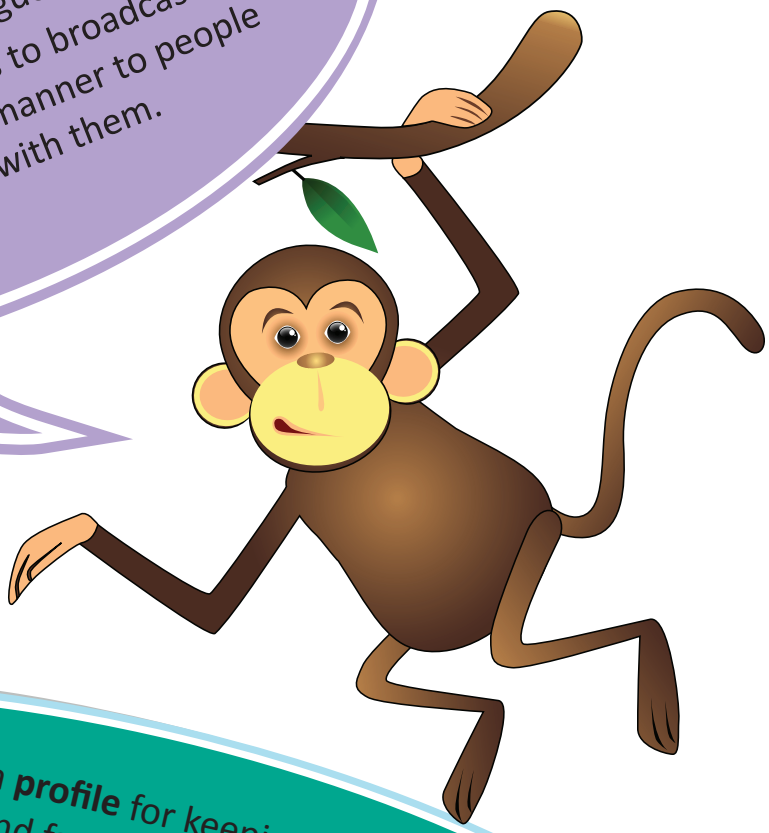
Facebook

IN A NUTSHELL

Define:

Facebook is a free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Facebook Pages are for organisations to broadcast great information in an official, public manner to people who choose to connect with them.



Use:

Create a **profile** for keeping in touch with friends and family via updates and photos.
Create a **page** for your organisation/community group to share information, promote events, and encourage feedback.
Create a **group** when a more private space is required.

Quick Steps

1. Log onto an internet browser such as Firefox, Google Chrome or Internet Explorer.
2. Go to facebook.com to create a profile. You will need an email address, a name, date of birth and a password. Step through the welcome pages to get started.
3. To create a page, go to facebook.com/pages and select the "Create a Page" link. Follow the steps provided.
4. Go straight to the Edit Page section and make sure you are familiar with the settings provided. Invite other staff to be Page Admins while you are there.
5. Use the Share component on your wall to add some information, link to useful articles/webpages, create events and add some photos before promoting your page.
6. Download a facebook app for your smartphone - this will allow you to post status updates and photos whilst you are out and about.
7. Promote your page using word of mouth, email signatures, and printed material. "Like" other pages and comment on their stories.

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