



SKILL 19

FACEBOOK

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STAGE III: PLACEMENT

MODULES G, H and I

You have now built your foundation. Now, you can build your community.

Placement is the art of placing your work on the right “shelf” in the right location at the right time, to gain the attention, interest and desire of your “ideal clients”. There are three components to Media Placement:

MODULE G is about ***Social Media***. This includes Facebook, Facebook Ads, LinkedIn, Instagram and other social media.

MODULE H is about ***Multimedia***. This includes Blogs, Podcasts and Videos. We will also cover publishing your own books, e-books and e-zines. How can you utilize media to bring people to your Landing Pages?

MODULE J is about ***Interactive Media***. Here, you will learn how to develop Webinars, Online Summits and FaceBook challenges. You will learn to use Interactive Media to implement your programs.



MODULE G: SOCIAL MEDIA

BUILD YOUR COMMUNITY

Module G is all about Social Media.

Social media are *interactive technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks*. Social media are User-generated. They facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Social Media and Videos (Skill 24) are dominant media formats for professional networking and promotion.

Facebook (Topic 19), **LinkedIn** (Topic 20) and **Instagram** (Topic 21) are popular community builders. Where do your customers spend their time? What is their social platform of choice? For example, more professionals are on LinkedIn than on Facebook.



SKILL 19: FACEBOOK

1. GET STARTED

a. SIGN UP: Go to the official Facebook website and sign up. Enter your first and last name, and either your mobile number or email address. You can set up a personal profile, then add a business page to your personal profile. This is how people can find out about your business.

b. PRIVACY SETTINGS: Set your privacy settings so you can control who has access to your information and profile. These settings can be found by clicking on the down arrow located in the right-hand side of the topmost toolbar, under *Settings*. Look for the *Privacy* link in the left-hand navigation pane and click it. There are three basic settings:

PUBLIC: Everyone can see your content.

FRIENDS: Only those who are your friends will see your posts.

ONLY ME: This content is hidden from view. Only you can see it.

GETTING STARTED

I. SIGN UP
Go to the Official Facebook Website and Sign Up.

START

PRIVACY SETTINGS
There are three basic settings: Public, Friends and Only Me.

CUSTOMIZE
Your Facebook Page is an extension of your professional identity.

ON FACEBOOK

1. Don't leave your information open to everyone. What happens on Facebook doesn't always stay on Facebook.
2. For greater control, click "*More Options*" for Custom Options. Make sure your privacy settings are exactly how you want them.
3. Think carefully about public photos and information. Consider what your employer or your clients might think of your profile.

c. CUSTOMIZE: Your Facebook page is an extension of your personal and professional identity. Make it reflect how you really want to present yourself.

1. **PROFILE PHOTO:** Upload a flattering picture of you. Your profile picture will always be displayed regardless of your privacy setting.
2. **COVER GRAPHIC:** Upload, create, or choose a photo, graphic or illustration that will extend across the top of your profile.
3. **UPDATE YOUR INFO:** In the "About" portion of your profile, you can enter information about everything from your work history, education and bio to your favorite quotes, life experience and contact information.

BUILD YOUR COMMUNITY

MAKE FRIEND REQUESTS
Once you've gained a few friends, Facebook will suggest other people to be your friends

SEARCH FOR FRIENDS **IMPORT CONTACTS**
Type in the name of your friends, in the search bar. *You can import contacts from other locations on Facebook*

ON FACEBOOK

2. BUILD YOUR COMMUNITY

MAKE FRIEND REQUESTS: Once you've collected a few friends, Facebook will start suggesting other people to be your friends, based on common friends and interests.

SEARCH FOR FRIENDS: The search bar at the top of the page is the quickest and easiest way to find friends on Facebook. Type in the name of your friends, family, and coworkers in the search bar.

IMPORT CONTACTS: You can import contacts from other locations on Facebook. The site can search through contacts in Windows Live Messenger, Yahoo, Outlook, Gmail and most other email services.

3. BUILD FRIENDSHIPS

LIKES: Let people know that you like their content by clicking the *Like* button located below their post. Search for your favorite bands, sports teams, books, artists, businesses, and friends in the search bar at the top of the page. Click the *Like* button once you've found what you're looking for.

BUILD FRIENDSHIPS

MAKE FRIEND REQUESTS
Once you've gained a few friends, Facebook will suggest other people to be your friends

SEARCH FRIENDS
Type in the name of your friends, in the search bar.

IMPORT CONTACTS
Import contacts from other locations onto Facebook

ON FACEBOOK

PHOTOS AND VIDEOS: If you're uploading a single photo, use the *Photo/Video* option located above the spot where you'd normally type the text of your status message. Navigate to the file to upload it. If you want to add some text to go along with the photo or video, type it in the text box before clicking the blue *Post* button. If you have several photos or videos, use the *Photo/Video Album* option. This will group all of these photos and videos together, which will leave your photos page cleaner and easier to navigate.

SHARE CONTENT: Make it interesting for your friends. If you want to share something with a specific person, go to that person's profile page and insert the content you want to share with them in the share box on their timeline. Then, hit the blue *Post* button.

4. COMMUNICATE

CHAT: Facebook has a built-in chat feature so you can talk with your friends in live time. In the lower-right corner of Facebook, you'll see a list of friends who are online. Then, simply click on a name to begin chatting.

COMMUNICATION

CHAT
*Choose the new message option,
select a name and type your message.*

BARK!!! **MEOW!!!**

VIDEO CALLING **SENDING MESSAGES**
Click on the video camera icon to start a video call *Import contacts from other locations onto Facebook*

ON FACEBOOK

VIDEO CALLS: Click on the video camera icon in any chat dialogue box to start a video call with one of your friends using your default webcam.

SENDING MESSAGES: Send private messages to people on Facebook. Click the *Messages* tab on the left-hand side of your homepage, choose the *New Message* option, and select a name (or names) from the drop-down menu after you begin typing. Then, enter your message and click *Send*.

5. SHARE YOUR LIFE

a. STATUS UPDATES will appear as posts on your timeline and News Feed. Here, you can share text, photos, videos, and links with the people of your choice by inserting your content and hitting the blue *Post* button.

b. FEELINGS AND ACTIONS: Facebook allows you to share how you're feeling, and what you're doing right now. For instance, "Toby Smith is feeling ambivalent," or "Brenda Jones is working out at the gym."

c. CHECK-INS give you the option of choosing a specific location and time when you post. Just click on the pin icon in the share menu to find nearby locations from a drop-down list. "It's 7:30 pm and I'm at the Beyonce concert."

d. LIFE EVENTS: Facebook does a great job of sharing those big, life-changing moments, such as graduating from college or getting married. From your profile, all you have to do is click on *Life Event* button in the share menu and choose the type of event. Then, just enter the specifics.



e. TAGGING: The tagging function allows you to tag your friends and share a post with a number of their timelines simultaneously. Just type the ampersand symbol (“@”) in the share box and choose which friend or friends you want to tag from the resulting drop-down menu.

6. PHONE APPS

APPS: Facebook offers a variety of free apps, *some* of which are very useful.

NOTIFICATIONS: These are your go-to spot for any and all Facebook activity. You can set it up to email you updates, if desired, or just click the little globe near the search bar to see any recent activity.

MOBILE FACEBOOK: Now you can access Facebook directly from your smart phone, tablet, or other mobile device. The app is available for both Android and iPhone devices.

IMPORTANT FEATURES

FACEBOOK LIVE
*Broadcast from your mobile device
in real time using facebook Live.*

FACEBOOK GROUPS
*Bring people together around a
common cause, issue or activity.*

FACEBOOK ADS
*Facebook offers tutorials and
videos on Facebook Ads.*

ON FACEBOOK

7. FEATURES

FACEBOOK LIVE: If you want to start broadcasting from your mobile device in real time, click the *Live* button at the top of the Facebook app, type a description of your video, and then tap *Go Live* after selecting your audience. You'll instantly begin broadcasting, and you'll be able to see how many people are watching and their comments in real time.

FACEBOOK GROUPS “allow people to come together around a common cause, issue or activity.” Creating a Facebook group is simple. Log into your Facebook Page and click the “More” icon at the far right of the menu bar under your cover photo. Then choose “**Create Group**”. You can create multiple groups to cover different aspects of your business or different customer groups. Choose your privacy settings. Your Facebook Group can be open or closed, depending on whether it's there to:

- Attract people to your work (open group)
- Mentor and deliver a program that people have paid for (closed group)

FACEBOOK ADS: Facebook also offers Facebook Ads. You can have an ad manager with Facebook. Everything about this is constantly changing. Facebook offers tutorials, videos and information on ads and ad trends, so you can see whether this is something that makes sense for your business.

YOUR NEXT STEP

START YOUR PAGE

STEP 1: Start a New Facebook page that's directed towards a specific online community.



BUILD YOUR PAGE
STEPS 2 THROUGH 7
Build your Community

PROMOTE YOUR PAGE
TOPIC 27 (FACEBOOK CHALLENGES)
Reach a Larger Population.

ON FACEBOOK

YOUR NEXT STEP

What's your next step for building your Facebook Presence? What does this step include for you?

STEP 1: START A NEW PAGE

STEPS 2 THROUGH 7: BUILD YOUR PAGE

SKILL 27 (FACEBOOK CHALLENGES): PROMOTE YOUR PAGE

FACEBOOK PLAN OF ACTION

What Step are you on now: Starting, Building or Promoting? _____

What's your FaceBook Goal for this year? _____

What's holding you back most from attaining this goal? _____

What do you need to learn to move to the next step? _____

What support do you need to move to the next step? _____

What steps do you need to take to reach your goal? _____

1. _____

2. _____

3. _____
