

Facebook



**WHY WOULD I WANT TO USE SOCIAL
MEDIA?**

Questions



- Who has a Facebook profile? Twitter? Others?
- What questions do you have about Facebook or social media in general?
- What concerns do you have about Facebook or using other social media?

A general look at Social Media



The Social Profit Landscape

Entertainment

Conversation

Relationship Building

Participation

Sharing

Rating/
Tagging

Content
Dissemination/
Distribution

Social Profit
FORMULA
www.socialprofitformula.com

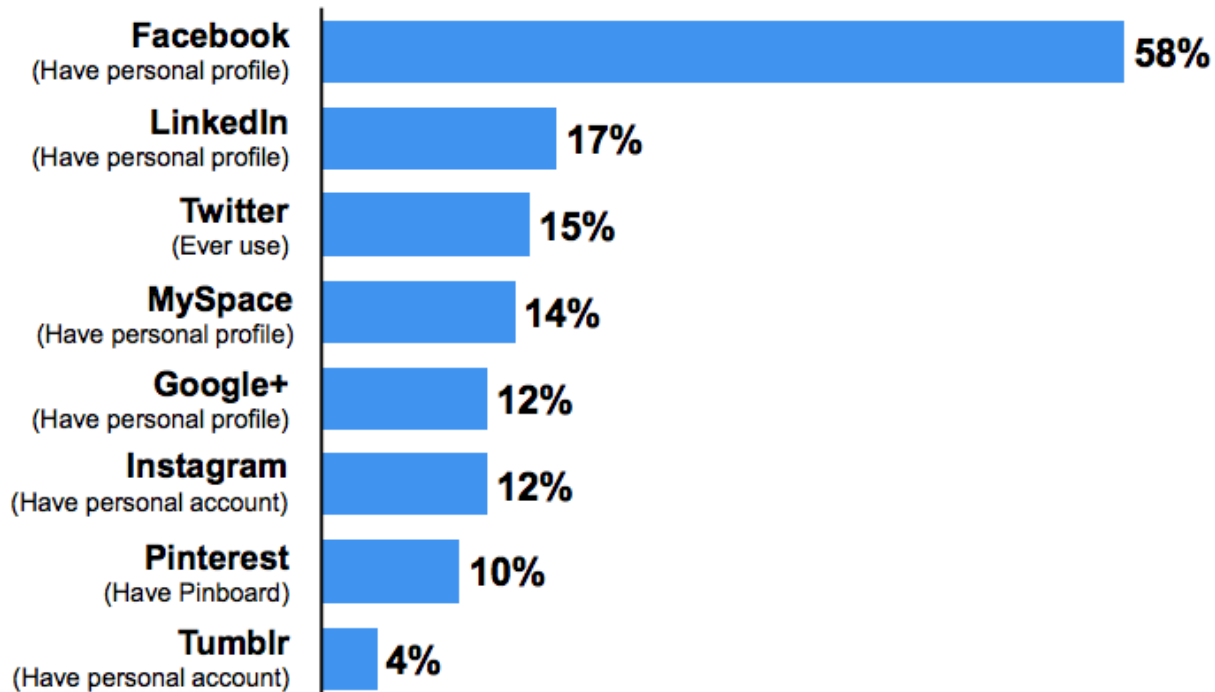
Amplifiers: Aggregation/Recombination, Tracking, Apps/Tools, Mobile

Note: Each of these social media services has multiple functionality - the primary service for each was used for placement.
© 2010 Don Crowther



Facebook Is the Dominant Player in Social Networking

% Using Each Social Networking Site/Service



Base: Total Population 12+



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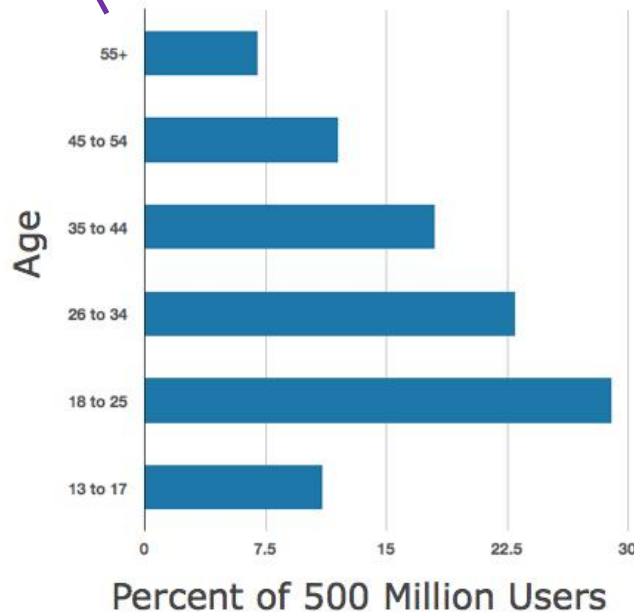
Approx.
35 million
users

facebook

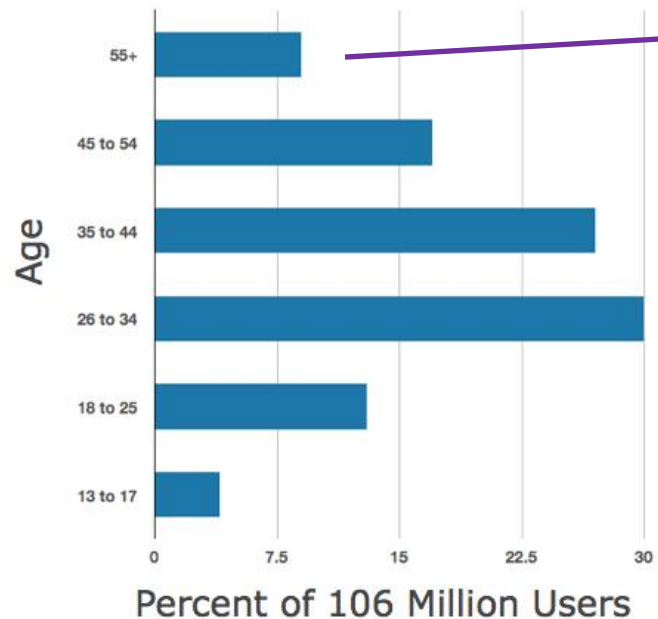


twitter

Who's On by Age?



Source: Jackson, 2011, Barracuda Networks, Razorfish



Approx.
8.5
million
users

© Coughlin 2011
www.disruptivedemographics.com

So, what does Facebook look like?



Home Page

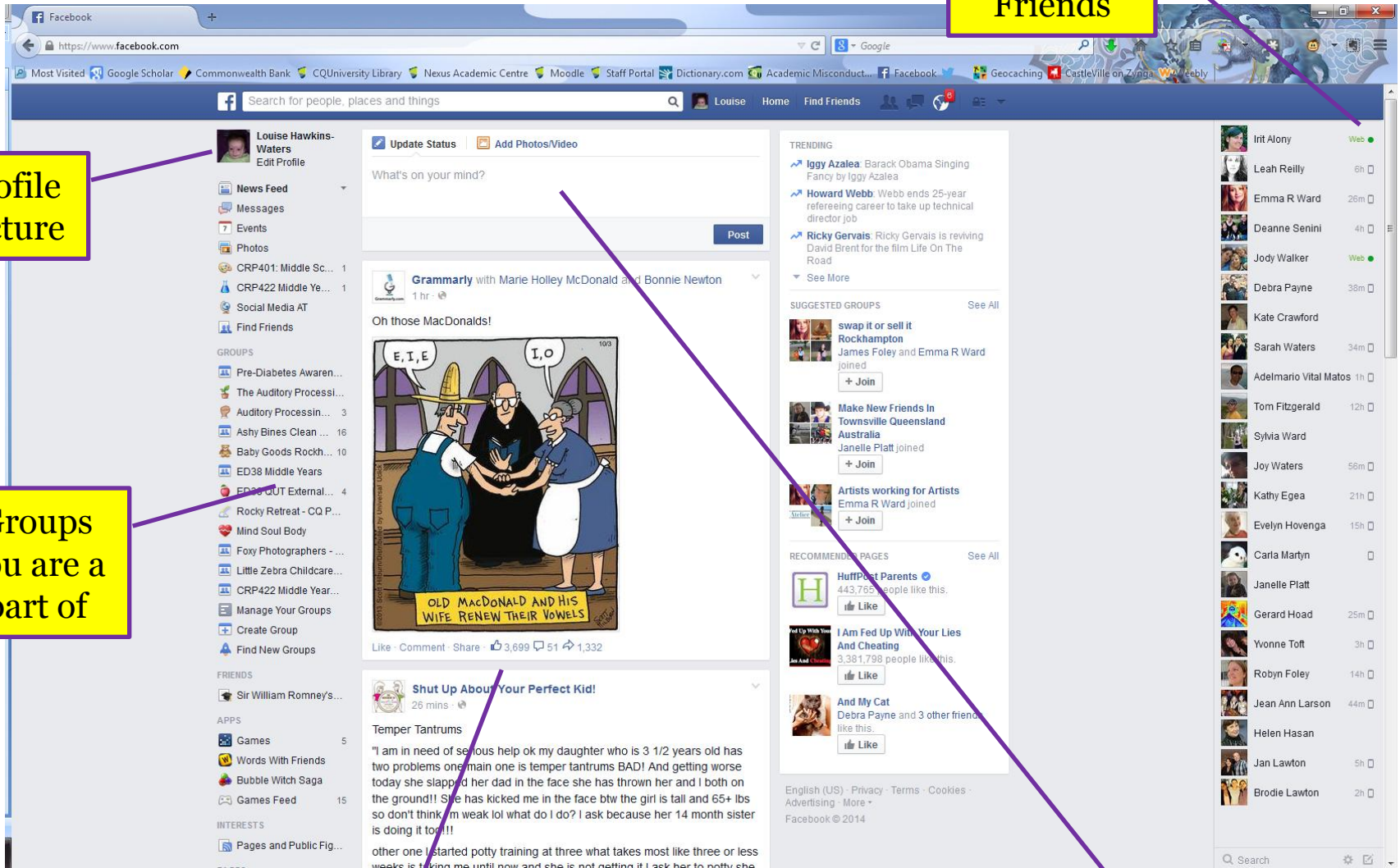
Facebook
Friends

Profile
Picture

Groups
you are a
part of

The Wall – a digital bulletin
board

Status update: text,
pictures, videos



Timeline

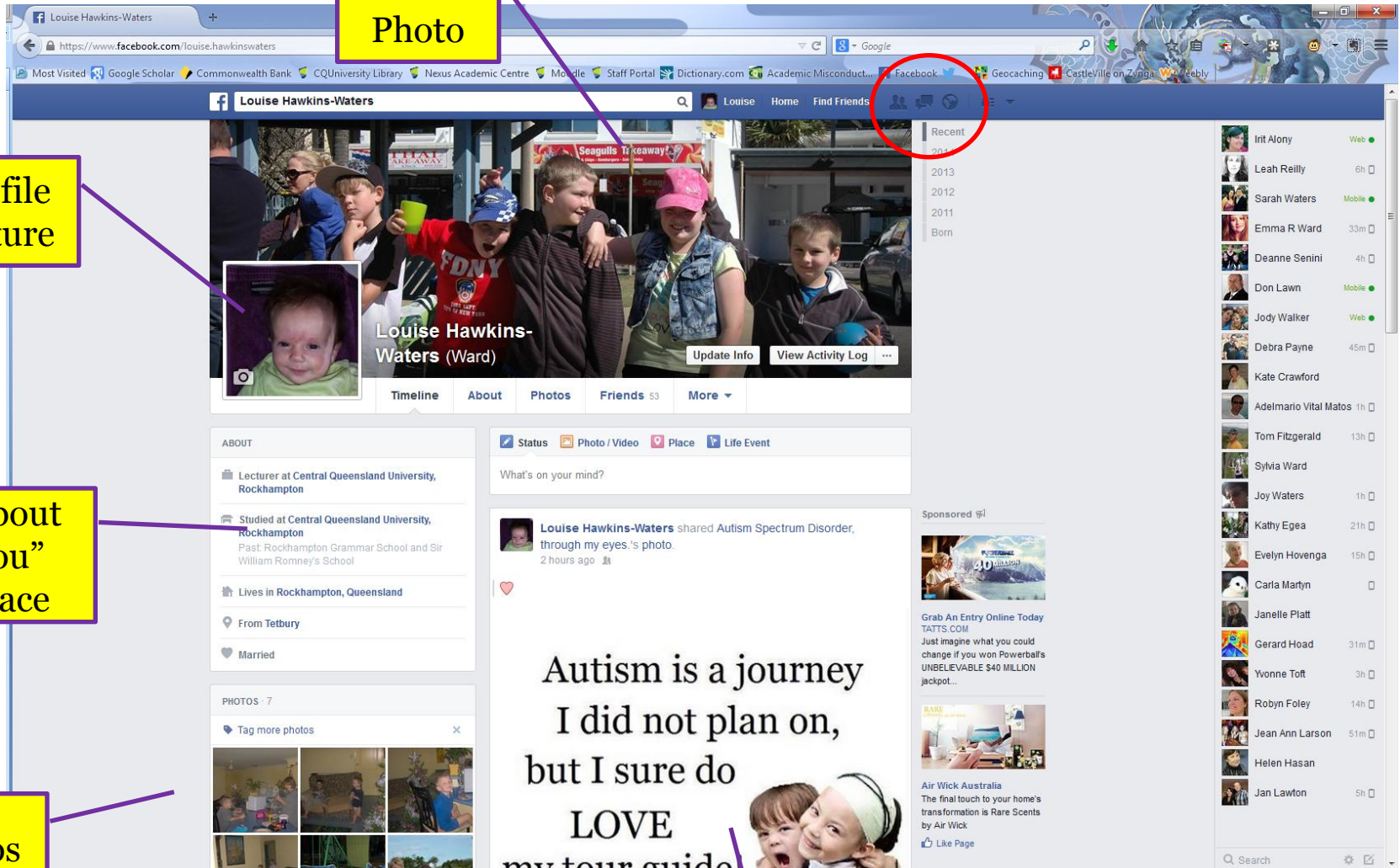
Cover Photo

Profile Picture

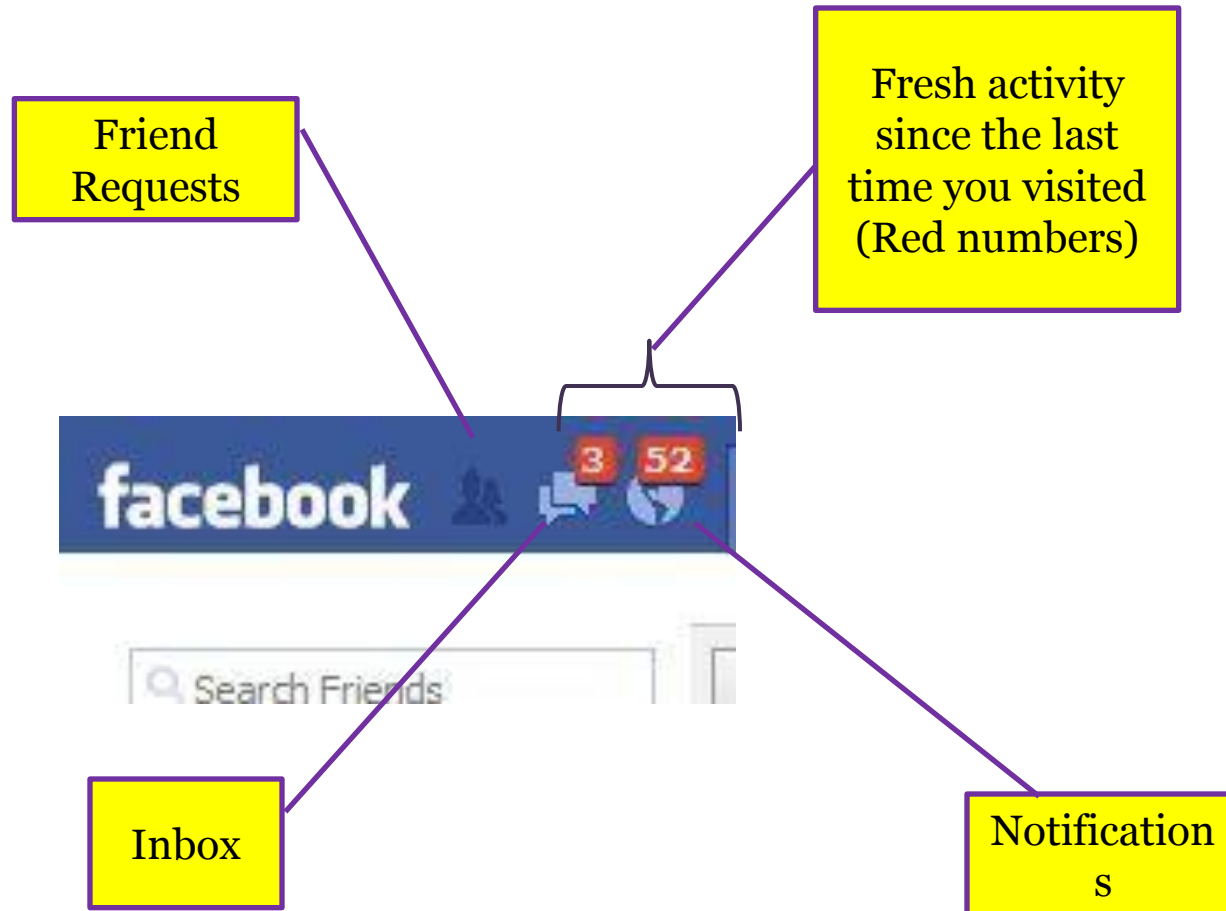
“About You” space

Photos

My activity: posts, comments, likes



Three Useful Icons

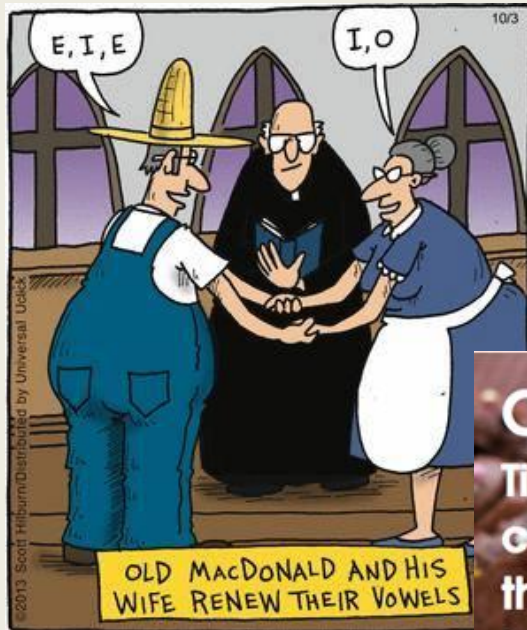


Why I use Facebook?



- Find out what people have been up to
- Keep in contact with family and friends
- Find friends I have lost contact with
- Discussion area for groups, eg.
 - Baby Goods Rockhampton (public, selling second-hand items)
 - Study groups (closed group, separate group for each subject I am studying)
 - Day care (newsletter and other info)
 - And...

Funnies and Positive Messages



Calories (noun)

Tiny creatures that live in your wardrobe and sew your clothes a little tighter every night

Autism is a journey
I did not plan on,
but I sure do
LOVE
my tour guide!



Autism Spectrum Disorder, through my eyes

#ThisIsHeart

Safety and Privacy on Facebook



Guidelines



- Set the Privacy settings on your profile to “Friends”
- Be careful what you say
- Monitor pictures that other people put of you and tag you on
- Avoid putting your phone number, mailing address or your home address in your profile
- Never post information regarding an upcoming vacation or trip
- Change your password every so often – do not use something obvious
- If you don’t like a post someone else has put on Facebook hide it or report it – don’t respond.

Guidelines(2)



- Making your profile public means everyone can see it.
- Be careful who you “friend”
 - ✦ Best to friend only people you know
 - ✦ Make sure they are the correct person by looking at their pictures
 - ✦ Block anyone that seems to threaten or harass you
- Before clicking on a link from Facebook, check that the address is www.facebook.com/ and not www.facebook33.tk or www.facebook1.php
- Check your privacy settings regularly as changes to Facebook policy may change these settings
- Monitor suspicious activity

Additional Rules I Personally Follow



- Before I post a message does it meet the following criteria:
 - ✦ Will this get me in trouble at work?
 - ✦ Would I be comfortable if my mother saw this?
 - ✦ Assume that all posts are public (regardless of your settings)

As with any online activity be smart, be aware, be careful, and you can stay as safe on Facebook as anywhere else

Discussion Questions



- What are the advantages and disadvantages of social networking?
- What kind of information are you comfortable releasing to the public?
- Are social networking sites for people who aren't good at meeting people face to face?