



# Dipping Your Toes Into Facebook

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THE NEW YORK SOCIETY LIBRARY



Feeling left out while others keep in touch, network, share pictures, follow headlines, play games, and get invited to events on Facebook? Over one billion people across the world now use the social media platform. This class demystifies the website for new users who may feel overwhelmed. Attendees will learn about setting up and customizing a Facebook account, navigating the site, and controlling privacy settings.

*This workshop and handout are intended as a guide; the New York Society Library and its staff are not responsible for individual social media activities and personal usage of Facebook.*

*This guide reflects Facebook functionality and privacy policies contemporary to April 2014.  
The most up to date Facebook privacy policies and updates can be found here:  
<https://www.facebook.com/about/privacy/>*

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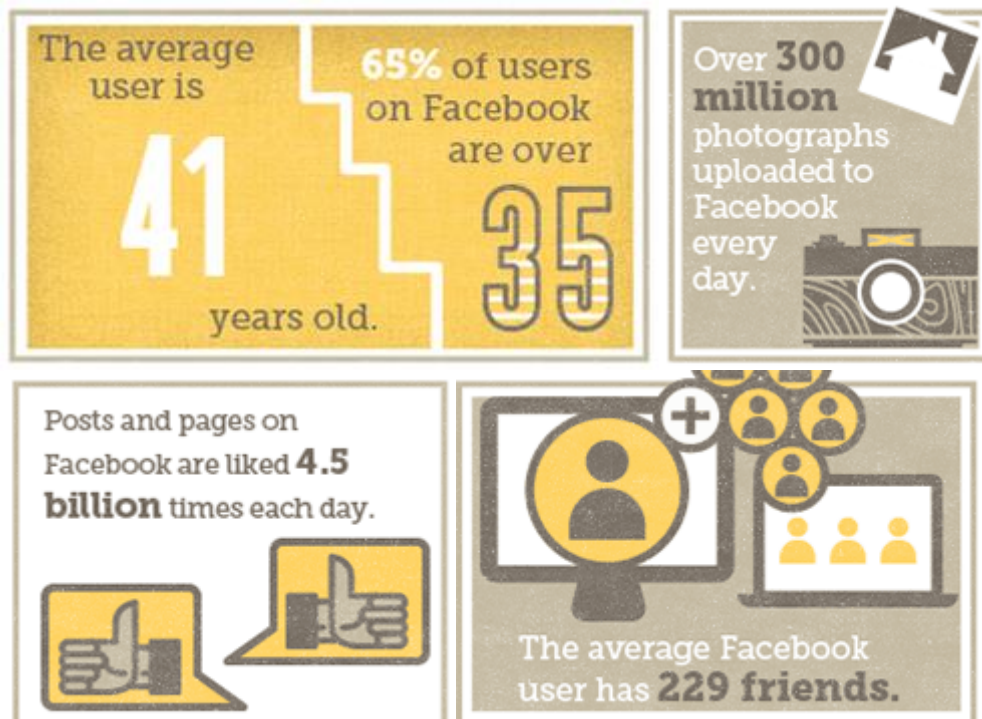


## Dipping Your Toes Into Facebook

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**Facebook is a near-ubiquitous tool** for connecting to friends, old classmates, family, or that person you met once at a conference, and knowing how to use Facebook is a great step in staying in touch with geographically disparate connections. Social-networking sites tend to come and go, but over the years, while the likes of MySpace and Friendster have faded, Facebook has shown its staying power. Where it was once a service run out of a dorm room open only to Harvard students, the social network is now a publicly traded company with over a billion users.

There are many popular social media platforms. **Twitter** is best for instant news and updates, **Tumblr** and **Instagram** for photos, gifs, and focused social content. **Facebook**, meanwhile, is your best option for documenting your personal updates and life changes and following your friends', and sharing photos, videos, and interesting links.



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### What Can You Do on Facebook?

- Find and add friends.
- Find and follow companies, entertainers, politicians and more.
- Create rich profiles with information about your interests, job history, education, religion, politics, relationship status, location (past and present), and favorite music, movies, companies.
- Create and share photo albums, event invitations, and basic blog posts.
- Share videos, links to online articles, and more.
- Send instant messages and private messages and post public messages or messages to friends only.
- Play online games and use other online applications or “apps” for short.
- Use privacy settings to control what information is shared with whom.
- “Check in” to physical places online by mapping their location in a tag in a status update.
- Donate to charity; sign online petitions.
- Create free pages for a company, business, or group.
- Find and join groups.

*A less overwhelming layout of the Facebook main page...*



### Basic Terminology and Functionality

When you log-in to Facebook it will open to your News Feed and a box at the top for updating your “status.” A **Status Update** is the basic communication form on Facebook: a short post you share talking about what you’re doing, thinking, feeling, inspired by, or want to share at the moment. People update their status about everything from what they’re eating to sharing memories about a loved one to advocating for a particular political position or sports team. You can also share internet links (links will automatically generate previews of the web page). and images as a status update, along with captions and commentary.



You can also include your actual location, who you are with, and who you’d like to see this status update (also see pages 18-19).



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A **Friend** is someone you're connected to on Facebook. **Friending** is the act of sending someone a friend request; all friendships must be confirmed by both people in order for the friendship to become official on Facebook. You are committing to an information sharing relationship by friending someone on Facebook.

The **News Feed** that appears below the status update box is a continuous stream of your friends' updates, the product of this information-sharing relationship. In every item of the News Feed, you have the option to **Like**, **Comment**, or **Share**.

**Like** is a way to appreciate a post without a comment and have that appreciation be known. (You can **Unlike** a comment at any time as well.)

**Comment** is just that — adding a comment. (You can always click **Edit** to change a comment, though bear in mind some people may have already seen the former version!)

**Share** enables you to take someone else's post and share it with your friends on your news feed, while still crediting the original poster.

Clicking on anyone's name and/or picture from the News Feed will take you to their Timeline...

**The Timeline** is the profile layout of Facebook, which basically functions as a personal scrapbook for recording everything that happens to you as reported to Facebook. This is where all Facebook activity shows up: new status updates, new photos you've posted or been tagged in, posts other people have tagged you in, any biographical information you've chosen to share. You can control every aspect of your timeline's privacy through Facebook's main [Privacy Settings](#) page, which is discussed on page 19.

### Creating an Account

To join Facebook you are required to enter your first and last name, email address, birthday and gender. Facebook will send you a confirmation email to your designated email account. Click on the link this email provides to complete the setup.

### Your Password

Facebook recommends that you use a combination of at least 6 numbers, letters, and punctuation marks. You can change your password at any time under General Account Settings. Use strong passwords that are not words found in the dictionary, same caution should be applied to your email account password as well.

*If you forget your password*, you can click the "**Forgot your password?**" link on the Facebook login page. It will send you an email with a link for resetting your password.

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### Basic Security Tips

Make sure you anti-virus software regularly on your computer. Be careful to not click onto something on Facebook that may be a hoax or scam and be weary of spam that may be posted through your Friends. Beware of offers that sound too good to be true and applications that claim you can see who is viewing your profile, messages asking you to install something to fix a problem, or random messages with video links. Never give your log-in info, and make sure you are always logging in at [www.facebook.com](http://www.facebook.com) rather than a fake page that looks like Facebook. Do not share sensitive and private content, including your home address.

Basically, practice the same discretion and caution you use elsewhere on the internet.

*Always remember to log out of your Facebook account  
when using a shared or public computer terminal.*

### Disabled and Locked Accounts

The most common cause for locked accounts is due to suspicion that you have been hacked or that the account was set up or accessed by a computer hacker. In addition to the warnings above, avoid disabling by not leaving your account dormant for over six months or making posts or friending people in rapid succession. Do not open more than one account, use a fake name or birthdate, or post copyright or offensive materials. Facebook has set up a new featured called **Trusted Contacts**, where you can list three to five of your Facebook friends that can obtain a code and access instructions for you in the case you are locked out of your account or lose your password. These can be created by selecting the top right-hand down-pointing arrow, "Settings," then "Privacy" from the left sidebar.

## Connecting With Friends

### Finding Friends

First, Facebook will offer to scour your email address book for addresses of people that also have Facebook profiles, giving you a chance to add them as your friends. Simply enter your email address and password and Facebook will locate people you are in contact with who are registered with Facebook. Select the ones you want to add by ticking the boxes to the left of their pictures and then click **Add to Friends** at the bottom. After that, you'll have the option of choosing friends from your email address book who aren't on Facebook and sending them Facebook invitations.

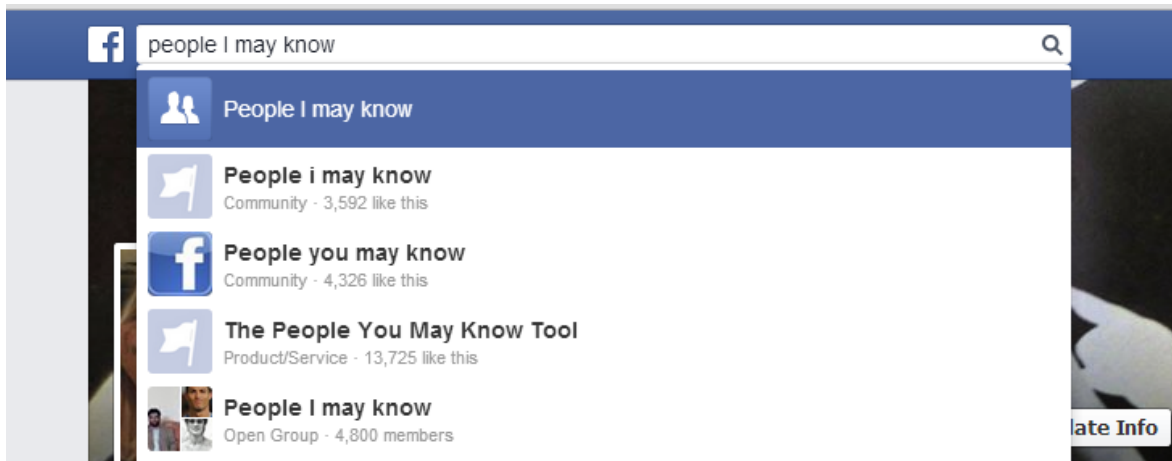
There are also features for **Finding Classmates** by entering your college and/or high school, and **Finding Co-Workers** by entering the company with which you are employed. You can **Skip** any of these friend-finding steps.

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People within the same **regional network** can see more of each other's profiles even if they aren't already friends. Joining a regional network also means it's easier to track down friends and to be tracked down. On your Facebook setup homepage, there is the option to enter a city or town. Put in your current city and/or hometown and click **Join**.

Search for further friends in the general search box that appears on the top of the site. As you accumulate friends, Facebook will be able to suggest additional contacts as its algorithm generates connections among your growing network.

To see a list of suggested friends on Facebook, you can again use the main search box at the top of any page and begin typing "**People I may know**" and click the first result.



## Building Your Profile

Click on the **My Profile** button, where you'll see that all the sections are empty. There are sections for your Basic Information (birthday, relationship status, political views, languages, interests, etc), Places Lived, Work and Education, and more. You don't have to fill out every field; in fact, you can leave them all blank if you so choose. You can add TV Shows, Movies, Music, and Sports as Interests. You can edit this any time by returning to your Profile or Timeline and selecting "**Update Info**."

## Managing What Shows Up Under "About Me

Privacy settings related to your profile are all available from the "Edit Profile" page rather than the main privacy settings page. If you go to your profile, click "About", and then choose "Edit" on one of these sections, you'll be able to edit that section's settings from there.



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For each item, you can click the privacy icon on the left to edit who can see that item. Let's take "Current City", for example. If you'd rather not everyone on Facebook know where you live, you can just click the drop-down menu to the right of this box, and choose who can see this information. You can make it public, visible to friends only, or visible to you only. Or, like above, you can hit "custom" to make a more refined privacy decision. This setting is available for every entry in your profile, so make sure to go through all the various data you input and edit each setting as you wish.



**Add a profile picture.** Your profile picture what sticks with you all around Facebook, appearing wherever you comment or post something. For example, your friends may see your status post in their News Feeds, accompanied by your name and profile picture. Most people use some variation on a headshot for their profile picture. Click on the **Picture** tab to upload a picture from your hard drive that other people will be able to see as your profile picture. Click **Browse**, find a picture on your hard drive, tick the box to certify that you own the rights to the image, then click **Upload Picture** to confirm. All past and present profile pictures will be stored in a **Profile Pictures** album under your profile Photos.

**Note: Profile Pictures are public and anyone visiting your page will be able to see them.**



**Add a Cover picture.** A cover is the larger image at the top of your Timeline page, right above your Page's profile picture – kind of like a banner. Click **Add a Cover** and then

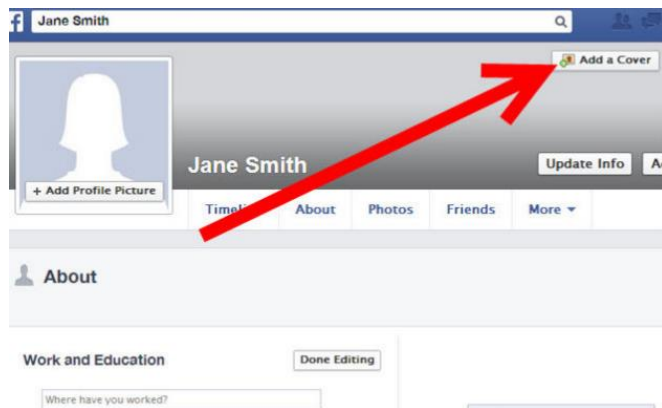
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choose whether you want to upload a new photo or pick a photo from one of your existing photo albums once you choose a photo, you can reposition it by clicking on the image and dragging it up or down and then Click **Save** after you've repositioned it. All past and present profile pictures will be stored in a **Cover Photos** album under your profile Photos.

**Note: Cover Images and Profile Pictures both are public and anyone visiting your page will be able to see them.**

**Tips:** If you upload an image smaller than 851 x 315, it will be stretched to fit. This will make your image quality appear slightly grainy or distorted. The best practice is to upload an image that's sized to Facebook's dimensions of 851 x 315, or a minimum cover image dimension of 720 pixels wide. Images that are larger than this, Facebook will allow you to crop and position within the designated frame. *If your photo comes from a digital camera, it will be big enough*



## Using Facebook Features

### The "Like" Button

One of the most powerful tools on Facebook, the "like" button not only communicates your support of activities, brands, articles and products to fellow users, but also to Facebook and third parties. The "like" button lives on nearly every piece of Facebook content: status updates, photos, comments, brands timelines, apps and even ads. However, you've probably also seen Facebook "like" and share buttons on external sites: shopping, news publications, mobile and social apps, and ads. These sites are utilizing Facebook's social plugins. When you "like" something outside of Facebook.com, it appears on your timeline, where friends can comment on the activity. When Facebook expanded this functionality outside of Facebook.com, it opened up a rich social layer that most social networks had never before imagined. On the other hand, keep in mind that Facebook keeps track of your "like" activity and uses it to

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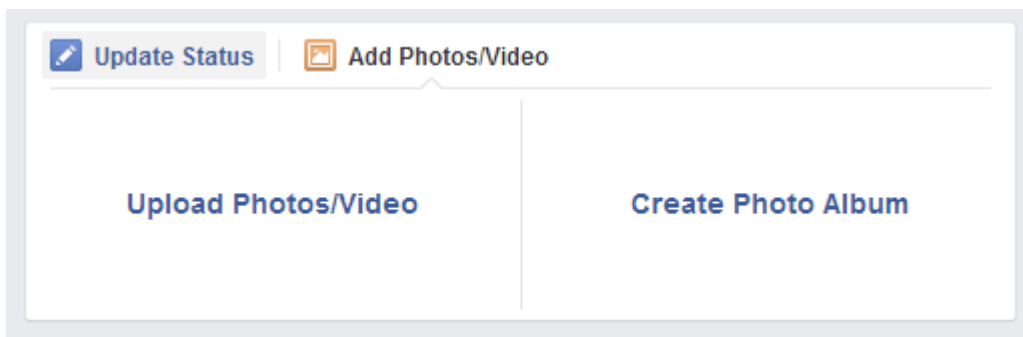
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“improve the quality” of ads on the site. If sharing that kind of data makes you nervous, you’re not alone. Just be mindful that Facebook can share this behavioral data with third parties. The moral is, if this makes you uneasy stick to only Liking things that are posted by your Facebook Friends.

### Uploading and Sharing Photos

You can post a photo to Your Timeline, a Friend’s Timeline, or Your News Feed using the tab for adding a **Photo** in the Status Update box.

You will be given the option to upload an individual video or photo, or to create an album grouping multiple photos together.



This will open a window for finding and selecting the picture(s) from your computer hard drive. You then have the option to write a caption or tag the photo (see below), before selecting **Post**. You can **tag**, **edit**, or **add locations** to the photo at any time by selecting it. **Delete this photo** removes pictures permanently.

### Tagging

Facebook tagging means you can mention and directly link to another Facebook user, whether in photos, status updates, check-ins or comments. For instance, when you tag someone in a photo, that user will receive a notification, and the tagged photo will appear on his or her timeline .

The tagging tool fosters conversation and creates additional connections among users. If I want my mother to see an article I posted on Facebook, I'll tag her in the update by typing her name — Facebook autofills with friend suggestions for easier tagging (see above). "Hey **Beth White** (a.k.a. mom), I thought you'd like this article about Coco Chanel!" [see next page]

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**Check-in** and **photo tagging** work a little differently. When you check in at a location, you can add Facebook friends who are with you by searching for their names, and thus, tagging them. Tag friends in photos (posted by you or by other people) by selecting the "tag photo" option at the bottom of the selected image.



It's important to remember that everyone has a different preference when it comes to tagging. Some people will instantly view content they've been tagged in and



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subsequently remove it, for any number of reasons: They don't like how they look in a photo, they don't like people knowing where they are, etc. Be aware of their concerns for privacy and your own.

See pages 19-20 on how to adjust your own settings, should you wish to review tags before they're posted or control who can see your tags.

### Notifications

Notifications appear in the top left corner of Facebook. (1) the person icon indicates Friend Requests. (2) the speech bubble icon indicates new messages. (3) the globe icon notifies you if your friends post something on your timeline, comment on your uploaded photos and status updates, etc. When you see a red bubble with a number on it, it means there's been some new development. So aside from watching your inbox, you'll also want to keep an eye on those notifications for friend updates.



You can also set yourself up for email notifications in your **Account settings** (Click the padlock icon in the top right hand corner and select "**See More Settings**"; then select "**Notifications**" from the left-hand sidebar.) You can dictate to Facebook to only send important notifications; only ones about your account, security, and privacy; or all notifications except ones you can specifically unsubscribe from:

- Pokes
- Notes you're tagged in
- Comments on your notes
- Comments after your on a note
- Comments after you on a link
- Upcoming birthday
- Friend suggestions
- Friends added based on your suggestions
- Posts from "Close Friends"

### Other Features

**Pages** are basically timelines run by businesses, non-profits, celebrities, and other established people and organizations— including the New York Society Library! – “Like” a page to start receiving its updates in your News Feed.

**Groups** are user-created based on interests and affiliations and have varying levels of privacy and security, much like individual profiles. Users can organize groups around any topic or event they like. From professionally relevant groups to those organized around special interests, such as nutrition, the variety is limited only by interest of the users. Groups and events, such as a professional conference, have their own timelines.

**Personal Messages:** Facebook has its own internal messaging service for direct and private person-to-person communication.

**Events:** Bridal showers, birthday parties, and more all make use of the Events feature, which makes it easy for anyone to create an event, invite who they want, and keep track of who's coming (and not coming) – as invitees can as well. Events to which you are invited will be flagged by your global notification and will show up on the right-hand side of your News Feed as they approach unless you **Decline**. If you **Join** or respond **Maybe** to an event you can view updates and comments about it.

**Apps** allow you to personalize and enhance your participation on the social network. They can add anything from games (FarmVille is a popular one) to photo albums to quizzes to music (Spotify). Most of Facebook's apps come from outside developers

*Please note: Enabling each Facebook app means granting that app permission to access data on your profile and post on your behalf. This often means sharing on your Timeline how you interact with that app. For example, when you use the Spotify app, the company will share songs you listen to on your Timeline for your friends to see and interact with — unless you choose to hide that activity. (Keep in mind many of these sharing options can be customized.)*

*A word of caution: Well-made apps can add a fun and engaging layer to your Facebook experience, but using too many of them or requesting others to join might annoy your friends (and in the worst cases, compromise their privacy). You should only use apps recommended by friends you trust, or provided by reputable companies.*

### Privacy!

Keeping your Facebook info private is getting harder and harder all the time—mostly because Facebook keeps trying to make it public. Facebook adds new features to their site all the time, and many of those features share information you might not want out there. This section is important for new users *and* people who have already been using Facebook, as new changes have been enacted changing access to content you have already posted to the site. Carefully read notifications you receive about privacy policy updates and changes. Major media often covers major amendments. Stay savvy and tuned in.

# A GUIDE TO FACEBOOK'S PRIVACY OPTIONS

◆ Turn on **Secure Browsing** to help prevent eavesdroppers from reading your Facebook posts or stealing your password.

◆ Adjust your **Security Settings** to protect your Facebook account.

◆ For extra protection, turn on **Login Approvals** to have Facebook send a special security code to your mobile phone whenever you try to login to Facebook from a new device. If someone steals your Facebook password they will not be able to login without this code.

◆ Visit the **Apps settings** to limit the amount of information each app can access and also make sure apps don't post on your timeline if you don't want them to. If you don't want your friends to see what your apps are posting, change the **Posts on your behalf** setting to **Only Me**. Also pay attention to the **Apps others use settings**, which control the information about you that Facebook will provide to apps that your friends use, even if you don't use those apps. Disable **Instant Personalization** if you don't want Facebook to share your information with partner websites.

◆ Visit the **Ads settings** to control the use of your name or picture in ads. If you don't want your name to appear in ads for products you've liked, set **Ads & Friends** to no one.

◆ These icons are used throughout Facebook to control **who can see your information**. For example, they control who can see the information on your profile and timeline.

◆ Check to find out **who can see your posts** before you click the **Post** button, and click on the icon to change your settings. Consider limiting your posts to **Friends**. If you make your posts visible to **Public** or **Friends of Friends**, thousands of people might see them.

◆ Only accept **friend requests** from people you know. If you are friends with some people you don't know very well, consider adding them to your **Acquaintances** list and setting your sharing settings to **Friends** except **Acquaintances**.

◆ Click the lock icon in the top right corner to access Facebook's **Privacy Shortcuts**.

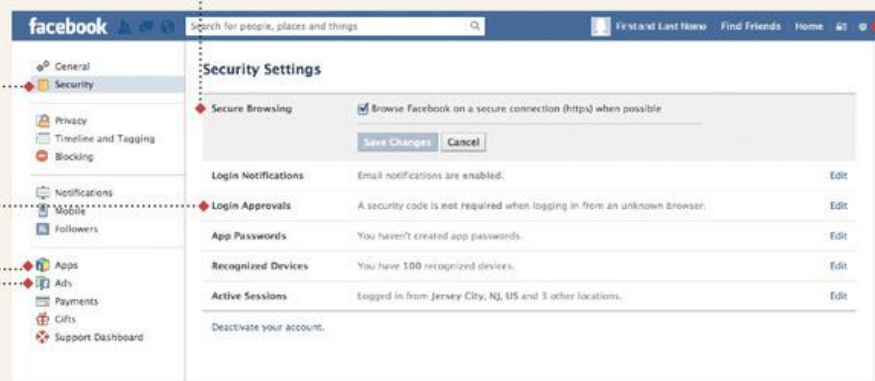
◆ Click here to configure who can see your **future posts**, see where you've been **tagged**, and find out what other people can see on your timeline.

◆ You can change the settings for who sees your **future posts** here, but be careful: If you change your settings for an individual post, your settings will change for all future posts unless you change the settings again.

◆ Click here to access **timeline and tagging settings**, app privacy settings and more. For example, if you've previously shared some posts too widely, use the **Limit the audience** for posts you've shared with friends of friends or public option to change the sharing setting to **Friends** for all your past posts.

◆ If you **like** or **comment** on a post, your comment will be seen by the friends of the person who posted it or a wider audience, depending on that person's privacy settings.

◆ Click the gear icon to access **Account Settings**, where you will find additional privacy-related settings.



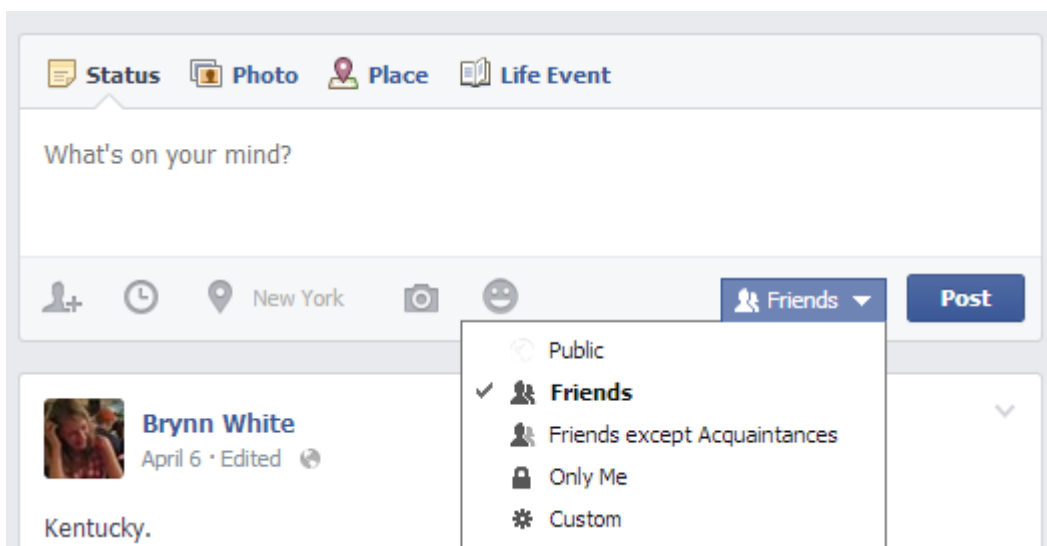
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Basic privacy settings can be found by clicking the privacy icon (looks like a padlock) in the top left-hand corner of any Facebook page. There are a few quick settings you can tweak from here.



**Who can see my stuff?** – means who can see your posts/pictures/videos/etc. on Facebook. By default might be set up as “Public”. You can choose between Friends/Only Me/Custom. I recommend to set it up for “Friends” – that means that all people who are your Facebook friends can see your future updates, pictures, etc. All people who are NOT your Facebook friends won’t be able to see that.

Bear in mind that you can adjust this for each individual post, and that Facebook will save your latest preference as the next default.





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The other option you should be aware of is *what do other people see on my **timeline**?* – you can use it to view how your Timeline looks to the public.

**Who can contact me?** – contains 2 features: *whose messages do I want filtered into my inbox?* (Basic Filtering or Strict Filtering). I recommend to choose “Strict Filtering” – means that mostly just friends can send you a private message.

The second feature – ***who can send me friend requests?***. You can choose between two options Everyone (everyone who can find you on Facebook can send you friend request), or if you don’t want strangers contacting you at all: friends of Friends (friends of your Facebook friends).

**How do I stop someone from bothering me?**. If someone is sending you private messages and you don’t want to receive them you can use this option to block those users. By blocking someone you: unfriend that person (in case he/she is your Facebook friend), prevent them from starting conversations with you, stop them from seeing things you post on your timeline. In case you made a mistake you can always un-block someone.

**See more settings** – clicking takes you to the full **list of privacy settings** offered by Facebook, as detailed on the next page.

## Dipping Your Toes Into Facebook

### Privacy Settings and Tools

This section dictates who can see your posts and look you up on Facebook.

The screenshot shows the Facebook 'Privacy Settings and Tools' page. At the top is a search bar and a navigation bar with the user's name 'Whitson Gordon' and links for 'Home', a notification bell, and a gear icon. The main heading is 'Privacy Settings and Tools'. Below this, there are two main sections. The first section, 'Who can see my stuff?', is partially visible. The second section, 'Who can see your future posts?', contains a text box for 'What's on your mind?' with a 'Public' audience selector and a 'Post' button. Below this, there are two links: 'Review all your posts and things you're tagged in' (with a 'Use Activity Log' link) and 'Limit the audience for posts you've shared with friends of friends or Public?' (with a 'Limit Past Posts' link). The third section, 'Who can look me up?', contains three rows of settings: 'Who can look you up using the email address or phone number you provided?' set to 'Everyone' with an 'Edit' link; 'Who can look up your timeline by name?' set to 'Everyone' with an 'Edit' link; and 'Do you want other search engines to link to your timeline?' set to 'On' with an 'Edit' link.

Who can look me up?	
Who can look you up using the email address or phone number you provided?	Everyone <a href="#">Edit</a>
Who can look up your timeline by name?	Everyone <a href="#">Edit</a>
Do you want other search engines to link to your timeline?	On <a href="#">Edit</a>

- **Review all your posts and things you're tagged in:** This takes you to the Activity Log, where you'll see each and every tiny update that goes to Facebook on your profile. That could be a song you listened to on Spotify, a new photo you uploaded, or a new status your friend tagged you in. From the Activity Log, you can tweak who can see each individual update, as well as view whether it shows up on your main timeline.
- **Limit the audience for past posts:** If, in the past, you have any posts that are set to be viewable by "Friends of Friends" or the Public, you can use this option to limit all of them to Friends Only. This is a good way of starting with a "clean slate" of privacy, ensuring that none of those past posts are accidentally marked Public.
- **Who can look you up using your email or phone number:** This is pretty self-explanatory. I usually set this to "Everyone," since the only people that know my email are people I'd probably want to be friends with.

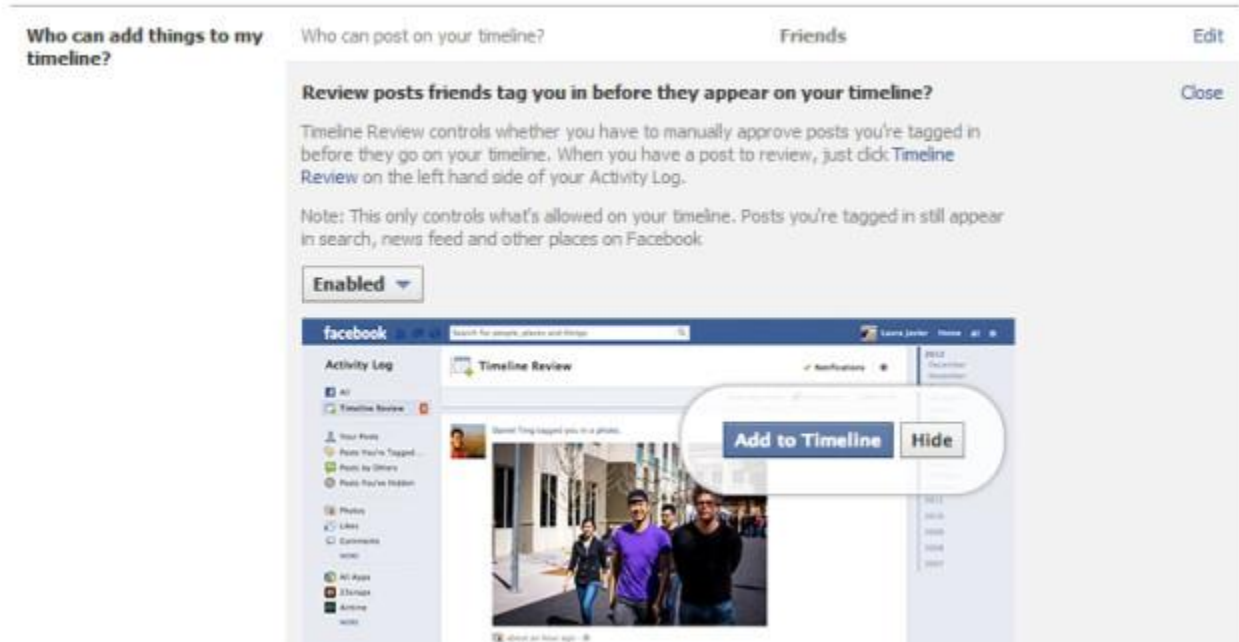
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- **Do you want search engines to link to your timeline?** If you don't want your Facebook profile indexed in Google and potentially show up in search results, turn this off.

### Timeline and Tagging

This section deals with the content that *other* people post and tag you in: pictures, status updates, check-ins, and more.

#### Timeline and Tagging Settings



- **Review Posts friends tag you in:** By turning this setting on, you'll get a notification whenever a friend tags you in a post. It won't show up on your timeline until you explicitly allow it. It'll show up on theirs still, but not your own until you review it and mark it as okay. I recommend turning this on.
- **Review what other people see on your timeline:** If you aren't sure how your profile looks to one of your friends (or to the public), you can use this feature to view it "from their eyes" and make sure you don't have any private information showing to those you don't want it shown.
- **Who can see posts you've been tagged in:** If someone tags you in a post and you've allowed it on your timeline, this denotes who can see it: Everyone, Friends of Friends, just Friends, or a custom setting.
- **Who can see what others post on your timeline:** When others "write on your wall," this setting denotes who can see those posts.
- **Review tags add to your own posts before the tags appear on Facebook:** This is similar to the aforementioned Profile Review, but works for tags other people put on *your* posts. So, if you post a photo and someone wants to tag themselves

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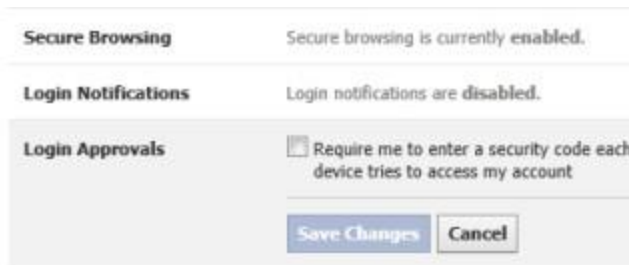
or others in it, turning this on lets you review those tags before they show up. Again, I recommend turning this On.

- **When you're tagged in a post, who do you want to add to the audience?** Say a friend of yours tags you in a photo or post, but some of your friends aren't friends with that person. This allows you to add your friends to the allowed audience for that post.
- **Who sees tag suggestions when photos that look like you are uploaded:** This is Facebook's "face recognition" feature. When someone uploads photos that look like you, Facebook will recommend they tag you in them. If you aren't comfortable with Facebook scanning and matching your face on photos, go ahead and set this to "No One."

### Blocking: For People and Apps You Want to Avoid Altogether

The last section is called **Blocking**, and this allows you to block users from seeing you on Facebook, block certain people from inviting you to apps and events, or block certain apps altogether. If you know of any annoying friends or apps, you can add them here now. Otherwise, you can always block them from the app's page, the event invite, or any given person's profile.

### Turn On Two-Factor Authentication to Keep Others from Logging Into Your Account



The screenshot shows a settings dialog box with three sections: 'Secure Browsing' (enabled), 'Login Notifications' (disabled), and 'Login Approvals'. The 'Login Approvals' section has a checkbox labeled 'Require me to enter a security code each device tries to access my account' which is currently unchecked. At the bottom are 'Save Changes' and 'Cancel' buttons.

Secure Browsing	Secure browsing is currently enabled.
Login Notifications	Login notifications are disabled.
Login Approvals	<input type="checkbox"/> Require me to enter a security code each device tries to access my account
<div>Save Changes Cancel</div>	

Of course, none of this matters if someone gets a hold of your Facebook password. If you want to make sure you're the only one logging into your account, you can enable two-factor authentication, which will send a code to your phone every time you access your account from a new computer or device. That way, if someone gets your password and tries to log in from your computer, they won't be able to get in unless they've also stolen your computer (or your phone).

To enable this feature, head to your [Account Settings](#) and hit "Security" in the left hand sidebar. Under "Login Approvals", check the box that says "Require me to enter a



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security code each time an unrecognized computer or device tries to access my account". That way, you'll get a notification every time a new device logs in as you, and if it's you, you can plug in the code to get access.

### Curating Your News Feed

Facebook's algorithm and your own activity determine what "news" is most important, and thus, whether it makes the top of your News Feed. Think of it like the front page of a newspaper, determined by an algorithm rather than an editor. Therefore, you won't necessarily see updates in the order they're posted, but in order of timeliness and "importance." Facebook says their algorithm is decided by "lots of factors," including your relationship to the person who posted the story, how many comments and likes it got, what type of story it is, etc.

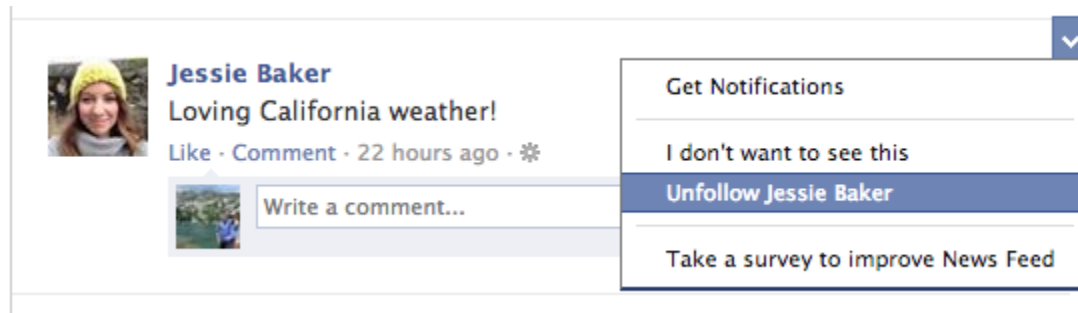
The quickest and easiest edit to your news feed is at the top of the home page. If you prefer to see things in strict chronological order, simply click the "Sort" option at the top of your feed and select "Most Recent."



*If you don't like seeing a Friend's posts....*

"Unfollowing" a friend is essentially like hitting the mute button. And they never have to know! They will remain your Facebook Friend, and you can go back and return them to your News Feed at any time by visiting their profile and click on "Following."

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*If you want to see more posts from a particular Friend...*

If you "Like" or comment on posts from someone, Facebook is alerted that you enjoy their content, and will prioritize their postings in your News Feed. However, you can also go to that friend's profile page and elect to "Get Notifications" under the "Friends" button so that you are alerted any time this user posts new content.



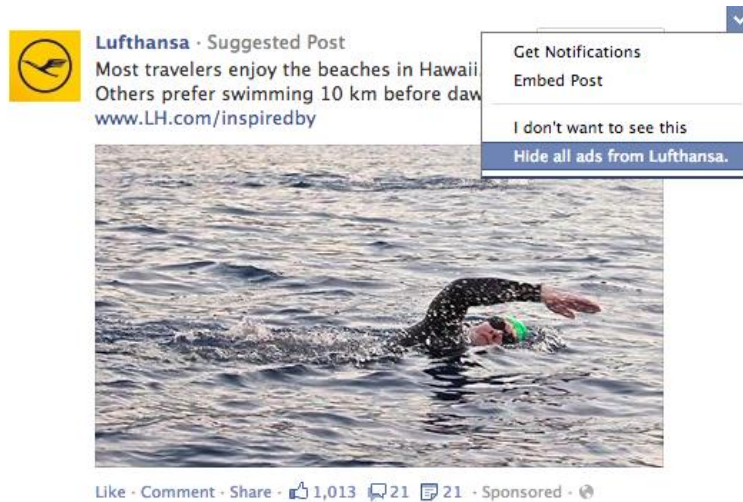
It is also a good habit to begin classifying Friends as you add them to Facebook. In the above image you can also see the ability to mark Facebook users as **Close Friends** or as **Acquaintances**. You can also do this by selecting the **Friends** tab on your Timeline and clicking the checkmarked "Friends" box. When you make status updates and want to restrict who can see them, you can limit it to "Close Friends" or "all Friends except Acquaintances."

## Ads

Ads are a necessary evil of Facebook's free services. There is no way to fully eliminate ads from News Feed. You can, however, provide feedback to Facebook to let it know which ads you like, and which ads miss the mark. If you see an ad that comes across your Feed that you dislike, click the arrow in the upper right-hand corner. Click "I don't

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want to see this." That alone alerts Facebook that the ad isn't working for you, but you can provide even more feedback by answering the questions that follow.



You can change how ads work on Facebook by going to the [Ad settings](#). Facebook will sometimes try to use your info in advertisements to your friends—for example, if they see an ad for a restaurant you've "liked" on Facebook, then they'll see your name under the ad. To turn this off, edit both your "Third Party Sites" and "Ads & Friends" settings here, changing both to "no one".

### Informal Tips on Facebook Etiquette:

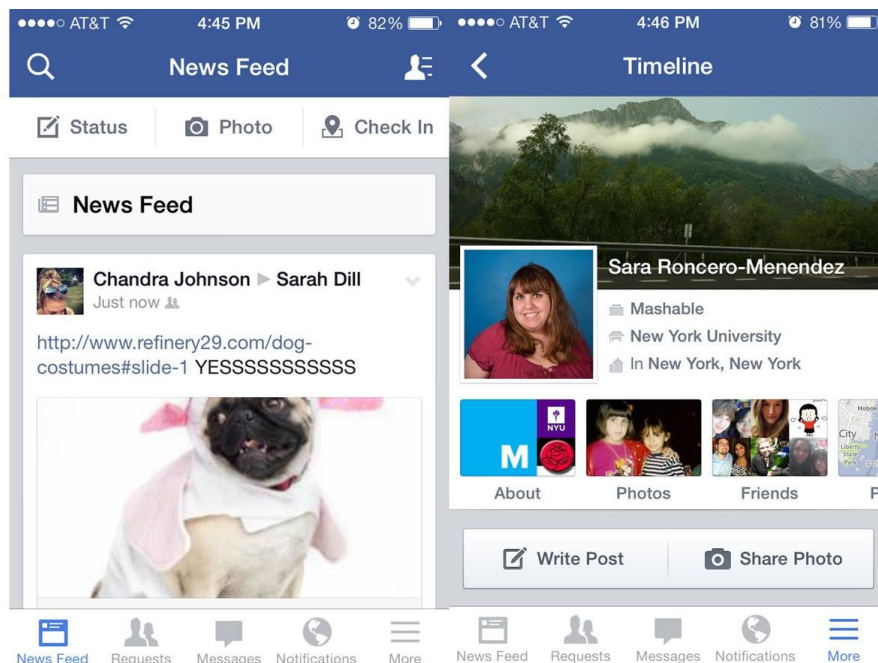
- Think of it as online karma: if someone has posted on your wall then they're going to be expecting a response.
- The old adage of "If you don't have anything nice, don't say it at all" still applies on Facebook.
- Everything you post of a friend's wall has consequences, remember that.
- Should a friend delete a wall post, photo or tag then there's probably a valid reason why.
- Social media may be great for sharing and keeping in touch with people but it's not a replacement for human contact. Remember, Facebook friends chat. Real friends chat in person.
- No one wants to be friends with a liar, so keep deception to a minimum or save it for those dating websites.
- Nowadays it's increasingly harder to disconnect from Facebook, thanks to mobile devices. But that doesn't excuse you from becoming a Facebook addict. After all, no one likes hanging out with a person who can't be torn away from a screen for more than five minutes.

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- In many ways, Facebook can be a double-edged sword. Case in point: just because that photo at the office Christmas party had over 50 likes doesn't mean it can't come back to nip you in the butt by someone seeking vengeance.
- Most people involved in the study said use a "common sense" rule in their interactions with Facebook friends.
- When in doubt, ask yourself this: "what would my boss or my friend's boss think if they saw this post?"

### Facebook on Mobile Phones

Facebook created a mobile app to supplement your desktop browsing, which available for iPhone and Android and is a fairly intuitive version of the computer browser version of Facebook. The app presents a scaled-down News Feed and simplified Timeline, but still offers a surprising amount of features. You can chat, use Facebook apps, add [photos](#), view [activity by list](#) and, of course, post status updates.



The major distinguishing feature of Facebook mobile is the "check-in." While you still have the capability to check in via desktop, mobile users use Facebook's location feature far more frequently, for obvious reasons. Visiting your favorite restaurant or taking your kids to a theme park? Let everyone know your whereabouts, and even tag friends who are with you.

### Deactivating/Deleting Your Facebook Account

Deactivation means that your information will no longer be available to the public or your Facebook friends, but Facebook will keep your account information (friends, posts, photos, etc.) should you choose to reactivate at any time. To do this:

1. Click the account menu ▼ at the top right of any Facebook page
2. Select **Settings**
3. Click **Security** in the left column
4. Click **Deactivate your account**

**Deletion** means that you don't wish to use Facebook ever again, and want to erase all your information. You will not be able to retrieve it in the future. To do this you must directly contact Facebook by visiting: [https://www.facebook.com/help/delete\\_account](https://www.facebook.com/help/delete_account)

### Further Links

**Facebook Timeline Tips & Tricks:**

<http://mashable.com/2011/10/14/facebook-timeline-tips-tricks/>

**NYT article on Facebook Privacy:**

[http://www.nytimes.com/2014/01/30/technology/personaltech/on-facebook-deciding-who-knows-youre-a-dog.html?\\_r=1](http://www.nytimes.com/2014/01/30/technology/personaltech/on-facebook-deciding-who-knows-youre-a-dog.html?_r=1)

**Regularly updated guide to Privacy on Facebook:** <http://lifehacker.com/5813990/the-always-up-to-date-guide-to-managing-your-facebook-privacy>

**Having Good Facebook Etiquette:**

<http://www.wikihow.com/Have-Good-Facebook-Etiquette>