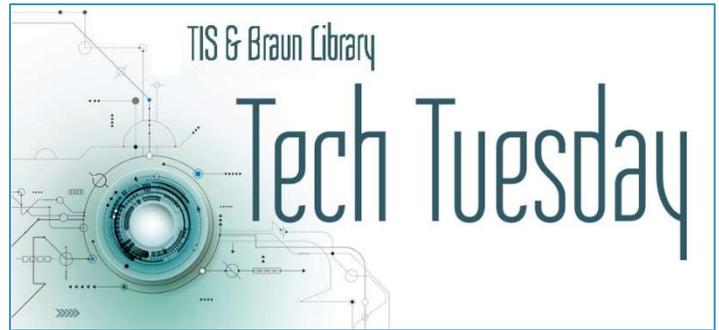

Facebook



ABOUT FACEBOOK

Founder: Facebook was launched in 2004 by Mark Zuckerberg in his Harvard dorm room. He is currently 36 years old and has an estimated net worth of \$80 billion. He and his wife have 2 young children and have announced they would give away 99% of their wealth over their lifetime. Zuckerberg currently draws a salary of \$1/year.

Purpose: Facebook's mission is to help people stay connected with friends and family, discover what's going on in the world and share and express what matters to them.

Users: By 2010 Facebook had 500 million users. There are currently 2 billion. The average amount of time users spend on Facebook is 20 minutes.

Valuation: 2012 saw Facebook's IPO at a share price of \$38; the company was valued at \$104 billion. It is currently trading at ~\$300 and has a net worth of over \$835 billion.

Demographics: 70% of all U.S. adults use Facebook. Facebook users are 54% female and 46% male. The average Facebook user has 155 "friends."

Acquisitions: Facebook has acquired more than 80 other companies, including the popular other social networking sites Instagram and WhatsApp.

Controversy: Facebook has increasingly come under pressure to limit hate speech and filter out false and misleading content. Privacy and security issues are a continuing concern for many users.

Scandals: Over the years, Facebook's image has been tarnished by fake accounts (billions have been removed) and privacy breaches, such as the infamous Cambridge Analytica data breach exposed in 2018.

WHY USE FACEBOOK?

Connect with Friends and Family: The best part of Facebook is staying in touch with friends and family. Through Facebook, you can see what they're up to, look at their photos, and leave them comments and messages. While nothing can replace in-person interaction, online communication helps you keep in touch. It also keeps you abreast of birthdays, anniversaries, engagements, and other life events.

Find Local Events: Companies, organizations and individuals can create and share pages about their local events. You can browse the ones in your area through the Events page on Facebook and see which ones are open to the public. Some event pages even have options for signing up or reserving a spot. If you know the event you want to go to but need details, you can look it up using the Search box.

Research Businesses: Facebook has become an integral part of doing business for organizations in every industry, which works to your advantage. Via Facebook, you can find ample business information, including a company's contact information and operating hours. If you're unfamiliar with a business, you can use Facebook to research its history, services and products, past accomplishments, and more. Current and former customers also leave reviews on Facebook.

Find Local and National News: While you want to avoid the fake news epidemic, Facebook is a good resource for connecting to the news sources you trust and follow. Even local media companies, including newspapers and radio stations, have Facebook pages where they post breaking news, feature stories and other content. You can stay up-to-date with local, state, national, and international news by "Liking" and "Following" reputable news sources.

THINGS TO DO ON FACEBOOK

- Post a profile
- "Friend" your friends
- React to a post
- Make a post
- Post pictures
- Read your newsfeed
- Share a post
- Wish happy birthday
- Join a group
- Check out your local Marketplace
- Post a fundraiser
- Send a private message
- Play games
- Watch live or saved videos
- Look for events

FRIENDING AND FOLLOWING

Friending on Facebook is the act of adding someone to your list of “friends.” It is a mutual system; both users must agree to “friend” each other.

Following is similar, but not necessarily mutual. You automatically follow your friends, and you can follow a user, celebrity, business, etc.) if they have allowed it, for the purpose of reading content. You can also prevent people who aren't friends from following you.

Don't accept friend requests from people you don't know. Facebook is a great place to reconnect with high school and college friends, stay involved with family who live across the country and connect with your community. In order to make sure Facebook is a safe place to post information about your life and interact with your friends and family, you should never accept friend requests from people you do not know. Check to see if you have any mutual friends, click through a few pictures, or if all else fails, just ask them how you know each other.

Unfriend: Feel free to unfriend someone you have previously friended.

Unfollow someone to take their posts out of your newsfeed. Click the 3 dots by someone's post and choose an option. They will never know you have unfollowed them, and it does not affect friending. You can always refollow them later.

View Your Friends: You can view your list of friends and those pages you follow.

NEWS FEED

News Feed is the constantly updating list of stories in the middle of your home page. It includes status updates, photos, videos, links, likes from people, pages and groups you follow, and other content.

Facebook uses complicated algorithms to present the content in your News Feed, based on who posted it, the type of content, and interactions with the posts. The order in which they appear is likewise ranked.

You can adjust both what you see and the order in which you see it but going to your Settings > News Feed Preferences.

SOME OTHER FEATURES

Timeline: Part of your profile, the Timeline displays your friends, posts, life events, photos and more. You can control elements of your Timeline in Settings > Timeline.

Likes and Reactions: The “like” button, as well as other reaction buttons such as “love” and “angry,” as well as comments, are ways for users to interact with posts, photos, etc.

Messenger: Facebook Messenger is an instant messaging service that is also available as a stand-alone app allowing users to send private messages to each other.

Notifications: Another feature that can be configured through settings, notifications show users when comments are posted, you have been tagged in a photo, etc.

Groups: These allow for collaboration and allow discussions, events, etc. Users can set these up with 3 different levels of privacy. Groups are available on every imaginable topic and are a very popular feature.

Marketplace: Classified ads in various categories.

Facebook Live: This allows users to broadcast a video to their friends in real time.

Ads: This inevitable component of social media is how companies like Facebook make a significant profit. By clicking on ads, however, you provide information that Facebook can collect and potentially sell to outside entities. You can manage your ad preferences to influence which ads you are exposed to by opting out in Settings.

SAFETY

Create a Strong Password. Don't share it with anyone and make it different from your email password. Change it regularly and keep it in a safe place.

Edit Your Personal Information. Edit your settings to limit the information you want public.

Never Post Vacation or Travel Plans. Posting your vacation plans on Facebook is an open invitation for intruders and burglars to visit your home when it's most vulnerable. Wait until you return from vacation to post about your trip.

Use Common Sense: Think before “checking in” at a location on Facebook. Don't mention in a public post that you are home alone. Exercise caution when naming family members in stories or tagging them in pictures you post. Never send personal or financial information (account numbers, social security numbers, etc.) to businesses using Facebook. Wait a while before clicking on links or attachments included on posts from friends.

SCAMS

Malicious actors use every form of technology to scam others or steal their information, and that includes Facebook. Spam is often spread by clicking on bad links or accidentally installing malicious software or downloading a bad file, which means it is important to be careful about what you click on.

If you run across spam on Facebook, you can report it. Facebook also provides the following tips for reviewing your account and removing spam:

- Check your login history for suspicious logins
- Check your Activity Log and delete any unwanted actions
- Check your installed apps and games and delete anything you don't trust
- Delete any photos, posts, pages, groups or events you didn't create

Facebook scams generally entail people creating fake accounts or hacking into existing accounts to trick other users into giving them personal information or money. You can usually detect scams if the person is asking you to send money to receive something in return. Poor spelling and grammatical errors are often indicators of scam messages or posts, as well.

If you receive a message from a friend's account but it seems uncharacteristic or odd, don't respond, as it's likely their account was hacked. Instead, contact them through a different medium to find out if they actually sent the message.

Fake news has become an increasingly troublesome problem over the past few years. Facebook users will share articles or other content from unverified and disreputable sources without first checking to see if the information is true. This behavior spreads misinformation that is detrimental to communities and society as a whole. Before clicking on or opening a piece of content shared by someone – even a friend or family member – check the source, and don't believe everything you see or read.

Don't Fall for Celebrity Clickbait. You might see an ad on Facebook offering a glimpse of a celebrity video that you simply can't resist. Or maybe it's a sports star or some other household name. Clicking the link takes you to a website that offers access to the video in exchange for... your credit card! Common sense should tell you to back away and never click on that type of ad again. However, you would be surprised at how tempting these traps really are. There's a celebrity gossip trap for everyone! Don't fall for any of them.

PRIVACY

Privacy is very important. Facebook is, first and foremost, a social networking service and its very purpose is giving you an online presence. While that is helpful for staying in touch with your loved ones or making new friends, it also means much of the information you post or generate when using Facebook is available to both the public and to the Facebook Corporation. While there is nothing you can do ensure total privacy of your data, you can take measures so it only reaches your intended audience.

Run a Privacy Checkup regularly. This feature under Settings will guide you through your current privacy settings and make any updates you would like. As social media privacy settings change frequently, it's good to check your privacy settings every month or so to see how your information could be affected.

Identity theft is an ever-present issue in our technological society. Never reveal your address in your profile, don't check in at your address, and never tag your address in a post or image. You can add your hometown or the city you live in, but never your full address.

Protect your identity and control who sees what you post on Facebook is by reviewing the privacy settings on your profile and selecting the settings you are most comfortable with. You will have the option to share your profile with:

- The Public – anyone on or off Facebook can view your profile
- Friends – only your friends on Facebook can view your profile
- Friends Except... – your friends on Facebook can view your profile with the exception of ones you have excluded
- Specific Friends – only friends on Facebook that you have approved can view your profile
- Only Me – only you can see your Facebook profile

Please note that if you “tag” a friend in a post, the default setting is that your friend's friends will be able to view it.