bit of a bad name with the whole super duckies thing. They can be quite annoying unless you learn to manage them. However, there are some applications out there that are useful. You can always try them out, and delete them if you don't like them (Just go to Settings/Applications and click the X next to that particular application to delete it.)

## Creating A Group

One of the best ways to network on Facebook is by joining a group. There are millions of groups on Facebook ranging in various topics. These topics allow you to find people with similar interests, values and lifestyles. There are groups supporting sports teams, social justice issues, and hundreds of others issues.

To create a group for your congregation or youth group in your church. Go to the top right corner of your Facebook page, where there is a search box. In the search box, type groups and click the keyword groups when it drops down. When the new page opens there is a link at the top right that says "Create a New Group," click that link. The next page is devoted to the main information of your group. There are required fields such as Group Name, Description, and Group Type. When choosing the Group Name you want to make it easy and distinct so that congregants can easily find the Group. For example, the Young Adult Steer Committee Group is quick and easy to remember: YASC. The description is also important because it briefly describes the purpose of the group (i.e. spreading information about upcoming meetings and events at the church). There are also optional fields such as email and mailing address, and the networks that are available to join the group. It is very important to have contact information available so that group members can contact the church if they have any questions. The Group Network should remain global so that no one can be turned away because their network is not aligned with the groups. Lastly, there is a field to enter Recent News, which can be added to at any time to keep group members up to date on current events. Once all the group information is in place, click Create Group and you will move to the next page.

The next page allows you to customize your group's page. You can upload a group photo that will be the image people see when they search for the group. You can also enable the options to show Related Groups and Related Events, which give users the ability to find other groups and events that are of interest to them. I strongly recommend enabling the Discussion Board and Wall, which allows users to easily communicate and discuss issues important to the Group. Another option is allowing people in your group to upload photos to the page that could be from church activities, for example. You can also enable Videos and Links. All of the uploading options can be limited to the Group's administrators, which I will explain more about later. The last is the Group's accessibility to users. I recommend setting the group as Open, which allows anyone to join or invite people to join the group. This way, users do not have to ask permission to join. When done choosing these options, click Save and move on to the next page.

The next screen allows you to search through your friends to add those affiliated to the group you are creating. Once you are done choosing your friends that belong in the group you can either add a personal message to them or just click Send Invitations. After this, you have a few more options. When people join the group you can make them officers and administrators that gives them the ability to edit the group info and message all members.

If you look at the right side of the group page you can do many things. You can message all members, invite more people to join, and you can also create an Event, which we will explain more about soon.

# Procedure to Create an Event on Facebook.

- 1 Log in to the Facebook home page with the email address and password that you registered with.
- 2 Select "My Events" from the applications menu (Events had the calendar symbol showing "31"). You will be taken to a page with all the events you are currently planning to attend or could attend.
- 3 Hit the "Create Event" button.
- 4 Fill in all the details about your event, including the time and place. You can always edit these later, but try to get as much detail in as you can initially.
- 5 Upload a photo that represents the event. Use the browse feature to find a photo on your hard drive to upload.
- 6 Choose the level of access to your event. If the event is open, anyone can see the details and add him or herself to the guest list. If the event is closed, only the time and description is shown to uninvited guests. Facebook users can request to be added to the guest list for complete event info. A secret event will not appear in search results and will only be viewable by those people you invite.
- 7 Click "Create Event" to complete your event details.
- 8 Invite guests. Select your friends on Facebook and other users to attend your event. You can even send emails to people not on Facebook. After you invite people, you are done creating your event.
- 9 The final event screen will show the details about the event, people who have accepted, declined, or said maybe to your event, a picture wall, places for videos and links, and a message wall for you and anyone else to write on about the event. Once people accept the invite, you can designate them to be administrators so that only you and they can invite people, if you decide that's better than everyone inviting anyone.

Unitarian Universalism group, 7,619 members.

Unitarian Universalist Association, 7,077 fans

Sample group:

### **Second Unitarian Church of Chicago Young Adult Ministry - 42 members**

This page works well because it is primarily just a portal to their yahoo groups page. No discussion is allowed, though interested parties are invited to join the moderated discussion board. Also creates a repository for information about events. In two months, publicized five events, both social and philanthropic. On event pages people posted pictures, made comments and RSVP'd.

First Unitarian Church, Cleveland, 94 members.

This is a closed group, which means admission is regulated by an administrator. But, upcoming events are still shown in the sidebar, allowing guests to see what they could participate in with this group.

Unity Church - Minneapolis/St. Paul, 148 members.

This is an open group that features a discussion board and a wall for members to communicate on, as well as a section for links to be discussed. Use seems slow, but steady. Mostly promotion for church activities.

Quincy, Illinois Unitarian Church - 28 members.

This is also an open group, but it is more conversation based. People upload pictures of church events, post links for discussion and ask for advice and/or help from their fellow congregants.

Each of these groups functions differently, as each is meeting a different need in its community.