



facebook® A BEGINNER'S GUIDE

AMERICAN MAJORITY

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Introduction

In the days leading up to the American Revolution, committees of correspondence formed to organize and increase communication between the colonies. Letters were written and then disseminated throughout the colonies via horseback. Those who organized the committees of correspondence hoped they might rally the citizens of the colonies to the common cause of American independence. But it is important to note that the end goal of the committees was not merely to communicate ideas. It was to drive people to action, bringing Americans together to achieve that common goal of independence.

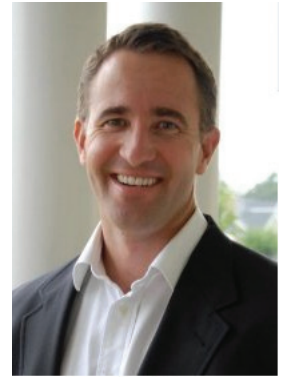
In the 21st century, communication no longer moves at the speed of a horse or even a ship. It moves at the speed of light. The Internet has given us the ability to communicate almost instantaneously—something the Founding Fathers could never have imagined. And most of the amazing communication tools available to us via the Internet are free: email, Twitter, Facebook, YouTube, and a host of other new media.

But are those who believe in limited government and the free market using the Internet effectively to unite people to a common cause and collective action? Statistics show that over 80% of those under 30 find their information online—a medium dominated by those with left-leaning views. This number of those who find their information online will only increase. However, those who believe in the free market and limited government can change the second statistic. What we at American Majority are doing is helping to educate people on the power of new media, and on how to use it effectively to advance and defend those principles we believe in.

To help you advance your online presence, the team at American Majority has developed a Beginner's Guide to Facebook Activism. We hope that you will take the time to read this guide and learn to unlock the power of Facebook. If those of us who believe in the free market and limited government can become effective online in communicating the truth of what is, and organizing for off-line collective action, we will win.

For Liberty,


Ned Ryun
President
American Majority



[View Photos of Ned \(366\)](#)

[View Videos of Ned \(21\)](#)

[Send Ned a Message](#)

[Poke Ned](#)

About Facebook

What is Facebook?

From their website: Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment.

Essentially, Facebook is the equivalent of an online neighborhood. Your personal profile serves as your home, where friends (neighbors) can stop by to talk. There are pages, which serve as the community's more professional space, and groups that act as, well, groups. The value in such a space is that you can easily keep in contact with colleagues, family, friends, and even meet new people that share similar interests. In an increasingly busy world it can be hard to visit or even phone all of your contacts, but with a centralized arena like Facebook, you can quickly and conveniently manage this new era of social interaction.

Why start Facebook?

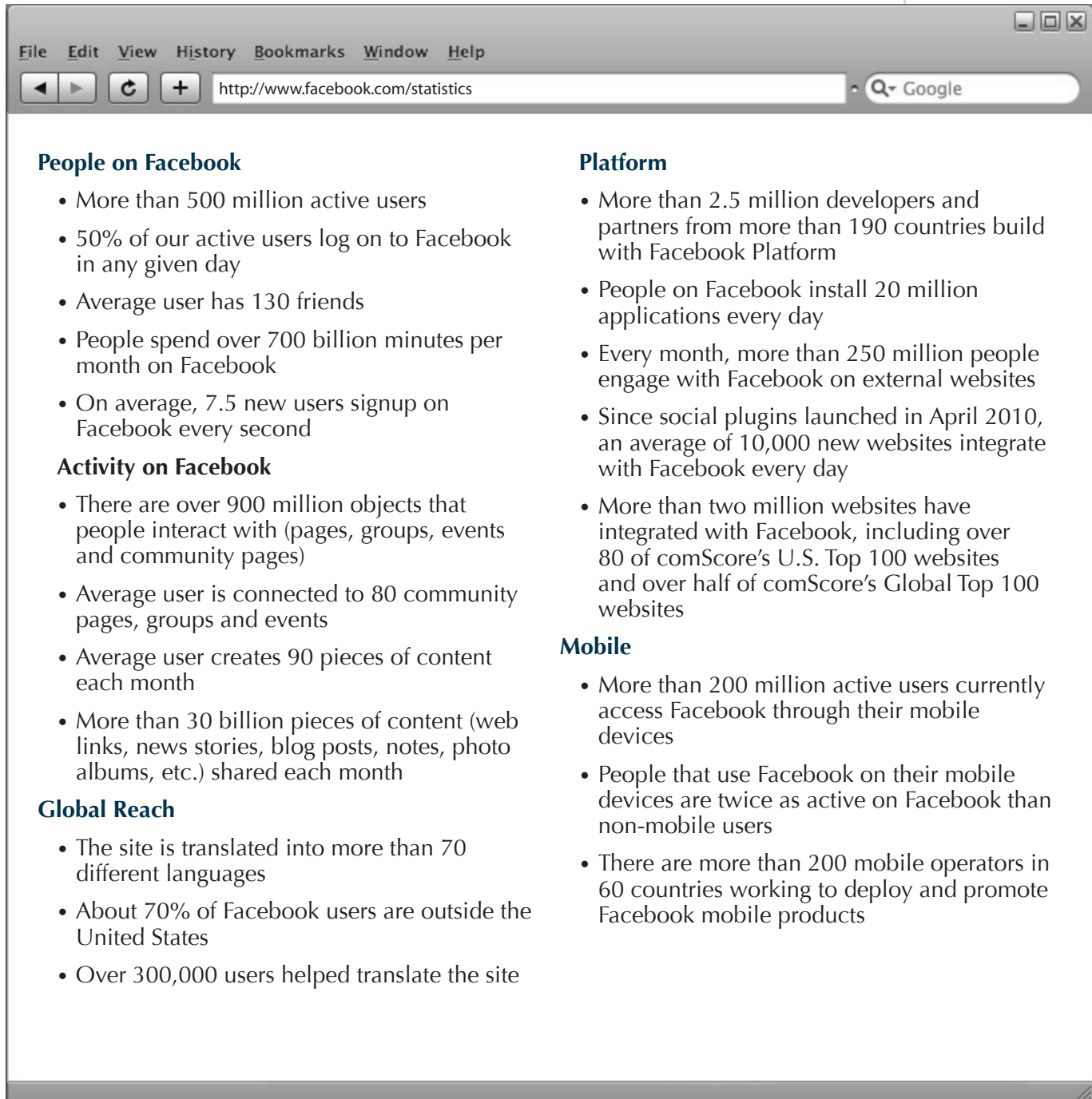
Mark Zuckerberg founded Facebook with his college roommates and fellow computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes while he was a student at Harvard University. The three college students wanted to create an online forum where Harvard students could easily connect, share stories, and gossip about campus life.

While the website's membership was initially limited to Harvard students, it later expanded to include any university student with an active university email. In late 2005, it was opened to high school students, and finally, in 2006, Facebook became available to anyone aged 13 and over with a valid e-mail address.

Facebook was once only available through a computer, however; in 2006 applications became available that make Facebook available through mobile phones, iPods and nearly any device with internet connection. There are more than 200 million active users currently accessing Facebook through their mobile devices, dramatically increasing the site's ability to connect users on the go and in real time.



Facebook Statistics



The image shows a screenshot of a web browser window displaying the Facebook statistics page. The browser's address bar shows the URL <http://www.facebook.com/statistics>. The page content is organized into several sections, each with a heading and a list of bullet points.

People on Facebook

- More than 500 million active users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook
- On average, 7.5 new users sign up on Facebook every second

Activity on Facebook

- There are over 900 million objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month

Global Reach

- The site is translated into more than 70 different languages
- About 70% of Facebook users are outside the United States
- Over 300,000 users helped translate the site

Platform

- More than 2.5 million developers and partners from more than 190 countries build with Facebook Platform
- People on Facebook install 20 million applications every day
- Every month, more than 250 million people engage with Facebook on external websites
- Since social plugins launched in April 2010, an average of 10,000 new websites integrate with Facebook every day
- More than two million websites have integrated with Facebook, including over 80 of comScore's U.S. Top 100 websites and over half of comScore's Global Top 100 websites

Mobile

- More than 200 million active users currently access Facebook through their mobile devices
- People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users
- There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

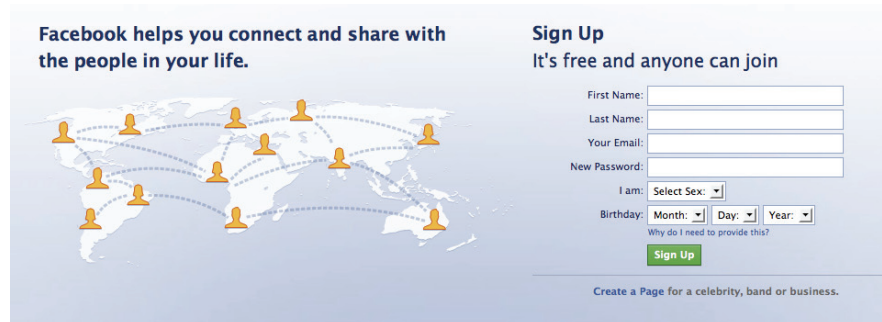


Setting up a Facebook Account

So you decided to take the plunge and create a Facebook account? You are not alone. There are over half a billion people on the social networking website! In fact, if Facebook were a country, it would be the third most populated country in the world, only behind India and China (impressive or scary, depending on how you look at it).

Steps to creating an account:

1. Visit Facebook.com



2. Provide your first and last names, an email address, birthday and gender. Finally, create a password, something you will remember, but tough enough it won't be easily determined. We suggest using at least 11 digits, with at least 3 numbers, substituting symbols for letters (like "!" for "l").
3. Once the account is active you will be prompted to search for friends connected to the email address you used to activate the account. This is a personal choice, but if you forgo this option now, you can always use it again once you have added more information to your account.
4. Facebook will also ask you to complete your profile by asking for your high school, college and employer. You may skip this step as well, but we encourage you to provide information for one or all of the categories. This will help Facebook users find and identify you.
5. Finally, they will ask you to provide a photo. You can upload a photo already on your computer, use a webcam, or skip this step until you find a picture you like. When selecting an image, remember that Facebook gives you 200px in width and up to 600px in height. If larger, Facebook will crop your image down to fit 200px, keeping the same height ratio. If you do not provide an image, you will get Facebook's lovely default: The Coolwhip Man



Step 1

Find Friends

Step 2

Profile Information

Step 3

Profile Picture

Set your profile picture**Upload a Photo**

From your computer

OR

Take a Photo

With your webcam

◀ Back

Skip · **Save & Continue**

6. If prompted to add friends from your email contacts, skip over this process for now. We will come back to this later.

By this time, Facebook will have sent a confirmation e-mail to the account you provided. You will need to check your email and click the link to confirm your account. Once your account is confirmed, you are ready to find old friends and connect with new ones.

Facebook Profile

Re-visit Facebook.com and log in using your email address and the password you created. Once logged in, you will see that Facebook has prepared you to begin



finding friends. But, before you do this, we encourage you to begin building your Facebook Profile (the information others will see about you). You will need to click on the Edit My Profile link in the upper left-hand corner to get started. But, before we go any further...

Vanity URLs

One of the most overlooked, but extremely valuable resources is Facebook's Vanity URL feature. Most Facebook Profiles are indexed online in a format like this: <http://www.facebook.com/profile.php?id=1591575655>. Such a complicated URL makes it very hard for someone to easily find your information and for you to share your profile with others. Don't fret though; Facebook makes it easy to shorten this to a more manageable and attractive URL. For instance, American Majority President, Ned Ryun, was able to secure Facebook.com/Ned.Ryun. This makes it very easy to find Ned on Facebook AND on search engines like Google. In addition, Ned can easily share this link on his business cards and email signature. How did he do it? Read on to find out.

To secure your vanity URL, visit <http://www.facebook.com/username/> This unique feature may also be utilized for Pages and Groups, which we will discuss later in this guide.

Updating your Profile's Information

1. Once you have successfully navigated to your profile, via the Edit My Profile link, you will see a series of links for you to fill out. You will start with basic information like location, and an "About Me" section.
2. Continue down filling in the links on the left-hand side of the page, adding and editing until you are satisfied in your information.

Basic Information

Profile Picture

Featured People

2 Education and Work

Philosophy

Arts and Entertainment

Sports

Activities and Interests

Contact Information

Visit your privacy settings to control who can see the information on your profile.

1 Current City:

Hometown:

Sex: Male Show my sex in my profile

Birthday: Aug 17 1957 Show my full birthday in my profile

Interested In: Women Men

Languages:

About Me:

Save Changes

Your profile will be where others come to learn about you, so it is important to be honest. For example, if you enjoy reading, be sure to elaborate on the type of books; we guarantee you will quickly meet a new friend who shares your passion for Harry Potter.



Finding Friends

Now that you have fleshed out your Facebook identity, it is time to start adding friends.

Using the navigation in the top-right of your screen, click the Find Friends link.

If you skipped over the “finding friends” portion earlier, here is where you can take another crack at it. We recommend filling all the information you feel comfortable with, doing so will expedite the process of finding friends and colleagues.

At any time, you can find additional friends by dropping down the Account link in the top-right of your page. Once expanded, you will see the option to Edit Friends. Facebook’s Edit Friends page will display several options for you to find and connect with people you may know online.

Although Facebook has become a phenomenon in America, about 70% of Facebook users are still outside the United States.

Find Friends









Find Your Friends Wherever They Are

How do you talk to the people you know? Choose a service:

Windows Live Hotmail

Your Email:

[Find Friends](#)

 Yahoo!	Find Friends
 Skype	Find Friends
 Windows Live Messenger	Find Friends
 sympatico.ca	Find Friends
 rogers.com	Find Friends
 mail.ru	Find Friends
 Other Email Service	Find Friends
 Other Tools	Find Friends



Although Facebook has become a phenomenon in America, about 70% of Facebook users are still outside the United States.

Navigation on Facebook

The Layout

Once you have built your profile and have gathered a few friends, it is time to get acquainted with all that Facebook has to offer. Knowing where to find everything on your Facebook account is very important. Not only will it save you time, but most people do not fully understand all that Facebook offers. We will start at the very top-left corner, with the Facebook logo.



Clicking the Facebook icon will take you back to your home page (we will discuss your Home when we get to the “Home” link in the navigation). To the right of the Facebook icon is three silhouetted icons. The first is a link to your Friend Requests.



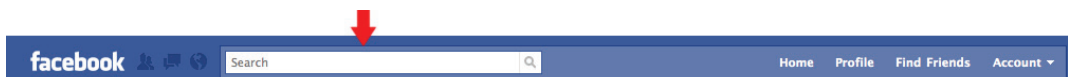
Here you will quickly see a list of friends who want to connect with you. In addition, Facebook has added some Friend Suggestions to the list, people whom Facebook thinks you will get along with and share some mutual interests. The next icon is a quick link to your Messages.



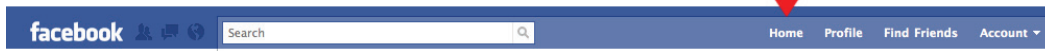
Here you will be able to quickly view any private messages a friend or group has sent you. Moving further right, the last silhouetted icon is a quick link to your Facebook notifications.



Here you will see all of the actions that have taken place for your account. From friends posting content on your wall, to friendship requests accepted, to actions taken by your friends, it is all easily and neatly displayed in a glance. Up next is the search box.



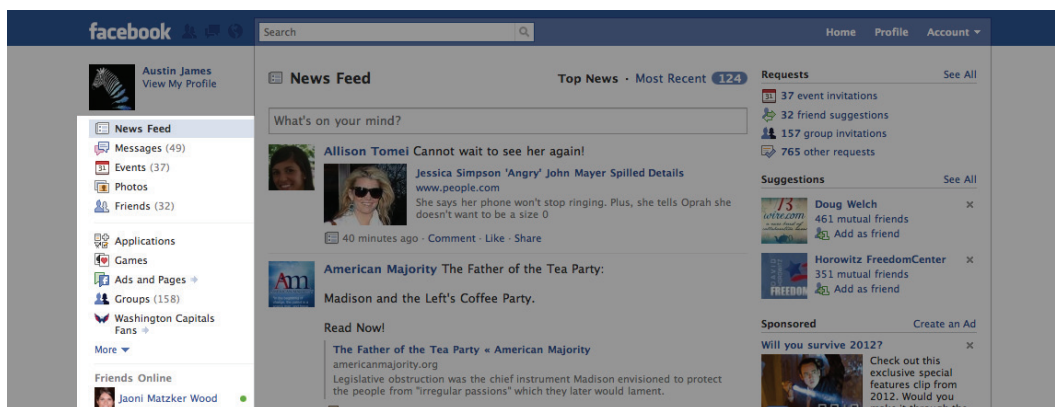
This is a very important tool for beginners and newcomers to Facebook. You can quickly search for brands, organizations, and friends via this text box. Simply type in the name of a local tea party, 9.12, or other group/friend to find and connect with them on Facebook. To the right of the search box you will see your Home button.



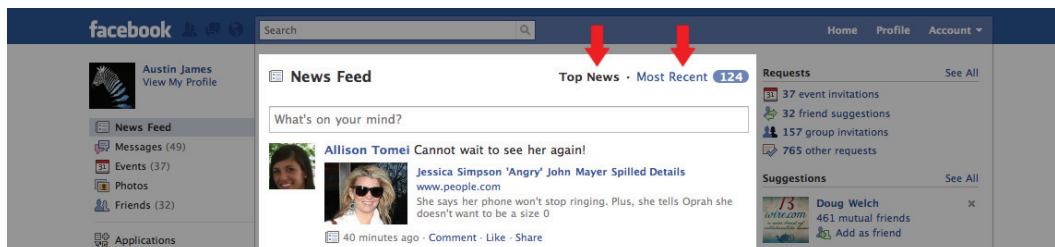
This is one of the most useful areas of Facebook. Your Home page will display a snapshot of important information for you to take advantage of (Please note that your homepage is not your profile page, which we will discuss momentarily).



To the left, you will see a list of events, messages, photos, and other things that have you require your attention.



Also on the far-right, you will find sponsored ads, an extended list of events, an outdated feature called “Poking” that serves little purpose and should be ignored. In contrast, the middle of the Home page is where you will find your News Feed, one of the most valuable functions on Facebook.



Your News Feed is an updated list of what your friends are doing and items they are posting. This section is broken up into two portions: Top News and Most Recent.

Top News

This is a live update to what your most popular friends are doing. Those friends that you interact with most will show up in this list. When they post an update, share a photo, link, or video, it will be displayed here. Facebook automatically places the friends you interact with most into this display.

Most Recent

Here you will find all of your friend's updates. When your social network grows too large, it becomes cumbersome to follow everyone's updates and content. By quickly switching to this view, by clicking the button at the top of your News Feed (see image above), you will be taken to an updated stream of content from all of your friends from around Facebook, regardless of how many times you have interacted with them.

By breaking your news feed into two manageable portions, you can focus on your most valuable contacts.

The second text link is entitled "Profile;" clicking this will take you to your personal profile. Here you can view and edit the information discussed earlier in the guide. The final link in your navigation is the Account button, which houses a drop down feature that leads to five more links. Discussed in more detail below:



Edit Friends

This page allows you to manage your friends. Here you can delete friends, find more, and manage your friends in lists (a feature we will talk more about later).

Account Settings

Here you can edit a multitude of different functions.

You can manage what notifications Facebook sends you, connect Facebook to a mobile device, buy Facebook Ads, and make many other changes. As this is a beginner's guide, we will not get into the weeds here, but check out our blog, insider.americanmajority.org for our tips and links to additional resources.

Privacy Settings

Perhaps one of the most overlooked settings in Facebook is your ability to protect your privacy. Privacy is one of the key differentiators of Facebook from other social

My Account

Settings	Networks	Notifications	Mobile	Language	Payments	Facebook Ads
Name Your real name.						change
Username Your username						change
Email Set your email contact information.						change
Password What you use to log in.						change
Linked Accounts Use other accounts to log in.						change
Privacy Control what information you share.						manage
Deactivate Account						deactivate

networking services. Facebook gives you the option to control what others see, right down to individual photo albums, or various pieces of personal information such as your address, phone number, and screen name on instant messaging services. There are several very good resources to help you keep your information private, so we will not go into all of the settings here.

As Facebook updates these settings often we will direct you to the most up-to-date resources from our blog, insider.americanmajority.org, search Facebook.

Applications and Websites

Here you can manage how third-party applications will interact with your Facebook information. Settings on photos, events, groups and videos can also be found here.



Profile Information

Control who can see your profile and who can post to your Wall



Contact Information

Control who can contact you on Facebook and see your contact information and email



Applications and Websites

Control what information is available to Facebook-enhanced applications and websites



Search

Control who can see your search result on Facebook and in search engines



Block List

Control who can interact with you on Facebook

Block Lists

Edit your lists of blocked people and/or applications

Controlling How You Share

A more in-depth look at Facebook privacy and some of the ways they are working to protect your data.

Help Center

If you have any questions not answered in this guide, we highly encourage you to use Facebook's Help Center. There are tons of great articles, questions and answers, and tutorials within this section.

Logout

This should be pretty self-explanatory.



A Closer Look at Your Facebook Account

Wall and Status

Facebook has once again updated the look and feel of the user's Profile. If your Home page serves as the nerve center for your account, constantly updating you with a quick glimpse of your account's activity, then you need to think of your Profile as the heart of your account. Everything you do will stem from this page. This is where other users will go to leave you messages, learn about your interests, and interact with your account.

Within your Profile you will find your Facebook Wall. This term simply refers to the wall-like display of your activity. The real advantage to this feature is that it makes it easy for others to see and interact with your account, housing things like status updates, things you "Like" around the Internet, and content your friends have shared with you.

“”

More than 55 million status updates are posted each day and more than 35 million users update their status every day.

Sitting in my snuggie watchin TV!



There are multiple ways to share things with your friends. This action of updating your Profile is referred to as a "status update." You can easily type a message, upload a photo, video, or share a link with your friends from your Profile. By updating your status, you are sending a message to all of your friends, using the icons directly above your Wall:



It is important to note that when you enter something on your own Wall, Facebook will insert your name before the message when posted. There is no need to duplicate your name and you can even have a little fun:

1. This is an example of a status update.
2. This is what that status update looks like once posted.



“”

THE AVERAGE
USER WRITES
25 COMMENTS
ON FACEBOOK
EACH MONTH.

Another example might be, “is at the American Majority training to learn how I can better organize my community for freedom.” Of course, this would appear to others as “Your Name Here is at the American Majority training to learn how I can better organize my community for freedom.” This is one of Facebook’s core features and something you will learn to have a lot of fun with.

Like/Comment

Another feature of Facebook, added in 2009, allows Facebook friends to quickly show support for one another’s content by clicking a button letting the others know that the user liked the content. Facebook’s “Like” button allows you to increase interaction and reduce the need to write out a message, by simply clicking the word ‘like’ just below a post:



For instance, if you post that you are attending an American Majority training in Oklahoma, one friend may comment, “I have attended an American Majority training in the past and learned a lot, enjoy!” while another may simply choose to click the “like” button, indicating their support as well. This feature is especially helpful for activists who post news stories from various websites and blogs. Fellow activists and friends can quickly click the “like” button, indicating that they like the content and would like to see more. Less clicks means the content might not be right for the community.

Photos

One of Facebook's most used features is its ability to allow users to upload and share photos. Facebook believes this is the future of the network so much so that it altered the way they display photos. In the newly designed profile pages images are featured front and center. It is important to note that only images tagged with your name will show up here:



The photos can be uploaded from your computer, phone, webcam and other devices. You can create and share individual photos or whole albums, but remember that as with most of Facebook's capabilities, your friends have the ability to comment on your photos once they are uploaded. If you would like to keep photos private, we suggest you do the following:

Go to: Account Privacy Settings Here you can edit who sees what information.

To upload a photo, you have several options. The two most effective options are mobile and profile.

Mobile Uploads

We will not explore mobile applications here, but do know that if you have a smartphone (Blackberry or iPhone most notably) there are a plethora of options out there. To learn more, visit Account Account Settings Mobile

Connect With Friends

- Invite friends to join Facebook.
- To find people you know who are already using Facebook, check out the Friend Finder.
- To connect with friends on the go, check out Facebook for your mobile phone.


You will be taken to a page with information on mobile devices, text messages, and even email updates to your Facebook account. Take the time to explore the material and decide if some of these more advanced options are right for you.



More than 2.5 billion photos are uploaded to Facebook each month!



Messages/Inbox



Facebook Texts

Update your Status and receive your notifications via text messaging.

[Sign Up for Facebook Text Messages](#)

More Facebook Mobile Products

Upload via Email

Use a personalized upload email to post status updates or send photos and videos straight to your profile. Your personal email is:

obelus771ostia@m.facebook.com

[Send my upload email to me now](#)

[Find out more](#)

m.facebook.com

- Update your Status, browse your News Feed and view friends' Profiles all from your phone.
- Works on all phones with mobile web access.

[Text a link to my phone](#)

Facebook for your phone

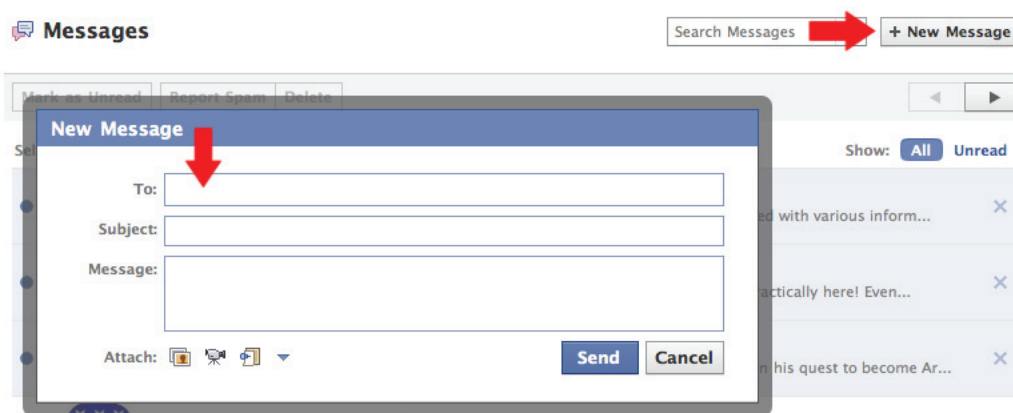
Download rich, interactive applications built for your phone. Available for:

iPhone	Nokia
Palm	Android
Sony Ericsson	Windows Mobile
INQ	Sidekick
Blackberry	

Facebook's message feature allows you to talk directly and privately with another Facebook user. To access this function, simply click the Message button discussed earlier:



From here, you will be able to quickly access any message sent to you, compose a new message, and view all messages for your account. Messages are a very handy tool. For instance, if you do not want to post a message to your friends' Wall because it is personal or you do not want anyone else to see it, you can send them a personal message instead. This ensures only they see the message. Additionally, you can send a private message to multiple friends. For instance, if you want to send a message to 4 friends in your Tea Party or 9.12 group to set up a carpool to a rally, you can type in each person's name in the subject line and only those 4 people receive the message. You can also attach photos, links or videos in personal messages.



Sharing and Interacting

More than 3.5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) are shared each week via Facebook. It provides a platform for not only sharing the information, but also for interacting with the information. Most news or magazine sites online (i.e. CNN, Politico, People Magazine) allow you to send their stories directly to your Facebook wall or to another friend via Facebook's Open Graph (Don't worry, we'll discuss this in a bit). Facebook has single-handedly increased social sharing across the web, decreasing information gaps and freeing us from our geographical boundaries.

There are many ways to organize and interact with like-minded people on Facebook. Whether your interest is conservative politics, golden retrievers, or both, we'll discuss some ways to grow your social sphere. Some of the Facebook features we will discuss in greater detail are Groups, Events, and Fan Pages. Keep in mind that we cannot cover everything Facebook has to offer in this intro guide, but we will focus on the key features to get you up and running successfully.

Groups

Facebook has recently revealed a new version of Groups. These Groups are a shared space where members can participate in communal activities like group chat, e-mail lists, document sharing and group photo-tagging. While Facebook has always been a great place to share information with your friends, it hasn't always been easy sharing information with small groups of people.

For instance, let's assume your tea party only wants to share photos from rallies and important announcements with current group members. You could post these to your profiles and hope your members see it. Or you could send individual messages to each of them. But there should be a simpler way to communicate with the whole group.

The average Facebook user is a member of only 12 groups.



The average Facebook user is a member of only 12 groups.



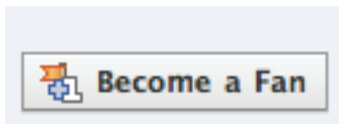
Group Chat

With the new Groups, it's easy to build a space for important groups of people in your life. When a group member posts to the group, everyone in the group will receive a notification about that post. Now you won't have to guess anymore about whether the members received the message; when you post in my your Tea Party Group, you will know that they've been notified about it and that only they will see it. Since information posted in these new groups is only visible to group members by default, you can feel confident about who sees your posts.

One of the really great features added is group chat. Until now, you've only been able to chat with one person at a time on Facebook. Now you can chat with everyone in your group at once. To begin a group go to: <http://www.facebook.com/groups/create.php>

Fan Pages

Facebook is full of great ways to communicate. But, for organizations, Pages are by far the best. Why? Well, for starters, a recent study found that the average Facebook user becomes a fan of 2 pages each month. That means the chances of growing fans of your organization goes way up!



What is a Facebook Page?

Because American Majority is an organization dedicated to the grassroots, we've set up a presence on Facebook to reach people without going through the mainstream media. A Page is essentially a Facebook Profile for your group. Pages allow your organization to publish content and interact with individual much in the same way you do as an individual person. The implications here should be very evident: you can create a culture, interact with members/customers, and build a brand image by engaging with fans one on one. Pages should be used by companies, organizations, products, celebrities, politicians and other entities that need to represent their "brand" on Facebook. The biggest difference is that as an individual, you have friends. As a Page, your organization can accumulate fans.

It is important to note that as an administrator of the group's Facebook Page, you will interact with other users on the page as the page, rather than your individual account, serving as a moderator on posts, etc. Administrators of a Page are private; meaning any member of your organization can create and maintain the page without others knowing who holds that administrative responsibility. It is important to decide early who will have administrative rights of your groups page (additional admins can be added after creation).

Another new feature of Pages allows for users to interact as a Page across Facebook. Meaning, your group could post on the Page of another group just as users post to other users.

How can your organization benefit from a Facebook Page?

Many tea party and 9.12 groups are limited in budget and resources. While a web site can serve as an effective destination for an organization, many people these days consider web sites as places for background and archived information rather than an active and dynamic communications tool. Also, the money and time costs of designing, building and maintaining a web site can be a burden, particularly if an organization's site was not designed with an easy-to-use content management system. Many organizations are saddled with outdated web sites where they are

Pages have created more than 5.3 billion fans

at the mercy of Web developers for even the simplest updates. Even worse, we are seeing many online activists taken advantage of by “new media gurus” who offer little value and a high price tag.

Other organizations use their web sites as repositories of information, for a list of services, to house a calendar of events, but when it comes to outreach, they are relying on an electronic newsletter – or even a print newsletter – to get the word out about their organization and important events. These days, a web site by nature is too static – and often too overloaded with information – to serve as a consistent outreach tool for shorter, more frequent messages.

Creating a Facebook Page

Have we sold you on why you need a Page? If so, let’s get you set up. To get started, you need to be logged into Facebook. Once you have successfully logged in, simply type in the following web address:

<http://www.facebook.com/pages/create.php>

Once there, you will see a page similar to the image below:

Fill out the appropriate information, considering key words for the title of your organization, and begin fleshing out the rest of your presence. Facebook Pages offers your organization a fun and engaging forum to advertise, interact, and increase effectiveness. For

more tips and tools for getting the most out of your Facebook Page, check out our blog, insider.americanmajority.org and search Facebook

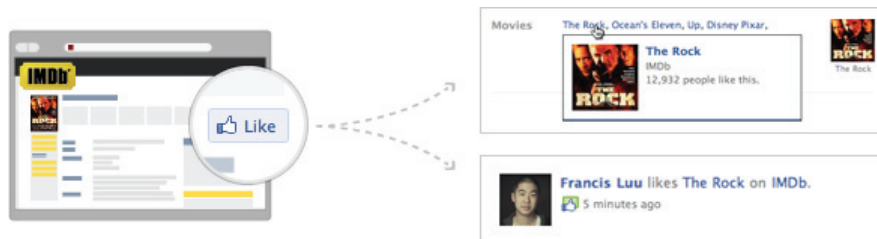
Using a Facebook Page Effectively

At the very minimum, here are a few things you should do with your Facebook Page:

1. Connect your blog to Page (If you have one): There are several tools available to help you with this and American Majority is available to walk you through the process.
2. Grab Your Vanity URL: Like we discussed for your profile, quickly grab your vanity URL for your page. For instance, ours is Facebook.com/AmericanMajority. This not only helps people find you on search engines like Google, but it makes it easy to spread the link around. You must have at least 25 fans to use this feature.
3. Utilize Facebook Events. If you hold events, particularly regularly occurring events, you can use the Facebook Events feature to enhance your Page. The Events tool integrates with your Page, and you can use it to spread the

word about rallies, meetings, etc. Utilizing this resource makes it easy for others to invite their own Facebook friends to your event, enhancing your presence.

4. **Link to Resources.** While Status Updates can be intimidating for some people, updating your Facebook Page doesn't have to be hard. Post links to relevant resources including those on your organization's web site as well as others from related organizations and individuals. Remember that Facebook is first and foremost a SOCIAL resource.
5. **Respond to Comments.** As you gather more Fans on your Page, people may start commenting on your Status Updates. A quick response is always appreciated and helps strengthen relationships. Your response doesn't have to be long – just an answer to a question or acknowledgement of what they've said. While it is important to interact with your fans, don't feel obligated to respond to every single comment, but don't ignore them all either.
6. **HAVE FUN:** One of the greatest advantages to a robust Facebook presence is the ability to interact with real people. Have fun with this. Ask them fun questions, post funny cartoons, and do not overwhelm them with constant updates from your organization. While they are interested in what you do, they have a lot of information being thrown at them all the time, sometimes it is nice to engage with like-minded individuals on a non-professional level.



Facebook Pages are easy to set up and easier to maintain than a web site or blog. They also give you a direct communications channel to the people who you serve or who you want to reach with important messages about your organization. And when one person interacts with your Facebook Page, that action can be seen by dozens or even hundreds of their Facebook Friends giving your organization an instant and almost infinite reach beyond your own contacts.

Facebook's Open Graph

The Open Graph enables you to integrate your web pages into the social graph created by Facebook's massive network. By including certain Open Graph tags in the code of your web page, you can make any website function like a Facebook Page. This means when a user clicks a "like" button on your page, a connection is made between your page and the user. Your page will appear in the "Likes and Interests" section of the user's profile, and you have the ability to publish updates to the user. Your page will show up in same places that Facebook pages show up around the site (e.g. search), and you can target ads to people who like your content. The structured data you provide via the Open Graph Protocol defines how your page will be represented on Facebook.

Sometimes it is hard to know which kind of Facebook organizing is best for your organization. Groups are great for organizing on a personal level and for smaller scale interaction around a cause. Pages are better for brands, businesses, bands, movies, or celebrities who want to interact with their fans or customers without having them connected to a personal account.

Events

More than 3.5 million events are created each month and the average user is invited to 3 events per month. An event page is similar to any other events listing you would see— it lists what the event is, the time it begins, where the event takes place, the cost of the event, and any other important information you would want people attending to know. For example, if you were holding a watch party on election night, you could create an event page and invite Facebook friends in your town to attend. When people receive the invitation on Facebook, they can choose to attend, not attend or maybe attend. So once you invite all your friends to attend the watch party, the page will reflect how many of those people plan on attending.

Syncing Facebook with Twitter and Other Social Media

If you or your organization has profiles across several social media sites (such as Twitter) you may want to consider syncing the accounts. If you are new to Twitter, or not on the service yet, consider picking up our Twittism Guide – found under our Resources tab at AmericanMajority.org. Syncing the accounts means that whenever you update one account, the other will automatically update to reflect whatever you wrote. For example, say you change your Facebook status, if your account is linked with a twitter account, you will automatically tweet your recently updated status. This can save you time, and keep all of your social media sites up to date.



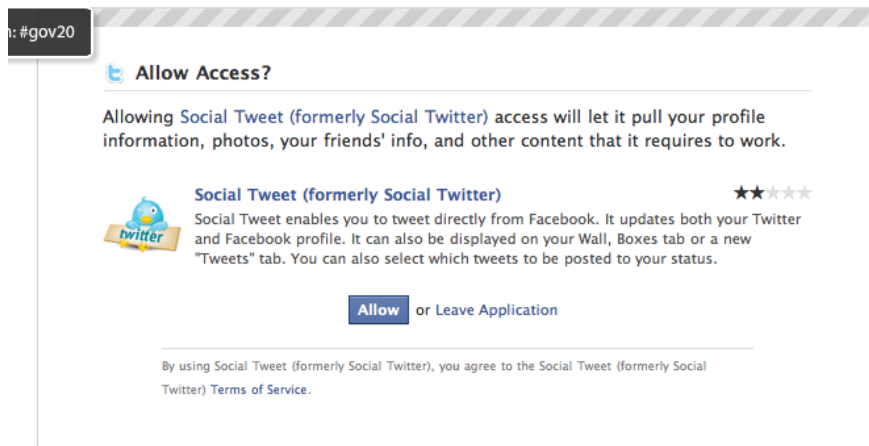
Facebook and Twitter can be linked directly through your Facebook. To link your Facebook to your Twitter account, you will need to add the Social Tweet application. To do this, simply “Social Tweet” into your search box at the top of your page. You should see the below results:

Clicking the Application button will bring up the following box:

Follow the prompts to set up your account and you will be tweeting updates in no time!



If you have multiple social accounts (such as Twitter, Facebook and LinkedIn) you may want to consider a service that will update all accounts, the easiest way to do this is to sign up for a free account on a third party site that will sync all accounts.



A great site to check out is Ping.fm. All you have to do is sign up for an account on Ping.fm, and then register all of the information for all of your social outlets. Now whenever you update one, all of your other pages will update as well.

****Remember, social media is about being social. Updating all with the same info will detract from your appeal on each service.****

Deactivating Your Account

There may come a time when you want to delete your Facebook account. To do this, simply follow the steps outlined below:

- Click the Settings tab.
- Click Deactivate in the Deactive Account Section.
- The Confirm Facebook Deactivation screen is displayed.
- Select the reason you are deactivating your Facebook account.
- Enter the security code displayed in the box in the Text in the Box field.
- Click the Deactivate button.

Now that you know what all you can do with Facebook, the trick is to not become overwhelmed by trying to do everything at once. Start slow by sending friend requests to your friends and family and reading what's up on their wall. Once you get accustomed to the service, you can expand your use to uploading photo albums, and from there, begin experimenting with some of the neat Facebook applications, creating a Page, and a whole lot more!

We have only barely scraped the surface of what Facebook has to offer.

Additional Resources

Video Tutorials covering everything from Twitter to YouTube and blogging to Facebook can be found online. Check them out here: <http://americanmajority.org/video-tutorials>

For more guides like this one discussing additional social media resources, check out: <http://americanmajority.org/resources/guides/>

We're always finding new tools and sharing our social media tips on our blog, <http://insider.americanmajority.org>

If you're interested in running for office, check out our podcasts available here—<http://americanmajority.org/resources/podcasts/>—with loads of campaign tips.

Even more resources can be found at <http://americanmajority.org/resources>

To request an American Majority training in your area, go to <http://americanmajority.org/request/>

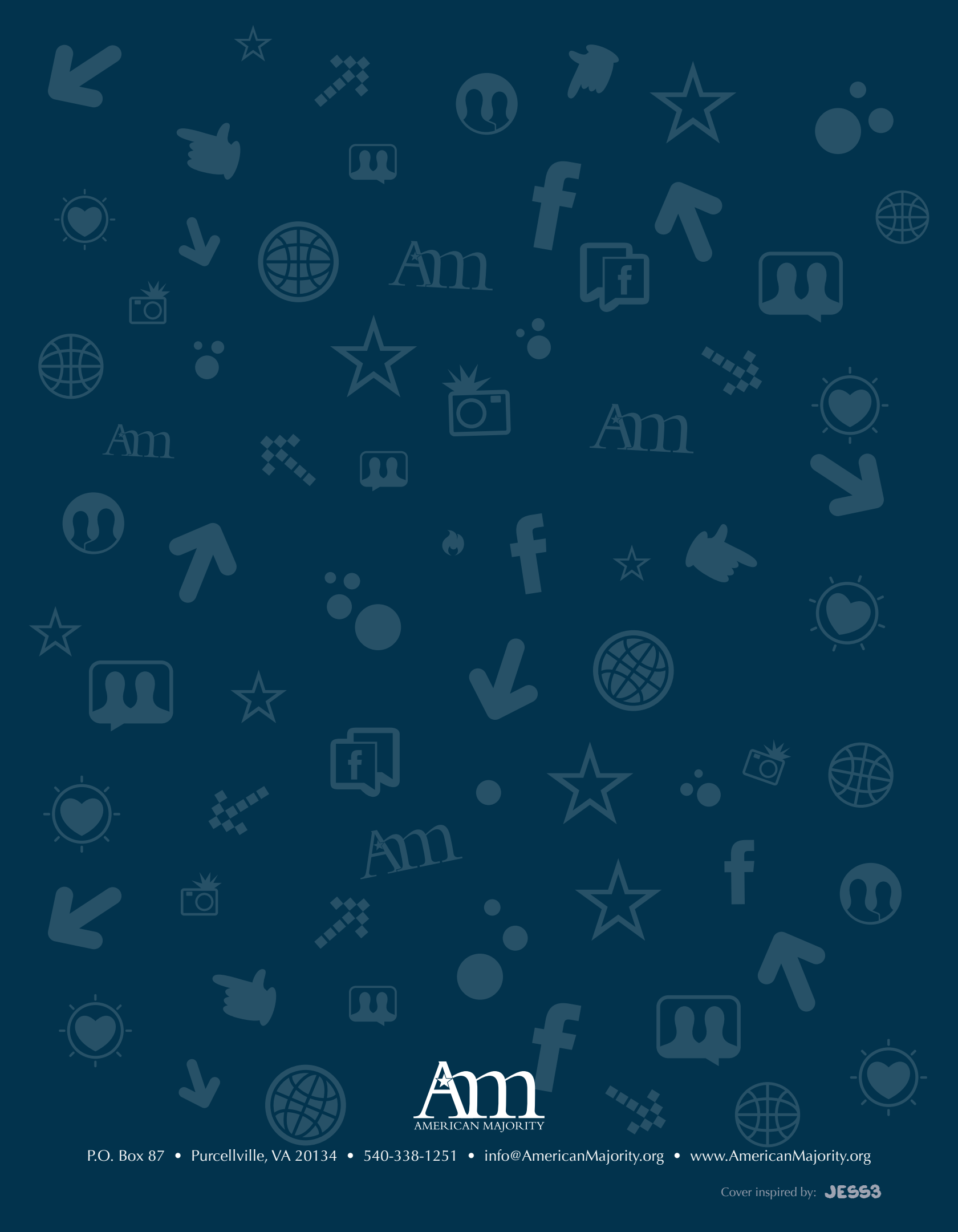
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