Facebook
Connecting People Around the World

Concordia Theological Seminary
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What is Facebook?

Facebook is a social networking website. Since September 2006, anyone over the age of 13 with a valid e-mail address (and not residing in one of the countries where it is banned) can become a Facebook user. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college. (Wikipedia)

Why is it important for ministry?

Facebook is a resource that can be used for communicating with people in a broad range of situations including high school and college students, professors, employers, parents, and church workers. It has the ability to share media, thoughts and opinions, common interests, event details, and includes an instant messaging feature.

Because of the wide use of Facebook and its abilities to communicate information, it is a very useful tool for ministry. Church workers can use it for announcing and coordinating events, sharing photos & videos, and reconnecting with members who have moved cross-country or across the world.
How Does Facebook Work?

BASIC CONCEPTS

**Personal Account**

**Personal Settings**
You can change your personal settings, these can be reached from the Account drop-down menu at the top of any Facebook page.

**Privacy Settings**
You can adjust your profile privacy settings from the Profile Information section of the Privacy Settings page, which can be reached from the Account drop-down menu at the top of any Facebook page.

**Business Account (Facebook page)**
Business accounts are designed for individuals who only want to use the site to administer Pages and their ad campaigns. For this reason, business accounts do not have the same functionality as personal accounts. Business accounts have limited access to information on the site. An individual with a business account can view all the Pages and Social Ads that they have created, however they will not be able to view the profiles of users on the site or other content on the site that does not live on the Pages they administer. In addition, business accounts cannot be found in search and cannot send or receive friend requests. (Facebook)

**Friends**
Just use Facebook Search to find the person you know and then click on the "Add as Friend" button to the right of their search listing. A friend request will be sent to that person. Once they confirm that they actually are friends with you, they will show up on your Friends List.
Please note that privacy settings may limit your ability to see the "Add as Friend" link for some users.

**Personal Profiles**

**Status Updates**

The Publisher (the box that says "What's on your mind?") lets you share content on Facebook. It is located at the top of both your home page and on your profile. Both locations offer the same functionalities. Typing in the Publisher text box and clicking "Share" updates your status.

**News Feed**

The News Feed shows what your friends have been doing. This includes status updates, posted photos and videos, events, etc.

**Wall**

The Wall is the center of your profile for adding new things, like photos, videos, notes and other application content. The Publisher at the top of your Wall allows you to update your status and share content through many different kinds of Wall posts.

You can also add content to your friends’ Walls by using the Publisher box that appears at the top of their profiles.

**Networks**

You can add a new network by going to the Networks tab of your Account Settings page and following the steps provided. Please note that you will have to validate your affiliation with college and/or work networks via an authenticated email address. Facebook allows you to be a member of up to five different networks. For example, transfers and grad students can be part of networks at two different schools; recent college grads can be affiliated with their school and their place of work.

Note that joining a new network will by default make your profile visible to other members of that network. If you would like to restrict your profile privacy, you can do this on your Privacy Settings page. Joining a new network will not change previous settings for content you’ve added like photos, videos, etc.
Groups

You can create a group by going to the Groups application and clicking "Create a Group" in the upper right corner of the page. On the following page, you will be able to add descriptive information about your group. All groups require a group name, description and group type. Click "Create Group" when you are finished.

After you have added this information, you will then be able to control settings related to your group’s privacy and add a group picture. You can change these settings at any time by clicking "Edit Group" on the group’s main page.

Messages

You can send private message to people on Facebook

Personal

You can send a message to another user on Facebook by following these steps.

• Initiate a message in any of the following ways: • While viewing someone's profile, click the "Send a Message" link under their profile picture.

• Type someone's name into search and click the "Send a Message" link that appears on the right side of any search result.

• Click on "Messages" in the left column of your home page, and select the "New Message" button. Enter the name of a friend, friend list, or an email address you would like to message.

• Type a subject and a message.

• Click "Send." The person or people you send the message to will be notified the next time they log in.

From Group

If you have administration privileges in a group you can send a message to all of the members of a Facebook group by following these steps.

• Go to the groups home page.

• Click on "message all members" below the group picture.

• Type a subject and a message.
• Click "Send." The group members will be notified the next time they log in.

**Events**

You can create an event by going to the Events page and then clicking "Create an Event" in the upper right corner of the page. From here, you can customize the event, edit its privacy settings and invite guests. Please note that you must include an event name, host, type, time and location. You can also create an event from the Publisher on your Home page or profile.

**Photos**

To create an album and upload photos, take the following steps:

• Go to your profile.
• Click the Photos tab.
• Click the "Create a Photo Album" button.
• Follow the on-screen directions. If you have not yet done so, you may be prompted to first install the Facebook Plug In, which allows easy uploading of your photos. Please click "Install" and "Allow" to any prompts that appear while the application is uploading. If you are having any trouble installing or using the photo upload application, try the simple version located at the bottom of the "Add More Photos" tab.

For photos to appear under the "View Photos of" profile link, you will need to be tagged in the photos. To tag yourself in a photo that you have uploaded, just go to the photo and click the "Tag This Photo" link beneath it, then select "me."

**Videos**

To upload a video to Facebook, please follow the steps below:

• Go to your profile.
• Select the Wall tab.
• Click "Video" inside the Publisher box.
• Select which type of video you want to make.
• Follow the on screen directions for your particular upload type.
• When you’re done, click "Post" to generate a story about your video and store the video permanently in My Videos.

**Sharing**

The Publisher lets you share content on Facebook. It is located at the top of both your home page and on your profile. Both locations offer the same functionality.

Typing in the Publisher text box and clicking "Share" updates your status. Clicking inside the text box displays additional types of content that you can share:

• Link (add a web address to external content)
• Photos (upload a photo, create an album, or take a webcam photo)
• Video (upload a video or record a webcam video)
• Note (add from Facebook’s Notes application)
• Import (add external blogs or RSS feeds)
• Gifts (add from Facebook’s Gift Shop)

Once you have added content, you will still need to click "Share" in order to publish a story. To exit the submenu for a specific type of content, simply click the "X" in the upper-right corner of the Publisher box.

The Publisher also allows you to select a privacy setting for every post you make. After clicking inside the text box, or attaching your content, look for the lock icon next to the "Share" button. Clicking on it will bring up a menu that lets you choose who will be able to see your post, from Everyone, to Friends, to Friends of Friends.

If you type in the Publisher box and then add content (e.g., a link or a video), the text will appear as a comment above the content you have shared. It will not appear as a new status update or replace your current status.

Additionally, you can:

• Go to the Links page, enter a URL from an external site into the box in the right sidebar, and click "Post." Make changes if necessary, and select "Post."
• Find "Share on Facebook" links on partner websites. Clicking on those links will generate a Share Box in a pop up window, where you can select "Post to Profile" and click "Post."
• Go to the Links page and drag the "Share on Facebook" bookmarklet to your browser’s bookmarks bar. Whenever you are on a site and find something you'd like to share, click on the bookmarklet, select "Post to Profile, and click "Post."