

# Contents at a Glance

<b><i>Introduction</i></b> .....	<b>1</b>
<b><i>Part I: Getting Familiar with Facebook</i></b> .....	<b>7</b>
Chapter 1: The Many Faces of Facebook.....	9
Chapter 2: Adding Your Own Face to Facebook.....	29
Chapter 3: Finding Your Way.....	39
Chapter 4: Privacy and Safety on Facebook.....	53
<b><i>Part II: Representing Your Identity Online</i></b> .....	<b>63</b>
Chapter 5: Building Out Your Profile.....	65
Chapter 6: Finding Facebook Friends .....	79
Chapter 7: Using Facebook Photos .....	93
Chapter 8: Facebook Applications .....	105
Chapter 9: Adding Third-Party Applications .....	137
<b><i>Part III: Keeping Connected and Staying in Touch</i></b> .....	<b>149</b>
Chapter 10: Keeping Up with Your Friends .....	151
Chapter 11: Defining Your Outer Circle with Networks.....	171
Chapter 12: Creating and Joining Groups on Facebook .....	181
Chapter 13: Scheduling Your Life with Facebook.....	203
Chapter 14: Facebook on the Go .....	219
<b><i>Part IV: It's Not Personal: It's Business</i></b> .....	<b>235</b>
Chapter 15: Leveraging Facebook for Business.....	237
Chapter 16: Creating a Page for Your Business .....	245
Chapter 17: A New Kind of Advertising .....	269
Chapter 18: Facebook Platform .....	285
<b><i>Part V: The Part of Tens</i></b> .....	<b>305</b>
Chapter 19: Ten Great Third-Party Applications .....	307
Chapter 20: Ten Ways Facebook Uniquely Impacts Lives .....	313
Chapter 21: Leah and Carolyn's Favorite Groups.....	319
<b><i>Index</i></b> .....	<b>325</b>



# Table of Contents

---

## ***Introduction*..... 1**

About Facebook For Dummies .....	1
Foolish Assumptions .....	2
Conventions Used in This Book .....	2
What You Don't Have to Read .....	3
How This Book Is Organized.....	3
Part I: Getting Familiar with Facebook .....	3
Part II: Representing Your Identity Online .....	4
Part III: Keeping Connected and Staying in Touch .....	4
Part IV: It's Not Personal: It's Business .....	4
Part V: The Part of Tens.....	4
Icons Used in This Book.....	4
Where to Go from Here.....	5

## ***Part I: Getting Familiar with Facebook* ..... 7**

### **Chapter 1: The Many Faces of Facebook ..... 9**

What Is Facebook? .....	10
What You Can Do on Facebook .....	11
Establish a profile.....	11
Connect with friends and build your network.....	12
Communicate with other Facebook users .....	13
Post photos .....	13
Plan events, join groups .....	14
Try out applications.....	14
Promote your business.....	15
What You Can't Do on Facebook.....	16
You can't see just any profile.....	16
You can't lie.....	17
You can't be twelve .....	17
You can't troll.....	17
You can't upload illegal content .....	18
How Is Facebook Different from Other Social Sites? .....	18
Who's Using Facebook.....	19
Students of the 'Book.....	21
The School of Life.....	22
Putting Facebook to work at work .....	24
Facebook maturing.....	24
Le Facebook International.....	27



**Chapter 2: Adding Your Own Face to Facebook . . . . . 29**

What Do You Need to Do to Sign Up? .....29  
Joining a Network.....31  
    Why join a network?.....32  
    Which networks should you join?.....32  
Setting Up Your Profile .....34  
    Basic information .....35  
    Education and Work history .....35  
    Profile picture .....35  
Do You Trust Me? Getting Verified .....36

**Chapter 3: Finding Your Way . . . . . 39**

The Blue Bar on Top .....40  
On the Left: Search, the Applications Menu, and the Banner .....42  
    Search .....42  
    The Applications menu.....43  
    The Banner .....44  
The Footer .....45  
The Home Page.....46  
    News Feed .....46  
    New, Now, and Next.....49

**Chapter 4: Privacy and Safety on Facebook . . . . . 53**

The Win-Win of Privacy .....54  
Privacy Options .....54  
    Network privacy .....56  
    Friendship .....57  
    Limited Profile.....57  
Personal Responsibility to Safety .....59  
It Takes a Village to Raise a Facebook.....59  
Behind the Scenes .....60  
    Protecting minors.....61  
    Preventing spam.....61

***Part II: Representing Your Identity Online . . . . . 63***

**Chapter 5: Building Out Your Profile . . . . . 65**

Advanced Profile Features .....66  
    And I will call it . . . Mini-Feed .....66  
    Profile action links.....68  
    The Friends box.....68  
    Wall you need is love .....69  
    Applications (that is, everything else) .....69

Profile-Building Strategies.....	71
Building a profile for yourself.....	71
Building a profile for promotion.....	72
Representing yourself to family, friends, and the world.....	73
Choosing Who Can See What.....	73
Know your options.....	74
Your profile is in the eye of the beholder.....	76
Contact information.....	76
Your birthday.....	77
<b>Chapter 6: Finding Facebook Friends.....</b>	<b>79</b>
What Is a Facebook Friend?.....	80
A reflection of reality.....	80
A contact.....	80
A privacy implication.....	81
A News Feed implication.....	81
The Facebook Friend Philosophy.....	82
Choose your friends wisely.....	82
It's quality, not quantity.....	82
Finding Your Friends on Facebook.....	83
If only real life had a Friend Finder.....	83
Find what you're looking for: Search.....	88
Keeping Track: Friend List Management.....	90
Creating and applying Friend Lists.....	90
Spring friend-cleaning.....	92
<b>Chapter 7: Using Facebook Photos.....</b>	<b>93</b>
The Photos Page.....	93
Uploading Photos.....	94
Editing and Tagging Photos.....	97
Adding captions to your photos.....	98
Tagging your photos.....	98
Rearranging photos.....	100
Viewing Photos of You.....	100
The Profile Picture Album.....	101
Photos Privacy.....	101
Album privacy.....	102
Photos of You privacy.....	103
<b>Chapter 8: Facebook Applications.....</b>	<b>105</b>
Photos.....	106
Groups.....	106
Events.....	107

Notes.....	107
Writing a note.....	107
Formatting a note.....	108
Adding photos to a note.....	109
Tagging friends in your note.....	111
Importing a blog into Notes.....	111
Reading and commenting on your friends' notes.....	112
Posted Items.....	112
The basics of posting an item.....	113
Using Share to post items.....	114
Getting the news, filtered through your friends.....	115
Marketplace.....	115
Creating a listing.....	115
Browsing, searching, and viewing listings.....	118
Initiating contact.....	119
Video.....	120
Uploading video.....	120
Recording video.....	122
Tagging and editing videos.....	122
Viewing videos and leaving comments.....	124
Video messages and Wall posts.....	124
Gifts.....	127
Giving gifts.....	127
Receiving gifts.....	129
Mobile.....	130
Mobile uploads.....	130
Phonebook.....	131
Edit settings.....	131
Politics.....	132
Adding the Politics application.....	132
Supporting politicians.....	134
Debate groups.....	135
ABC Partnership for US Politics.....	135

**Chapter 9: Adding Third-Party Applications . . . . . 137**

Why Add an Application?.....	137
Finding Third-Party Applications.....	138
Requests, notifications, and profiles.....	138
The Application Directory.....	139
About pages.....	141
Understanding the Add Application Page.....	142
Exploring a Trio of Third-Party Applications.....	143
Movies, by Flixter.....	143
Files, by Box.net.....	144
Dogbook, by Poolhouse.....	144
Accessing Facebook outside Facebook.....	145

Managing Your Applications .....	146
The Edit Applications page .....	146
Your Applications menu .....	147
Profile layout .....	148

## ***Part III: Keeping Connected and Staying in Touch ..... 149***

### **Chapter 10: Keeping Up with Your Friends .....151**

Just between You and Me.....	151
Messages .....	152
Sharing is caring .....	160
Poke.....	163
Requests .....	163
Public Displays of Affection.....	164
The writing's on the Wall.....	164
Care to comment? .....	166
Status symbol .....	167
Heard It through the Grapevine .....	168
News Feed .....	168
Notifications.....	169

### **Chapter 11: Defining Your Outer Circle with Networks .....171**

Introducing Networks .....	171
School networks .....	172
Workplace networks .....	172
Region networks .....	173
Joining a Network.....	173
Designating a primary network .....	175
Indicating your school affiliation .....	175
Browsing Your Networks.....	176
Keeping Up with Your Networks .....	178

### **Chapter 12: Creating and Joining Groups on Facebook .....181**

Getting Going with Groups.....	181
Joining a group .....	182
Anatomy of a group.....	184
Adding your two cents (or more).....	188
Finding the Group for You.....	188
Searching groups .....	189
Checking out popular groups .....	191
Reporting offensive groups .....	192
Creating Your Own Groups .....	193
Step 1: Group Info.....	193
Step 2: Picture .....	197
Step 3: Members .....	198
Managing your group.....	200

**Chapter 13: Scheduling Your Life with Facebook . . . . . 203**

Getting Going with Events.....	203
Anatomy of an Event.....	205
Going to the After Party.....	208
Finding the Event for You.....	208
Searching events.....	208
Browsing events.....	210
Checking out popular events.....	211
Creating Your Own Events.....	211
Step 1: Event Info.....	212
Step 2: Picture.....	215
Step 3: Guest List.....	216
Managing your event.....	217

**Chapter 14: Facebook on the Go . . . . . 219**

Mobile Texts.....	220
The Mobile Application.....	223
Mobile notifications.....	223
Mobile uploads.....	225
Is That Facebook Mobile Web in Your Pocket . . . ?.....	227
Mobile Home.....	228
Mobile Profile preview.....	232
Mobile Friends list.....	233
Mobile Inbox.....	234
Mobile contacts.....	234

***Part IV: It's Not Personal: It's Business*..... 235****Chapter 15: Leveraging Facebook for Business . . . . . 237**

Facebook Pages.....	238
Social Ads.....	240
Granular targeting.....	240
Social relevance.....	241
The Facebook Platform.....	242

**Chapter 16: Creating a Page for Your Business . . . . . 245**

Why Create a Facebook Page?.....	246
Pages versus Profiles versus Groups.....	248
Who should create a Facebook Page?.....	250
Who shouldn't build a Facebook Page?.....	250
Creating and Managing a Facebook Page.....	251
Creating a Page for your business.....	252
Making your Page yours.....	254
Promote your Page.....	263

Engage your fans .....	264
Know-It-All .....	267
<b>Chapter 17: A New Kind of Advertising .....</b>	<b>269</b>
Advertising Improves .....	269
Defining Social Ads .....	271
Social Actions .....	272
Social Ads plus Social Actions rules .....	272
Who uses Social Ads? .....	273
Creating a Social Ad .....	273
Step 1. Get started .....	274
Step 2. Pick your destination .....	274
Step 3. Target your ad .....	275
Step 4. Create your ad .....	278
Step 5. Set your budget .....	280
Step 6. Review your ad .....	281
Managing Your Social Ads .....	282
Spam Is Not Delicious .....	283
<b>Chapter 18: Facebook Platform .....</b>	<b>285</b>
Understanding What Facebook Platform Is .....	285
Harnessing the Power of Facebook Platform .....	287
Case Study: iLike .....	287
Mass distribution .....	288
Deep integration .....	289
Business opportunity .....	295
The Application of Applications .....	295
Applications for users on Facebook .....	295
Applications for businesses on Facebook .....	296
Applications elsewhere on the Web .....	297
Desktop applications .....	297
Facebook Branded Applications and Third-Party Applications .....	297
Helping users to find your application .....	298
Getting users to trust your application .....	300
Developing on Facebook Platform .....	300
Best Practices for Developers .....	302
 <b>Part V: The Part of Tens .....</b>	 <b>305</b>
<b>Chapter 19: Ten Great Third-Party Applications .....</b>	<b>307</b>
Scrabulous .....	307
Quotes .....	308
Graffiti .....	308
Pandora .....	309
Causes .....	309
(fluff)Friends .....	310

Picnik .....	311
Extended Info .....	311
OpenTable .....	312
Which FB Employee Are You? .....	312
<b>Chapter 20: Ten Ways Facebook Uniquely Impacts Lives .....</b>	<b>313</b>
Camp Friends Forever .....	313
Heading Off to School .....	314
Not-So-Blind Dates .....	314
We've Moved! .....	315
Reconnecting .....	315
Keeping Up with the 'rents .....	316
Keeping Up with the Kids .....	316
Will Facebook for Food .....	317
We're Goin' to the Chapel .....	318
Hey, Facebook Me! .....	318
<b>Chapter 21: Leah and Carolyn's Favorite Groups .....</b>	<b>319</b>
When I Was Your Age, Pluto Was a Planet .....	320
For Every 1,000 That Join This Group I Will Donate \$1 for Darfur .....	320
I Flip My Pillow Over to Get to the Cold Side .....	321
Meta-League (and Members of the Meta-League) .....	321
I Will Go Slightly Out of My Way to Step on That Crunchy-looking Leaf .....	321
Facebook Ultimate Frisbee .....	322
I Wish I Were Your Derivative So I Could Lie Tangent to Your Curves .....	322
Addicted to Quoting Lines from Arrested Development .....	323
Students Against News Feed .....	323
I Was Doing Homework and Then I Ended Up on Facebook .....	324
<b>Index .....</b>	<b>325</b>