

SIGBI SOCIAL MEDIA GUIDE – FACEBOOK PERSONAL ACCOUNT

For the purpose of this document, references to Soroptimist International Great Britain and Ireland (SIGBI) Limited and Soroptimist International may be written as “SIGBI” and “SI” only.

Table of Contents

SIGBI SOCIAL MEDIA GUIDE – FACEBOOK PERSONAL ACCOUNT	1
Social Media How to Guide – Facebook	4
1 CREATING AN ACCOUNT	4
1.1	4
1.2	4
1.3	5
1.4	6
1.5	6
2. FINDING YOUR WAY AROUND	7
2.1 Your Name	7
2.2 Home	8
2.3 Find Friends	8
2.4 Friend Requests	9
2.5 Messages	9
2.6 Notifications	9
2.7 Privacy Shortcuts	10
2.8 Logging out	11
2.9 Left Column	11
3. USING FACEBOOK	12
3.1 Writing a Post	12
3.2 Adding Photos	14
3.3 Life Event	14
3.4 Updating status through Home	14
3.5 Follow Business Pages	15

3.6 The Like Button	16
3.6 Comment	16
3.7 Sharing	16
3.8 Tagging.....	17
4. External Content	17
4.1 Sharing from Webpages	17
4.2 Liking pages from their page	18

Social Media How to Guide – Facebook

NOTE: This guide is accurate as of 3rd March 2015. Facebook often change their look and set up therefore the images and descriptions in this guide might differ slightly to those you see when setting up your account and using Facebook.

1 CREATING AN ACCOUNT

1.1

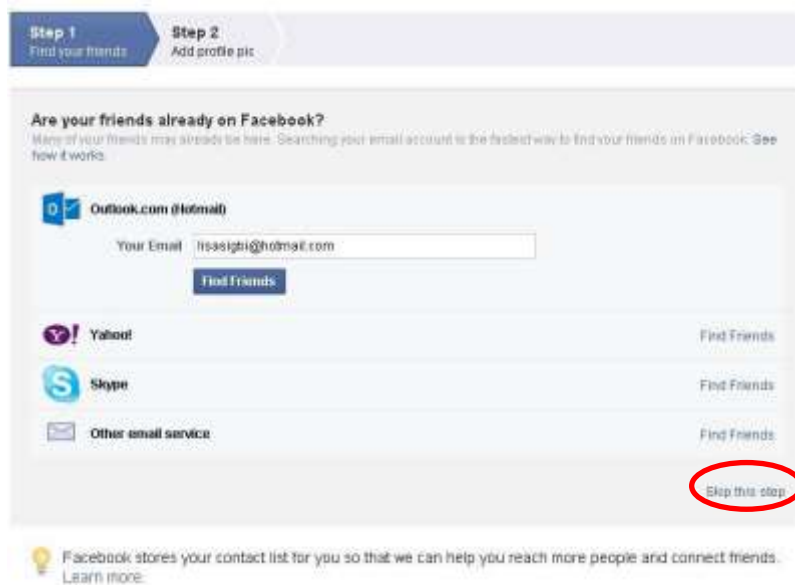
Go to <https://www.facebook.com/>. Underneath “Create an account” fill in the details requested and click “Create an account”.



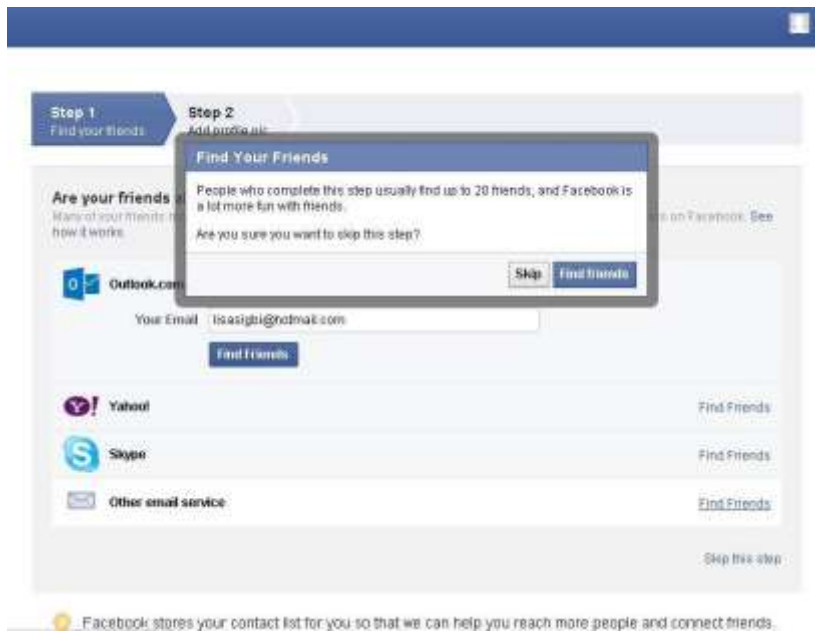
The screenshot shows the Facebook homepage with the 'Create an account' form. The form includes fields for 'First name', 'Surname', 'Email or mobile number', 'Re-enter email or mobile number', and 'New password'. It also has a 'Birthday' section with dropdowns for 'Day', 'Month', and 'Year', and radio buttons for 'Female' and 'Male'. A green 'Create an account' button is at the bottom.

1.2

Once you have signed up you will be prompted to find your friends on Facebook or you can “Skip this Step” and find friends later when your account is set up.



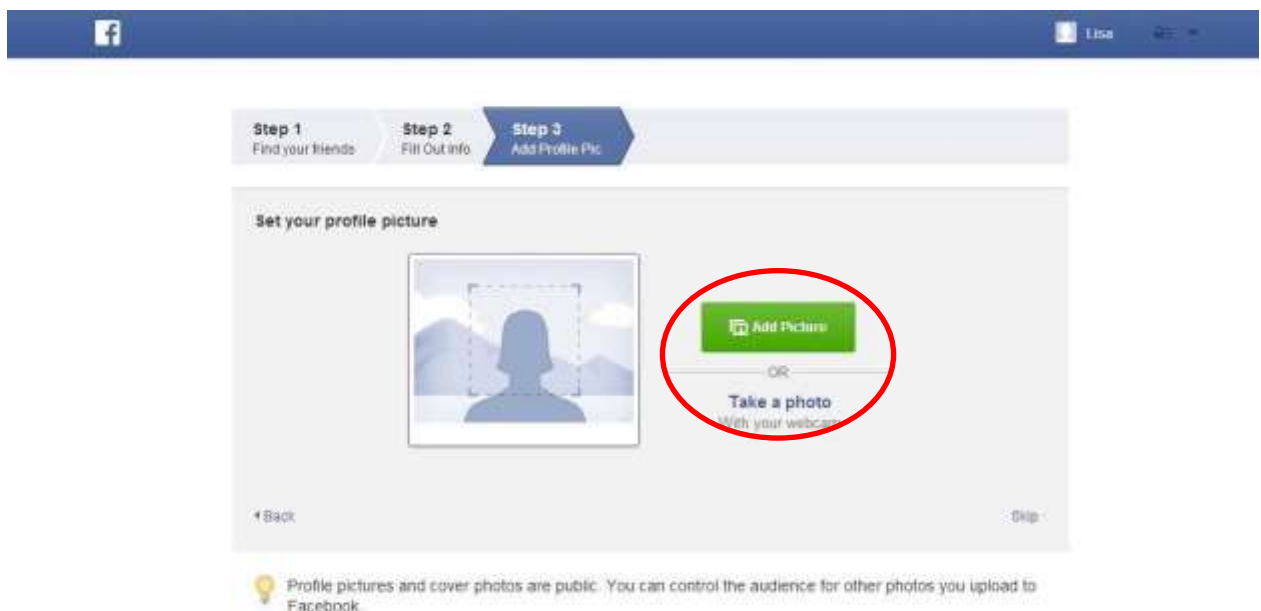
The screenshot shows the 'Step 1: Find your friends' screen. It asks 'Are your friends already on Facebook?' and offers options to find friends from Outlook.com (Hotmail), Yahoo!, Skype, and other email services. A 'Skip this step' button is circled in red at the bottom right.



If you click "Skip" you will be asked if you are sure you want to skip. Either click "Skip" or "Find friends".

1.3

Here you have the opportunity to add a profile picture, click "Add Picture" you can load one from your computer or "Take a photo" if you have a webcam and wish to take a new one. Photos must be at least 180x180 pixels, it will be cropped to fit a square. Click "Skip" if you do not wish to do this now. It is good to have a photograph here, it makes it easier for friends to find you.



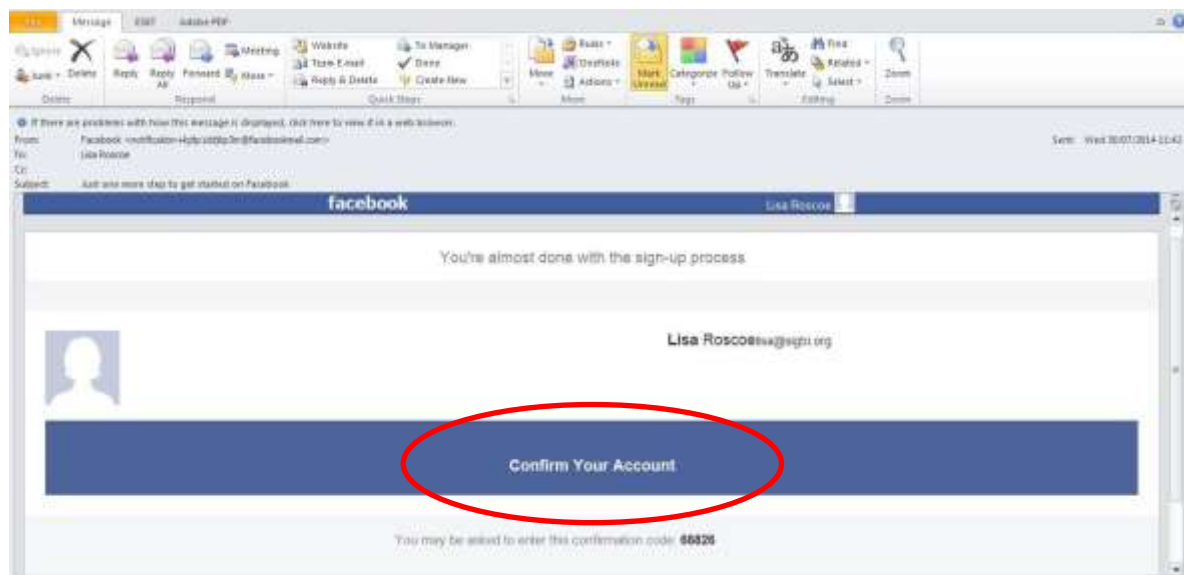
1.4

Your account is now set up.



1.5

You may receive an email from Facebook asking you to "Confirm Your Account". This will go to the email address you registered your Facebook account with. If you receive this email click the "Confirm your Account" button to verify your account. You may be asked to enter a confirmation code.

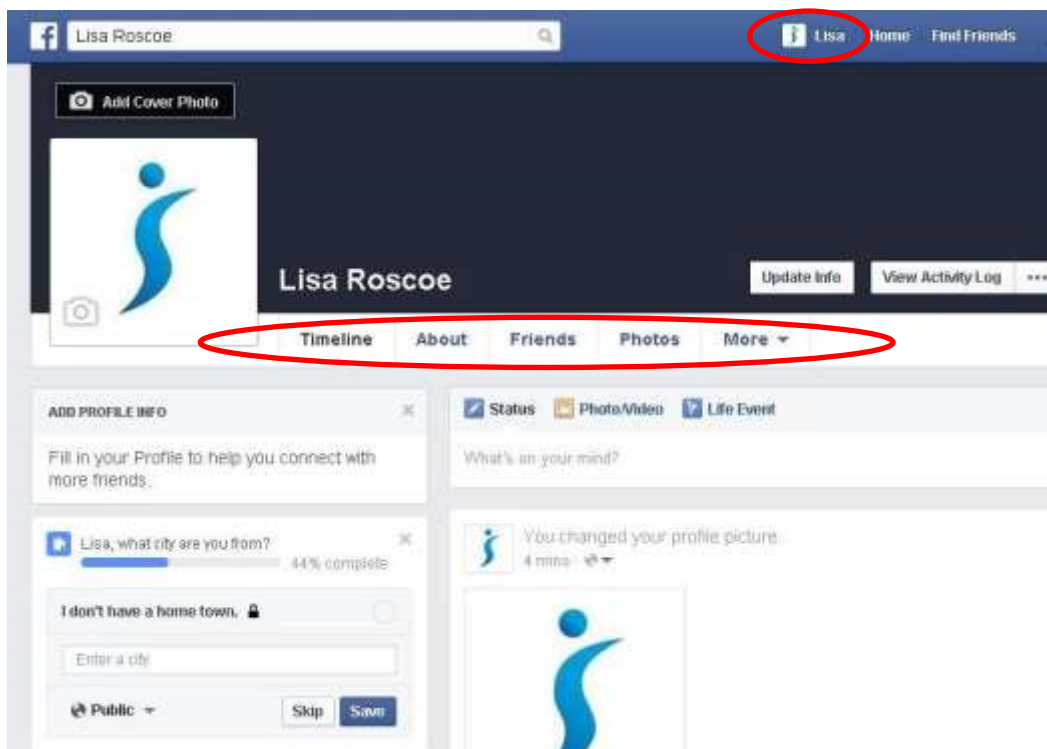


2. FINDING YOUR WAY AROUND

2.1 Your Name

Click on your name to bring up your profile page. This will show all your own posts and all your activity. Here you can update your status, add photos or videos or add a life event. These will be covered in more detail later.

Here you can also update the "About" section, click on "Friends" to view all your Facebook friends, view your added photographs through "Photos". "More" allows you to add more information about yourself if you wish, such as books and movies you like.



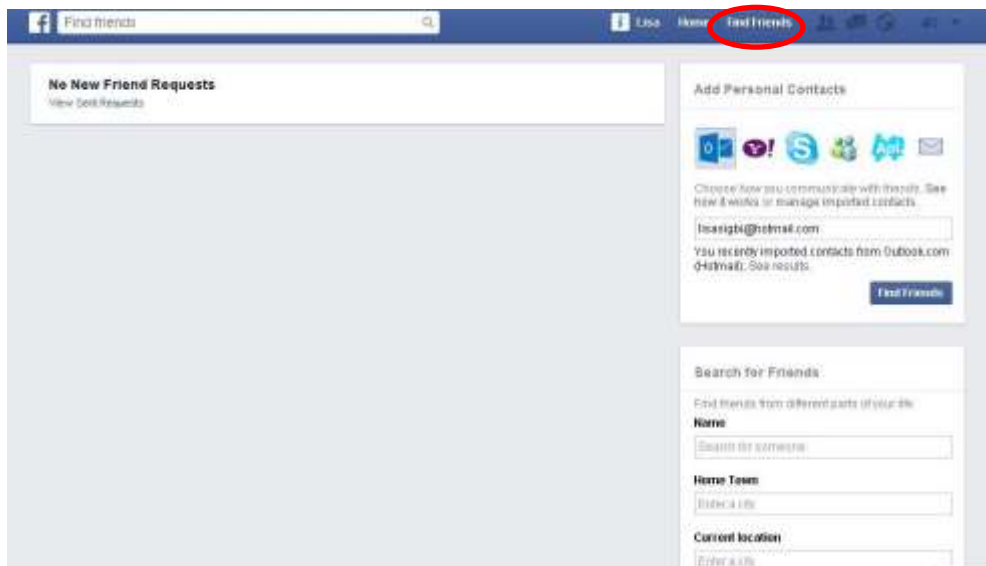
2.2 Home



Clicking “Home” will take you to your news feed. This will include the news feed from your friends/groups/liked pages. Again here you can update your status and add photos.

2.3 Find Friends

Here you will see any pending friend requests you might have, you can “Confirm” this will add them to your friend list or “Delete Request” if you don’t wish to be their friend. Here you can also search to find friends, either through adding emails to the “Add Personal Contacts” or “Search for Friends” using details you know such as Name, Location, Home Town, School.



2.4 Friend Requests

Here you'll get a red alert when someone had added you as a friend, you can go in and either confirm their request or delete it.



2.5 Messages

You can send messages to people in your Friends list. Click "Send a new message" and start typing in the name of the person you want to message, when they appear click their name. Type your message where the cursor is and click the enter key on your keyboard to send. You can chat with a group by adding more friends from your friends list, each friends name with appear in a little box.



2.6 Notifications

Notifications let you know when people take actions on Facebook related to you, so you can quickly check out a photo you've been tagged in or read a new posting on your Wall.



2.7 Privacy Shortcuts

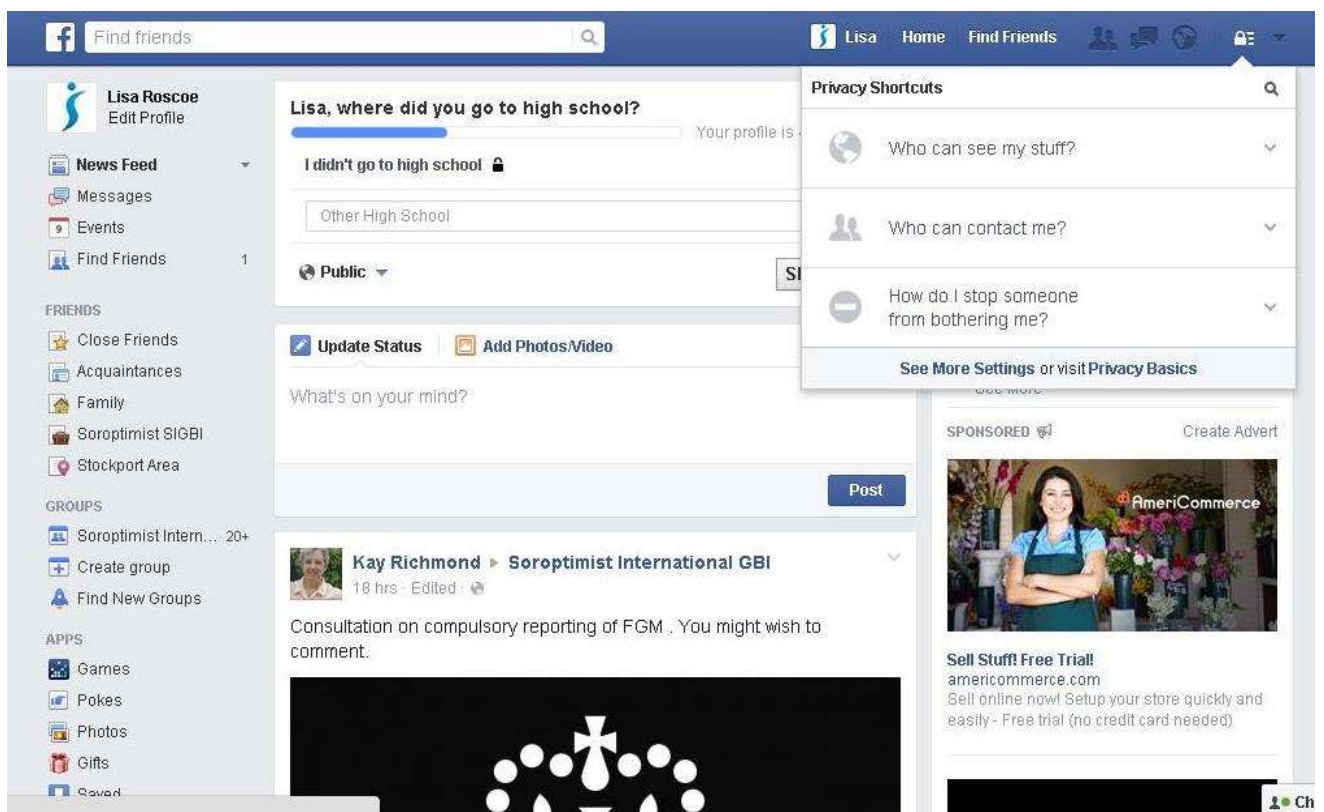
Here you can get into your privacy settings.

Who can see my stuff – You can either select Public or Friends. If you use this account for mainly Soroptimist work you might want to go for Public.

Who can contact me – Select either Basic or Strict. Again if this is mostly for Soroptimist activity you might want to select Basic.

Who can send me friend requests – Select either Everyone or Friends of Friends.

How do I stop someone from bothering me – Here you can add the name or email of someone you would like to block.



2.8 Logging out

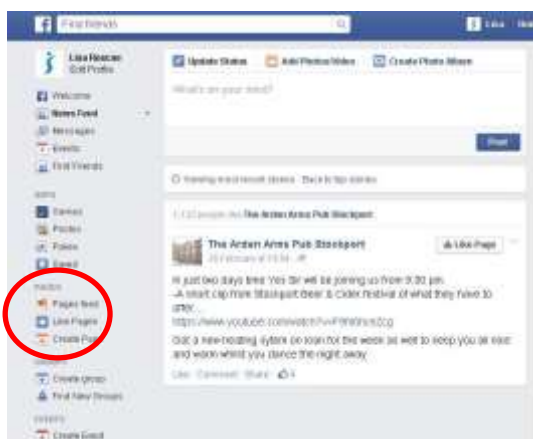
Here you can log out and also get into your settings such as News Feed Preferences and Settings, this is where you can change your password or email address.



2.9 Left Column

Here you can click on your name, to edit your own profile. It also gives you another way to get into your messages. Events will show you a list of any event invitations you have been invited to. Facebook also gives you another way to "Find Friends".

Pages



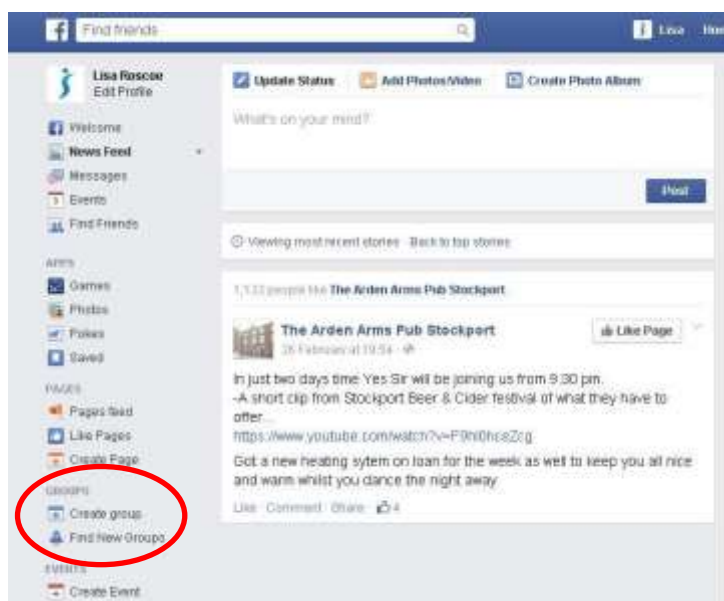
Once you are following pages, you can click on "Pages feed" to see just news from the pages you follow. You can "Like Pages" here and also "Create a page".

CLUB PAGE – All Soroptimist Clubs should set up a Club Page. There will be a separate guide (Available mid 2015) for setting up a Club Page on Facebook.

Groups

Here will be a list of all the Groups you are in. Clicking on one of these will take you into that Group page.

Here you can also “Create a Group” or “Find new Groups”. To find a new group, search in the search box and click on the correct name to bring up more information about that group. Groups can be Public, Closed or Secret and provide a forum for chatting with fellow Facebook members who have a shared interest. In secret and closed groups, posts are only visible to group members.



FOLLOW THE SIGBI GROUP – The SIGBI Group is called Soroptimist International GBI – search for this in the search box and click “Join Group”.

Please do post items on the group page which will be of interest to other Soroptimists and engage in chat with other members. This is a Closed Group so only members can see your posts.

3. USING FACEBOOK

3.1 Writing a Post

Using Facebook is all about interacting with people and companies you care about. Here is how to start communicating and engaging with others via Facebook.

Click on your Name to bring up your home page.

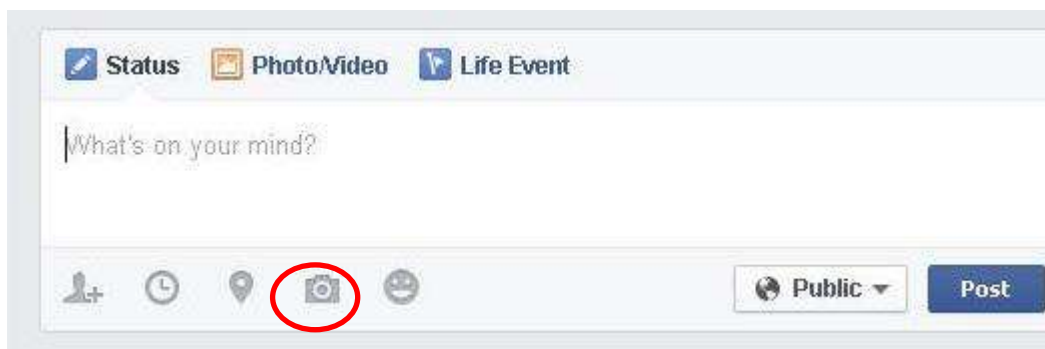


Click your cursor in the status box and type your message. You can share a website item by entering the website url of the item (you can copy this and just paste it in the Facebook box). If you would like to tag one of your friends to link them to this status update you can do so by clicking on the "Tag people in your post" icon, start typing their name and select the person you'd like to tag.

If you don't want your post to go out straight away you can also set a date and time when your post is sent by clicking the "Set the date and time of your post" icon. You select the Year, Month, Day and Hour.

You can add your location to the post.

You can add photos to your post by clicking the camera icon "Add photos to the post" and search on your computer for the photo.



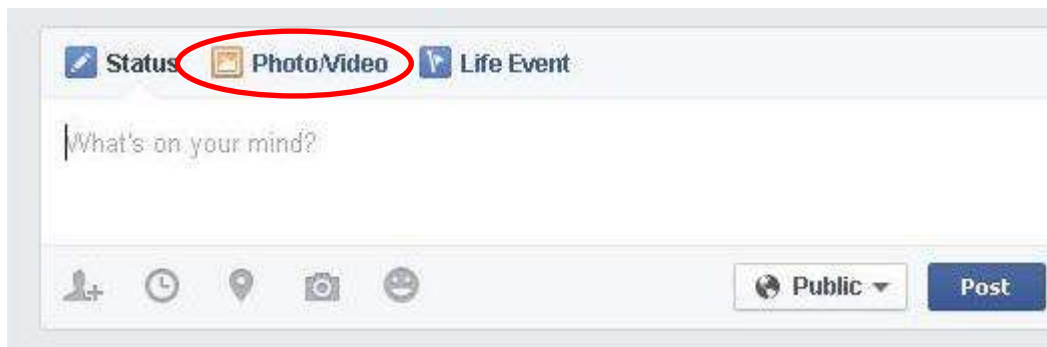
You can also click the "Add what you are doing or feeling" icon and add this to your post.

You can select who you'd like to see your post, "Public" which is anyone or "Just your friends".

Click "Post" when you are ready to send it.

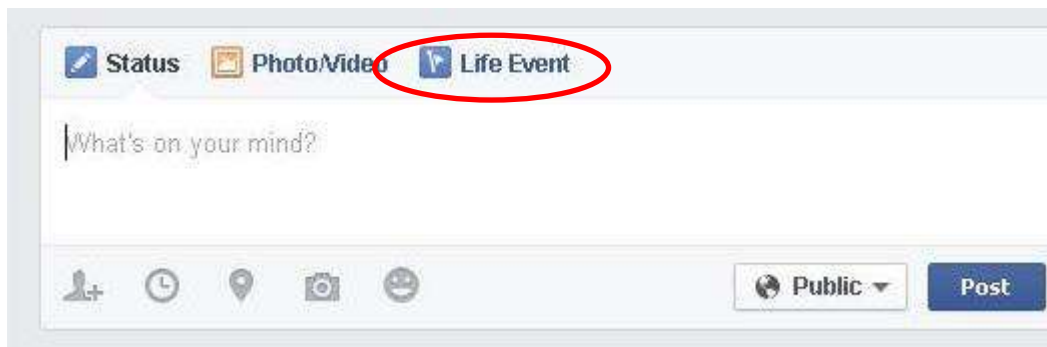
3.2 Adding Photos

You can just add photos or video by clicking on "Photo/Video". You can "Upload photo or video" or "Create a photo album".



3.3 Life Event

Here you can update your status in relation to a life event such as "New Job" or "Getting Engaged".



3.4 Updating status through Home

You can also update your status via Home. You have all the same options apart from life event.

3.5 Follow Business Pages

There are all sorts of brands and business on Facebook. You can follow the ones you are interested in to receive their status updates. To follow a business page, search at the top for the business, when you find the one you are looking for click on it and then click the "Like" button. Their updates will now appear in your news feed.



FOLLOW THE SIGBI PAGE – To follow the SIGBI Facebook page search for Soroptimist in the search box and select the Soroptimist SIGBI page, then click "Like".

HELP RAISE OUR PROFILE – be active on Facebook pages that are linked to Soroptimist causes - making it clear that you are a Soroptimist. It's always worth adding a Soroptimist Website address to draw people to look at additional information.

3.6 The Like Button

You will view Facebook mostly through the News Feed page in Home. You will be seeing updates from friends, groups and business pages you like. On all these updates you can “Like” “Comment” and “Share” the status update. Liking 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.



3.6 Comment

You can write about comment.

3.7 Sharing

If you see something in your News Feed which you would like to share with your own friends, click the “Share button.

3.8 Tagging

You can tag one of your friends in a status update or in a photo by starting to type their name and then clicking on it.

KEEP SEEING UPDATES– Facebook has rules to control the updates you see most of in your news feed. To continue seeing posts from the people and businesses you are most interested in, it is **very important** to engage with their posts, you do this by liking, sharing and commenting on their posts.

4. External Content

4.1 Sharing from Webpages

If you are on another website and see something you'd like to share with your Facebook friends, you will see the small social media icons, click the Facebook icon.



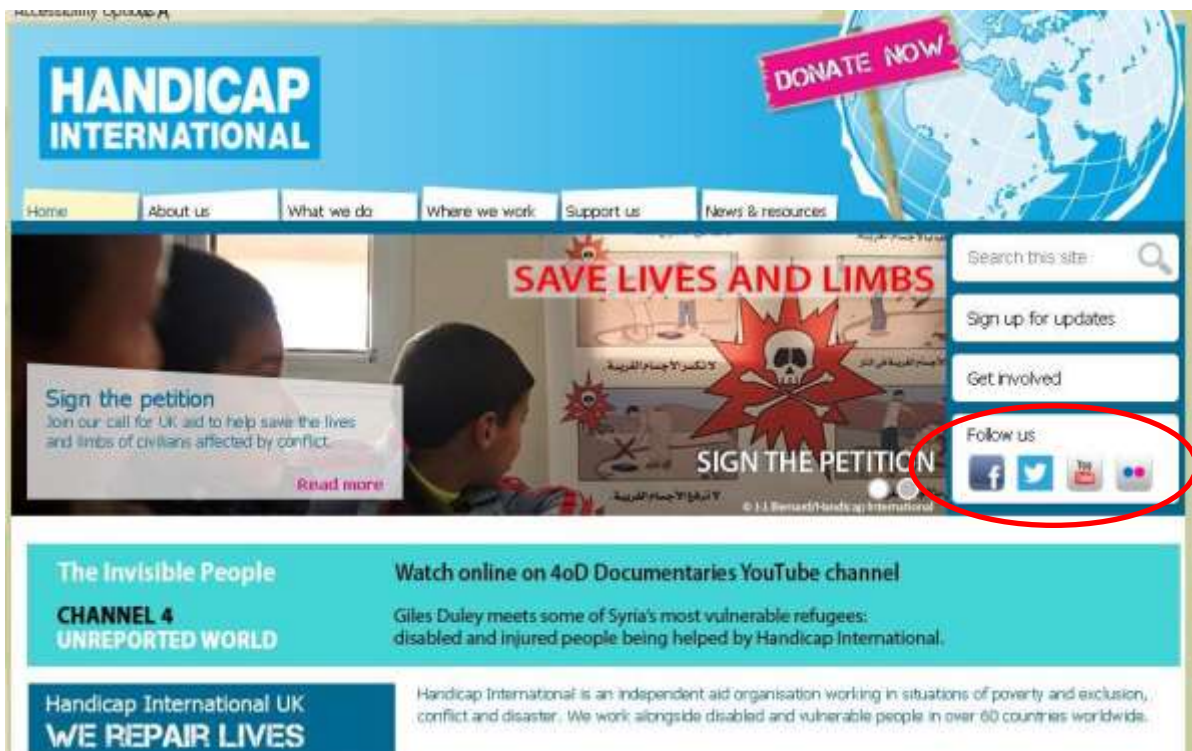
If you are not currently logged into Facebook, it will prompt you to login.

You will then be taken to a page where there is a preview of the article and also allows you to say something about it too, clicking share will share it with your friends.



4.2 Liking pages from their page

When you are on the internet, you will come across organisations which are of interest to you. Another way to like their Facebook page to receive their updates is to do it directly from their website.



Click on the Facebook icon, this is usually either at the top of the homepage or at the footer. You will then be taken to their own Facebook page where you should click "Like".