

Facebook Basics

Steve Hanlon - Lot 592

Agenda

Part 1 - Basic

- About Facebook
- How to navigate
- Status Updates
- Sharing (Things)
- Uploading images

Agenda

Part 2 - Security & Privacy

- Limiting what you see
 - Blocking people & apps
- Why facebook does what it does
- Customizing your profile
- Protecting yourself from "over sharing"

What is Facebook (FB) ?

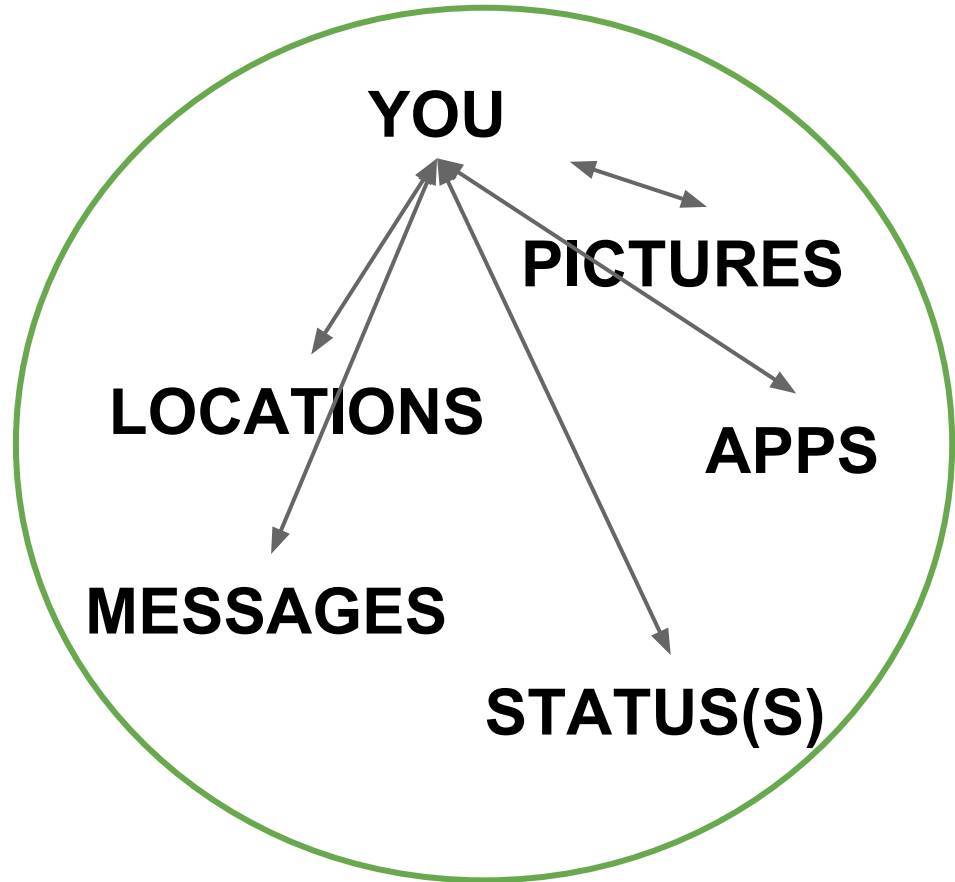
- Software program running at facebook.com
 - and tablets and smartphones
- Started in 2004 primarily between students at Ivy League universities
- VERY, VERY smart people run Facebook
- The movie "***The Social Network***" tells the story

Question: What percentage of the Earth's population are Facebook users?

- 1%
- 2%
- 3%
- 15%

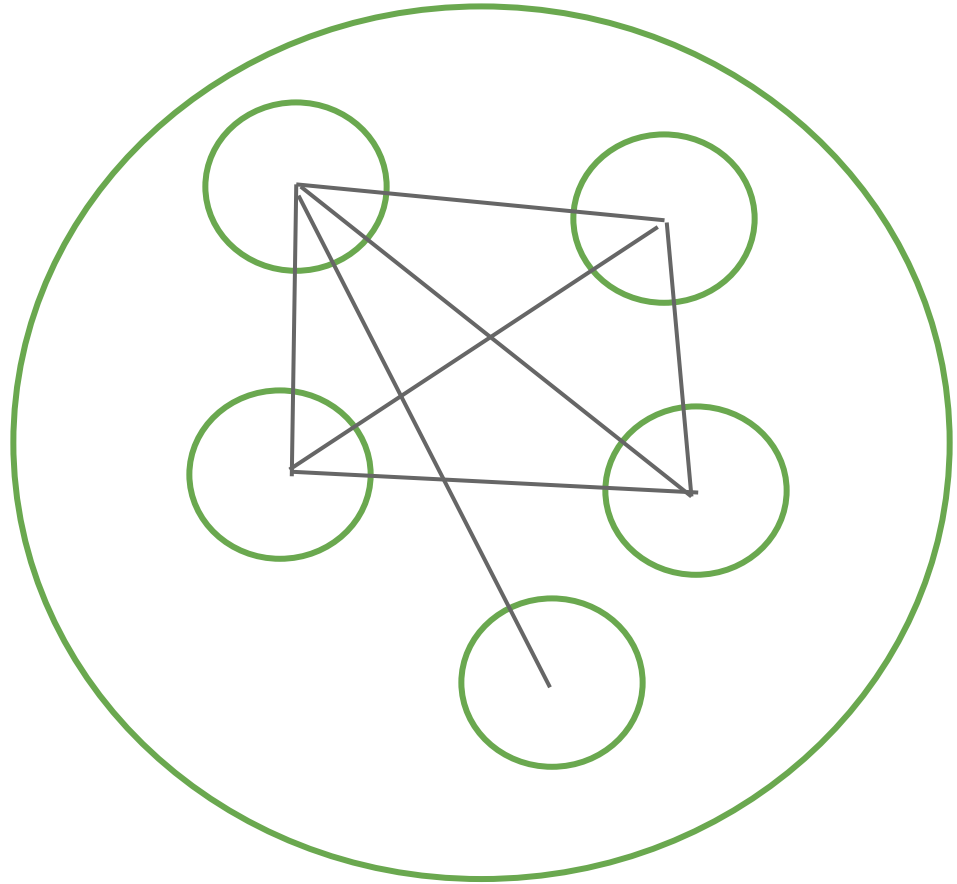
What is FB?

It's a GIANT
hairball of
interconnected
STUFF



What is FB?

YOUR stuff is
connected to
everyone else's
stuff



Where is Facebook?



Facebook Website

Every dot on the screen is agonized over

- Placement of features
- Labels for things
- Size, color and fonts

If something is weird or hard then it's that way on purpose and you should take note.

The one thing you should remember

The **Newsfeed Page** will show you all of the pictures and comments that your "friends" will share to FB

And you **MUST** be logged in to see it.

FB Newsfeed Page

The image shows a screenshot of a Facebook Newsfeed page. Three red circles highlight specific elements: the search bar at the top left, the 'Home' button in the top navigation bar, and the 'News Feed' menu item in the left sidebar.

Search Bar: Search for people, places and things

Navigation Bar: Home and Friends Steve

User Profile: Steve Hanlon Edit Profile

Update Status: Update Status Add Photos/Video

Status Text: What's on your mind?

Sort: SORT: MOST RECENT

Left Sidebar (Favorites):

- News Feed
- Messages
- Events
- Photos
- Browse
- Alvirne HS Class of 1974
- Find Friends

Pages:

- Alvirne High School
- Pages Feed 20+
- Create Ad

Apps:

- Games 8
- Candy Crush Saga
- Farm Heroes Saga 1
- Like Pages 10
- Manage Apps

Main Post:

Appalachian Trail Conservancy
Are you ready for an unrivaled wilderness experience? Registration is now open for the Smokies Wilderness Elite #AppalachianTrail Crew (SWEAT)! Sessions begin in June: <http://tinyurl.com/nmvfbxm>.

A group of hikers with backpacks and trekking poles are posing on a rocky trail in a mountainous area.

Right Sidebar:

Trending Learn More

- Kevin Bacon:** Kevin Bacon's Footloose Entrance
- James Stewart:** Supercross: James Stewart Captures Win Number Four At Toronto
- Mystery Science Theater 3000:** 'Mystery Science Theater 3000' Team to Host New TV Riffing Miniseries

See More

Sponsored Create Ad

CA Technologies
More than 75% of orgs have seen or expect to see significant benefit from their mobility i...

Like Page

Free Data Domain quote
store.emc.com

Keep your data

FB Newsfeed Page



Steve Hanlon
Edit Profile

FAVORITES

News Feed

Messages

Events

Photos

Browse

Alvirne HS Class of 1974

Find Friends

PAGES

Alvirne High School

Pages Feed 20+

Class of 1974

APPS

Games 8

Candy Crush Saga

Farm Heroes Saga 1

Like Pages 10

Manage Apps

Update Status Add Photos/Video

What's on your mind?

SORT: MOST RECENT



Appalachian Trail Conservancy

Are you ready for an unrivaled wilderness experience? Registration is now open for the Smokies Wilderness Elite #AppalachianTrail Crew (SWEAT)! Sessions begin in June: <http://tinyurl.com/nmvfbxm>.



THE NEWSFEED

Trending

Learn More

Kevin Bacon: Kevin Bacon's Footloose Entrance

Stewart Captures Win Number Four At Toronto

Mystery Science Theater 3000: 'Mystery Science Theater 3000' Team to Host New

CA Technologies

More than 75% of orgs have seen or expect to see significant benefit from their mobility i...



Like Page

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Keep your data

STUFF YOU CONTROL

FB ADS & MESSAGES

Your FB "Home" Page

The image shows a screenshot of a Facebook home page. At the top, there is a search bar with the text "Search for people, places and things" and a magnifying glass icon. To the right of the search bar are icons for Home, Find Friends, and a user profile picture labeled "Steve". The user profile picture is circled in red. Below the search bar, the user's profile picture and name "Steve Hanlon" are visible, with "Edit profile" below it. The profile picture is also circled in red. Below the profile picture is the "News Feed" section. On the left side, there is a navigation menu with options: Messages, Events, Photos, Browse, Alvirne HS Class of 1974, Find Friends, PAGES (Alvirne High School, Pages Feed, Create Ad), and APPS (Games, Candy Crush Saga, Farm Heroes Saga, Like Pages, Manage Apps). The main content area features a post from "Appalachian Trail Conservancy" with the text: "Are you ready for an unrivaled wilderness experience? Registration is now open for the Smokies Wilderness Elite #AppalachianTrail Crew (SWEAT)! Sessions begin in June: <http://tinyurl.com/nmvfbxm>." Below the text is a photo of a group of hikers on a rocky trail. On the right side, there is a "Trending" section with three items: "Kevin Bacon: Kevin Bacon's Footloose Entrance", "James Stewart: Supercross: James Stewart Captures Win Number Four At Toronto", and "Mystery Science Theater 3000: 'Mystery Science Theater 3000' Team to Host New TV Riffing Miniseries". Below the trending section is a "Sponsored" section with a "Create Ad" link. The sponsored section features "CA Technologies" with the text: "More than 75% of orgs have seen or expect to see significant benefit from their mobility i...". Below the sponsored section is a "Like Page" button and a "Free Data Domain quote" from store.emc.com with a "Keep your data" link.

Your FB "Home" Page

The image shows a screenshot of a Facebook profile page for Steve Hanlon. The page layout includes a top navigation bar with the user's name and search bar, a main cover area with a bowling image, a profile picture, and a right-hand sidebar with sponsored ads. Red text and brackets are overlaid on the image to identify key components: 'Profile Pic' points to the user's circular profile picture; 'Cover Pic' points to the large background image of a bowling alley; 'More ads and your timeline' points to the sponsored ads and the main timeline feed; 'Profile Info' points to the 'About' section; and 'All the stuff you have shared' points to the main timeline feed area.

Profile Pic

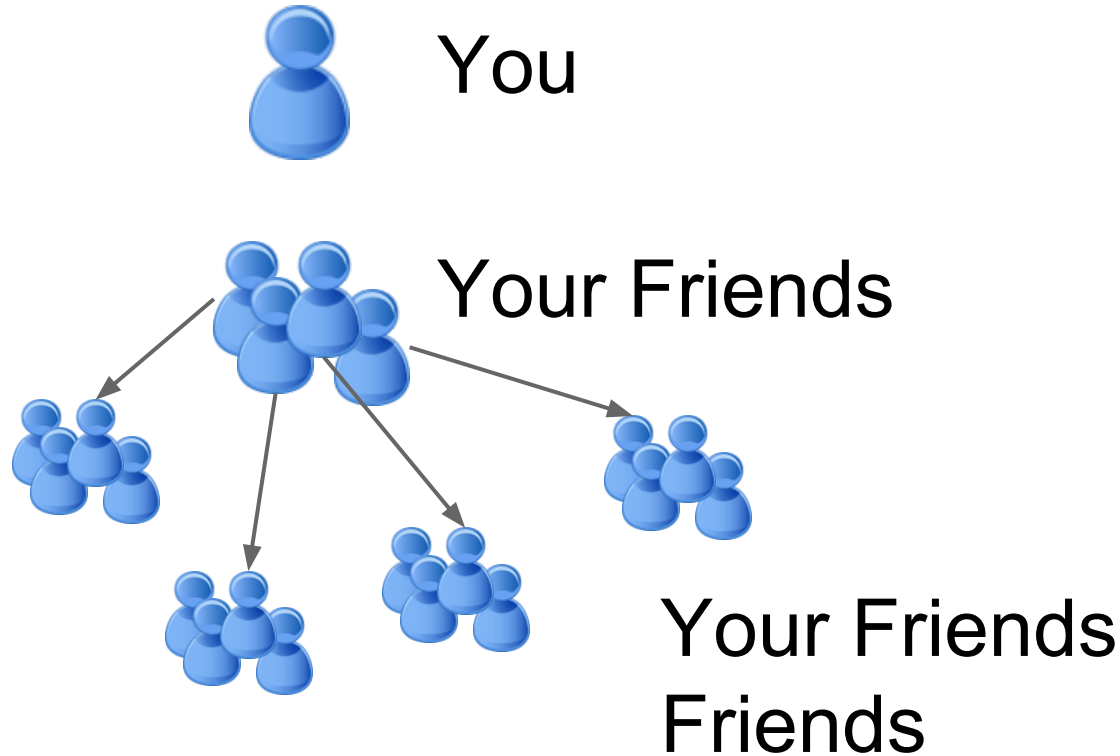
Cover Pic

More ads and your timeline

Profile Info

All the stuff you have shared

FB "Friends" Hierarchy



FB Communication Expansion

You + Friends + Their Friends

The amount of people that can potentially see what you share is HUGE

Example:

Say my daughter has 954 "friends" and each of them have 500. That's 477 thousand possible connections! OMG!!!!

FB Sharing

You can "share" what you have direct control over

- Text you type in - your "status"
- Pictures you upload
 - pictures will be resized automatically
 - picture location - via smartphone GPS - is also included in the photo

FB Sharing

You can share other peoples stuff

- Friend's Newsfeed items on your Newsfeed

- Any website with:



- Any website with a



Uploading Photos

Demo...

Facebook - Part 2

Agenda

How Facebook makes \$\$\$

How Facebook uses your data to make \$\$\$

How to change your profile

Securing/limiting your personal data

Who Can See What (by Default)

You can see your friends Newsfeed & Timeline

You can see your friends friends Newsfeed & Timeline

So...

Your friends friends can see your stuff.