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Erasmus+

SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133

**Training program “SMM: Social media marketing”
for young people with disabilities**

Basic Level

Topic 3 - PART 2

“Social Media Essentials: Facebook”



Topic 3 Structure

Part 1. Facebook: principles of functioning, role in modern life and opportunities

Part 2. Using Facebook for the Person

Part 3. Using Facebook for Organization and Business



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PART 2

Using Facebook for the Person



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How to create a personal account in Facebook?

1. Go to **facebook.com** and click **Create New Account**.
2. Enter your name, email or mobile phone number, password, date of birth and gender.
3. To Click **Sign Up**.
4. To finish creating your account, you need **to confirm your email or mobile phone number**.



The screenshot shows the Facebook homepage with the 'Create an account' form. The form includes fields for 'First name', 'Surname', 'Mobile number or email address', and 'New password'. It also has dropdown menus for 'Birthday' (set to 13 Mar 1995) and radio buttons for 'Gender' (Female, Male, Custom). A green 'Sign Up' button is at the bottom. The top navigation bar has 'facebook' on the left and 'Email or phone', 'Password', and 'Log In' on the right.

facebook

Email or phone Password Log In
Forgotten account?

Facebook helps you connect and share with the people in your life.

Create an account
It's quick and easy.

First name Surname
Mobile number or email address
New password

Birthday
13 Mar 1995 ?

Gender
 Female Male Custom ?

By clicking Sign Up, you agree to our Terms, Data Policy and Cookie Policy. You may receive SMS notifications from us and can opt out at any time.

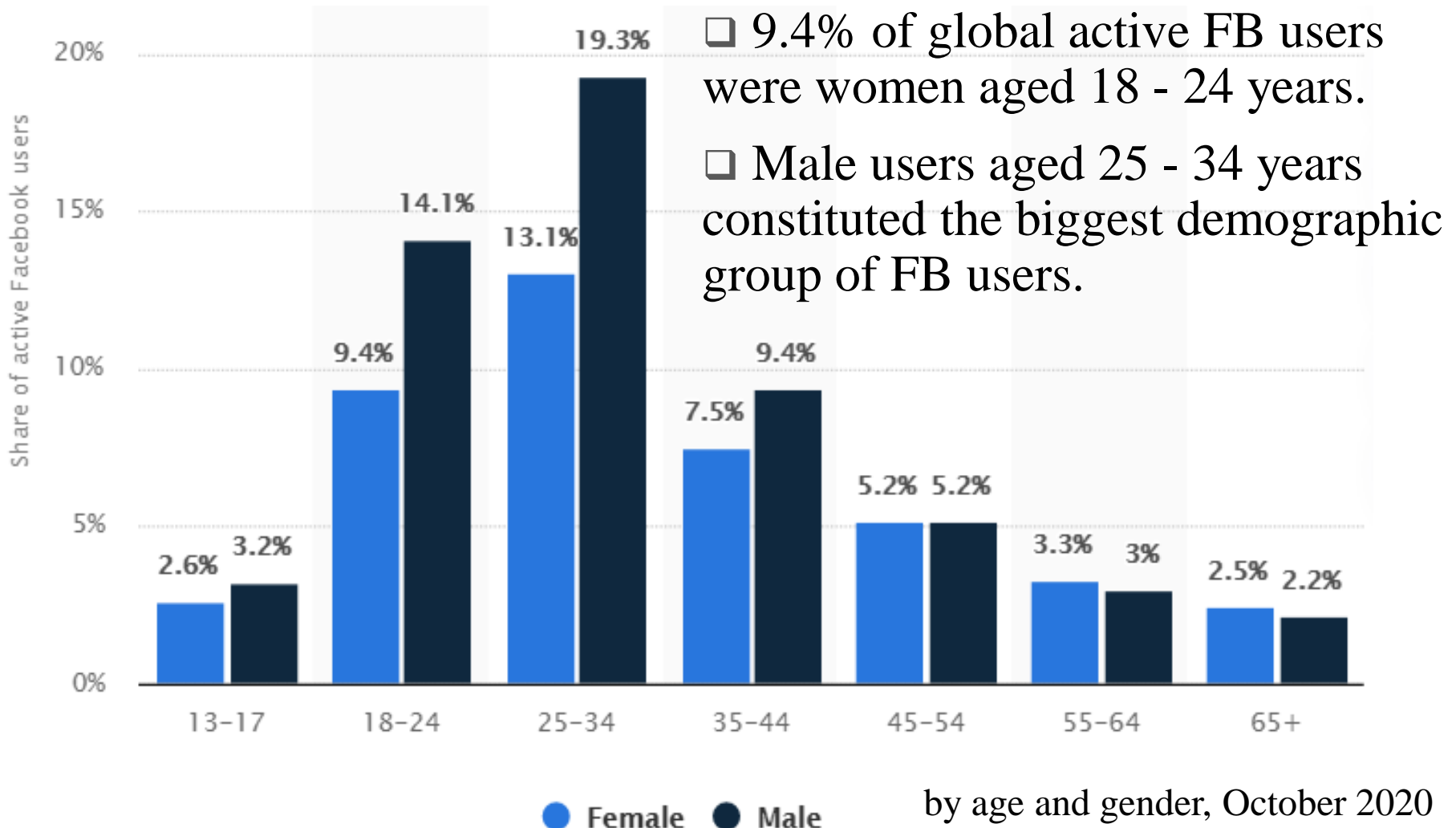
Sign Up



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Distribution of Facebook users worldwide



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www.statista.com/

Fake Accounts in Facebook

- ❑ Facebook shows the efforts the company is making to curb and remove controversial content.
- ❑ Between October 2018 and March 2019, Facebook removed 3.39 billion fake accounts.
- ❑ The fake accounts were detected through a combination of artificial intelligence and human monitoring with the vast majority of fake accounts disabled within minutes of their creation.
- ❑ There's a lot of work ahead regarding Facebook content issues.



Facebook Is Disabling Billions Of Fake Accounts

Number of removed fake accounts



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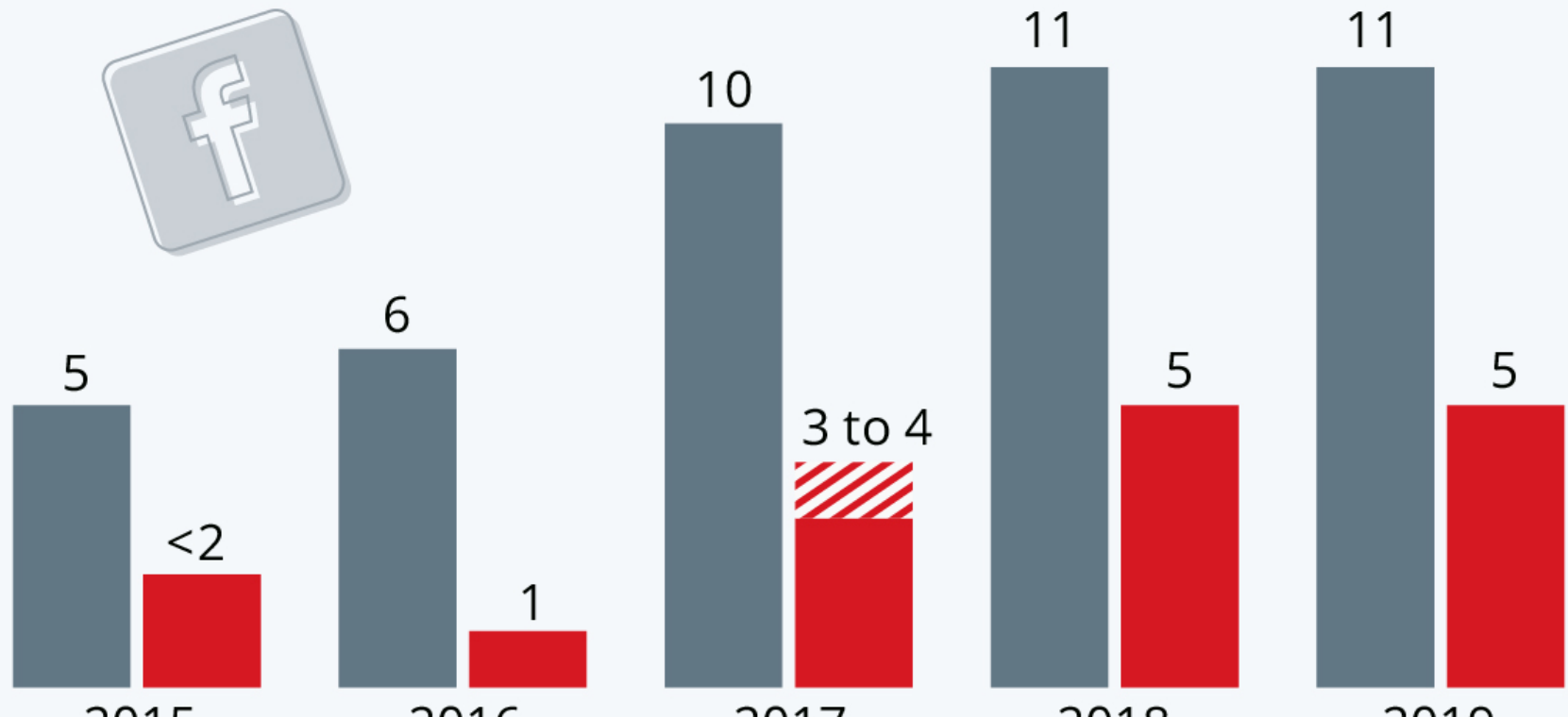


www.statista.com

16% of All Facebook Accounts Are Fake or Duplicates

Estimated share of all monthly active users of Facebook (in %)

■ Duplicate accounts ■ False accounts



How to make FB password strong?

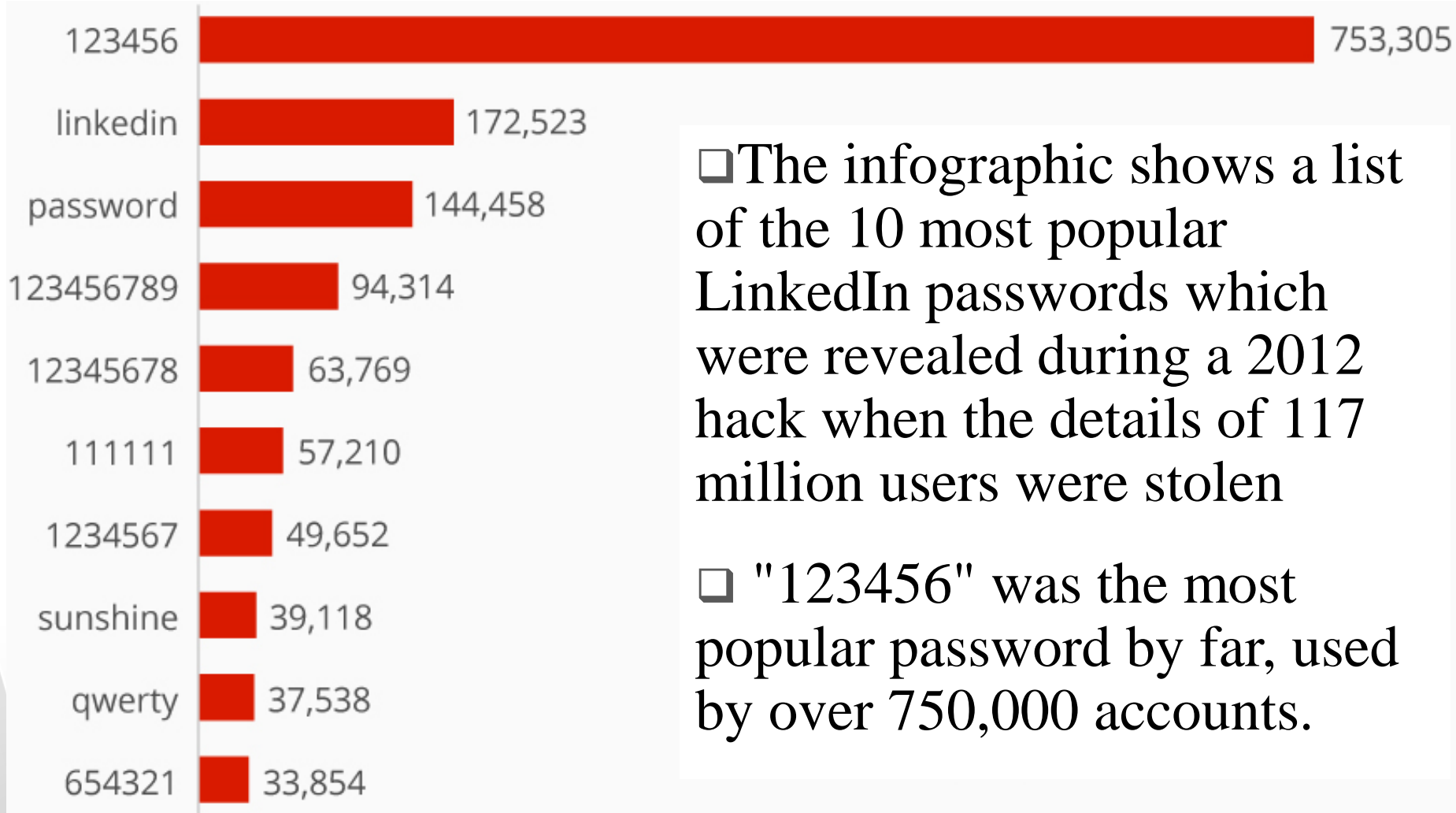
- ❑ Your password should be easy for you to remember but difficult for others to guess.
- ❑ Password should be different than the passwords you use to log into other accounts, like email or bank account.
- ❑ Longer passwords are more secure.
- ❑ Password should not be your email, phone number or birthday.
- ❑ To mix together uppercase and lowercase letters.
- ❑ You can make the password more complex by it longer with a phrase or series of words.



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Social Media: People Still Use Pathetic Passwords



❑ The infographic shows a list of the 10 most popular LinkedIn passwords which were revealed during a 2012 hack when the details of 117 million users were stolen

❑ "123456" was the most popular password by far, used by over 750,000 accounts.



About the personal account/profile

- ❑ Facebook is a community where everyone uses the name they go by in life. This name should also appear on an ID or document from our ID list.
- ❑ This makes it so that you always know who you're connecting with.
- ❑ Profiles are for individual use only. You can create a Page for a business, organization or idea.
- ❑ Pretending to be anything or anyone isn't allowed.



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Name of personal FB account **can't** include:

- ❑ Symbols, numbers, unusual capitalization, repeating characters or punctuation.
- ❑ Characters from multiple languages.
- ❑ Titles of any kind (example: professional, religious).
- ❑ Words or phrases in place of a name.
- ❑ Offensive or suggestive words of any kind.

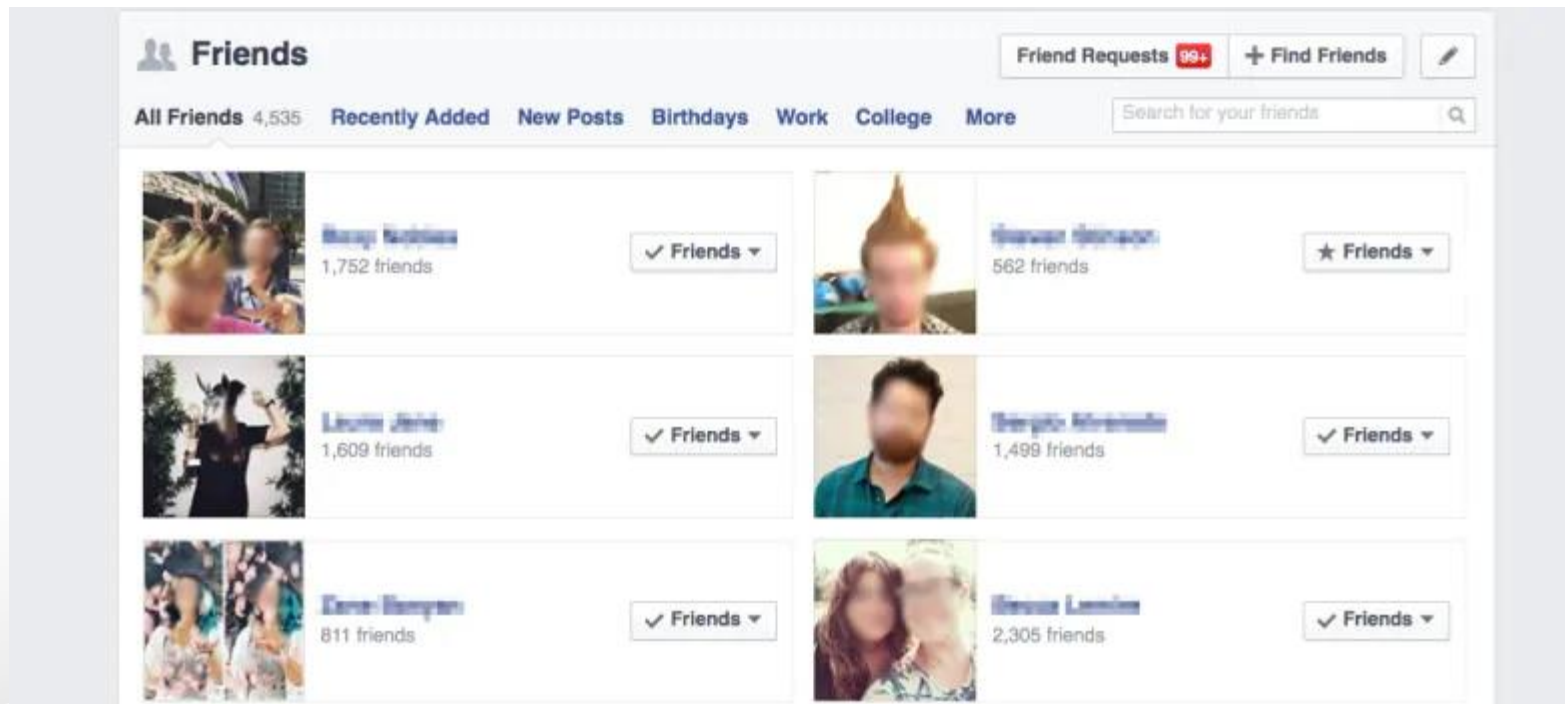


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Friending on Facebook

- ❑ Friending on Facebook helps you stay connected with people you care about.
- ❑ Adding a friend means you may see each other's activity in News Feed, Stories and Photos.

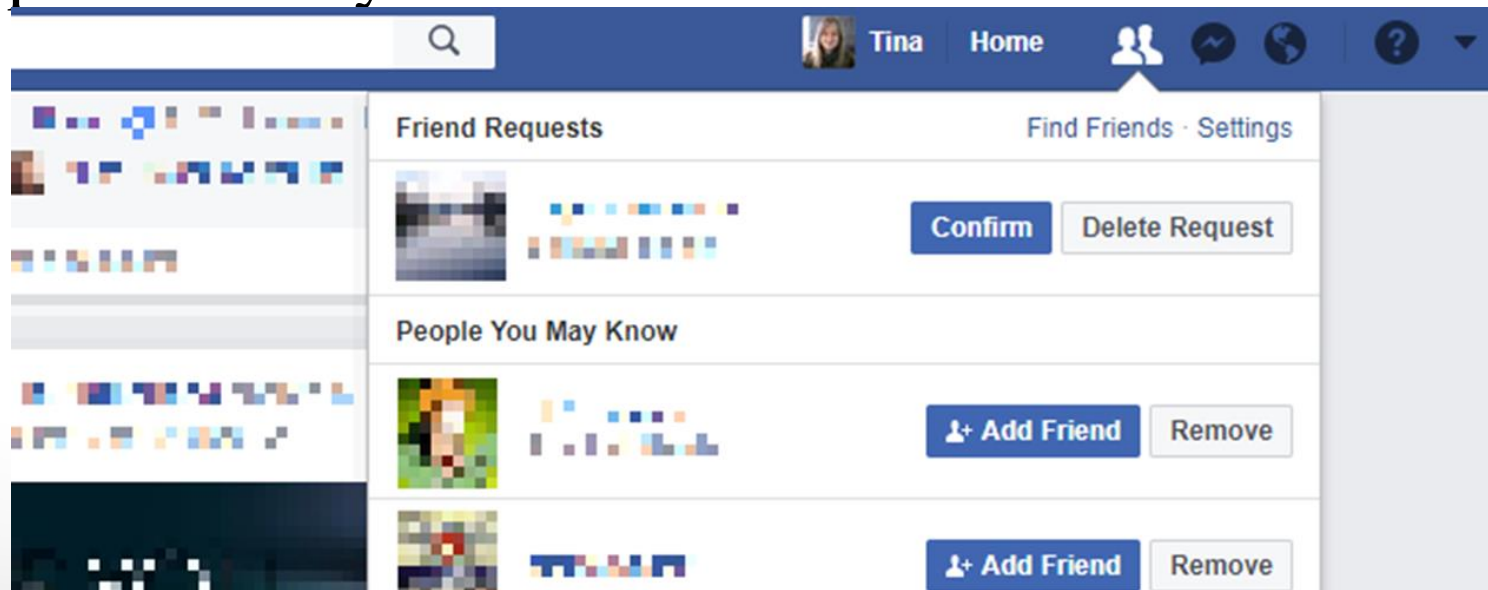


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When you want to add a friend on Facebook, keep in mind:

- ❑ You should send friend requests to people you know and trust.
- ❑ Add a friend by searching for them or directly from People You May Know.



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Control and friends

- ❑ You can control who can friend and follow you by editing your privacy settings.
- ❑ If you don't want someone to see you on Facebook, learn how to unfriend or block them.
- ❑ You can have up to 5,000 friends at a time.
- ❑ To connect with more than 5,000 people, you can change your personal account to a Facebook Page.



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Following in Facebook

□ If you'd like to see updates from people you find interesting but don't know personally, like a journalist or celebrity, try following them instead.



CRISTIANO RONALDO
122.2 MILLION FOLLOWERS



SHAKIRA
100 MILLION
FOLLOWERS



VIN DIESEL
96.8 MILLION
FOLLOWERS



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How to find and add friends on Facebook?

1. Click the search bar in the top left of any Facebook page.

2. Type your friend's name into the search bar and click. 

3. To send someone a friend request, click next to their profile picture. Some people might not have next to their profile picture, depending on their privacy settings. 



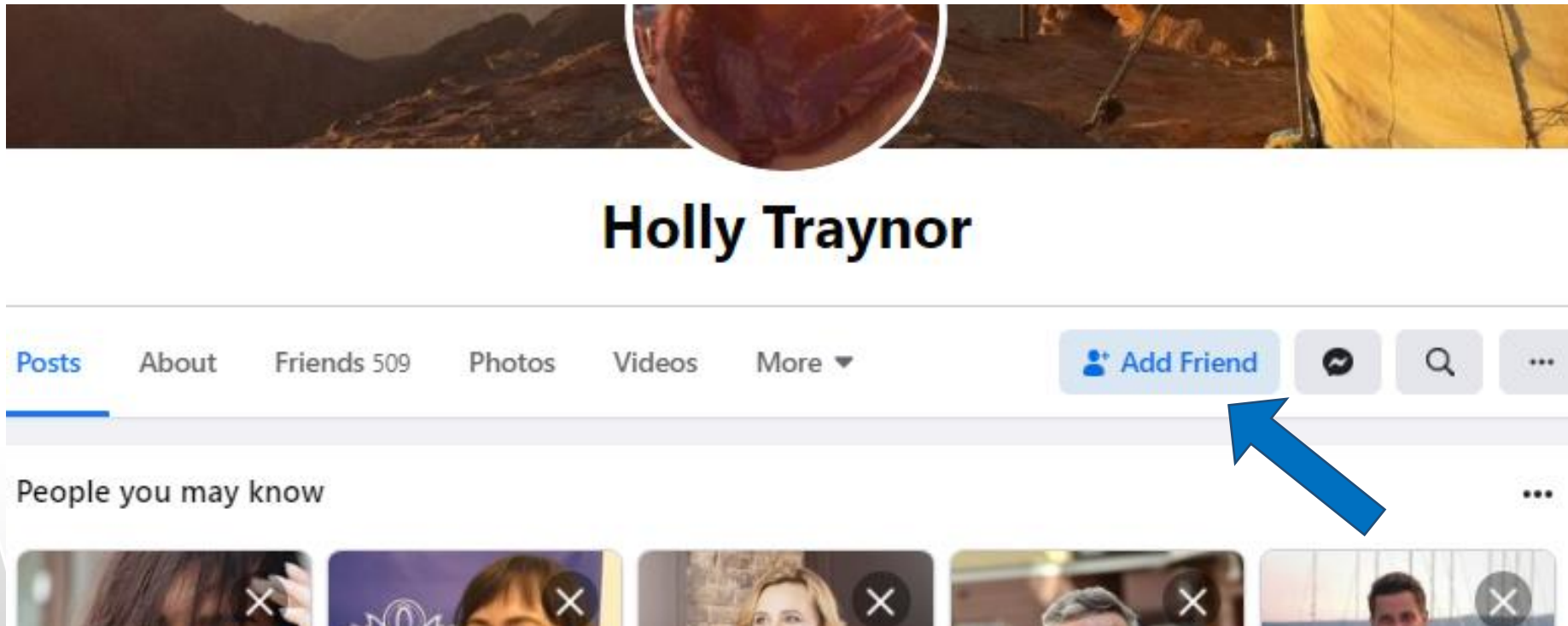
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Friend request limits

Person can have up to 1,000 sent requests waiting for a response.

If you send more, the oldest request will be deleted.



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Home Page

- Home page is what user see when log into Facebook.
- It includes News Feed, the constantly updating list of posts from user's friends, groups user is in, Pages user follow and more..



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You can manage your Home Page




- ❑ Control what you see in News Feed.
- ❑ Search for people and topics that matter to you.
- ❑ Like and react to posts in News Feed.



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Like and React to Posts

- ❑ Clicking **Like** below a post on Facebook is a way to let people know that you enjoy it without leaving a comment.
- ❑ To react to a post or comment, hover over Like and choose a reaction. The most popular reactions appear below the post or comment as icons (  )
- ❑ You can only unlike posts, photos, comments and Pages that you previously liked.
- ❑



The most popular reactions in FB

- ❑ In 2016, Facebook introduced new reactions: "Love", "Haha", "Wow", "Sad", or "Angry".
- ❑ Due to the COVID-19 pandemic, Facebook added reaction "Care".

Care Haha Wow Angry



Love

Sad



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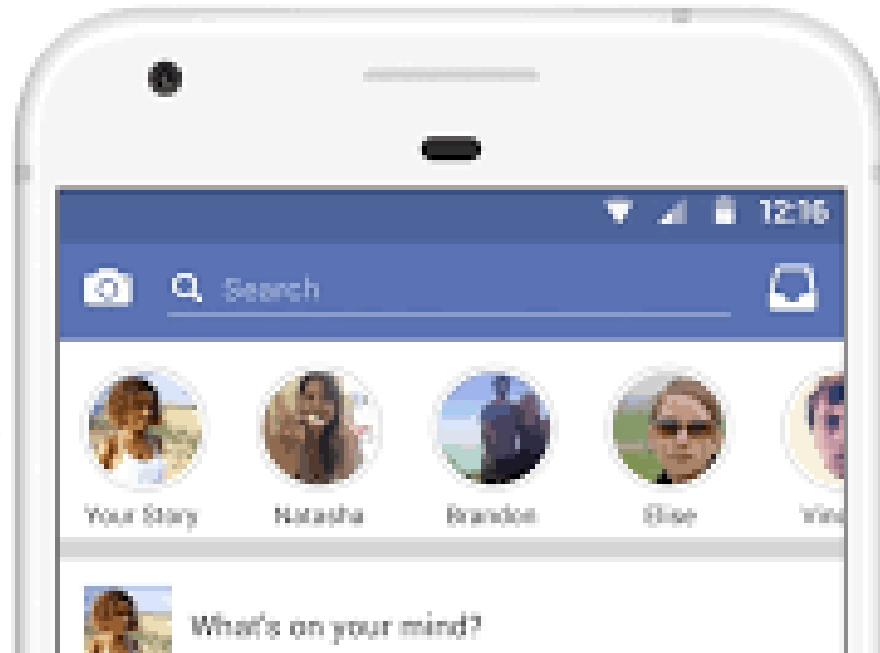
Messaging



- ❑ Messages on Facebook with the Messenger app or messenger.com.
- ❑ Messaging lets you instantly reach people you care about from FB chat or facebook.com on your computer.
- ❑ Messenger user can:
 - send message, voice or video call friends.
 - send photos, videos, stickers, GIFs and more.
 - know who's seen your message, and who hasn't.
 - block messages from the person

Stories

Visible for 24 hours



- ❑ User can use stories on Facebook to share everyday moments with friends and followers.
- ❑ Stories are only visible for 24 hours, but user can always revisit stories user's shared in story archive.

Photos and Videos

❑ People can use Facebook to share photos and videos with friends and family.

❑ Facebook let to:

Share photos and videos.

Create albums from a special time or place, like a birthday party or vacation.

Choose who can see your photos, videos and albums.

Manage tags for photos and videos.

Photos and Videos

The screenshot shows the Facebook profile of Madonna. At the top, there are navigation icons for home, a flag, a video camera with a '9+' notification, a group of people, a grid, and a profile picture. Below the profile picture and name 'Madonna', there is a 'Shop Now' button, a 'Like' button, a search icon, and a menu icon. The profile category is 'Musician/band'. The main content area features a post from 15 November at 21:00. The post text reads: 'Happy 15th Anniversary to Madonna's Confessions on a Dance Floor album! What is your favorite album track? Confess in the comments!'. It includes two links: 'Listen on Spotify: https://spoti.fi/35dLn5v' and 'Watch on YouTube: https://bit.ly/3n4KWQA'. The post has 31K likes and 3K comments. A comment from Biagio Orlando says 'You were, are and will always be beautiful' with 140 likes. The post also features a video thumbnail for 'Careful what you Wish For' and a photo of Madonna in a pink outfit.

Madonna

Shop Now Like

Musician/band

Photos See all

Anna Kurinna and 124K others 3K comments 2.7K shares

Like Comment Share

Most relevant

Write a comment...

Biagio Orlando You were, are and will always be beautiful ❤️
Like · Reply · 20 h 140
16 replies

View more comments 1 of 2,699

Madonna 15 November at 21:00

Happy 15th Anniversary to Madonna's Confessions on a Dance Floor album! What is your favorite album track? Confess in the comments!

Listen on Spotify: <https://spoti.fi/35dLn5v>

Watch on YouTube: <https://bit.ly/3n4KWQA>

« Careful what you Wish For » ... 31K

Tagging: how it Works?

- ❑ When you tag someone, you create a link to their profile.
- ❑ The post you tag the person in may also be added to that person's timeline. For example, you can tag a photo to show who's in the photo or post a status update and say who you're with.
- ❑ If you tag a friend in your status update, anyone who sees that update can click on your friend's name and go to their profile.
- ❑ When you tag someone, they'll be notified.



Tagging: how it Works?



Search: volvo

- Volvo S60
- Volvospeed
- VOLVO ETS Group. Група к...
- Volvo Car - Київ Аеропорт
- Volvo Winner Automotive (п...

Click on the photo to start tagging

Finished tagging



Життя
голово
Приро
навіть
напевн
фотогр
Фотогр

Edit



View 12



Активация V
Чтобы активиро
раздел "Пас



Create and Manage a Page

- ❑ Pages are places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans or customers.
- ❑ When someone likes or follows a Page on Facebook, they can start seeing updates from that Page in their News Feed.



an example of a Page

Profile or Page or Group ?

□ Profiles

Is a place on Facebook where person can share information, such as your interests, photos, videos, current city and hometown.

□ Pages

You must have a profile to create a Page or help manage one. Pages are places on Facebook where artists, public figures, businesses, brands, organizations and nonprofits can connect with their fans or customers.

□ Groups

You must have a profile to create a group or help manage one. Groups are a place to communicate about shared interests with certain people.

Groups

- ❑ Groups are a place to communicate about shared interests with certain people. User can:
 - Create a group for anything — family reunion, after-work sports team or book club.
 - Join groups user's interested in.

The screenshot shows a social media interface for a 'Groups' page. At the top, there is a search bar labeled 'Search groups' and a 'RECENT ACTIVITY' section. Below the search bar, four groups are listed with their respective profile pictures, names, and last active times:

- ресурсний центр** (Last active a week ago)
- Молодіжні центри та платформи оновленої Донеччини** (Last active 6 hours ago)
- Фінансова грамота України!** (Last active 8 hours ago)
- Типовий Бориспіль** (Last active 6 hours ago)

A 'Group settings' overlay is visible, listing the following options:

- Notifications**: Edit preferences for receiving notifications.
- Pins**: Pin your favourite groups for quick access.
- Following**: Follow or unfollow groups to control what you see in News Feed.
- Membership**: Leave groups that no longer interest you.

At the bottom of the page, there are logos for the European Union, Erasmus+, and other partners.



Group: the example

The screenshot shows a Facebook group page. At the top, the browser address bar displays 'facebook.com/groups/erasmusevs'. The page header includes navigation icons and the name 'Людмила'. The main banner features the text 'UNION FORUM Erasmus+' and 'OFFICE HOURS Monday-Friday 11.00-18.00 local time'. Below the banner, the group name 'ERASMUS+ European Voluntary Service (EVS) with Union Forum' is displayed, along with 'Public group · 7.1K members' and an '+ Invite' button. The navigation menu includes 'About', 'Discussion', 'Announcements', 'Members', 'Events', 'Media', and 'Files'. The 'Discussion' tab is active, showing a post by Людмила with the text 'What's on your mind, Людмила?' and options for 'Photo/Video', 'Tag people', and 'Feeling/Activity'. The 'About' section on the right states: 'The group is about ERASMUS+ opportunities for young people from UKRAINE only, calls for EVS, Trainings and Youth Exchanges'. A watermark for 'Activating Windows' is visible in the bottom right corner.

facebook.com/groups/erasmusevs

Groups

Search groups

Батьки і школа разом!
Last active 7 hours ago

ERASMUS+ European Voluntary Service (EVS) with Union Forum
Last active a week ago

Digital Educator Group
Last active a week ago

Нивки та Сирець разом!
Last active 47 minutes ago

Освітній клуб STUDY FEST
Last active 2 hours ago

ГО "матерів дітей з інвалідністю Олександрії" "Серце матері"
Last active a day ago

Українське життя
Last active 7 hours ago

Business Analytics and Data Science Ukraine
Last active 6 days ago

Київська Область NEWS

UNION FORUM Erasmus+

OFFICE HOURS
Monday-Friday
11.00-18.00
local time

www.union-forum.org
vk.com/erasmusevs

Tel/fax 032 2554934

EVS | TRAINING COURSES | YOUTH EXCHANGES

Group by Union Forum / Спілка Форум

ERASMUS+ European Voluntary Service (EVS) with Union Forum

Public group · 7.1K members

+ Invite

About Discussion Announcements Members Events Media Files

What's on your mind, Людмила?

Photo/Video Tag people Feeling/Activity

About

The group is about ERASMUS+ opportunities for young people from UKRAINE only, calls for EVS, Trainings and Youth Exchanges

Events

- Events let user organize and respond to gatherings in the real world with people on Facebook.
- **Private Event.** Only invited guests will see your event. Once you've created a private event, you won't be able to change it to public later.
- **Public Event.** Anyone will be able to see your event and search for it, even if you aren't friends. Once you've created a public event, you won't be able to change it to private later.

Events: the example

facebook.com/search/events?q=conferences

Search results for conferences

- Events
- Online events
- Location ▾
- Dates ▾
- Categories ▾
- Family-friendly
- Popular with friends

Studying Spring Boot
TODAY AT 19:30 UTC+02
0 friends · 182 guests
Interested

9th Data Science UA Online Conference
FRI, 20 NOV-21 NOV
Online event · 274 people interested
Vitalii is going

Активация Windows
Чтобы активировать Windows, перейдите

Events: the example

facebook.com/search/events?q=conferences

Search results for conferences

- Events
- Online events
- Location ▾
- Dates ▾
- Categories ▾
- Family-friendly
- Popular with friends

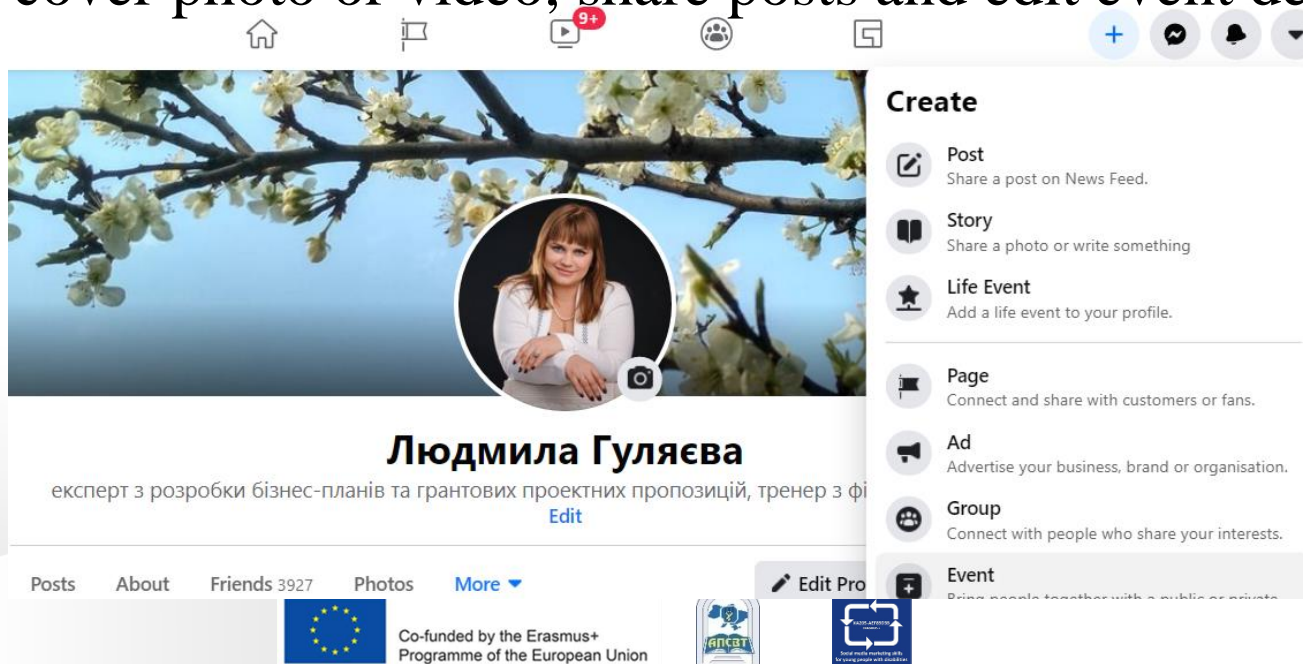
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FRI, 20 NOV-21 NOV
Online event · 274 people interested
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Активация Windows
Чтобы активировать Windows, перейдите

How to create an event?

1. From News Feed, click Events in the left menu.
2. Click + Create Event on the left side.
3. Click Public/ Privat Event, then click Next.
4. Fill in the event name, location, date, time and description.
5. Type and select keywords about your public event.
6. Choose who can edit and post in your event and then click Create. You'll be taken to your event where you can invite guests, add a cover photo or video, share posts and edit event details.



Events: creation



Event > Create event

Event details



Людмила Гуляева

Host – Your profile

Event name



Start date

17 November 2

Start time

02:00

+ End date and time



Privacy

Desktop preview

TUESDAY, 17 NOVEMBER 2020 AT 02:00

Event name

Location



Людмила Гуляева invited you

Going

Maybe

Can't go

Invite

Details

1 person going, including Людмила Гуляева



Tuesday, 17 November 2020 at 02:00

Hosted by Людмила Гуляева



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Fundraisers and Donations

❑ You can use Facebook to donate and raise money for both nonprofits and personal causes.

❑ 2 types of fundraisers on Facebook:

Personal fundraisers: Fundraisers that raise money for a personal cause, like yourself, a friend or to raise money to work on a cause that's important to you

Nonprofit fundraisers: Fundraisers that directly benefit a charitable organization

❑ you can't use personal fundraisers to raise money for a nonprofit.

Fundraisers and Donations

Charity fundraisers

Fundraisers for charities that you may care about. Donations are tax-deductible.



Charlotte's birthday fundraiser for Dogs Trust

Fundraiser for Dogs Trust by Charlotte Scott

\$59 of \$131 raised



4 people donated.

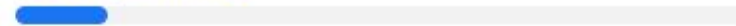
Share



Lana's Birthday Fundraiser for Razom for Ukraine

Fundraiser for Razom for Ukraine by Lana Berestyuk

\$96 of \$755 raised



2 people donated.

Share



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Payments

❑ You can use Facebook and Messenger to buy/sell things, send / receive money, make donations and more:
Send money to a friend.

- Purchase games and make in-app upgrades.
- Make donations to a charity or personal fundraiser.
- Buy and sell items on Marketplace and in groups.
- Buy advanced tickets for an event.
- Promote your event, product or company through Facebook Ads.
- Add your payment information for purchases and review your payment history to confirm past purchases.

Privacy concerns in Facebook

□ When asked about top reasons for not using Facebook, 46% of respondents listed privacy concerns as their main motivation for ditching the social media platform.



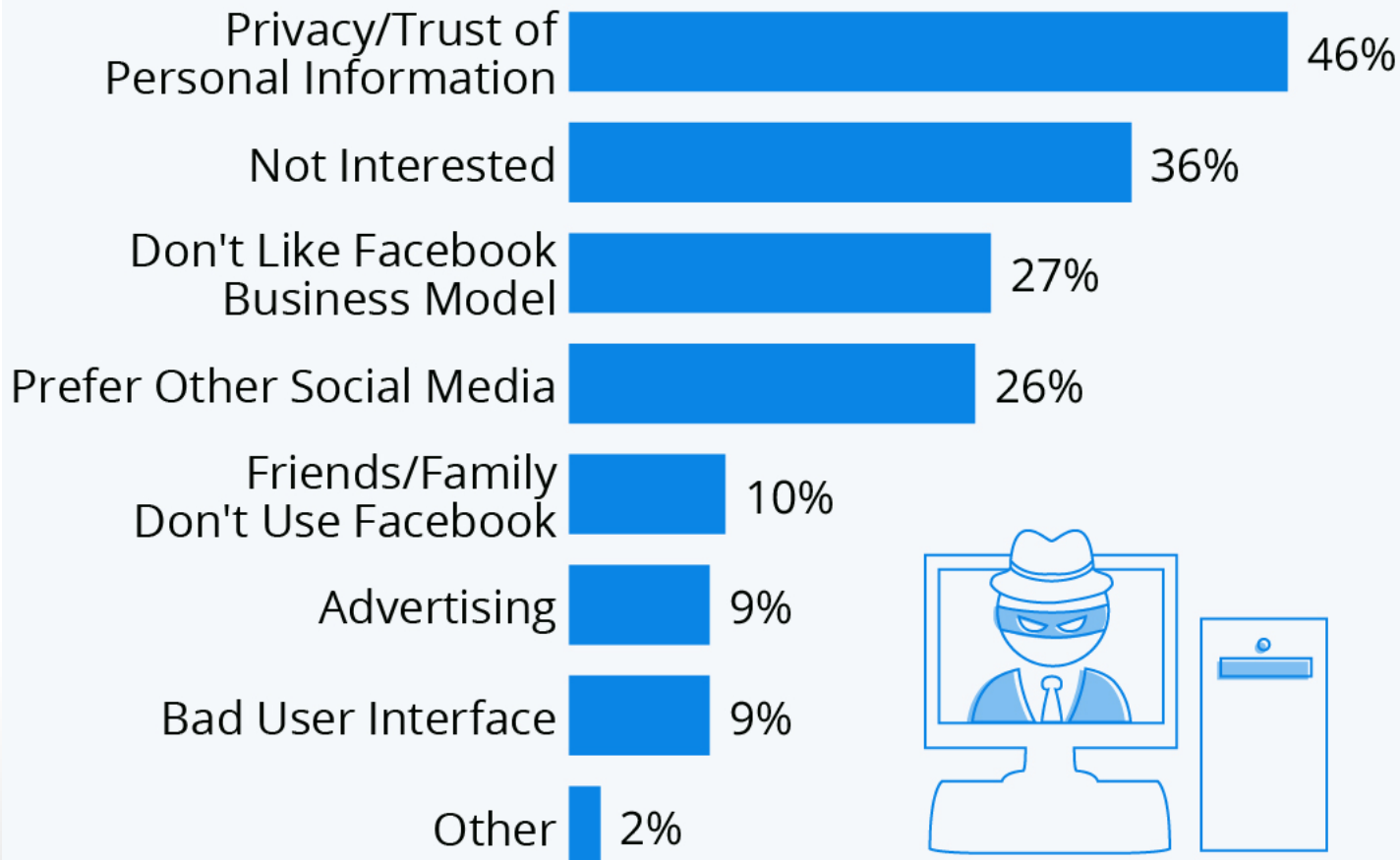
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USA Survey
www.statista.com

Why people are leaving the Facebook platform in 2020?

Top reasons for why people aren't using Facebook



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Privacy: new tools and instruments

- ❑ User can use the Privacy Checkup to review and adjust settings to make sure user's sharing with who he want.
- ❑ Privacy Functions:
 - Control Who Can See What User Share
 - Manage What user's Shared
 - Control Who Can Find User



About author



Liudmyla Hulciaieva

Associate Professor,
ACADEMY OF LABOUR, SOCIAL
RELATIONS AND TOURISM (Ukraine)
14 + Years' experience in teaching in leading
Ukrainian HEIs, consulting activities.
PhD (Economic Sciences).
glp2002@ukr.net



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