

College of Charleston///LITE Workshop: Facebook



Presented by Megan Holt

What is it? Facebook's mission is to give people the power to share and make the world more open and connected. Facebook allows anyone, whether an individual or organization to connect with millions of people.

What do you do? Individuals can create a Facebook profile with information about themselves (school, interests, photos, videos, career information and more). Organizations can also tap into Facebook and create their own Facebook Page. You can join networks based on your location or join groups based on your interests.

Basic Terminology

Applications: Applications are the perfect tool to enhance your Facebook Page and engage your fans. To search all of Facebook's applications and find ones that will enhance your organization or class, visit the application directory at www.facebook.com/apps/directory.php.

Fan: Facebook users that have subscribed to your Page are called fans. Users can view your Page and "Become a Fan" if they are interested in your content. These are similar to friends on your individual Facebook Profile.

News Feed: A News Feed appears on each users' homepage. It highlights what is happening in your social circle on Facebook. It shows you the latest headlines generated by your friends/fans. When one of your fans interacts with your Facebook Page, it can show up on their friends' News Feed as well.

Wall: Your wall shows up on your main page and your fans/friends can write on your wall to leave comments, questions or ideas. These wall posts can include links to articles, photos, etc.

A screenshot of the Facebook sign-up page. The page features the Facebook logo at the top left, a navigation bar with "Keep me logged in" and "Forgot your password?" links, and a login form with "Email" and "Password" fields and a "Login" button. Below the navigation bar, there is a section titled "Facebook helps you connect and share with the people in your life." with a world map showing connections between users. To the right, there is a "Sign Up" section with the text "It's free and anyone can join". The sign-up form includes fields for "First Name", "Last Name", "Your Email", and "New Password". Below these fields are dropdown menus for "I am:", "Select Sex:", "Birthdays: Month:", "Day:", and "Year:". A "Sign Up" button is located at the bottom of the form. At the very bottom of the page, there is a link that says "Create a Page for a celebrity, band or business.", which is circled in red.