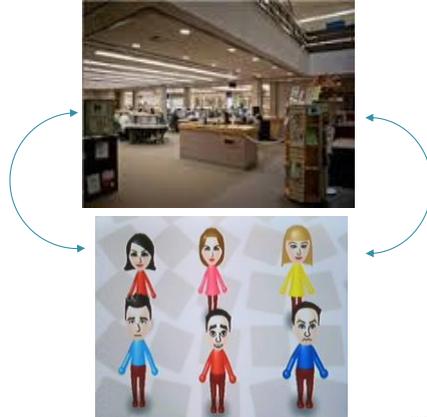

Connecting Libraries to Patrons on Facebook!



“Tech Tools with Tine” Webinar Series Presents:

Facebook 2014

Social Networking

Tine Walczyk – September 5th, 2014
tine@trainers-r-us.com



What is Facebook?

Facebook is a social networking application. It's designed to connect people with others with similar interests and experiences.

- Friend – the main connector
- Like – agreement or approval of an item
- Comment – area to express an opinion



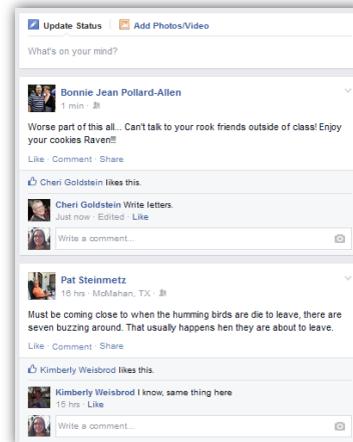
Similar but Different

- Facebook has two faces – for individuals and for “businesses” (organizations, etc)
 - Personal Face (aka Profile)
 - Regular status updates, games, birthdays, etc
 - Business / Organization Face (aka Pages and Business Manager)
 - Let patrons know what’s going on, “advertise” upcoming events

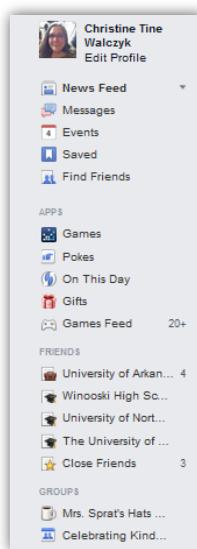


Interacting with Facebook

- News Feed
 - Top News
 - Aggregate of “most active” updates
 - Most Recent
 - Who says what in a timeline format
 - Includes most recently commented on
- Review others’ status, links, photos, videos, notes
- Share updates of your own



Screen Layout



Activity Bar

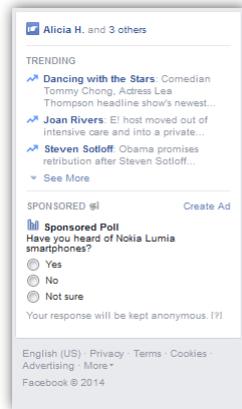
- Snapshot of your profile
- Activities available in Facebook
- Manage your pages and ads

Updates Bar

- Notifications
 - Friend requests, messages, notifications
- Who's available online



Extras / FYI / Marketing area



- Right side banner area
- Suggestions for people and organizations to connect with
- Upcoming events
- Things / people you might be interested in knowing because your friends do



Two Ways to Setup Your Library

Pages –
www.facebook.com/pages

- When is a “Page” enough?
 - Less than 3 pages
 - One administrator

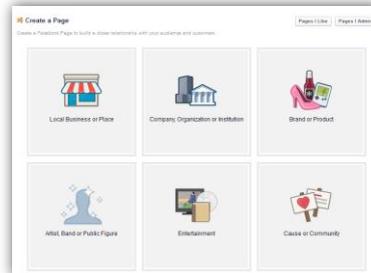
Business Manager –
business.facebook.com

- When Business Manager might be helpful?
 - Manage multiple entities
 - Multiple administrators
 - Separation of professional and personal



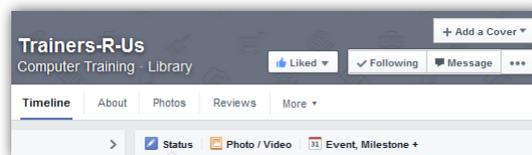
Setting up a Page for your library

- Connect to Facebook
 - Someone will need to be the admin
 - The Page will be connected to the admin
 - Additional admins can be established
- Create a Page
 - from your personal profile or <http://www.facebook.com/pages>
- Libraries are listed under “Local businesses”



 A screenshot of the 'Local Business or Place' form. It includes a dropdown menu for 'Choose a category', text input fields for 'Business or Place Name', 'Street Address', 'City/State', and 'Zip Code', and a 'Phone' field. At the bottom, there is a 'Get Started' button and a small disclaimer: 'By clicking Get Started, you agree to the Facebook Pages Terms.'


Fleshing out your page



- Many tabs are available to provide different types of information
- About Tab
 - Basic: Location
 - Detailed: Hours, Description, General info
 - Contact: Email, Phone, Website
- Photos
- Reviews
- and MORE! (links, notes, videos, events)



Customize your page!

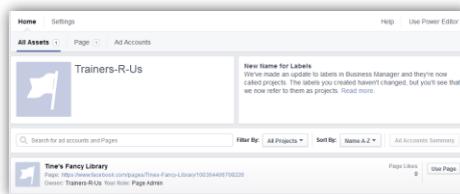
- Third party apps allow you to add SPECIAL library tabs.
- DearReader provides additional tabs that can be added:

Wall Info Catalog About Book News Events >>

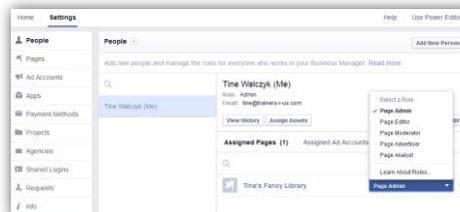
 - <http://www.supportlibrary.com/nl/users/libsample2/mweb/path5-1.html>
 - Example library: Eckhart Public Library



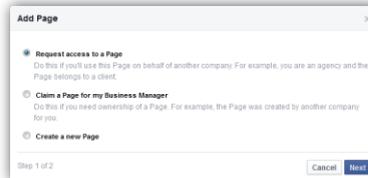
Using Business Manager



Main Administration Screen



Adding / Changing User Roles



Attaching Pages to Account



Spreading the word

- Invite Friends
- Link to Twitter
- Promote with an Ad (\$)
 - Include Title, Body, & Image
 - 25 word max title, 135 word max for body
- Look at metrics (Page Insights)
 - Reach: how many people a post went to
 - Viewership: how many clicked on a post (to actually read)
 - Engagement: like, comment, share



All about Security and Privacy

- Default – everything is public
- Privacy settings
 - Who and How people can find you
 - What people using Facebook can learn about you
- Privacy Options can be found:
 - Timeline Settings from your profile
 - Privacy button



Facebook Security Settings

Security Settings		
Login Notifications	Get notified when it looks like someone else is trying to access your account.	Edit
Login Approvals	Use your phone as an extra layer of security to keep other people from logging into your account.	Edit
Code Generator	Use your Facebook app to get security codes when you need them.	Edit
App Passwords	Use special passwords to log into your apps instead of using your Facebook password or Login Approvals codes.	Edit
Trusted Contacts	Pick friends you can call to help you get back into your account if you get locked out.	Edit
Trusted Browsers	Review which browsers you saved as ones you often use.	Edit
Where You're Logged In	Review and manage where you're currently logged into Facebook.	Edit
Deactivate your account.		



Privacy Settings

Privacy Settings and Tools			
Who can see my stuff?	Who can see your future posts?	Friends	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
Who can contact me?	Who can send you friend requests?		Close
	<ul style="list-style-type: none"> <input type="radio"/> Friends of Friends <input type="radio"/> Everyone <input checked="" type="radio"/> Friends of Friends 	Filtered into my	Strict Filtering
Who can look me up?	Who can look you up using the email address you provided?	Friends	Edit
	Who can look you up using the phone number you provided?	Friends	Edit
	Do you want other search engines to link to your timeline?	No	Edit



Controlling who can add information about you

Timeline and Tagging Settings			
Who can add things to my timeline?	Who can post on your timeline?	Only Me	Edit
	Review posts friends tag you in before they appear on your timeline?	On	Edit
Who can see things on my timeline?	Review what other people see on your timeline		View As
	Who can see posts you've been tagged in on your timeline?	Friends	Edit
	Who can see what others post on your timeline?	Friends	Edit
How can I manage tags people add and tagging suggestions?	Review tags people add to your own posts before the tags appear on Facebook?	On	Edit
	When you're tagged in a post, who do you want to add to the audience if they aren't already in it?	Friends	Edit
	Who sees tag suggestions when photos that look like you are uploaded?	Friends	Edit



What about privacy with “entities”?

- All Pages have their own security/privacy settings.
- Additionally, if you're using Business Manager, you do not have to be connected to others at your organization to all manage information.
- Also, employees profiles are private from the work duties.



References to Look at

- Facebook as a Library Tool article –
<http://crl.acrl.org/content/72/1/79.short>
- 100 Libraries to Follow on Facebook --
<http://www.mattanderson.org/blog/2013/01/31/100-libraries-to-follow-on-facebook/>
- Facebook for Libraries article --
<http://www.americanlibrariesmagazine.org/article/facebook-libraries>



I hope you  Facebook!

Next week...

Twitter 2014!

Tech Tools with Tine Webinar presented on September 5th 2014.
Wii Friends picture – Creative Commons
<http://www.flickr.com/photos/nataliejohnson/341127674/>

