

Facebook Tutorial



February, 2010

Unclassified



Introduction/Objectives

- **We need your assistance with Navy recruiting!**
- **How can you help?**
 - Create a Facebook profile and join the **US Navy Life** page
 - Engage with potential prospects by sharing your own personal stories and experiences in the Navy.
 - Generate interest and excitement in the Navy as a career
 - Dispel misperceptions
 - Provide information that may help prospects in the decision making process



What is Facebook?

- **Facebook is a social networking site that has over 350 million active users worldwide.**
 - Connects people with friends and others who work, study and live around them
 - People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet



What's Expected: Create a Profile and Join the Page

- Create a Facebook profile and join the **US Navy Life** page
- An effective profile should include contact information, education, work experience, personal interests and a photo of yourself.

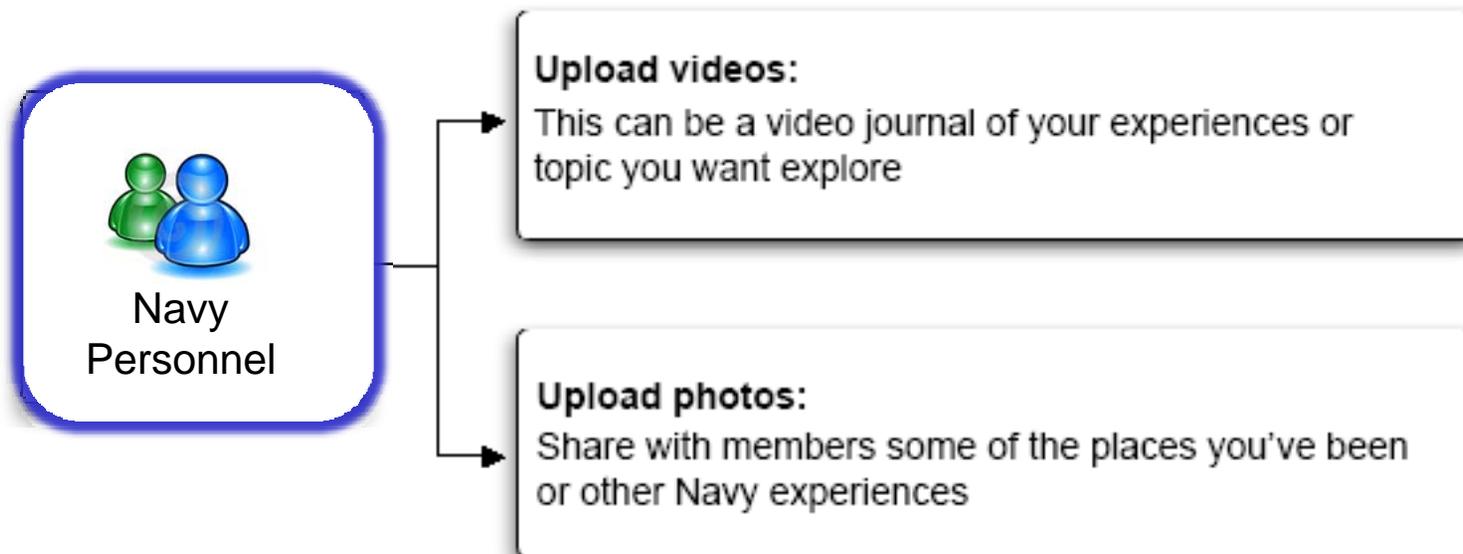


Provide as much information about yourself as possible. Specifically:	Make it personal:
Contact Info	<ul style="list-style-type: none">• Answer questions about Navy life and your own experiences; Communicate one-on-one; Engage in private conversations via email
Education	<ul style="list-style-type: none">• Tuition scholarship; Schooling; Residency training; Officer Development School; Specialty training
Work Experience	<ul style="list-style-type: none">• Status update; Chart travels ("Where I've been" application); Provide pics of yourself "on the job"
Personal Interests	<ul style="list-style-type: none">• Why you got into health care; how you decided on the Navy



What's Expected: Provide Assets

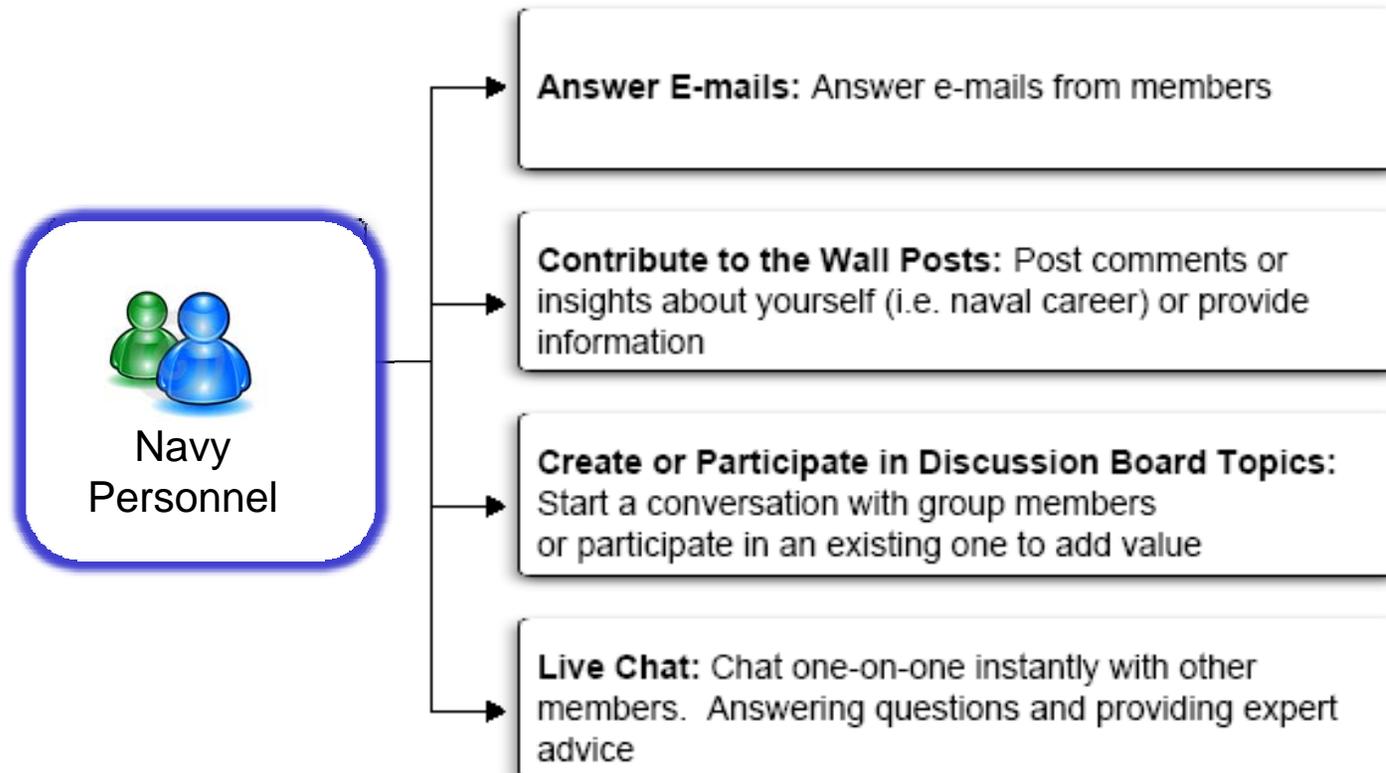
- **You should provide assets to the page. We recommend that you upload at least 1 video or 1-2 photos once a month.**





What's Expected: Participate

- It is ideal if you participate in one of the following things each week.





What's Expected: Participate

- **Below are a few examples of what you could discuss with members in the page:**

Examples:

- Why I joined the Navy
- Accomplishments
- Humanitarian efforts that I was involved in
- Places I've been/experiences
- Officer Candidate School
- Deployment (How to cope)
- Career Opportunities
- Life outside of the Navy
- Family life
- What does it mean to be a part of the Navy community
- Advice



Table of Contents

This tutorial will help guide you through the following basic features on Facebook:

- How to Register and Join Facebook
- How to Create and Build a Facebook Profile
- How to Join the Navy Life Facebook Page
- How to Interact with Members in the Navy Life Facebook Page
- How to Use Your Facebook Inbox

In the Appendix:

- How to Post Photos and Notes on your Profile Page
- How to Use Facebook Applications
- How to Use Account Settings



How to Register & Join on Facebook

Log in to: <http://www.facebook.com>

facebook

Remember Me [Forgot your password?](#)

Email Password Login

Facebook helps you connect and share with the people in your life.

Sign Up
It's free and anyone can join

Full Name:

Your Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

STEP 1:

Enter in your full name, email address, birthday (for security purposes) and create a password. You can use your personal email account, but note that you will receive notifications from the site. If you do not want emails sent to your personal account, we suggest creating one through Google G-mail.

Facebook will send a confirmation message about your registration to your e-mail address. When you receive the e-mail, click on the link (it will take you back to Facebook) and your account will be created. Now you can continue with the process...

Facebook © 2009 English (US) ↕

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NOTE: After you have registered this is where you will type in your email and your password to log in at a later time



How to Register & Join on Facebook

STEP 2:

At this point you can find friends on Facebook to connect with them (not mandatory). To bypass this step, click "Skip this step".

Note: You can search for anyone on Facebook, but you can only see profiles of your friends and the people in your own networks.



How to Create & Build a Facebook Profile

STEP 3:

Here you can enter in your high school, college/university, company and city to find a network to join. Hit the save button each time.

Note: It's best to be as transparent as possible with who you are in your profile, however If you are uncomfortable with sharing certain information (i.e. city you live in), you are not required to do so.

Fill out your Profile Info Step 2 of 3

Enter your education history and company (if any). This information will help you find your friends on Facebook.

High School: Class Year:

College/University: Class Year:

Company:

Save

[Skip this step ▶](#)

Join a Network Step 3 of 3

Type your city to find your network.

City/Town:

US/Canada/UK only - other countries

Join

Once you join, you will be able to see the profiles of other people in the selected network, and they will be able to see yours. You can change your privacy settings on the Privacy page.

[Skip this step ▶](#)



How to Create & Build a Facebook Profile

Basic

Basic Information

Sex:

Show my sex in my profile

Birthday:

Show my full birthday in my profile

Hometown:

Relationship Status:

Interested in: Men Women

Looking for: Friendship Dating A Relationship Networking

Political Views:

Religious Views:

facebook Home Profile Friends Inbox Anica S

What are you doing right now?

You can search by name or look for classmates or coworkers.

Fill in details and upload a profile picture to help your friends recognize you.

Personal

Personal Information

Activities:

Interests:

Favorite Music:

Favorite TV Shows:

Favorite Movies:

Contact

Contact Information

Email:

TV Screen Name(s):

Mobile Phone:

Land Phone:

Address:

City/Town:

Zip:

Website:

STEP 3 (cont'd): There are two areas that you can click on to edit your profile (circle in red). You'll find four tabs to complete: basic, contact, personal, education & work. Note: After you fill out each section, make sure you save your changes each time. Again, fill in what you are comfortable sharing. You can also lock this information and click only for your friends to view. You can say who you want to have that information, so it's not exposed to everyone on the world wide web.

-
-
-
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Education & Work

Education and Work

College/University:

Concentration:

High School:

Employer:

Position:

Description:

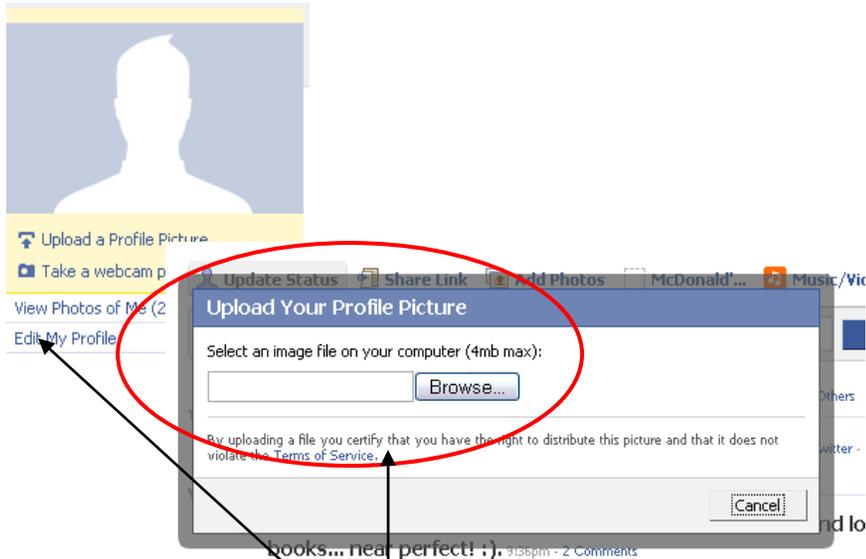
City/Town:

Time Period: I currently work here. Month: Year: to present.



How to Create & Build a Facebook Profile

Note: On the profile page you'll notice something called a wall, that basically tells you a story of all the things you've been doing on Facebook. As you scroll down you'll find key elements of all the stuff that you typed in earlier on your profile as well as anything that people have posted to you.

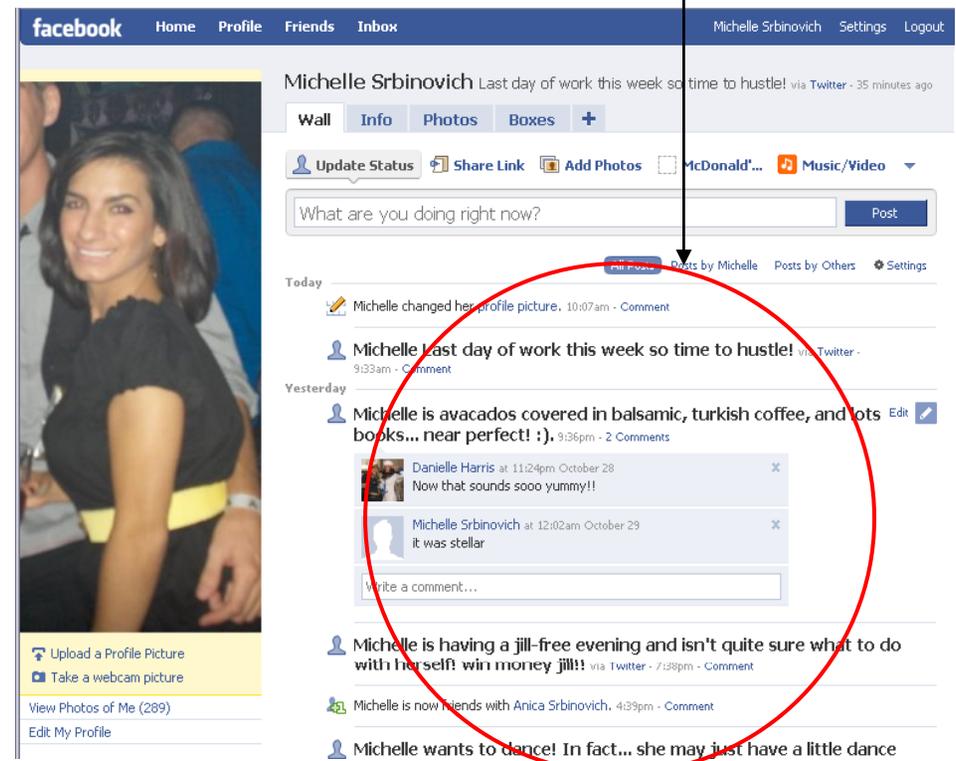


STEP 3 (cont'd):

Upload Photo

1. Click on the link that says "Upload Picture".
2. Choose the photo you want to use from your computer by using the "Browse" button.
3. Certify that you have the right to use this photo and that it is not pornography or copyrighted.
4. Click the "Upload Picture" button.

Now that you're finished completing your profile, people will be able to find you.

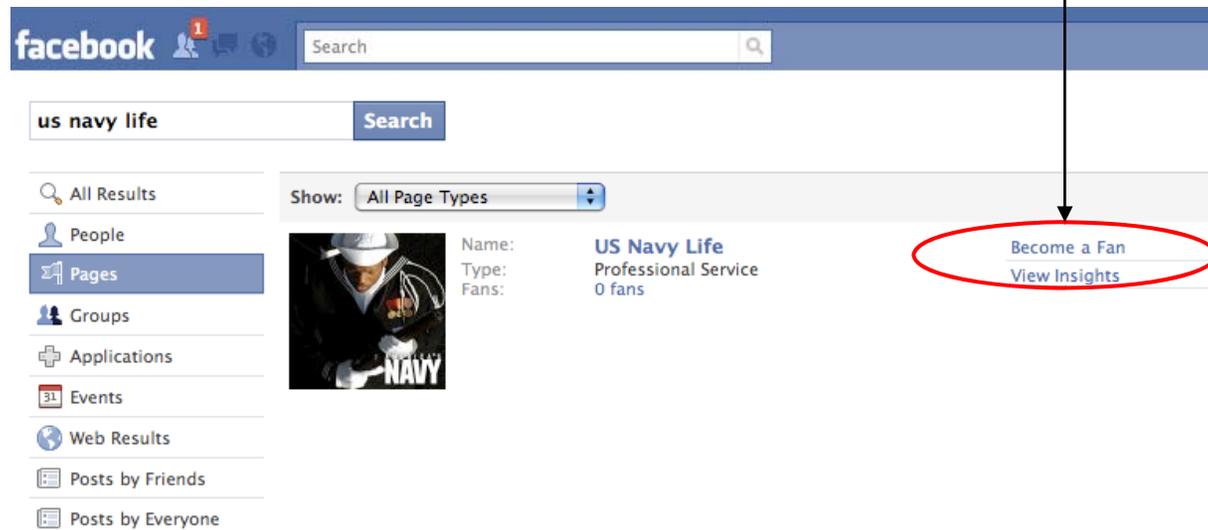




How to Join the US Navy Life Facebook Page



To join our page, go to the search field and type in **"US Navy Life"** by typing this in the search area. Once found, click on the page tab and then click "become a fan" link. Now you're ready to interact with our page





How to Interact with the Members on the Navy Life Page

Go Mobile! You can also use your mobile phones to send text message or photos to Facebook, see slide 21 for more details



Talk with others instantly:

Facebook Chat (It's located at the bottom of the screen), allows you to start instant conversations with the members on the page. Just check the "Online Friends" menu to see who is online now. The green dot means your friend is available to chat. If you don't want to chat, you can make yourself unavailable.

Post on the Wall

What is the wall? It's basically an area to post notes and information for everyone to see. They can also post things on the wall too. Just click on the "write something" button



Start a Topic or Participate in an Existing Topic

Discussion boards are a forum for conversation between page members. Everyone can see the discussions. Just click on start new topic or click on the blue highlighted area of the existing topic





How to Interact with the Members on the Navy Life Page

Upload Photos

Select "Add Photos" from the main page of the page. You can select up to five photos to add at a time directly or move as many photos as you want from another album. Facebook supports almost all photo file types (gif, .jpg, or .png).



Videos

Displaying 2 of 6 videos.

[Add Videos](#) | [See All](#)



[www.sequencemoi.com -> Au service de votre originalité](#)
by Reybier Lucie
1:16 Uploaded about a month ago.

[View Video](#)



[Talks Chris Anderson: Technology's Long Tail](#)
by Peter Bordes
16:15 Uploaded about 2 months ago.

[View Video](#) | [1 comment](#)



Upload Videos

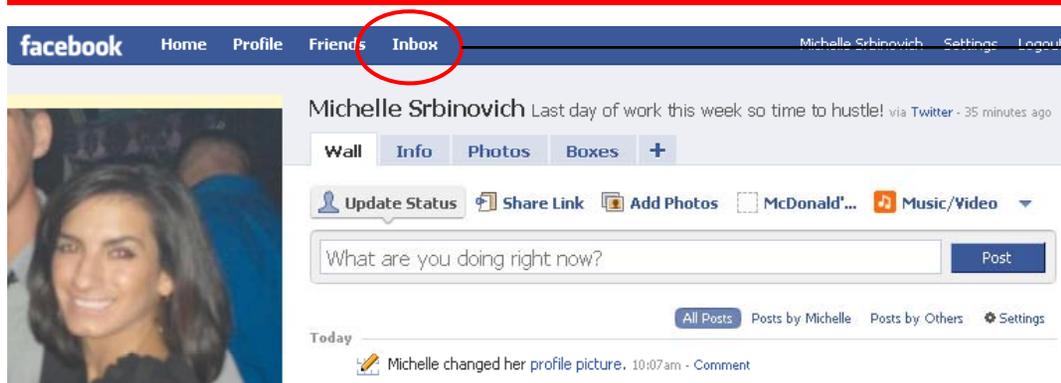
Select "Add Videos" from the main page of the page. You have the options to 'Add from My Videos,' 'Upload File,' and 'Record Video.' The videos will be visible to everyone who views the page

Facebook supports almost all video file types (mov, wmv, avi, mpg, mpeg, asf, mp4, mpeg4, 3gpp, 3gp, 3g2, mkv, flv, vob, ogm and nsv).

Go Mobile! You can also use your mobile phones to send text message or photos to Facebook, see slide 21 for more details



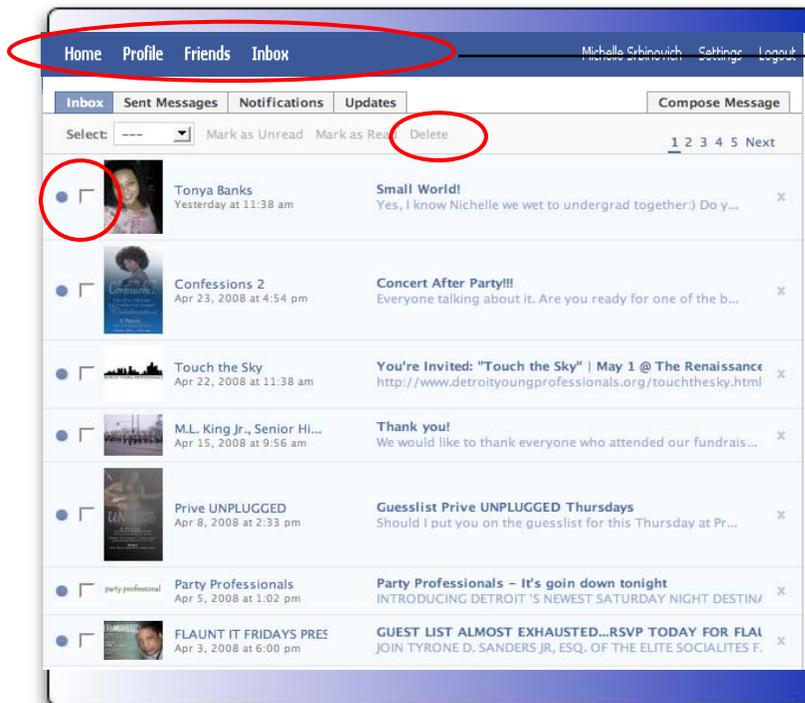
How to Use your Facebook Inbox



Communicate with members through email: Your inbox is much like your email that you would have through your personal email except it's through Facebook. Click on inbox.

1st Tab (Inbox):

Shows a list of people that have sent you messages to your inbox. If you wanted to delete any of these messages, you would click on the box and hit delete



2nd Tab (Sent messages):

Shows all of the message you sent. Same rule applies on how to delete

3rd Tab (Notifications):

Shows notifications that someone has written you back or taken some type of action they want you to know.

4th Tab (Updates):

Delivers news and information to your Facebook profile

5th Tab (Compose Messages):

If you want to compose a message, just click on that box.



- **How to Post Photos and Notes on Your Profile Page**
- **How to Use Facebook Applications**
- **How to Use Account Settings**



How to Post Photographs & Notes on Facebook



- Click on the link in the right homepage navigation menu that says "Photos"

Photos My Photos | Photos of Me | Help

+ Create a Photo Album

- Next click the button that says "Create A Photo Album"
- Create a name for your album and write a description
- Decide who you want to be able to see the album: everyone, your friends, or your network and your friends
- Click on the "Create Album" button

Add New Photos

Create Album Mobile Photos

Album Name:

Location:

Description:

Privacy: Who can see this?

Everyone

Create Album

Cancel

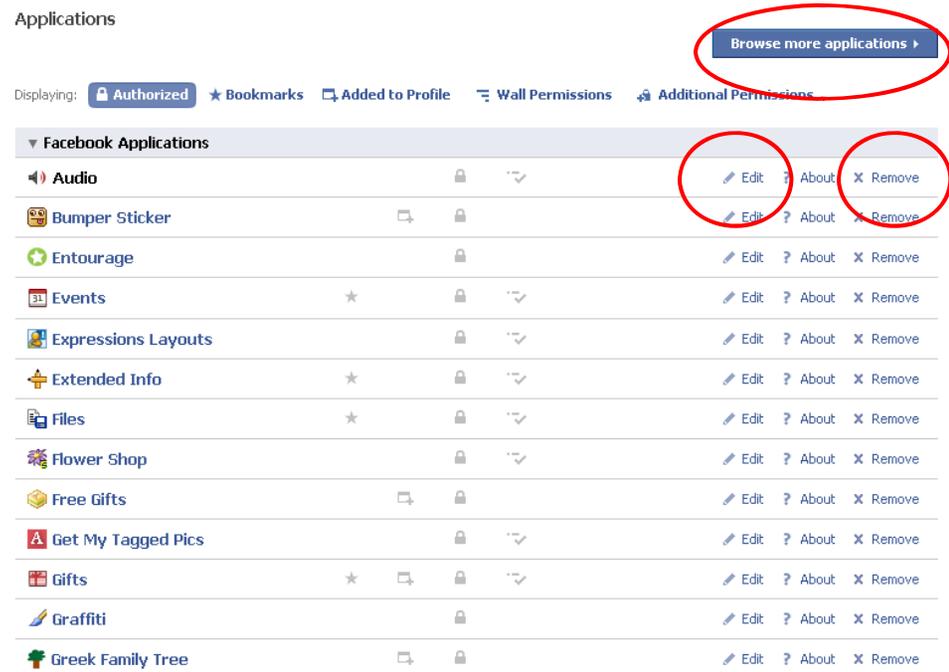
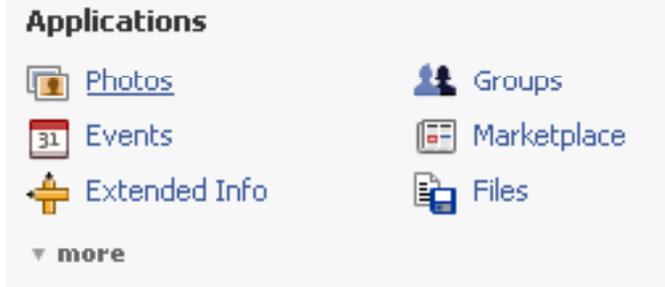
You can also add a caption to each photo. Here's how:

- Write in a caption for your photo
- Click on one of the people in the photo. Add their name to the box that pops up. Click "Tag" when you have added the name
- Add names for everyone in the photo
- Choose one of the photos as your album cover photo
- When you are finished, click "Save Changes"
- We also recommend you add photos to the US Navy Health care page



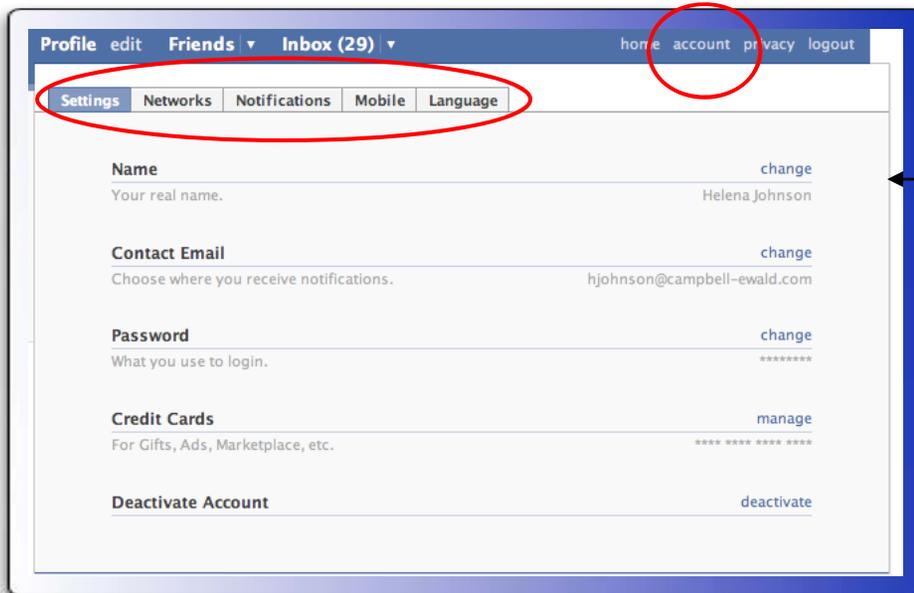
How to Use Facebook Applications

There so many applications available on Facebook. You can get everything from videos to movie information, you name it is on there. As you browse through these different various applications, you'll see it is limitless and endless and you can add as many applications as you want. You can edit the settings of the applications, get a description about them, or remove applications. If you want to browse for more, just click the blue button that at the top of the screen.





How to Use Account Settings



Click on the account button. Here you can modify your settings, view networks or change language. On the notifications tab you can change your email notifications. You can decide how you want to receive the notifications. Right now when an action occurs you will get an email to the email address you've given Facebook. So this will happen when someone adds you as a friend or writes on your wall or tags you in a photo/note or wants you to join a page.

Clicking on the mobile tab, you'll notice that this is where you can actually use your cell phone. You can send photos or use text mobile messages through this, but this is the page that you're going to want to put in your information so that you can do that at a later time. After you activate the account, you can go to m.facebook.com on your phone's internet browser.

