

more than just a book



videotutorials



web



audiosidebars

USING facebook

kent joshi
que

USING



video tutorials



web



audiosidebars

more than just a book

About Your USING Book

USING is more than just a book: it's the fastest, easiest way to gain the technology skills you're looking for!

Don't just read about it: see it, hear it, with step-by-step video tutorials and valuable audio sidebars delivered through the **Free Web Edition** that comes with every **USING** book. For the price of the book you get online access anywhere with a web connection—no books to carry, updated content, and the benefit of video and audio learning.



About the USING Web Edition

The Web Edition of every **USING** book is powered by **Safari[®]** Books Online allowing you to access the video tutorials and valuable audio sidebars. Plus, you can search the contents of the book, highlight text and attach a note to that text, print your notes and highlights in a custom summary, and cut and paste directly from **Safari Books Online**.

How Do You Get Access to the Free Web Edition?

Simply visit quepublishing.com/using for information about how to register your **USING** book or eBook.



quepublishing.com

USING facebook®

Kent Joshi
Patrice-Anne Rutledge

que®

800 East 96th Street, Indianapolis, Indiana 46240 USA

Using Facebook®

Copyright © 2011 by Pearson Education, Inc.

All rights reserved. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the publisher. No patent liability is assumed with respect to the use of the information contained herein. Although every precaution has been taken in the preparation of this book, the publisher and author assume no responsibility for errors or omissions. Nor is any liability assumed for damages resulting from the use of the information contained herein.

ISBN-13: 978-0-7897-4524-8

ISBN-10: 0-7897-4524-0

Library of Congress Cataloging-in-Publication Data

Joshi, Kent.

Using Facebook / Kent Joshi, Patrice-Anne Rutledge with Scott Morley.

p. cm.

ISBN-13: 978-0-7897-4524-8

ISBN-10: 0-7897-4524-0

1. Facebook (Electronic resource) 2. Online social networks. 3. Social networks—Computer network resources. 4. Web sites—Design. I. Rutledge, Patrice-Anne. II. Morley, Scott. III. Title.

HM743.F33J67 2011

006.7'54—dc22

2011004396

Printed in the United States of America

First Printing: May 2011

Trademarks

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. Que Publishing cannot attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Warning and Disclaimer

Every effort has been made to make this book as complete and as accurate as possible, but no warranty or fitness is implied. The information provided is on an "as is" basis. The author and the publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this book or from the use of the programs accompanying it.

Bulk Sales

Que Publishing offers excellent discounts on this book when ordered in quantity for bulk purchases or special sales. For more information, please contact

U.S. Corporate and Government Sales

1-800-382-3419

corpsales@pearsontechgroup.com

For sales outside of the U.S., please contact

International Sales

international@pearson.com

Associate Publisher

Greg Wiegand

Acquisitions Editor

Michelle Newcomb

Development Editor

Ginny Munroe

Managing Editor

Kristy Hart

Project Editor

Betsy Harris

Copy Editor

Geneil Breeze

Indexer

Brad Herriman

Proofreader

Kathy Ruiz

Technical Editor

Vince Averello

Publishing Coordinator

Cindy Teeters

Interior Designer

Anne Jones

Cover Designer

Anna Stingley

Compositor

Nonie Ratcliff

Contents at a Glance

	Introduction.....	1
1	An Introduction to Facebook	5
2	Setting Up Your Facebook Account and Profile	11
3	Finding and Adding Friends	45
4	Communicating with Your Friends	63
5	Keeping Up to Date with Your Friends	97
6	Safeguarding Your Information on Facebook	109
7	Publishing Photos	125
8	Publishing Videos	143
9	Your Mobile Access to Facebook	159
10	Joining and Creating Groups	179
11	Joining and Creating Events	201
12	Buying and Selling with Facebook Marketplace	217
13	Using Facebook Applications	233
14	Making Business Connections on Facebook	243
	Index	267

Media Table of Contents

To register this product and gain access to the Free Web Edition and the audio and video files, go to quepublishing.com/using.

Chapter 1:	An Introduction to Facebook	
	Tell Me More Media 1.1 —What You Can Do with Facebook	8
Chapter 2:	Setting Up Your Facebook Account and Profile	
	Tell Me More Media 2.1 —Personalizing Your Profile	16
	Show Me Media 2.2 —Add a Profile Photo	19
	Show Me Media 2.3 —Add Basic Information	21
	Show Me Media 2.4 —Add Featured People	24
	Show Me Media 2.5 —Add Education and Work	29
Chapter 3:	Finding and Adding Friends	
	Tell Me More Media 3.1 —Ways to Find and Add Friends on Facebook	45
	Show Me Media 3.2 —Finding and Adding Web Email Contacts	47
	Show Me Media 3.3 —Finding and Adding Coworkers	49
	Show Me Media 3.4 —Uploading a Contact File	53
	Show Me Media 3.5 —Viewing and Accepting Friend Requests	59
Chapter 4:	Communicating with Your Friends	
	Show Me Media 4.1 —Sharing Your Status	66
	Show Me Media 4.2 —Sharing a Website Link	67
	Show Me Media 4.3 —Tagging Post Content	70
	Show Me Media 4.4 —Creating a Friend List	71
	Show Me Media 4.5 —Communicating with Friends on Your Wall	74
	Show Me Media 4.6 —Sending Messages	80
	Show Me Media 4.7 —Viewing and Replying to a Conversation	83
	Show Me Media 4.8 —Using Facebook Chat	90
Chapter 5:	Keeping Up to Date with Your Friends	
	Tell Me More Media 5.1 —Keeping Up to Date with Your Facebook Friends	97
	Show Me Media 5.2 —Exploring Your Home Page	97
	Show Me Media 5.3 —Exploring Your News Feed	99
	Show Me Media 5.4 —Viewing Red Alert Notifications	102
	Show Me Media 5.5 —Managing Your Email Notifications	104
Chapter 6:	Safeguarding Your Information on Facebook	
	Tell Me More Media 6.1 —Facebook Privacy Threats Today and Commonsense Guidelines to Address Them	109
	Show Me Media 6.2 —Control Basic Directory Information Sharing and Facebook Search Visibility	114
	Show Me Media 6.3 —Control Day-to-Day Content Sharing	115
	Show Me Media 6.4 —Control Contact Information Visibility	117

Show Me Media 6.5 —Control What Applications, Games, and Facebook-Enabled Sites Tell Your Friends	119
Show Me Media 6.6 —Hide from Public Search Engines	121
Show Me Media 6.7 —Blocking Individual People	122
Tell Me More Media 6.8 —Reporting Abuse and Violations	123

Chapter 7: **Publishing Photos**

Tell Me More Media 7.1 —An Introduction to Publishing Photos	125
Show Me Media 7.2 —Upload a Photo Using Your Drive or Email	128
Show Me Media 7.3 —Post a Photo Taken by a Webcam	130
Show Me Media 7.4 —Tag a Person in a Photo	135
Show Me Media 7.5 —Create a New Photo Album	137

Chapter 8: **Publishing Videos**

Tell Me More Media 8.1 —An Introduction to Publishing Videos	143
Show Me Media 8.2 —Upload a Video from Your Drive	146
Show Me Media 8.3 —Uploading a Video via Email	149
Show Me Media 8.4 —Upload a Video Recorded by a Webcam	149
Show Me Media 8.5 —Send a Video Message Recorded by Your Webcam	153
Show Me Media 8.6 —Tag a Person in a Video	158

Chapter 9: **Your Mobile Access to Facebook**

Tell Me More Media 9.1 —What You Can Do with Facebook Mobile	159
SHOW ME Media 9.2 —Customizing Facebook Text Messages	162
Show Me Media 9.3 —Downloading Facebook Mobile Applications	170
Show Me Media 9.4 —Customizing Your Facebook Places Privacy Settings	175

Chapter 10: **Joining and Creating Groups**

Tell Me More Media 10.1 —Making the Most of Your Participation in Facebook Groups	180
Show Me Media 10.2 —Searching for and Joining a Group	181
Show Me Media 10.3 —Participating in Groups	184
Show Me Media 10.4 —Creating Your Own Group	191
Show Me Media 10.5 —Administering Your Group	193

Chapter 11: **Joining and Creating Events**

Tell Me More Media 11.1 —How Events Work	202
Show Me Media 11.2 —Searching for Events Using Facebook's Search	203
Show Me Media 11.3 —Searching for Events Your Friends Are Attending or Hosting	205
Show Me Media 11.4 —RSVPing When You've Received a Personal Invitation	207
Show Me Media 11.5 —Creating an Event with Basic Information	210
Show Me Media 11.6 —Changing an Event	212

Chapter 12:	Buying and Selling with Facebook Marketplace	
	Show Me Media 12.1 —Accessing Facebook Marketplace	218
	Show Me Media 12.2 —Posting a Listing on Facebook Marketplace	224
	Show Me Media 12.3 —Managing Your Listings	228
Chapter 13:	Using Facebook Applications	
	Tell Me More Media 13.1 —Using Facebook Applications	233
	Show Me Media 13.2 —Navigate the Application Directory to Find an Application	236
	Show Me Media 13.3 —Installing an Application	239
	Show Me Media 13.4 —Removing an Application	242
Chapter 14:	Making Business Connections on Facebook	
	Tell Me More Media 14.1 —Understanding Facebook Pages for Businesses and Brands	245
	Show Me Media 14.2 —Exploring a Facebook Page	247
	Show Me Media 14.3 —Creating a Facebook Page	249
	Show Me Media 14.4 —Adding Applications to Your Facebook Page ..	257

Table of Contents

	Introduction	1
	Who Is This Book For?	1
	Using This Book	2
	Special Features	3
	About the USING Web Edition	3
1	An Introduction to Facebook	5
	The Facebook Phenomenon	5
	A Tour of Facebook	7
	What Does Facebook Offer?	8
2	Setting Up Your Facebook Account and Profile	11
	Joining Facebook	11
	Personalizing Your Profile	16
	Managing and Downloading Your Account Information	42
3	Finding and Adding Friends	45
	Finding and Adding Friends on Facebook	45
	Inviting Friends Who Aren't on Facebook Yet	55
	Searching for People on Facebook	56
	Viewing and Accepting Friend Requests	59
	Suggesting Friends	60
	Removing Friends	61
4	Communicating with Your Friends	63
	Sharing Content with Your Friends	63
	Creating and Using Friend Lists	70
	Communicating with Friends on Your Wall	74
	Using Facebook Messages	77
	Using Facebook Chat	89
5	Keeping Up to Date with Your Friends	97
	Exploring Your Home Page	97
	Exploring Your News Feed	99
	Viewing Friendship Pages	101
	Dealing with Fake Posts and Compromised Accounts	105

6	Safeguarding Your Information on Facebook	109
	Understanding Facebook Privacy	109
	Manage Access to Your Account	111
	Changing Your Privacy Settings	111
7	Publishing Photos	125
	Viewing Photos	125
	Posting Photos	128
	Changing and Sharing Photos	131
	Creating and Organizing Albums	136
8	Publishing Videos	143
	Viewing a Video	143
	Uploading a Video	146
	Editing Videos	154
9	Your Mobile Access to Facebook	159
	What You Can Do with Facebook Mobile	159
	Activating Facebook Mobile	160
	Accessing Facebook Mobile Web	165
	Sending Text Messages	166
	Sending Photos and Videos from Your Cell Phone	167
	Using a Custom Facebook Application for Your Phone	170
	Using Facebook Places	173
10	Joining and Creating Groups	179
	Understanding How Groups Work	179
	Searching for and Joining Facebook Groups	181
	Participating in Groups	183
	Creating Facebook Groups	190
	Administering Your Group	193
11	Joining and Creating Events	201
	How Events Work	201
	Searching for an Event	202
	Participating in an Event	207
	Creating Your Own Event	209
	Viewing and Changing Your Event	211

12	Buying and Selling with Facebook Marketplace	217
	Understanding Facebook Marketplace	217
	Accessing Facebook Marketplace	218
	Shopping on Marketplace	220
	Posting Listings on Facebook Marketplace	224
	Removing the Marketplace Application	232
13	Using Facebook Applications	233
	Finding an Application	234
	Working with Facebook Applications	238
14	Making Business Connections on Facebook	243
	Understanding Facebook Pages for Businesses and Brands	243
	Creating Facebook Pages	248
	Adding Applications to Your Facebook Page	257
	Using Facebook as a Page	260
	Promoting Your Facebook Page	261
	Index	267

About the Authors

Kent Joshi has helped others understand the ever-changing digital world as an author, consultant, and university lecturer for more than two decades. Recently, he developed and released several social media and Web 2.0 projects, which successfully included Facebook as part of a larger, online presence.

He enjoys writing, public speaking, and volunteering. He holds a Bachelor of Science degree from the University of Utah and is pursuing his master's degree at Harvard.

You can connect with him at www.facebook.com/AuthorKentJoshi.

Patrice-Anne Rutledge is the author of more than 30 books on business and technology, including *Using Facebook*, *Using LinkedIn*, and *The Truth About Profiting from Social Networking*, all from Pearson. As a social media expert, she is frequently quoted in major media outlets around the world, including CNN, Inc., Fox News, ABC News, MSN, and AOL.

Patrice is also the founder and principal of Pacific Ridge Media, a consulting and training firm that specializes in small business marketing, branding, and social media. You can learn more about Patrice's books and other projects on her author website (www.patricerutledge.com), her business website (www.pacificridgemediacom.com), and her Facebook page (www.facebook.com/PacificRidgeMedia).

About the Contributor

Scott Morley has worked as an IT professional for more than 15 years, most recently as a Microsoft Architect.

Dedication

This book is dedicated to my Mom who taught me about living even when you have a grievous illness, and to my Dad who taught me about unconditional love.

—Kent Joshi

To my family, with thanks for their ongoing support and encouragement.

—Patrice-Anne Rutledge

Acknowledgments

First, I thank my incredible coauthor—Patrice-Anne Rutledge. Without her dedication and passion, this book would not exist.

Next, I want to thank Margie for her love and support as the book came together. Honey, I'm the lucky one.

I would also like to thank Michelle Newcomb for believing in the book and overseeing the entire process with heart and grace. I also want to thank all of Que's editorial team—it's no easy feat to keep up with a site that's constantly changing.

Finally, I thank Angel, our Australian cattle dog, for making sure food never goes unnoticed in our home. Someday you'll have to show me how you have more Facebook friends than I do.

If I have inadvertently left anyone out, please know I truly appreciate your work.

—Kent Joshi

Thanks to Michelle Newcomb, Ginny Munroe, Betsy Harris, Vince Averello, and Geneil Breeze for their feedback, suggestions, and attention to detail. And special thanks to my great coauthor on this book, Kent Joshi.

—Patrice-Anne Rutledge

We Want to Hear from You!

As the reader of this book, *you* are our most important critic and commentator. We value your opinion and want to know what we're doing right, what we could do better, what areas you'd like to see us publish in, and any other words of wisdom you're willing to pass our way.

As an associate publisher for Que Publishing, I welcome your comments. You can email or write me directly to let me know what you did or didn't like about this book—as well as what we can do to make our books better.

Please note that I cannot help you with technical problems related to the topic of this book. We do have a User Services group, however, where I will forward specific technical questions related to the book.

When you write, please be sure to include this book's title and author as well as your name, email address, and phone number. I will carefully review your comments and share them with the author and editors who worked on the book.

Email: feedback@quepublishing.com

Mail: Greg Wiegand
 Associate Publisher
 Que Publishing
 800 East 96th Street
 Indianapolis, IN 46240 USA

Reader Services

Visit our website and register this book at quepublishing.com/using for convenient access to any updates, downloads, or errata that might be available for this book.

Introduction

You may have heard about Facebook through a friend or on the news. With more than 500 million users, it's hard to ignore the talk about it. If you're ready to see what this social networking site is all about, but not sure where to begin, this book is for you.

The pages ahead are designed to quickly get you up to speed on Facebook. Plus, the companion online videos, podcasts (audio), and additional web content ensure you'll have the most up-to-date training given Facebook's changes.

So if you're ready, turn to Chapter 1, "An Introduction to Facebook," for a Facebook tour, or to the chapter of your choice, to get started.

Welcome to Facebook!

Who Is This Book For?

This book is for anyone who wants to use Facebook to

- Painlessly set up a Facebook account and add a profile picture
- Find people you've lost track of
- Communicate through messages, chats, and status updates
- Publish photos and videos
- Safeguard your personal information online
- Get mobile access to Facebook
- Attend or host an event
- Buy and sell items, browse for roommates, or find a job
- Promote your business, band, or brand
- Work with Facebook's applications

Using This Book

This book allows you to customize your own learning experience. The step-by-step instructions in the book give you a solid foundation in using Facebook, while rich and varied online content, including video tutorials and audio sidebars, provide the following:

- Demonstrations of step-by-step tasks covered in the book
- Additional tips or information on a topic
- Practical advice and suggestions
- Direction for more advanced tasks not covered in the book

Here's a quick look at a few structural features designed to help you get the most out of this book:

- **Chapter roadmaps:** At the beginning of each chapter is a list of the top-level topics addressed in that chapter. This list enables you to quickly see the information the chapter contains.

Notes provide additional commentary or explanation that doesn't fit neatly into the surrounding text. Notes give detailed explanations of how something works, alternative ways of performing a task, and other tidbits to get you on your way.

- **Cross-references:** Many topics are connected to other topics in various ways. Cross-references help you link related information together, no matter where that information appears in the book. When another section is related to one you are reading, a cross-reference directs you to a specific page in the book on which you can find the related information.



LET ME TRY IT tasks are presented in a step-by-step sequence so you can easily follow along.



SHOW ME video walks through tasks you've just got to see—including bonus advanced techniques.



TELL ME MORE audio delivers practical insights straight from the experts.

Special Features

More than just a book, your USING product integrates step-by-step video tutorials and valuable audio sidebars delivered through the **Free Web Edition** that comes with every USING book. For the price of the book, you get online access anywhere with a web connection—no books to carry, content is updated as the technology changes, and the benefit of video and audio learning.

About the USING Web Edition

The Web Edition of every USING book is powered by **Safari Books Online**, allowing you to access the video tutorials and valuable audio sidebars. Plus, you can search the contents of the book, highlight text and attach a note to that text, print your notes and highlights in a custom summary, and cut and paste directly from Safari Books Online.

To register this product and gain access to the Free Web Edition and the audio and video files, go to **quepublishing.com/using**.

This page intentionally left blank

This chapter introduces you to Facebook Mobile, the perfect solution for Facebook users on the go.

9

Your Mobile Access to Facebook

More than 200 million Facebook members worldwide use Facebook Mobile, and that number continues to grow rapidly. In addition, more than 200 mobile operators in 60 countries deploy Facebook mobile products, which give you mobile access to Facebook from almost anywhere in the world.

In this chapter, you explore the many features of Facebook Mobile. You can also listen to tips on ways to make the most of your mobile experience with Facebook and watch videos that show you how to customize Facebook Text Messages, download Facebook mobile applications, and customize your Facebook Places privacy settings.

What You Can Do with Facebook Mobile

Although certain things are easier to do on the Facebook website (such as writing long messages), you can perform the vast majority of Facebook tasks from a mobile device when you're on the go.



TELL ME MORE Media 9.1—What You Can Do with Facebook Mobile

Access this audio recording through your registered Web Edition at my.safaribooksonline.com/9780132117029/media.

Facebook Mobile enables you to

- Use Facebook Mobile Web to access Facebook from any phone with an Internet browser.
- Send and receive status updates, wall posts, friend requests, and more via text message.
- Upload photos and videos from your cell phone.
- Use custom Facebook mobile applications for many popular cell phones.
- Receive selected friends' status updates by text message.

To learn more about Facebook Mobile, go to <http://www.facebook.com/mobile>, shown in Figure 9.1. You must log in to Facebook itself before activating or using any of these features, however.



Figure 9.1 Facebook Mobile offers several ways to interact with Facebook from a mobile device.

Something you'll notice on the Facebook Mobile web page is that its content is dynamic. When you first open the page, a specific feature is profiled at the top. Refresh your browser, and another feature is profiled at the top. The options that display below each feature vary depending on whether it's at the top or in one of the boxes at the bottom of the page.

Facebook adds new mobile features and functionality on a regular basis. To keep up with what's new, check out its Facebook "fan" page at <http://www.facebook.com/UsingFacebookMobile>.

Activating Facebook Mobile

The first step in getting started with Facebook Mobile is to activate your phone for use with Facebook Text Messages. Although you don't need to activate your phone to use every feature of Facebook Mobile, it's a good idea to start with this task, particularly if you're interested in sending or receiving status updates, friend requests, messages, wall posts, and more on your cell phone.

**LET ME TRY IT**

Activate Facebook Mobile for Your Phone

To activate Facebook Mobile, follow these steps:

1. From the main menu, select Account, Account Settings.
2. On the My Account page, select the Mobile tab. Figure 9.2 shows this tab.

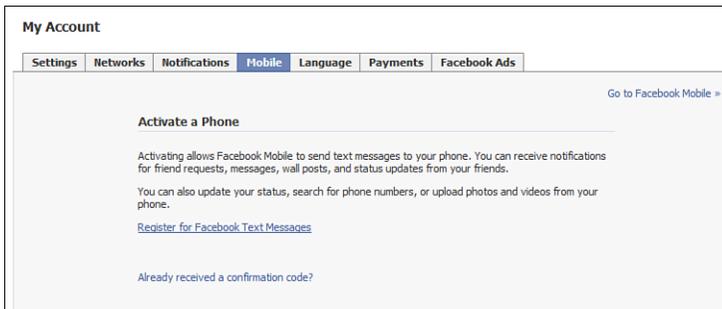


Figure 9.2 Go to the Mobile tab to get started setting up your phone.

3. To activate your phone, click the Register for Facebook Text Messages link.
4. In the Activate Facebook Texts (Step 1 of 2) dialog box shown in Figure 9.3, select your country and mobile carrier from the drop-down lists. Then click the Next button.



Figure 9.3 Select your country and provider to get started.

5. On your cell phone, send a text message containing the letter "F" (but without the quotation marks) to 32665 (FBOOK) as instructed in the Activate Facebook Texts (Step 2 of 2) dialog box, shown in Figure 9.4.

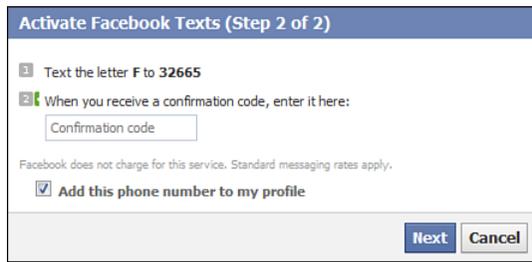


Figure 9.4 Step 2 tells you what to do on your cell phone.

6. Enter the confirmation code that Facebook sends you in the text box.
7. If you want to share your cell phone number with your Facebook friends, select the Add This Phone Number to My Profile check box. Remember that anyone who can view your profile can also see your cell phone number. If you want your number to remain private, clear this check box. Then, click the Next button.

You're now ready to customize the way you use Facebook Text Messages.

Customizing Facebook Text Messages

The Mobile tab on the My Account page now contains many new fields that enable you to customize how you want to use text messaging on Facebook Mobile. This is particularly important if you have many Facebook friends or your friends are very active on the site. You could end up with information overload if you don't specify the exact information you do—and don't—want to receive via text message.



SHOW ME Media 9.2—Customizing Facebook Text Messages

Access this video file through your registered Web Edition at my.safaribooksonline.com/9780132117029/media.



LET ME TRY IT

Customize Facebook Text Messages for Your Phone

To customize how and when you receive text messages, follow these steps:

1. From the main menu, select Account, Account Settings.
2. On the My Account page, select the Mobile tab. Figure 9.5 shows this tab.

Facebook Text Messages

Texts are:
 On Off

Which text notifications should go to my phone?
[Click here](#) to manage your mobile notifications.
 Send text notifications only from friends

Whose status updates should go to my phone?
Enter name of a friend or Page
Carina Olson [remove](#)

What times should texts be sent to my phone?
 Anytime Only from 8:00AM to 11:00PM
 Do not send me SMS notifications while I am using Facebook

How many texts should be sent?
Limit my daily texts to Unlimited

Should a confirmation text be sent when I message, Wall post, comment, poke, upload photos, or set my status from my phone?
 Yes No

Figure 9.5 Specify exactly which messages you want to receive and when you want to receive them.

3. In the Facebook Text Messages section, specify which messages you want to receive and when. Your options include
 - **Texts Are**—By default, text messages are set to on. If you don't want to receive any text messages, select the Off option button. Note that this doesn't affect your ability to send text messages.
 - **Which Text Notifications Should Go to My Phone?**—Click the Click Here link to select which text notifications you want to receive as a text message on your phone. Facebook opens the Notifications tab where you can choose the notifications to receive via SMS (as well as via email). Sample options include receiving a text message when someone sends you a message, adds you as a friend, posts on your Wall, tags you in a photo, tags you in Facebook Places, and more.
 - **Send Text Notifications Only From Friends**—Restrict notifications to activity just from your friends.
 - **Whose Status Updates Should Go to My Phone?**—Enter the names of Facebook friends or pages whose status updates you want to receive. Facebook searches for matches among your friends as you type. Again, you'll want to use this selectively to avoid information overload.

- **What Times Should Texts Be Sent to My Phone?**—Select the Anytime option button if you want to continually receive text messages. If you want to limit messaging only to certain hours, select the Only From option button and specify the start and end times from the drop-down lists. For example, I have many Facebook friends in Europe. As much as I like them, I don't want to receive updates in the middle of the night telling me what my Parisian pals are having for lunch.
- **Do Not Send Me SMS Notifications While I Am Using Facebook**—If you want to avoid receiving notification of what you can see for yourself while using Facebook, select this check box.

SMS stands for Short Message Service, a method used to send text messages between cell phones and websites.

- **How Many Texts Should Be Sent?**—You can receive unlimited messages or limit this amount to a number between 1 and 100 texts per day. Facebook notifies you when you reach your daily limit. If you want to receive more messages, reply to this notification using the word “reset.”
- **Should a Confirmation Text Be Sent When I Message, Wall Post, Comment, Poke, Upload Photos, or Set My Status from My Phone?**—If you want to receive confirmation of your own activity, select the Yes option button. Otherwise, select No.

4. Click the Save Preferences button to save your changes.

After you set your initial preferences, you might decide that you're still receiving too many text messages. Or, you might have been too selective and need to receive more information. In either case, you can return to this page at any time to modify the text messages you receive.

Activating Multiple Phones

You can activate Facebook Mobile for more than one phone, but you will receive text messages only on the phone you select in the My Phone section at the bottom of the Mobile tab.



LET ME TRY IT

Activate Facebook Mobile for an Additional Phone

To activate Facebook Mobile for another phone, follow these steps:

1. From the main menu, select Account, Account Settings.
2. On the My Account page, select the Mobile tab.
3. In the Mobile Phones section, click the Add Another Phone link.
4. Follow the steps in the “Activate Facebook Mobile for Your Phone” section earlier in the chapter to activate this additional phone.

Deactivating a Phone

If you change phone numbers or no longer want to use Facebook Mobile, you can deactivate your phone. To do so, click the Remove link to the right of the phone number you want to deactivate in the Mobile Phones section of the Mobile tab.

Accessing Facebook Mobile Web

If you have a phone with an Internet browser, you can use Facebook Mobile Web to update, view, and manage your Facebook account. To access Facebook Mobile Web, navigate to <http://m.facebook.com> on your cell phone. Figure 9.6 shows an example of Facebook Mobile Web on the iPhone.

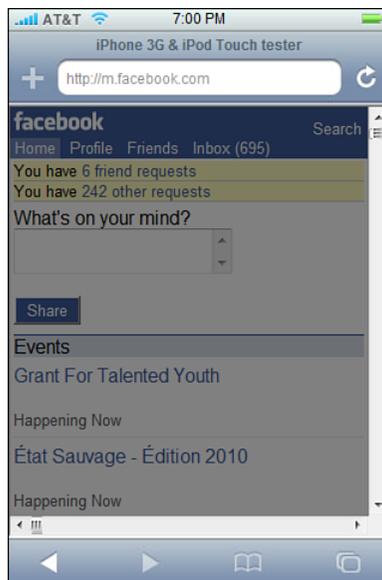


Figure 9.6 Go to m.facebook.com on your cell phone to access Facebook on the go.

Although Facebook doesn't charge to use Facebook Mobile Web, you're still responsible for any associated data access charges from your mobile carrier.

When you log on to Facebook Mobile Web, you can perform many common Facebook tasks such as viewing your requests, updating your status, and viewing events and your News Feed. Using the top and bottom navigation links, you can access other areas of Facebook. For example, the top menu includes the following options: Home, Profile, Friends, and Inbox. From the Bookmarks section at the bottom of the page, you can access the following: Notifications, Groups, My Pages (if you have at least one Facebook page), Events, Photos, and More.

In addition to using Facebook Mobile Web, also check to see whether there's a mobile application specific to your phone. These custom applications often offer even more features. For more information, see "Using a Custom Facebook Application for Your Phone" later in this chapter.

If you live in one of many supported countries, you could have access to 0.facebook.com, a new mobile site that lets you log on to Facebook from a mobile device without data fees. At present, the United States and Canada aren't on the list, but Facebook adds new countries regularly.

Sending Text Messages

It's easy to send a status update to Facebook when you're on the go. Just send a text message to 32665 (FBOOK) from your activated cell phone. For example, you could text "Having dinner at a great Italian restaurant by the beach" to 32665, and this text will appear as your latest Facebook status. Remember, your mobile carrier's text messaging rates do apply.

If you're unable to send a text message from an activated phone, verify that your message doesn't contain a signature, which can interfere with Facebook Mobile Texts. Also, verify that your mobile plan enables you to send text messages.

If you're looking to do more with text messages, Facebook offers some advanced options. Table 9.1 lists several examples of how you can send private messages, search, post on a friend's wall, and send friend requests via text message.

In the second column, the bolded text refers to the text message command you need to enter, the regular text is an example of the specific Facebook member you want to message or search for (in this case, Anne Smith), and the italicized text is an example of the message you could send this person.

Table 9.1 Facebook Text Messaging Options

To do the following:	Send this via text message on your cell phone:
Message a specific person	msg anne smith <i>hello</i>
Search for a friend	search anne smith
Find a cell phone number	cell anne smith
View a list of your current events	event
Post something on a friend's wall	wall anne smith <i>congrats!</i>
Send a friend request	add anne smith

Sending Photos and Videos from Your Cell Phone

If you enjoy taking photos or videos with your cell phone, you can easily send them to Facebook right from your phone using Facebook's Mobile Uploads feature. Facebook provides a personalized email address to each Facebook member for this purpose.

You can also use Mobile Uploads to send a status update to Facebook. Just enter your update in the subject line of the email.

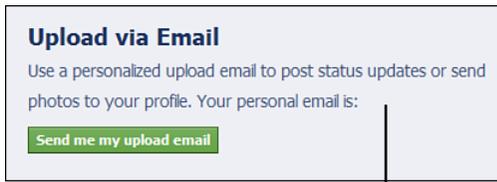


LET ME TRY IT

Send a Photo or Video to Facebook from Your Cell Phone

To send photos or videos from your cell phone, follow these steps:

1. From the main menu, select Account, Account Settings.
2. On the My Account page, select the Mobile tab.
3. In the upper-right corner of the tab, click the Go to Facebook Mobile link.
4. In the Upload via Email section of the Facebook Mobile page (see Figure 9.7), locate your personal upload email address, such as `samplemail@m.facebook.com`. This email is associated with your Facebook account, so don't share it with others.



Your upload email address will display here.

Figure 9.7 When you're logged in to Facebook, your private upload email address displays on the Facebook Mobile page.

Optionally, Facebook can send your upload email address to the email address you have listed on the My Account page. To do this, click the Send Me My Upload Email button. This way, you can save this email address as a contact in your email system, ready to use whenever you want to post or upload.

5. On your cell phone, send your photo or video to your personal upload email address, entering an optional caption in the email subject line. The exact steps for performing this task vary by cell phone. If you're unsure, refer to your cell phone's user manual.

Your uploaded photo and videos display on your Facebook profile and News Feed, as shown in Figure 9.8. If you uploaded a photo, you'll also find it in your Mobile Upload photo album. From here, you can edit, tag, or share this photo. You can also modify its privacy settings, which is set to Everyone by default.



Figure 9.8 View your mobile uploads on your Facebook profile.

For more information about working with photos and videos on Facebook, see Chapter 7, “Publishing Photos,” and Chapter 8, “Publishing Videos.”

Changing Your Upload Email Address

If your upload email address is no longer secure, you can change it. For example, you might have accidentally shared it with others or are concerned about the privacy of data on your computer.



LET ME TRY IT

Request a New Upload Email Address

To receive a new, secure upload email address from Facebook, follow these steps:

1. From the main menu, select Account, Account Settings.
2. On the My Account page, select the Mobile tab.
3. In the upper-right corner of the tab, click the Go to Facebook Mobile link.
4. In the Upload via Email section of the Facebook Mobile page, click the Find Out More link (refer to Figure 9.7).
5. In the Upload Photos via Email dialog box, click the Refresh Your Upload Email link, shown in Figure 9.9.

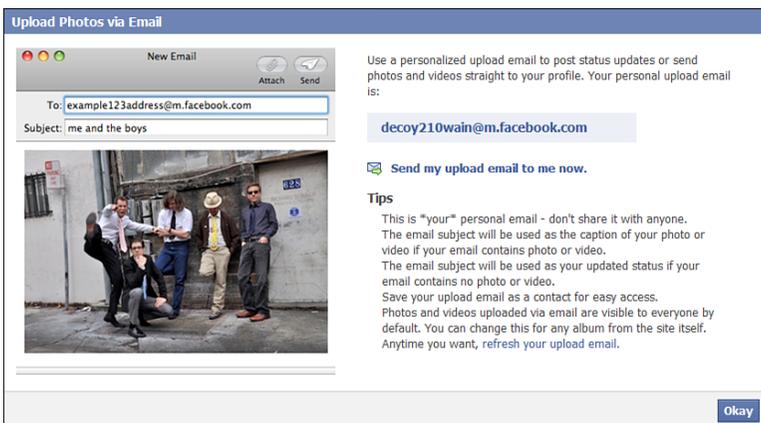


Figure 9.9 If your private upload email address is no longer secure, request a replacement.

6. Click the Reset button in the Change Your Personal Upload Email? dialog box to get a new email (see Figure 9.10).

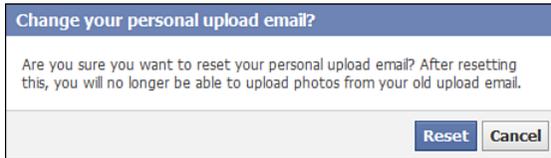


Figure 9.10 This dialog box verifies that you really want to reset your upload email address before proceeding.

Using a Custom Facebook Application for Your Phone

Facebook offers special mobile applications for a variety of phones including the following: iPhone (also works with the iPod Touch and iPad), Palm, Sony Ericsson, INQ, BlackBerry, Nokia, Android, Windows Phone, and Sidekick. If your phone isn't on this list, you can still use Facebook Mobile even if there isn't an application specific to your phone.

The functionality of each mobile application varies by phone, but in general you can perform many of the same tasks that are available with Facebook Mobile Web. Some applications also include additional features specific to that phone. For example, the latest Facebook application for the iPhone enables you to watch videos and post on event walls.



SHOW ME Media 9.3—Downloading Facebook Mobile Applications

Access this video file through your registered Web Edition at my.safaribooksonline.com/9780132117029/media.

**LET ME TRY IT**

Download a Facebook Application for Your Phone

To download a Facebook app for your phone, follow these steps:

1. From the main menu, select Account, Account Settings.
2. On the My Account page, select the Mobile tab.
3. In the upper-right corner of the tab, click the Go to Facebook Mobile link.
4. On the Facebook Mobile page, select the name of your phone in the Facebook for Your Phone section, shown in Figure 9.11.

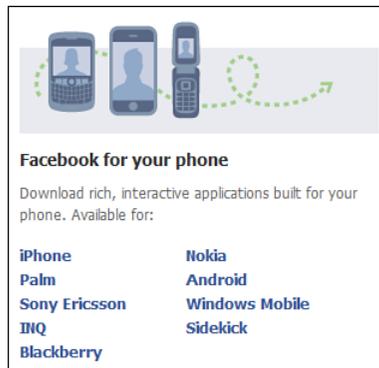


Figure 9.11 Select your phone from among the many options.

Because features on the Facebook Mobile page aren't in a static location, you could find the Facebook for Your Phone section at the top of the page. In this case, you need to select your phone from a drop-down list.

5. The Facebook page for your phone's application opens. Depending on the application, you can either click the Download App button or scan a QR code with your phone. You'll also find other interesting information about this app, such as reviews, videos, photos, discussions, and more. The content you see, however, varies by application. Figure 9.12 shows a sample page for the BlackBerry application.



Figure 9.12 If you use a BlackBerry, you'll find plenty of useful information about mobile Facebook access on this page.

Not every application has its own Facebook page. If you select one of these apps, you skip step 5 and go directly to step 6.

- Download your application from the external site that opens. For example, the iTunes Store site opens if you select iPhone (see Figure 9.13).

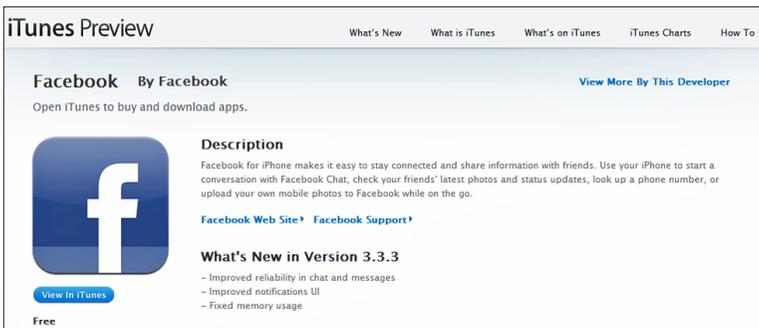


Figure 9.13 Download the Facebook app for the iPhone from the iTunes store for free.

Using Facebook Places

When you're on the go, you might want to share your travels and daily activities with your Facebook friends. Using Facebook Places, you can easily check in to a physical location and share this information on Facebook. Facebook Places also enables you to see where your friends are. You never know who could be right around the corner from you.

The Facebook Places application is available for the iPhone, Android, and BlackBerry. You can also access Facebook Places by navigating to <http://touch.facebook.com> on your mobile device.

Checking In on Facebook Places

How you access and check in to Facebook Places varies by device. In general, you should find Facebook Places on your device's Facebook application home screen.



LET ME TRY IT

Check In on Facebook Places via touch.facebook.com

To check in and share your location via <http://touch.facebook.com>, follow these steps:

1. Point your browser to <http://touch.facebook.com>.
2. Tap the Places tab on your mobile device.
3. Tap the Share Location button.
4. Tap the Share Where You Are with Your Friends link. If you've used Facebook Places before, tap the Check In button instead.
5. Facebook displays a list of locations near you. From here, you can:
 - Tap a location on the list.
 - Enter a place name in the Search Nearby Places box and tap the Search button.
 - Tap the Add button to add a new location. Enter a name and description of the new place and then tap the Add button again.

While you're browsing nearby places, be on the lookout for a yellow icon to the right of a place name. This indicates that the location participates in Facebook Deals and offers a special deal to anyone who checks in via Facebook Places. Sample deals include a 20 percent discount at American Eagle Outfitters or two entrees for the price of one at Chipotle restaurants.

6. Optionally, share what you're doing at this location in the What Are You Doing? box.
7. Optionally, tap the Tag Friends with You link to select from a list of your friends.
8. Tap the Check In button.

Facebook displays your location and any friends with you on your profile Wall (see Figure 9.14) and your friends' News Feed. You can click the name of any location or friend to view their Facebook Places page or Facebook profile.



Figure 9.14 Facebook posts your location and the friends you're with on your profile Wall.

Checking Out of Facebook Places

If you want to check out of a place you checked into, you have three options:

- On <http://touch.facebook.com>, go to the Wall post that mentions your Facebook Places check-in, tap the Remove link, and confirm that you want to delete the post.
- On the Facebook website, go to the Wall post that mentions your Facebook Places check-in, click the X (Remove) button to the right of the post, and click the Remove Post button in the Delete Post dialog box.
- On the Facebook application for the iPhone, Android, or BlackBerry, go to the Wall post that mentions your Facebook Places check-in, swipe your finger to the left over the post, and tap the Delete button.

Protecting Your Privacy with Facebook Places

Although sharing your location with friends, family, and coworkers makes it easier to keep track of what everyone is doing, you might not want all of your Facebook friends to know your exact location. By default, Facebook lets your friends know when you check into a place and also enables them to check you in. If Facebook friends include only people you know well, the default settings could offer sufficient privacy. But if your Facebook friends include people you don't know well, you might want to place more restrictions on who knows your location. Fortunately, you can customize your privacy settings with Facebook Places.



SHOW ME Media 9.4—Customizing Your Facebook Places Privacy Settings

Access this video file through your registered Web Edition at my.safaribooksonline.com/9780132117029/media.



LET ME TRY IT

Customize Your Facebook Places Privacy Settings

To customize your Facebook Places privacy settings, follow these steps:

1. From the main menu, select Account, Privacy Settings.
2. On the Choose Your Privacy Settings page, click the Customize Settings link.
3. In the Places I Check Into field (see Figure 9.15), select one of the following options:
 - **Everyone**—Display your location to everyone on Facebook.
 - **Friends of Friends**—Display your location to your friends and their friends.
 - **Friends Only**—Display your location only to your friends (the default setting).
 - **Customize**—Open the Custom Privacy dialog box where you can limit viewing of your location to specific friends or prevent specific friends from viewing it.
4. In the Include Me in “People Here Now” After I Check In field, select the Enable checkbox (the default setting) if you want your name and photo to display in People Here Now. If you don't want to display your name and photo, remove the checkmark. See Figure 9.16 to view an example of People Here Now.

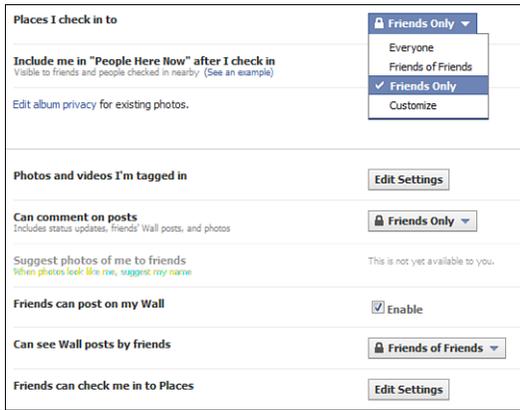


Figure 9.15 Specify exactly who can see your location on Facebook.

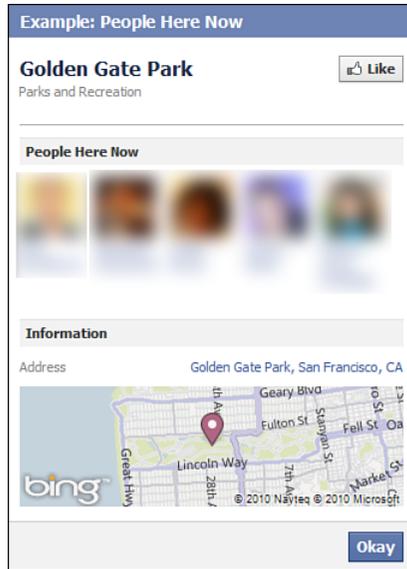


Figure 9.16 By default, Facebook displays your name and photo when you check into a place on Facebook Places.

People Here Now is a section on a Facebook Places page that displays users who have checked in to that place. This section is visible to friends and others who have checked in nearby.

5. Click the Edit Settings button to the right of the Friends Can Check Me Into Places field (scroll down the page to find this setting).
6. In the Places: Friend Tags dialog box, select Enabled or Disabled from the drop-down list. By default, your friends can check you into Places.

See Chapter 6, “Safeguarding Your Information on Facebook,” for more information about Facebook privacy.

This page intentionally left blank

index

A

- About Me field (Basic Information), 23
- abuse, reporting, 123
- accepting friend requests, 59-60
- access, accounts, managing, 111
- Account Security setting (My Account), 44
- accounts. *See also* profiles
 - access, managing, 111
 - configuring, 43-44
 - information, managing and downloading, 42-44
 - privacy settings, changing, 111-113
 - search visibility, controlling, 114-115
 - signing up, 11-16
- activating Facebook Mobile, 160-164
- Activities and Interests section, 18, 37-39
- Add a Caption option (Photo page), 140
- Add a Project field (Work and Education), 30-31
- Add More Photos option (Photo page), 140
- adding friends, 45-46
- adding pictures, profiles, 19-22
- Address, City/Town, Zip, Neighborhood field (Contact Information), 41
- administering groups, 193-199
- administrators, groups, assigning, 196-197
- Album Cover option (Edit Photos tab), 141
- Album Name, Location, Description option (Edit Info tab), 142
- albums (photographs), 136
 - creating, 137-139
 - editing, 139-142
 - organizing, 139-142
 - photographs, 125
- All Applications category (Application Directory), 235
- Application Directory, 235-238
- applications, 233, 238-239
 - Application Directory, 235-238
 - FarmVille, 237
 - finding, 234-238
 - Help, 240
 - installing, 239-240
 - pages, adding to, 257-260
 - phones, 170-172
 - privacy controls, 119-120
 - removing, 241-242
 - requests, responding to, 234-235
 - searching for, 258-260
- Applications You May Like category (Application Directory), 236
- approving members, groups, 197-198
- Apps and Websites setting (privacy page), 113
- Archive option (Messages), 84
- art preferences, profiles, adding to, 34-35
- Arts and Entertainment section, 18, 34-35
- assigning administrators, groups, 196-197

B

- Back to Album option (Edit Info tab), 142
- Back to Album option (Edit Photos tab), 142
- band pages, specifying, 17
- Banner section, 18

- Basic Information section, 17
 - completing, 21-24
- Birthday field (Basic Information), 23
- Block Lists setting (privacy page), 113
- blocking individual users, 122
- brand pages, 243-244
 - adding applications, 257-260
 - adding pictures, 252-253
 - creating, 248-256
 - customizing, 255-256
 - linking, 247-248
 - participation, 246-247
 - planning, 248-249
 - promoting, 261-265
 - searching, 245-246
 - using Facebook as, 260-261
 - viewing, 244-245
- business pages, 243-244
 - adding applications, 257-260
 - adding pictures, 252-253
 - creating, 248-256
 - customizing, 255-256
 - linking, 247-248
 - participation, 246-247
 - planning, 248-249
 - promoting, 261-265
 - searching, 245-246
 - specifying, 17
 - using Facebook as, 260-261
 - viewing, 244-245

C

- canceling friend requests, 49
- Caption option (Edit Photos tab), 141
- Caption option (Photos page), 132
- career information, profiles, adding to, 29-32
- categories, Marketplace listings, 217-218
- celebrity pages, specifying, 17
- cell phones. *See* phones

Change Order of Photos option (Photo page), 140

Chat (Facebook), 63, 89-91
 Chat window, 90
 chatting with friends, 91-93
 configuring, 93-94
 emoticons, 94-95
 friend status, 91
 groups, participating in, 189-190

Chat window, 90

checking in, Facebook Places, 173-174

checking out, Facebook Places, 174

classmates, finding and adding, 51-52

closed groups, 181

closing listings, Marketplace, 230-231

Comment option (Edit Video), 156

Comment option (Photo page), 140

Comment option (photographs), 133

Commenting option (Photos page), 132

comments
 deleting, 76-77
 Wall, responding to, 75-76

compromised accounts, fixing, 106-108

configuration
 Facebook Chat, 93-94
 Facebook Messages, 77-79
 group settings, 186-187
 privacy settings, 111-113

Connecting on Facebook setting (privacy page), 112

Contact Information section, 18
 completing, 39-41
 visibility, controlling, 118

content sharing, controlling, 115-117

conversations
 group conversations, 87-89
 replying to, 85-86
 viewing, 83-85

coworkers, finding and adding, 49-51

Create Group dialog box, 191

Create New List dialog box, 71-73

Current City field (Basic Information), 22

Custom Privacy dialog box, 66, 186

Customize options, 66, 68

D

Deactivate Account setting (My Account), 44

deactivating phones, Facebook Mobile, 165

Delete a Photo option (Edit Photos tab), 141

Delete Messages option (Messages), 85

Delete Video option, 157

deleting
 comments and posts, 76-77
 friend lists, 74
 friends, 61
 groups, 199
 members, groups, 198-199

Deleting option (Photos page), 133

Desktop category (Application Directory), 235

desktop email contacts, importing, 53-55

dialog boxes
 Create New List, 71, 73
 Custom Privacy, 66
 Edit List, 73
 Edit Your News Feed Settings, 99

directory information sharing, controlling, 114-115

documents, groups, sharing, 187-189

Download in High Resolution option (photographs), 134

Download Your Information setting (My Account), 44

downloading account information, 42-44

drives
 uploading photographs, 128-129
 video
recorded by webcams, 149-152
uploading, 146-148
via email, 148-149

E

Edit Album Info option (Photo page), 140

Edit Info tab, 142

Edit List dialog box, 73

Edit Photos tab, 141

Edit Settings dialog box, 186

Edit This Video option, 156

Edit Your News Feed Settings dialog box, 99

editing
 friend lists, 73
 group settings, 186-187
 photograph albums, 139-142
 photographs, 131-133
 videos, 154-157

editing listings, Marketplace, 227-228

Editing option (Photos page), 133

Education and Work section, 17
 completing, 29-32

education information, profiles, adding to, 29-32

email, uploading photographs, 128-129

email addresses
 activating, 78-79
 groups, setting up, 193-194
 upload email addresses, changing, 169-170

email contacts
 desktop email, importing, 53-55
 web email, importing, 46-49

email messages
 sending, 79-81
 viewing, 81-83

email notifications, 103-105

Email setting (My Account), 43

Emails field (Contact Information), 40

Embed This Video option, 157

emoticons, Facebook Chat, 94-95

Employer field (Work and Education), 29

events, 201-202, 211
 adding street addresses, 213
 canceling, 213
 changing, 211-215
 creating, 209-211
 guest lists, managing, 212
 keywords, 202
 participation, 207-209
 photographs, adding, 213
 privacy, 213
 private, 201
 public, 201
 reviewing, 206-207
 RSVPing, 207-209
 searching for, 202-206

Events page, 98

expired listings, reposting, 231

External Websites category (Application Directory), 235

F

Facebook, 5
 benefits, 8-10
 Home pages, 7
 joining, 11-16
 layout, 7
 popularity, 5-7
 Profile pages, 8
 Terms of Service, 13

Facebook Ads tab (My Account), 42

Facebook badges, websites, adding to, 41

Facebook Chat, 63, 89-91
 Chat window, 90
 chatting with friends, 91-93
 configuring, 93-94
 emoticons, 94-95
 friend status, 91

Facebook Marketplace, 217
 accessing, 218-220
 listings
categories, 217-218
closing, 230-231
editing, 227-228
posting, 224-227
promoting, 229-230
reposting, 231
responding to, 222-224
 removing, 232
 searching, 221-223
 shopping, 220-224

Facebook Messages, 77
 configuring, 77-79
 group conversations, 87-89
 messages, searching for, 86-87
 replying to conversations, 85-86
 sending messages, 79-81
 upgrade, 77
 viewing conversations, 83-85
 viewing messages, 81-83

Facebook Mobile, 159
 activating, 160-162
 activating multiple phones, 164
 benefits, 159-160
 changing upload email address, 169-170
 customizing text messages, 162-164
 deactivating phones, 165
 photographs, sending via phone, 167-169
 sending text messages, 166

Facebook Mobile Web, 165-166

Facebook Places, 173
 checking in, 173-174
 checking out, 174
 protecting privacy, 175-177

fake posts, 105-106

Family field (Featured People), 26

family members, featuring, 24-28

fan pages. *See* pages

FarmVille, 237

Featured by Facebook category (Application Directory), 236

Featured Friends field (Featured People), 26

Featured People section, 17, 24-28

films
 attaching to messages, 153-154
 editing, 154-157
 publishing, 143
 tagging someone in, 157-158
 uploading, 146
from drives, 146-148
recorded by webcams, 149-152
via email, 148-149
 viewing, 143-145

Find Friends link, 46

Find More Friends, 46

finding
 classmates, 51-52
 coworkers, 49-51

finding friends, 45-46

Forward option (Messages), 84

friend lists, 70-71
 creating, 71-72
 deleting, 74
 editing, 73

friend posts, fake, 105-106

friend requests
 accepting, 59-60
 limits, 58

Friend Requests icon, 103

friend status, Facebook Chat, 91

friend's photographs
 sharing, 133-135
 tagging, 135-136
 untagging, 136

friends

- adding, 45-46
 - classmates, finding and adding, 51-52
 - coworkers, finding and adding, 49-51
 - desktop email contacts, importing, 53-55
 - featuring, 24-28
 - finding, 45-46
 - groups, inviting, 192
 - inviting to join Facebook, 55-56
 - posts
 - hiding from*, 186
 - text messages*, 51
 - removing, 61
 - requests, canceling, 49
 - searching, 56-58
 - suggesting, 60-61
 - web email contacts, importing, 46-49
- Friends and Networks options, 66-68
- Friends of Friends options, 66-68
- Friends Only options, 66-68
- Friends page, 98
- friendship pages, viewing, 101-102
- Full-screen command (video), 144

G

- games, privacy controls, 119-120
- Gender field (Basic Information), 23
- Get Connected, 46
- Get Started tab, 251-252
- Getting Started screen, 13
- Go Offline option (Chat), 93
- group conversations, 87-89
- groups, 64, 179-181, 244
 - accessing, 184-185
 - administering, 193-199
 - administrators, assigning, 196-197
 - chats, participating in, 189-190
 - closed groups, 181
 - creating, 190-193
 - deleting, 199

- documents, sharing, 187-189
- email address, setting up, 193-194
- friends, inviting, 192
- improvements, 179
- joining, 181-183
- leaving, 190
- members
 - approving*, 197-198
 - removing*, 198-199
- membership limits, 181
- open groups, 181
- participation, 183-184
- pictures, adding to, 195-196
- posts, hiding, 186
- promotions, 184
- rules, 191
- searching for, 181-183
- secret groups, 181
- settings, editing, 186-187
- Share menu, 184
- sharing, 185-186
- versus pages, 181

- guest lists, events, managing, 212

H

- hacked accounts, fixing, 106-108
- hard drives, uploading photographs, 128-129
- Help, applications, 240
- hiding posts, 186
- High Quality command (video), 144
- hobbies, profiles, adding, 37-39
- home page, 97-98
 - Events page, 98
 - Friends page, 98
 - friendship pages, viewing, 101-102
 - Messages page, 98
 - News Feed page, 98-101
 - notifications, 102
 - email*, 103-105
 - pop-up*, 103
 - red alert*, 102-103
- Home pages, 7
- Hometown field (Basic Information), 23

I

- iFrame, tabs, creating, 258
- IM Screen Names field (Contact Information), 40
- images
 - editing, 131-133
 - groups, adding to, 195-196
 - pages, adding to, 252-253
 - posting, 128-129
 - drives*, 128-129
 - email*, 128-129
 - webcams*, 129-131
 - profiles, adding to, 19-22
 - publishing, 125
 - tagging, 131
 - viewing, 125-127
- importing
 - desktop email contacts, 53-55
 - web email contacts, 46-49
- Info tab, 254-255
- installation, applications, 239-240
- Interested In: Women/Men field (Basic Information), 23
- interests, profiles, adding to, 37-39
- invitations, events, RSVPing, 207-209
- inviting friends, groups, 192
- Involver, 258

J-K

- job information, profiles, adding to, 29-32
- joining
 - Facebook, 11-16
 - groups, 181-183
- Keep Online Friends Window
 - Open option (Chat), 93
- keywords
 - events, 202
 - people searches, 57

L

- Language tab (My Account), 42
- Languages field (Basic Information), 23
- leaving groups, 190
- Like Box, promoting pages, 263-265
- Like/Unlike option (Edit Video), 156
- Like/Unlike option (Photos page), 132-133, 140
- Linked Accounts setting (My Account), 43
- linking pages, 247-248
- links, sharing, 63, 67-69
- listings, Marketplace
 - categories, 217-218
 - closing, 230-231
 - editing, 227-228
 - posting, 224-227
 - promoting, 229-230
 - reposting, 231
 - responding to, 222-224
 - searching, 221-223
- literature preferences, profiles, adding to, 34-35

M

- Make Profile Picture option (Photos page), 133
- Mark as Unread option (Messages), 84
- Marketplace, 217
 - accessing, 218-220
 - listings
 - categories, 217-218
 - closing, 230-231
 - editing, 227-228
 - posting, 224-227
 - promoting, 229-230
 - reposting, 231
 - responding to, 222-224
 - removing, 232
 - searching, 221-223
 - shopping, 220-224

- members, groups
 - approving, 197-198
 - removing, 198-199
- messages
 - attaching video, 153-154
 - searching for, 86-87
 - sending, 79-81
 - viewing, 81-83
- Messages (Facebook), 77
 - configuring, 77-79
 - group conversations, 87-89
 - messages, searching for, 86-87
 - replying to conversations, 85-86
 - sending messages, 79-81
 - upgrade, 77
 - viewing conversations, 83-85
 - viewing messages, 81-83
- Messages icon, 103
- Messages page, 98
- Mobile category (Application Directory), 235
- Mobile tab (My Account), 42
- Mobile Uploads category (Photos page), 127
- Mobile, Other Phone field (Contact Information), 40
- Mobile (Facebook), 159
 - activating, 160-162
 - activating multiple phones, 164
 - benefits, 159-160
 - changing upload email address, 169-170
 - customizing text messages, 162-164
 - deactivating phones, 165
 - photographs, sending via phone, 167-169
 - sending text messages, 166
- Move to another Album option (Edit Photos tab), 142
- Move to Other option (Messages), 85
- movie preferences, profiles, adding to, 34-35
- multiple phones, activating, Facebook Mobile, 164

- music preferences, profiles, adding to, 34-35
- My Account, 42-43
 - configuring, 43-44
 - tabs, 42-43
- My Uploads category (Photos page), 127

N

- Name setting (My Account), 43
- Networks tab (My Account), 42
- new friends, suggesting, 60-61
- News Feed, 65
 - privacy settings, 64
- News Feed page, 98-101
 - photographs, 126-127
- North Social, 258
- notifications, 102
 - email, 103-105
 - pop-up, 103
 - red alert, 102-103
- Notifications icon, 103
- Notifications tab (My Account), 42

O

- On Facebook category (Application Directory), 235
- Only Admins Can See This Page checkbox, 256
- Oodle Pro, 217
- open groups, 181
- organizing, photograph albums, 139-142

P

- pages, 243
 - adding applications, 257-260
 - adding pictures, 252-253
 - business pages, 243-244
 - creating, 248-256
 - custom usernames, creating, 262-263
 - customizing, 255-256
 - Get Started tab, 251-252

- Info tab, 254-255
- information, adding, 254-255
- linking, 247-248
- participation, 246-247
- planning, 248-249
- promoting, 261-265
- searching, 245-246
- using Facebook as, 260-261
- versus groups, 181
- versus profiles, 244
- pages (Facebook), 17
- Password setting (My Account), 43
- past events, reviewing, 206-207
- Payments tab (My Account), 42
- people, searching, 56-58
- People You May Know, 46
- philosophical views, profiles, adding to, 32-34
- Philosophy section, 18
 - completing, 32-34
- phones
 - activating multiple, Facebook Mobile, 164
 - custom applications, 170-172
 - deactivating, Facebook Mobile, 165
- photographs
 - albums, 125, 136
 - creating*, 137-139
 - editing*, 139-142
 - organizing*, 139-142
 - editing, 131-133
 - events, adding, 213
 - friend's, sharing, 133-135
 - groups, adding to, 195-196
 - News Feeds, 126-127
 - pages, adding to, 252-253
 - Photos page, 126-127
 - posting, 128-129
 - drives*, 128-129
 - email*, 128-129
 - webcams*, 129-131
 - profiles, adding to, 19-22
 - publishing, 125
 - sending, Facebook Mobile, 167-169
 - sharing, 63
 - tagging, 131, 135-136
 - untagging, 136
 - viewing, 125-127
- Photos page, 126-127
- pictures
 - albums, 136
 - creating*, 137-139
 - editing*, 139-142
 - organizing*, 139-142
 - editing, 131-133
 - friend's, sharing, 133-135
 - groups, adding to, 195-196
 - pages, adding to, 252-253
 - posting, 128-129
 - drives*, 128-129
 - email*, 128-129
 - webcams*, 129-131
 - profiles, adding to, 19-22
 - publishing, 125
 - tagging, 131, 135-136
 - untagging, 136
 - viewing, 125-127
- planning pages, 248-249
- Play Sound for New Messages option (Chat), 93
- Play/Pause command (video), 144
- political views, profiles, adding to, 32-34
- Pop-out Chat, 93
- pop-up notifications, 103
- Post Album to Profile option (Photo page), 140
- post contents, tagging, 69-70
- posting photographs, 128-131
- posting listings, Marketplace, 224-227
- posts
 - deleting, 76-77
 - hiding, 186
 - text messages, 51
- privacy, 109-111
 - access management, 111
 - applications, 119-120
 - blocking individual users, 122
 - changing settings, 111-113
 - contact information, 118
 - content sharing, 115-117
 - directory information sharing, controlling, 114-115
 - events, 213
 - games, 119-120
 - protecting, Facebook Places, 175-177
 - public search engines, 121
 - reporting abuse and violations, 123
 - search visibility, controlling, 114-115
 - threats, 109-110
- Privacy option (Edit Info tab), 142
- Privacy setting (My Account), 44
- privacy settings, 64
- private events, 201
- Profile pages, 8
- profiles, 16. *See also* accounts
 - access, managing, 111
 - activities, adding, 37-39
 - adding pictures, 19-22
 - arts and entertainment preferences, adding, 34-35
 - basic information, adding, 21-24
 - contact information, adding, 39-41
 - education information, adding, 29-32
 - featured people, 24-28
 - interests, adding, 37-39
 - philosophical views, adding, 32-34
 - privacy settings, changing, 111-113
 - search visibility, controlling, 114-115
 - sections, 17-19
 - sports preferences, adding, 35-37
 - versus pages, 244
 - work information, adding, 29-32
- projects, job descriptions, adding to, 30-31
- promoting, pages, 261-265
- promoting listings, Marketplace, 229-230

promoting pages, 263-265
 protecting privacy, Facebook Places, 175-177
 Prototypes category (Application Directory), 236
 public events, 201
 public search engines, hiding from, 121
 publishing
 photographs, 125
 videos, 143

Q-R

Quick Reply Mode
 checkbox, 86

Re-order Lists option (Chat), 93

Recent Activity from Friends category (Application Directory), 236

Recent Albums category (Photos page), 127

red alert notifications, 102-103

registration process, accounts, 12-16

Relationship Status field (Featured People), 25

religious views, profiles, adding to, 32-34

removing
 friends, 61
 members, groups, 198-199

Report as Spam option (Messages), 85

Report This Photo option (photographs), 134

Report/Block User option (Messages), 85

reporting abuse and violations, 85, 123

reposting expired listings, Marketplace, 231

requests, applications, responding to, 234-235

requests, friends
 accepting, 59-60
 limiting, 58

requests, friends, canceling, 49

reviewing events, 206-207

Rotating option (Photos page), 132, 156

RSVPing to events, 207-209

S

search engines, hiding from, 121

search visibility, controlling, 114-115

Search Your Email for Friends Already on Facebook, 45

searches
 applications, 258-260
 groups, 181-183
 messages, 86-87

searching
 applications, 234-238
 events, 202-206
 Marketplace, 221-223
 people, 56-58

secret groups, 181

sections, profiles, 17-19

security, privacy, 64, 109-111
 access management, 111
 applications, 119-120
 blocking individual users, 122
 changing settings, 111-113
 contact information, 118
 content sharing, 115-117
 directory information sharing, 114-115
 games, 119-120
 public search engines, 121
 reporting abuse and violations, 123
 search visibility, 114-115
 threats, 109-110

sending
 email messages, 79-81
 text messages, 166

settings
 groups, editing, 186-187
 privacy, changing, 111-113

Settings tab (My Account), 42

Share Album with Anyone option (Edit Info tab), 142

Share Album with Anyone option (Photo page), 140

Share menu, 64

Share menu (groups), 184

Share option (Edit Video), 156

Share option (photographs), 134

Share This Album option (Photo page), 140

Share with Anyone option (Photos page), 133

sharing
 content, controlling, 115-117
 directory information sharing, 114-115
 friend's photographs, 133-135
 groups, 185-189
 links, 67-69

Sharing on Facebook setting (privacy page), 112

Sharing option (Photos page), 132

shopping, Marketplace, 220-224

Short Message Service (SMS), 164

Show Only Names in Online Friends option (Chat), 93

sign-up process, accounts, 11-16

SMS (Short Message Service), 164

Sound command (video), 144

sports preferences, profiles, adding to, 35-37

Sports section, 18
 completing, 35-37

SRR (Statement of Rights and Responsibilities), 123

suggesting friends, 60-61

T

tabs, creating, 258

TabSite, 258

Tag Photos option (Photo page), 140

Tag This Photo option (photographs), 134

Tag This Video option, 156
 Tagged Photos section, 17
 tagging
 photographs, 131, 135-136
 post content, 69-70
 untagging, 158
 videos, 157-158
 Tagging option (Edit Photos tab), 141
 Tagging option (Photos page), 132
 television preferences, profiles, adding to, 34-35
 Terms of Service, 13
 text messages
 customizing, Facebook
 Mobile, 162-164
 friend posts, 51
 sending, Facebook
 Mobile, 166
 Timeline command (video), 144

U

Unfriend link, 61
 unfriending, 85
 untagging photographs, 136
 Untagging option (Photos page), 132
 untagging yourself, 158
 upgrades, Facebook
 Messages, 77
 upload email addresses, changing, 169-170
 uploading
 photographs, 128-129
 videos, 146
 attaching to messages,
 153-154
 from drives, 146-148
 recorded by webcams,
 149-152
 via email, 148-149
 Username setting (My Account), 43
 usernames, pages, creating, 262-263
 users, blocking, 122

V

video
 attaching to messages,
 153-154
 editing, 154-157
 publishing, 143
 sharing, 63
 support, 143
 tagging someone in, 157-158
 uploading, 146
 from drives, 146-148
 recorded by webcams,
 149-152
 via email, 148-149
 viewing, 143-145
 video controls, 144
 Videos category (Photos page), 127
 View in Regular/High Quality option, 156
 viewing
 business pages, 244-245
 conversations, 83-85
 messages, 81-83
 photographs, 125-127
 videos, 143-145
 viewing friend requests, 59-60
 violations, reporting, 123

W

Wall, 65
 communicating with friends,
 74-75
 deleting posts and
 comments, 76-77
 privacy settings, 64
 responding to comments
 and activity, 75-76
 web email contacts, importing,
 46-49
 webcams, photographs,
 uploading, 129-131
 Website field (Contact Information), 41
 website links, sharing, 67-69
 websites, Facebook badges,
 adding to, 41
 Welcome to Facebook page, 45
 work information, profiles,
 adding to, 29-32

X-Y-Z

Your Facebook Wall privacy
 settings, 64-65
 Your Profile Picture section,
 17-19
 adding profile pictures, 19-22