

A Closer Look at Facebook: Organize, Apps, Advertising & Timeline

Organize everyone! Create FB friends lists:

1. From FB home page, look for Friends section on left. Hover next to Friends, and click MORE.
2. Create a list (or use one), and then add people to this list by searching for them
3. You may see list suggestions on the left, along with a summary of who is on the list

OR

1. Go to profile of friend. Hover over relationship to them, click on “show all lists” to expand, and then click on lists that you want them to be on. You will see a little mark next to their name.

FB also has an automatic friends list (people you interact a lot with), as well as co-workers, classmates, and people within 50 miles of you. You can also create interest based lists, social circle lists, location based lists and TRUTH BASED LISTS: Same as above, create list and then add people

Apps:

Find your apps:

- Click on App Center, and then at the bottom, “My apps”.
- You will see the apps that you are currently using.
- Click on “settings” to see what permissions this app has
- For ultimate privacy (with the least amount of sharing), on the option of “posts on your behalf”, click on “only me”.
- Or, another app may just list what the app can do, with an X next to the side. Click on the X and the permission disappears.
- Check out the last data access as well to see how it is using your account

Game apps:

- Click on Games
- See suggested games
- click on Friends’ and see what your friends are playing
- Click on one of the games and see what it includes:
 - Purchases (many rely on users purchasing something to play the game)
 - What data this game will use
 - Who can see the posts that this game makes for you on the FB timeline (again, click “only me” for best privacy”.

A possible safety fix app: Install app: Norton Safe Web.

- Not enabled, click on it, and it will scan your timeline for possible unsafe links.
- Enabled, it does this automatically. NOTE: It does have the capacity of sending out notes on your behalf.

A Closer Look at Facebook: Organize, Apps, Advertising & Timeline

Facebook advertising

- To alter your ads, like or remove pages to better reflect your likes. Fun sidebar: You get to say why you don't like the ad. Get creative!
- Go to the Like page and pick out those pages which most interest you. At least you will see interesting things with your ads.
- Visit activity log and remove things which are no longer relevant
- Click or like your favorite ads to see more like that
- If you do not like an ad, you can click on the X and it will be gone

Pay to Promote my Post: For \$7.00, you can promote your post. This improves your individual status updates, makes it more possible for others to see your post. \$7 was chosen to discourage people from promoting everything they post.

Timeline:

- **STATUS:** Post on the wall from here, add a photo, check in from a place (click on place), add a life event (note tattoo or piecing under travel & experiences)
- **ACTIVITY:** Only you can see your activity log. Click on activity to see what you need to approve and what you have done.
- **FRIENDS:** See your friends, send quick message, and see how you are connected (and then mutual friends).
 - To unfriend: Click on their name, then hover on "friends" and click "unfriend"
 - To limit posts from them: Hover on friends and unclick "show in newsfeeds".
- **PHOTOS:** See all photos that you or your friends have posted (and tagged you in).
 - Hide photo: Hover over right side of picture, click the pencil and click "hidden from timeline" or "remove tag"
 - Add details? Make the picture bigger by clicking on the star. Or click on the pencil and add when and where a photo was taken, or like or comment with one click when you hover over the photo
- **LIKES:** Everything that you have liked will show up on here.
 - Modify likes: click on "Likes" on timeline, and then click on the thing you liked. Then, from there, hover over the "LIKED" button and click "unlike". Or, if you just don't want their posts on your wall, you can unclick "show in newsfeed".
- **PLACES:** Where you have been mentioned in posts or tags. Add by clicking on "add photos" and then attaching a location to a post. Caution:

For additional help on FACEBOOK, click on down arrow next to "home" and then click on "help".

This presentation was designed with Ambassadors. To learn more about the Ambassador Program, contact Mary Burns Prine at: mpbrine@gmail.com

