Introduction to

Facebook & Twitter

Wednesday, May 19, 2010
2:00 p.m.

Whitridge Room

New York Society Library

Instructor: Matthew Haugen

What is Twitter?

Twitter.com was created in 2006 as a web service based upon the sharing of short messages, called **tweets**, with other users on the Internet and mobile phones.

Twitter asks the question **"What's happening?"** Because users can easily tweet anytime and anywhere, tweets are often emphemeral in quality and subject matter, such as current activity, breaking news, or other trendy topics.

Twitter was designed to be compatible with text messaging on mobile phones. Therefore, "tweets" are limited to **140 characters**, and are often highly **abbreviated**-- almost telegraphic-- and rely on certain symbols (primarily **@** and **#**) to activate special features.

Each tweet is then included in a constant stream of tweets from millions of tweeters around the world, but users can choose to **follow**, or subscribe to, the tweets of particular users of interest, and perhaps be **followed** by them. Think of "following" like having a conversation with a small group people while at a crowded party.

By doing so, users can share their current thoughts and activities, and keep updated with those of friends, family, colleagues, celebrities, and businesses, to keep up with news and trends, or to promote their own business or creative enterprise.

You can view anyone's public tweets without signing in to an account, but to write your own tweets and use other features, you'll first need to set up an account in a few easy steps:

Set up an Account:

1. In your **Internet browser**, go to **http://twitter.com/** and click "**Join Today."**
2. Enter your full name (as you wish to be identified publicly)
3. **Choose a username** or "handle" as your public identifier (you can change this later)
4. Enter your email address and choose whether users can search for you by your email address.
5. Read and indicate whether you agree to the **terms of service**, select whether you want to receive Twitter email newsletters, and click **"Create my account"**
6. You will have to perform a **text recognition test** for security.
6. You will receive a **confirmation email** at the address you entered in step 4, and will have to click the link in that email to **confirm** the creation of your account.

Note: Users can search for you by the username, full name, and email address you specify when creating your account, so decide how identifiable you want to be (you can always change these settings later).

Your new profile will now be located on the web at http://twitter.com/yourusername and users will refer to you in their tweets as **@yourusername**

Sign In and Sign Out:

Once you've created an account, each time you visit twitter.com you only need to click "**Sign in**" at the upper right corner of the page, and enter the username and password you just selected to log in to Twitter and post updates. Click **"Sign Out"** when you're done to log out of your account.

Note: If you choose **"remember me"** when signing in, your browser will automatically keep you signed in each time you visit (this option is more convenient but less secure). You can always click **"Sign Out"** at the top when you're done if you want the computer to stop remembering you. (If it still remembers you, try deleting cookies under "Internet options" in your browser.)

You may also wish to add **http://twitter.com** to your Internet bookmarks/favorites at this point to make it easier to return.
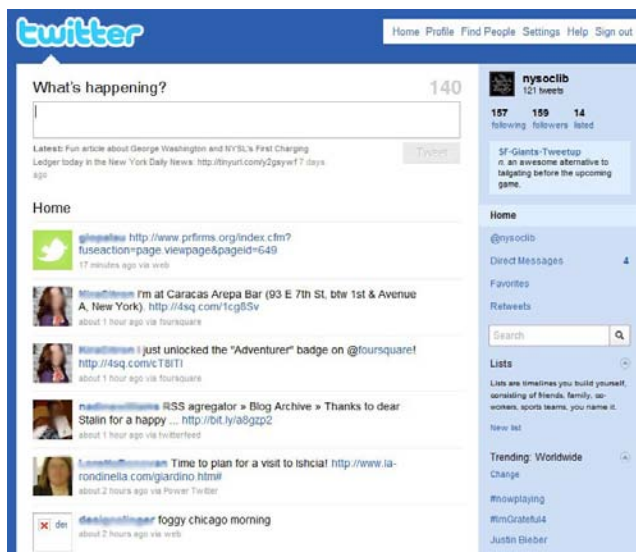
Twitter Home Page and Profiles:

Your Home page is a personalized summary of Twitter activity and tools. When you are on any other page, click either the "Home" tab in this menu or the "Twitter" logo on the top of the screen to return. The home page includes a text window which asks "What's Happening?" in which you enter your tweets. Below it a summary of the most recent tweets from you and the people you follow.

On the right panel, you will see a summary of your user profile, including how many tweets you've completed, the number of people you follow and who follow you, short updates on new features and trends on Twitter, and links to view replies, retweets, direct messages, and favorites (see p. 5). A search box, your saved searches and lists, and a menu of trending topics at the lower right will help you find other tweets on certain topics (see p. 6) Click "Profile or your username to view your complete profile, which includes your public information and all of your tweets. Click on anyone else's user name or icon to view their profile and public tweets.

Tip: When you move your mouse cursor over a tweet or user profile, additional menu buttons may appear next to it to allow you to interact further.

Twitter Settings: *Fill out your Profile, Adjust your Alerts, and Manage Privacy*

Before you begin tweeting, you may wish to complete your profile, and adjust your privacy, notification, and other account settings. You can change these later if you decide to, but it's good to familiarize yourself with the options before you begin.

Once logged in, click **"Settings"** at the top of the page.

Then, click each tab below to adjust the settings under that category.
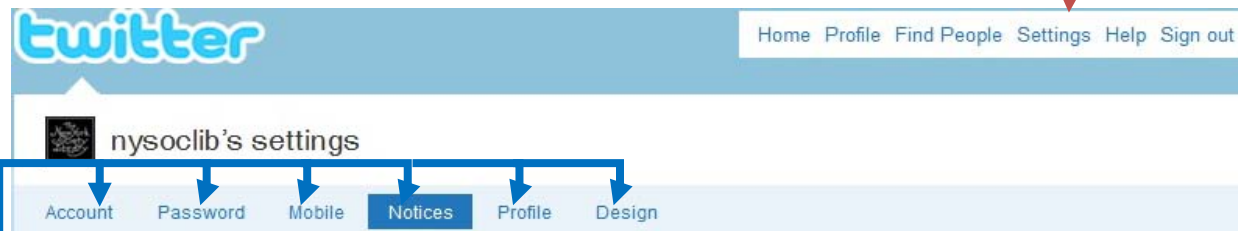
Account Tab: you can make changes to the information you entered when you set up the account. Indicate your *time zone*, and choose whether you want your tweets to include *location* information. Also, Choose whether you want your tweets to be *public* (anyone can see them) or *private* (only users you approve can see them). If you choose private, you can choose to be notified when a user requests to see your tweets so that you can approve or deny access. If you want to follow someone whose tweets are protected, you will see a "lock" symbol by his or her user name, and you will be prompted to request access to his or her tweets. Click *"Save"* to preserve your account settings. Also, at the bottom is a link to **deactivate your account**, if you choose to close your twitter account.

Password tab: To change your password, enter your old password, select a new one, and click *"Change."*

Mobile tab: specify whether you want Twitter updates to your mobile phone (your phone service provider may charge per-message fees) and during what times you want such updates to be activated. Enter your country, mobile phone number, and whether you want your phone number to be searchable in the Twitter directory, and click **"Start"** to activate your mobile settings. For each person you follow, select whether you want to receive mobile updates from them.

Notices tab: Specify whether you want Twitter to send you an email when you receive a new follower (or a request to follow if your tweets are protected under the *Account* tab above), or Direct Messages, and if you want to receive the Twitter newsletter. Click **"Save"** to save your selected settings.

Profile tab: You may enter information such as a photo, biographical information, your location, and a website to help others identify you. Click **"Save"** to save your profile.

Design tab: choose a background image to customize the look of your twitter page. Choose a provided theme or select your own image and/or color, and click *"Save changes"*

3

Find People to Follow on Twitter:

As you begin, you may want to find your friends on Twitter. Click *"Find People"* on top and then click "*Find on Twitter*" to search for other users and follow them. Enter a name (e.g. Joe Smith) or a username (e.g. *nysoclib*) and click *"Search."*

In the search example below, *BarackObama* is the President's username. You can see his picture, full name, location, and most recent tweet. If you click on the user name, you will see a full profile and his previous tweets, and a list of his followers and who he is following.

A blue checkmark symbol indicates a verified profile (used to distinguish the profiles of public figures, celebrities, and businesses from those of impostors, parodies, or fans)

Click the **add** sign to follow that person.

To **stop following** someone, click the gear symbol and click **"Unfollow"**

You can also find people to follow when you're out and about on the Internet. You may see links such as http://twitter.com/BarackObama or "Follow me at @BarackObama" elsewhere on the Internet, which will direct you to the user's page so you can begin following him or her.

Click **"Browse suggestions"** to browse popular Twitterers by category of interest.

Use **"Invite by Email"** to invite your friends who are not on Twitter to join. Enter their email addresses and Twitter will send them an invitation on your behalf.

Lists: You can organize the people you follow into lists (such as friends, coworkers, celebrities, news, etc.) to filter their tweets. Click "Lists" on the Home Page sidebar to create, manage, and delete lists, and when viewing users, click the "Lists" button to add or remove them to a list. You can make your lists public or private. Other users can see and follow public lists. Click "Listed" on your Home page to see who has listed you publicly.

 Also, you may want to **tell your friends what your user name is** so they can start following you.
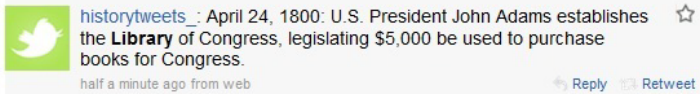
….And finally, how to Tweet:

1. Type anything you want into the text box on the home page: The character count shows how many of your **140 characters** remain, and will turn **red** when you approach or exceed the limit.

What's happening?   140

Latest: Fun article about George Washington and NYSL's First Charging
Ledger today in the New York Daily News: http://tinyurl.com/y2gsywf 7 days

Tweet

historytweets_: April 24, 1800: U.S. President John Adams establishes the **Library** of Congress, legislating $5,000 be used to purchase books for Congress.

half a minute ago from web   Reply Retweet

2. Click "Tweet": your tweet is now visible along with your picture, username, and the time elapsed since you tweeted.

If you make a mistake, click the trash can at the bottom of your tweet to delete it.

@ Replies, RT @ Retweets and DM @ Direct Messages:

To converse with other tweeters, you can click on **"Reply"** beneath their tweet to reply or refer to that user in your own tweet, or **"Retweet"** to repeat their tweet in your own. These features are also available under the gear button next to a tweet.

References and replies to a user are denoted by preceding the username with the **@ symbol**. Conventionally, when placed at the beginning of a tweet, it is considered a *reply* to that user. Or, you can simply *refer* to someone by their username anywhere in a tweet. You can also retweet someone by beginning a tweet with "**RT @username**" followed by the text of the original tweet, e.g.:

>"**@historytweets**: Did you know that **@nysoclib** served as the Lib of Congress in the 1790s?"

The above example reads as a "reply" to @historytweets which "refers" to @nysoclib.

>"**RT @nysoclib:** Fun article about George Washington and NYSL's First Charging Ledger today in the New York Daily News: http://tinyurl.com/y2gsywf"

The above example reads as a retweet, or repeat, of an original tweet by @nysoclib.

User names become links the user's profile. Click **@yourusername** on the home page to see all the tweets from other users who have referred or replied to you. Click **"Retweets"** to see retweets by you and your followers.

Direct messages (DM @): Remember that replies, retweets, and references are public. To send and receive private messages to and from another Twitter user, click on **"Direct messages"** on the home page, or begin a tweet with **DM @username** to send a direct message to that user.

Hash tags:

All tweets can be searched by keyword, but "hash tags" are specific indicators of a topic or audience that help other users discover tweets related to that subject or group interest without following you, and to determine which topics are "trending." They can be a part of the main syntax of your tweet or added on at the end. Common hash tags are determined through popular consensus and repetition rather than any official list of terms.

To include a hash tag in your tweet, simply precede it with the pound symbol (#), e.g.:

"Just finished my first set of mittens! #knitting"

The tag then becomes a link to a list of other tweets with the same tag, in this case, knitting.

Some tags are situational rather than topical. For example, tags like *#ff* ("Follow Friday") or *#musicmonday* Others are short-lived (e.g. #election08) and others simply add an element of humor or sarcasm.

Favorites:

Click on the☆ star by a tweet to mark it as a favorite, so that you can reference it later by clicking **"Favorites"** on your home page.

Saved Searches:

If there is a particular keyword or hash tag of interest to you, you can search for it in the "Search" box on the Home page sidebar. Then, click "Save this search" to add a link to that search on your homepage, which you can use to keep up with that topic.

⚙ Blocking users and Reporting Spam:

As with e-mail, you may encounter "spam" on Twitter, usually in the form of users with unrecognizable or cryptic user names, or whose tweets may promote suspicious offers or products. Often they are merely a harmless nuisance, but beware of unknown links which could contain computer viruses or hack your Twitter account. If you suspect a user is spam or if they send you annoying or harassing messages, you can block them or report them to Twitter for spam or abuse. When viewing your list of followers or an individual profile you wish to block, click on the gear symbol and choose the options "Block" or "Report for spam" from the menu as appropriate.

Sharing Content on Twitter:

You may wish to share a website of interest in a tweet. You can always copy and paste the website's link into the Twitter text box (select text, and click Copy and Paste under an "Edit" menu or use Ctrl+C and Ctrl+V). Many websites include links to help make this process easier.

Look out for "Twitter" or "Share" buttons which will generate a tweet if you click on them, either by redirecting your browser to twitter.com, or by linking your accounts on other sites (if you enable these features). For example, at the bottom of *New York Times* articles or Youtube videos online, you may see buttons like the following:

In addition, a long link might not fit in 140 characters. Some buttons like those above, and Twitter tools (such as a mobile application) will automatically shorten the link when you click on a "Twitter" button.

For example, if you click the "Twitter" button on a *New York Times* article: http://www.nytimes.com/2010/03/07/realestate/07streets.html

The link becomes: http://nyti.ms/doSBqe

Similarly, links on www.youtube.com shorten to http://youtu.be; Facebook.com links become http://fb.me/; Typically, you must link your user accounts on these sites with Twitter: www.youtube.com/account#sharing/activity and http://apps.facebook.com/twitter

Other URL shorteners, such as http://bit.ly, http://tinyurl.com, http://is.gd/ and other sites, help compress a long and complex web link into a shorter URL that can fit in your tweet. To use an URL shortener of your choice, go to the site (you may want to bookmark it), copy and paste a long URL into the text window and click the "Shorten" button to generate a smaller URL which you can then use in Twitter.

However, URL shorteners come with a few **caveats:** URL Shortening services are not affiliated with Twitter. A shortened URL is essentially unrecognizable and could potentially lead to a site containing viruses, internet scams, or other malicious or fraudulent uses (see the section on Spam below); The URL shortener service may track data about the usage of the link you generate; if the URL shortener service goes out of business in the future, your links will no longer work.

Use caution when linking your Twitter account to third-party sites and services. Read privacy and service agreements carefully and only link to sites you trust.

Mobile Phones and Applications:

Twitter may be used via mobile phone text messaging. You may be charged standard per-message fees depending on your wireless plan. To do so, enable the service under the "Settings" menu, "Mobile" tab and enter your number (see p. 3). Then in the US, simply text your tweets to **40404** to post the tweets to your account. To select whose tweets you receive on your phone, click the mobile "On/Off" button next to profiles to enable or disable updates from the people you follow at http://twitter.com/following/.

For special features, use the following text commands:

FOLLOW *username:* Start following a user
UNFOLLOW *username:* Stop following a user
ON/OFF: Turn all Tweet notifications on or off
@username your-message*:* Reply to a user
ON/OFF *username:* Set Tweet notifications for a user on or off
GET *username:* Shows you the latest tweet from any user
RT *username:* Retweet a user's latest tweet
FAV *username:* Favorite a user's latest tweet
D *username your-message:* Send a direct message to a user

Twitter and some third party affiliates also offer applications for smart mobile phones (such as the iPhone and Blackberry) with additional features. Use of these applications typically requires a data plan from the service provider. Examples include Twitterific, Hootssuite, and Tweetdeck.

You can also use other third-party software or applications on your computer or mobile phone to use Twitter and integrate it with other services and websites you use. www.tweetdeck.com provides applications for mobile phones and desktops.

Twitpic.com:

Twitpic allows you to share photos on Twitter through your phone or the website. Visit www.twitpic.com and log in with your twitter account and password, allow twitpic to access your account. Click "Settings" to adjust mobile and privacy settings, and click "Upload photos" to upload photos to twitter and to see the custom email address which you can use to send photos to twitter from your phone or email account.

Use caution when linking your Twitter account to third-party sites and services.

Read privacy and service agreements carefully and only link to sites you trust.

Twitter Tips and Strategies:

Everyone who uses Twitter uses it in their own way. Some use Twitter simply for fun or to keep up with a small group of friends or topics. Business owners, writers, artists, politicians, organization leaders, and celebrities are among the many users of Twitter who may want to track broad trends and increase the number of people following them on Twitter, to better spread their message and share their thoughts. *Here are some strategies:*

Practice: keep up to date, tweet often, and read others' tweets to keep up with trends and current topics, and the evolving lingo of abbreviations and hash tags.

Follow, retweet, and reply to other users. This incorporates you into a sort of conversational group or community, and increases the likelihood that they will interact with you in return, exposing your tweets and your profile to a broader audience of potential followers.

Publicize your user name or the link to your Twitter profile in your other communications, such as e-mail signatures, business cards, etc. Include a recognizable name and photo in your profile so people can find you more easily.

Express yourself: Build on your own expertise, interests, and experiences rather than just repeating news headlines. Your personal comments and insights are what make your tweets interesting and different from the millions of others repeating the same things.

Learn about **promoting your business** with Twitter at: http://business.twitter.com/twitter101/

And finally…The **Library of Congress** recently acquired the entirety of the **Twitter archive** (except private and deleted tweets). This archive can be seen as a vast collective record of popular culture and trend patterns, social behavior, and technology use, and even eyewitness accounts of historic events. What you say will go down in history!

"It's entirely possible to write about extraordinary people during ordinary times…And you can also write about ordinary people during extraordinary times…The very hard part is writing about ordinary people during ordinary times."—historian H.W. Brands on the value of the Twitter archive for biographers and historians Washington Post May 7, 2010 http://bit.ly/bsrO69

What is Facebook?

Facebook was created in 2004 by a Harvard student as a way for classmates to meet and interact online. Over time, the site expanded to other schools and then to the general public.
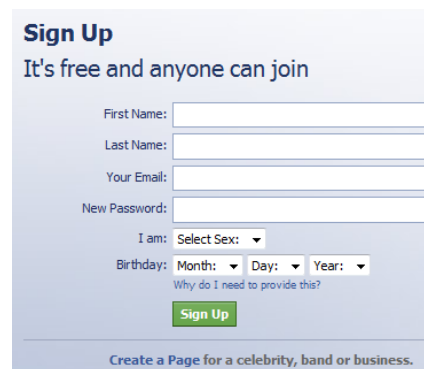
Facebook continuously adds new features and adapts its interface, but the core activity is the creation and maintenance of an individual **profile** with information about the user (such as residence, employment, relationships, favorite books, photos, etc.). By becoming "**friends**" with other individuals, users can then share information such as photos, status updates, and web links, and see and comment on their friends' activity, which is included on an individual's **"Wall"** or included in the **"Newsfeed"** of updates on several individuals. Friends can interact with each other by sending private messages, chatting, playing games and sharing media. Facebook users can also publicize and manage invitations to **events**, keep track of birthdays, join **groups**, or follow particular interests, communities, and conversations by "**liking**" them.

In addition, businesses, public individuals, and community groups can form **pages** that can be maintained by multiple administrators, for the purpose of interacting with fans and community groups. For example, the Library maintains a page at www.facebook.com/nysoclib to publicize events, photos, and other news.

Create a Personal account:

You may view public content on facebook without an account, but to create your own page and interact with other users, you need to create a free personal account.


To do so, go to www.facebook.com in your Internet browser. Enter your first and last name (as you will be identified publicly) and an e-mail address. Choose a password, enter your gender and birthdate, and click "Sign Up." This information is required, and your name and gender will be public. You can make your gender, email and birth date private in a later step.

You may be prompted to perform a **text recognition test** and indicate that you agree to policies and terms of service. Then, you will receive a **confirmation email**, and will have to click the link in that email to **confirm** the creation of your account. That's it!

Or, to create an official page or group for a celebrity, brand, business, public figure, or community organization, click "Create a Page" and see the section on "Pages and Community Groups" below.
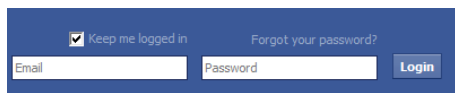
Log in and out:

Once you've created an account, each time you visit Facebook you only need to click enter your email address and password and click "**Login**" at the upper right corner of the page. Click **"Logout"** under the Account Tab when you're done to log out of your account.

Note: If you check **"Keep Me logged in"** when signing in, your browser will automatically keep you signed in each time you visit (this option is more convenient but less secure). You can always click **"Logout"** you're done if you want the computer to stop remembering you. (If it still remembers you, try deleting cookies under "Internet options" in your browser.)

You may also wish to add **http://www.facebook.com** to your Internet bookmarks/favorites at this point to make it easier to return.

Getting Around Facebook: Homepage and Tool Bar
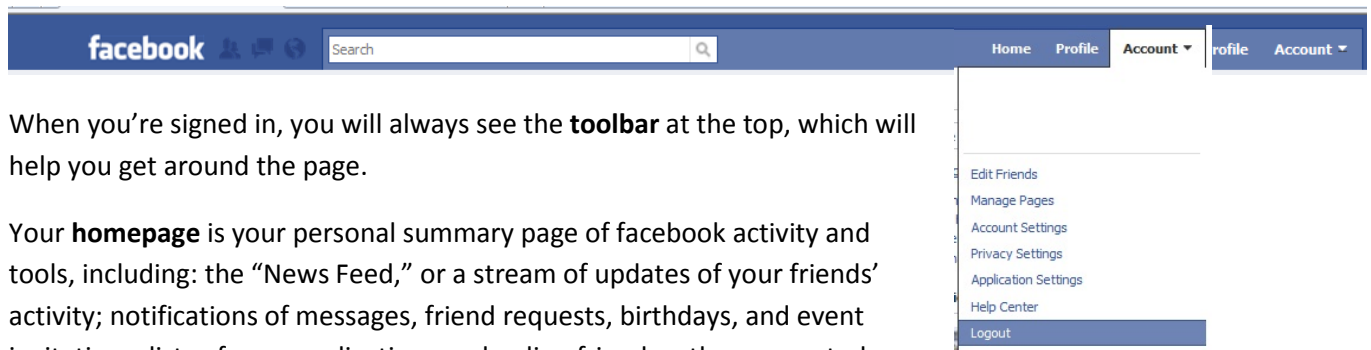
When you're signed in, you will always see the **toolbar** at the top, which will help you get around the page.

Your **homepage** is your personal summary page of facebook activity and tools, including: the "News Feed," or a stream of updates of your friends' activity; notifications of messages, friend requests, birthdays, and event invitations; lists of your applications and online friends; other suggested items of interest. To get to your homepage, click on the "Facebook" logo or "Home" on top.

The icons next to the facebook logo in the toolbar will include a red number to indicate pending friend requests, messages, and notifications. The **search box** helps you search all of your friends, groups, events, and the rest of facebook. The "chat" window on the lower right will appear on any page.

Click **Profile** on the toolbar or on your name or photo on the upper left to view and edit your profile.

Click **Account** to access a menu of options including: editing your friend list, managing settings for your account and privacy, a help center, and Logout of your account.

Getting Started:

When you first sign into Facebook, you will be prompted to enter additional optional information and perform a few optional steps to help you get started.
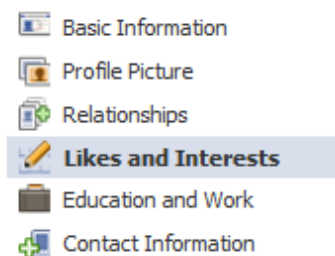
11

You will be prompted to enter information such as hometown, relationship status, or political and religious views, interests and activities, favorite quotations, books, movies, and television shows.

You are also given the option to find other friends already on Facebook, or invite others who are not. You may authorize Facebook to search your email or AOL Instant messenger contacts for friend matches. You are also given the option to join a "network" such as a workplace or college network, if the email address you used is associated with an approved network (e.g., @mycollege.edu or @myworkplace.org). Typically, this means other individuals in the same network will have additional access to your profile depending on your privacy settings.

You can always change this information later, but you may wish to modify your account and privacy settings (see below) before filling out your profile completely. You can click **"Skip this Step"** if you want to enter this information later.

Your Profile:

Your profile represents you to other users and serves as the basis for interaction with them. To change what's on your profile, click "Edit my profile" on the upper left of your homepage or profile. You can then click the tabs on the left to enter or edit optional information about yourself in that category:

- Basic Information
- Profile Picture
- Relationships
- **Likes and Interests**
- Education and Work
- Contact Information

Basic information: current residence, hometown, gender, birthdate (and whether your gender and birthday display in your profile), relationship status, sexual orientation, political and religious views, and biography. Click Save Changes when you are done.

Profile Picture: click Browse to locate and select a photo from your computer or downloaded from a digital camera, or if you have a webcam, click "take a picture" to use it. Or, when viewing any picture of you, click "Make profile picture" to choose that picture. You can also crop, rotate, and "tag" and caption your pictures to indicate who and what is in the picture.

Relationships: include your relationship status and add family members by clicking "Add a family member," searching for their name, and choosing the relationship. Click Save Changes.

Likes and interests: Enter interests and activities, favorite music, books, movies, and television shows. If there is an established Page for your specified favorites and interests, you may receive updates from these pages in your newsfeed (see section on Pages below).

Education and work: high school, college, or other educational information, including the name of school, year and type of degree, and major; employers, job description, and years worked.

Contact Info: email address, phone number, address, and web links.

Friends and Friend Lists:

Facebook will try to help you locate friends, and suggest users to you (such as people in your network and with mutual friends). As you search and use Facebook you can request the friendship of other users, or be requested by them. When viewing a profile, click "Add as Friend" to request that person's friendship. The other person will then either *approve* or *ignore* your request, and until that time, their profile will read "friend request pending." Conversely, if someone requests your friendship, you will be given the option to accept his or her friend request or ignore it. If you accept a pending friend request, the other person may be notified that you are now friends, but if you ignore it, or click "Remove from friends" on the profile of a friend, he or she will not be notified.

When adding friends, you may choose to add them to **Lists.** Lists allow you to organize your friends into groups such as coworkers, family, geographic groups. Click "Add to List" on a friend request and choose an existing list from the menu, or type a new list name to create it. Individual friends can be placed in multiple lists or no lists. You can tie particular privacy privileges to lists when you customize your privacy settings (see below).

 If you want to block a particular person from ever seeing your profile or contacting you again, click "Block/Report" at the bottom of their profile and indicate whether you want to block or report them, and why. Then click "Submit."

Account Settings:

Under the Account menu on the toolbar, choose "Account Settings" to access an array of settings which will adjust your Facebook experience and privacy. Click "Save Changes" after modifying each page of settings.

Settings: Change your name, username, the email address facebook uses to contact you, your password, access the privacy menu (more on privacy later), or deactivate your account.

Networks: Add or delete school and workplace networks.

Notifications: Change how and why facebook will contact you to update you about recent activity (e.g. to receive emails or text messages when someone requests your friendshipor writes on your wall).

Mobile: Add a cell phone number to receive text message updates from Facebook .

Language: Change the primary language or dialect in which facebook displays.

Payments and Ads: Upload money for use in purchasing game credits (see *Applications*, below) or advertisement space for your official page (see *Pages*, below).

Privacy Settings:

Before entering information in your profile and contacting other users, you should consider how you want to be identified and with whom you want to interact on Facebook. Click Privacy settings under the Account tab. Then choose a category to edit the settings:

Personal Information and Posts: Birthday, relationship interests, religious and political views, photos, wall posts, status updates, and who can post or comment on your wall.

Contact Information: Phone numbers, screennames, email addresses, residential address, who can add you as a friend or send you a message on Facebook.

Friends, Tags, and Connections: Friends, Family, Relationships, Photos and Videos you've been tagged in, Current City, Hometown, Education, Work, Activities, Interests, Favorites.

Under each of the above categories, you can choose who can see what information and activity on your profile. Most types of information can be set to be viewable by*: No one, Friends only, Friends of Friends, Networks, or Everyone.* Or click "**Customize**" to block particular individuals, Networks, or Lists from that type of information. Click "**Preview Profile**" to see how your profile appears to the public or to particular individuals or categories.

Search: Choose whether users can find you using Facebook search, or whether your profile can be found by Google or other search engines.

Applications and Websites: Choose what information is shared when using applications or linking to third party websites. Choose to block certain applications or prevent certain friends from sending you application invites. Choose who can view your application activity.

Block List: view and edit the list of people blocked from seeing your profile or contacting you.

Facebook recently announced plans to simplify privacy management. The *New York Times* includes a useful document for understanding the array of privacy options currently available on Facebook. It is duplicated on the last page of this handout, and also available at:
http://www.nytimes.com/interactive/2010/05/12/business/facebook-privacy.html

The News Feed:

On your home page, you will see the "News Feed" or a listing of your and your friends' activity. This function is a lot like the Twitter home page, which is described in the first 9 pages of in this document.

You can sort the list by "Top News" for the most popular items and "Most Recent" for a chronological listing by clicking on the respective tabs on the top of the news feed.

To add something to the feed, click in the "What's
on your mind?" box and type a status update. Or,
click the icons which appear below to include a

Attach: 🖼 📹 📅 🔗 ▾   🔒 ▾   Share

photo, link, video, or event. Click share to post it. Click on the lock symbol to change the privacy setting
of your posts. Or, move your mouse over the item to see the option to remove it.

When you see an item posted by your friends, applications, and groups in the News Feed, you can click
"Comment" beneath it to add your comment. Click **"Like"** to express your interest in it. Depending on
your Account settings, you can then be notified when others comment on items you've liked or
commented on, to continue the conversation.

If you don't want to continue receiving news feed updates from that friend, application, or group, then
move your mouse over the post, and the word **"Hide"** will appear. Click it, and then confirm that you
want to hide this individual or application from your news feed. Note: Hiding someone or something is
not the same as removing it from your list of approved friends, applications, or groups.

Pages: Public Figures, Interests, and Communities

In addition to becoming friends with other people, you can become a fan of a celebrity, artist, public
figure, topic of interest, community group, business, organization, or similar entity, in order to interact
with other fans, and to receive updates from the page in your News Feed. You can search for an official
page and click "Like" to add it to your list of pages. For example, the Library's page is
www.facebook.com/nysoclib

Or, you can create your own page. Click "Ads and Pages" on the right. You will enter the administrative
function of a page, where you can create and manage a page for a celebrity, artist, public figure, topic of
interest, community group, business, or organization. On this page, there will be a list of the pages you
administer, with options to create, view, edit, and delete pages, the settings of that page, a list of other
administrators you've allowed to manage the page with you, and statistics about the number of visitors
and other activity on your page. You can suggest other friends like your page, send messages to them, or
post on the page's wall, just as with an individual person.

Events:

Click the "Events" symbol on the home page to view your event invitations and
create a page for an event, send invitations. Click "Events," then "Create an
Event." Enter the Date and Time, a title for the event, location, and other
information. Select guests from your friend list, and choose whether the event is public or
private, optionally upload a photo, and click "Create Event." There will then be an event page,
which lists attendees. You can use this event page to invite more people, edit and print the
guest list, give other individuals administrative privileges to edit the event page, cancel the
event, update guests, and post related media.

Messages and Chat:

You can send private messages to other users or groups of users using Facebook. Click "Messages" on the side or the Messages icon on the tool bar to see your messages or compose a new one. Or, when viewing a profile, click "Send a message" under the user's profile picture. A window will pop up in which you can choose recipients, compose your message, and attach links or other content. Then, click Send.

Note: if you reply to a message that was sent to multiple people by using the Reply box at the bottom of the message, your reply also goes to all recipients of the original message. If you want to write only to the sender, send a separate message, or click "Reply" next to the author's name and reply in the popup window instead.

Also, if another user is online at the same time as you, you can **chat** with them. A floating chat tab is found in the lower right corner. Click on it to open the chat window. You will see a list of individuals who are online with a green dot next to their name and profile picture. A gray crescent moon symbol means the individual is idle or away. Click on a name for a separate window to appear, in which you can type a direct message and press the Enter key to send it to that person, and his or her responses will appear in the same window as soon as they respond. Also, click "Friend Lists" to check which friend lists display in this chat window. Then, in the chat window, the list names will appear. Click "Edit" next to the list name to change who is in the list, and click the Green "On/Off" switch next to the List name to appear offline to those users. Click "Options" to change other chat behavior or to turn the chat function entirely offline.

Applications:

Third party developers have made many applications including games, quizzes, integration with other websites, and other interactive features on Facebook. Each application you approve gains access to your profile information, and is subject to its own privacy policies and terms of use, so use caution when authorizing applications. Click "Application Settings" under the Account tab to see and manage which applications are authorized. Click "Edit Settings" next to each application to select whether it appears on your profile or publishes updates to your wall and news feed, and other options depending on the application. Click the X to remove it, or click "Block this application" on the application's page to block it.

Spam and Reporting Abuse

Some applications, groups, profiles, or links may attempt to mislead you into providing personal information and passwords, clicking on malicious or deceptive links. Sometimes, a user's profile may be co-opted and suspicious status updates, invitations to unfamiliar groups or status

updates, etc., or a deceptive application which mimics a native function of facebook such as "photos" or "like." When in doubt, do not click links, approve applications, accept friend requests, or join groups. You may also block an individual or application, or report it for abuse (Reporting abuse also includes hate speech, slander, misuse of copyrighted material, and other uses contrary to stated policies.)

Facebook and Twitter: Final Notes on Safety and Privacy:

Facebook and Twitter, and many of the perceived benefits of using them, come from their ability to facilitate public social interaction. However, these popular sites, like all online services, are not for everyone. Online social networking is a new technology, but it is already changing our culture, and definitions of etiquette, privacy, and intellectual property are still evolving in response.

Many users and non-users of online social networking have concerns about identity theft, data privacy, targeted advertisements, parental supervision, stalking, harassment, predators, personal safety, and professional and legal repercussions. As in real life, be careful what you do online. Before you decide whether or not to join either of these sites, consider what your concerns and privacy needs are. When registering, read the service agreements and privacy policies carefully, and manage your privacy settings to your own level of comfort. Privacy features may change, and even the most private accounts can be hacked or accidentally compromised, but remember that you control what information you put on your profile in the first place. Recognize that third-party applications and websites may not observe the same policies or settings. Change your passwords often, and don't disclose or re-use your passwords elsewhere. Avoid sharing identifying information (such as addresses and phone numbers) with strangers.

A common rule of thumb is to assume everything you do on a social networking site is public unless you specifically take measures to make it private, so if you wouldn't say or do something in a public place, don't do it online. Don't say or post anything you don't want on the public record, or potentially seen by family members, employers, customers, or friends. Tweets and Facebook posts are often immediate and expressive, but once they are out there, they are difficult--if not impossible--to take back. You can delete a tweet or post but someone might have already seen it and passed it on.

Facebook Safety: http://www.facebook.com/help/?safety

Facebook Privacy: http://www.facebook.com/privacy/explanation.php

Twitter Privacy: http://twitter.com/privacy

Other online safety resources:

http://www.getsafeonline.org/

http://wiredsafety.org/

MAIN FACEBOOK ACCOUNT PAGE

SETTINGS PAGE

FACEBOOK ADS PAGE

PRIVACY SETTINGS PAGE

■ WEB PAGE ON FACEBOOK
□ SUBCATEGORY
▪ PRIVACY SETTING OPTION

PERSONAL INFORMATION
bio, posts, photo albums

CONTACT INFORMATION
phone numbers, e-mail and physical addresses

FRIENDS, TAGS, CONNECTIONS
family, friends, activities and interests

APPLICATIONS AND WEB SITES
Facebook-enhanced Web sites

SEARCH
Facebook or public search results

BLOCK LIST
Blocked individuals

Facebook or third-party ads

SUBCATEGORIES INCLUDE:

PHOTOS

Each photo album created has its own settings

PERSONALIZED ADS Two additional settings not visible in the Privacy tab allow you to control how your information is shared and used with Facebook ads and third-party ads.

FRIENDS SHARING YOUR INFORMATION Even if you have changed all of your personal settings to private on Facebook, this tab allows your friends, even without their knowledge, to share your name, profile picture, gender and more with third-party Web sites and applications.

WHO CAN SEE YOU Most privacy settings come with five suboptions to decide who can see your personal information. For higher levels of privacy, select "Only Friends," or "Only Me" from the Customize tab.

THE 'LIKE' BUTTON This setting allows some Facebook partners, including CNN, Pandora and Yelp, to personalize their Web sites using your personal information and in some instances the browsing habits of your friends.

ALLOW YOUR FRIENDS TO SHARE:

☐ Status updates
☐ Online presence
☐ Website
☐ Family and relationship status *
☐ Relationship details (significant other, looking for, etc.)
☐ My videos
☐ My links
☐ My notes
☐ My photos
☐ Photos and videos I'm tagged in *
☐ About me
☐ My birthday
☐ My religious and political views

Save Changes

🔒 Only Friends ▼
Everyone
Friends and Networks
Friends of Friends
• Only Friends
Customize

☐ Allow select partners to instantly personalize their features with my public information when I first arrive on their websites.

18