

MCCS CAMP PENDLETON



Facebook Tutorial Handbook

Created by Will Pina and Lizz Carty

This handbook will guide you through creating and managing a Profile and a Page on Facebook. Terminology used throughout the handbook refers to Page creation for units but can be applied to any organization that needs to create a Page.



What is Facebook?

Facebook, a social networking website, is operated and privately owned by Facebook, Inc. Anyone over the age of 13 with a valid email address can become a Facebook user; however, the target audience is the adult population. Facebook users create a [Profile](#) and then can add friends, send messages to friends, and update their personal [Profiles](#) to inform others about their lives. Users can also join [Networks](#) organized by workplace, school, hometown, etc. A Facebook user may also create and manage a [Page](#) (formerly known as a Fan Page). A January 2009 compete.com study ranked Facebook as the most used (by monthly active users) social networking site followed by MySpace.

A [Profile](#) (friend page) represents an individual and must be held under an individual name. Create a personal [Profile](#) to gain access to Facebook, [Network](#) with [Friends](#), post [Status Updates](#), share photos and videos, and more.



A [Page](#) (fan page) allows an organization (your Unit as an example of an organization), business, celebrity, politician, or band to maintain a professional presence on Facebook. Pages may only be created to represent real organizations of which the creator is an authorized representative.



Note: A [Profile](#) must be created and/or used in order to create a (fan) [Page](#). When people connect to your [Page](#) they will not be able to see that the [Page](#) is connected to your [Profile](#) or any information about you as the [Page Administrator](#). (The [Page](#) looks like a stand-alone to other users who connect with it.)



How do I log in to Facebook?

Step One: Go to www.facebook.com

The easiest way to access Facebook is by entering the specific URL (www.facebook.com). You may also find Facebook by entering "Facebook" into a search engine and selecting the first link.

Step Two: Enter Your Login Information

The front page of facebook.com has a dark blue bar at the top of the screen. On the right side of the bar are two dialog boxes. On the left box, enter the email address that was used to create the account. On the right box enter the password that you created for your account. Click the login button to be taken to your [Profile](#).

Note: If you do not have a Facebook account created for log in please see [Page 5](#) of the handbook in the section titled "I need to create a Facebook account!"

Step Three: The "Keep Me Logged In" check box

There is a "Keep Me Logged In" box that you can check just above the space where you enter your login information. Check this box if you would like your computer to save your login information for the next time you visit the site. When working on a public computer (shared work computer/library computer) it is not advised to use this function.

Step Four: Resolving Login Errors

There are several circumstances that can lead to problems when logging in to Facebook. Some common problems and recommended solutions are listed below.

- **Entering an incorrect email address or password:** Ensure that you are using the same address and password that were entered when the Facebook account was created.
- **"CAPS LOCK" key is enabled or disabled:** Facebook login is case sensitive. Ensure you are entering in the case used when the account was created.
- **Forgotten Password:** There is a "forgot password" link above the login dialog boxes on the login page. If you click on this, it will take you to a page where you can enter your email address. Facebook will send you a message via email with a link to reset your password. If the email does not show up, check the Spam folder in your email account as some automated emails are misread by the email account as spam.
- **Forgotten or unreachable email account:** If you have forgotten the email address that you used to create your Facebook account or you no longer have access to the email account that was used in creating your Facebook account there is help available from Facebook. The login help page can be found at <http://www.facebook.com/help/login.php>. On this page, enter your full name, date of birth, and contact email and Facebook's help center will resolve your issue.



Step Five: Enter Your Home Page

Once you have logged in, Facebook will take you to your personalized home page, which will give you access to your [Profile](#), [Friends](#), [Facebook Inbox](#), [Newsfeed](#), [Notifications](#), and [Account Settings](#). More information on using these functions will be available in the [How to Add a Post \(Status Updates\)](#), [Fan Questions and Comments to your Page](#), and [Privacy \(Account Settings\)](#) sections of this guide.

- **Profile:** ([Friend Page](#)) Represents an individual and must be held under an individual name. Create a personal [Profile](#) to gain access to Facebook, [Network](#) with [Friends](#), share photos/ videos, and more. View your [Profile](#) page from your home page by clicking on “[View My Profile](#)” on the left near your [Profile](#) picture. The [Profile](#) page that comes up is referred to as your “[Wall](#).”
- **Friends:** The people that you connect with on Facebook. [Friend](#) requests may be sent by people who search for you on the site (there is a search feature on the top of your home page), see that you have friends/interests in common, or sent by you when you come across a familiar face on the site. [Friend](#) requests must be approved prior to that [Friend](#) being added to the [Friend](#) list.
- **Facebook Inbox:** [Friends](#) can send [Messages](#) to your Facebook Inbox. These [Messages](#) show up in a similar fashion to emails. [Messages](#) are private (like an email) and do not show up in the [Newsfeed](#) or on either person’s [Profile](#). The inbox can be accessed via the [Message](#) icon in the top left area of your [Home Page \(Newsfeed\)](#), [Profile Page \(Wall\)](#), or [Page \(Official Unit Page\)](#).
- **Newsfeed:** The [Newsfeed](#) is where you will see the [Status Updates](#) and comments on [Status Updates](#) of your [Friends](#) and the [Status/Comments](#) of the [Pages](#) that you “[Like](#)”. When you log in to Facebook you are taken to your [Newsfeed](#) (this has been referred to as your homepage). You can update your status from the [Newsfeed](#) or from your [Profile \(Wall\)](#). As the [Newsfeed](#) shows the [Status Updates](#) of only your [Friends](#), every user’s [Newsfeed](#) will show different updates.
- **Notifications:** The [Notifications](#) icon in the upper left corner lets you view notices of actions/[Comments](#) your [Friends](#) have made regarding a [Post](#) or [Comment](#) that you made or photo/video that you are in.
- **Facebook Ads:** On the right side of your [Profile](#) or [Page \(Newsfeed or Wall\)](#) of either) you will see [Facebook Ads](#). These are advertisements posted by companies, organizations, or groups who purchase advertising with Facebook.



Step Six: I need to create a Facebook account!

To create a Facebook account, go to www.facebook.com. On the login page you will see an area labeled “Sign up. Its free and anyone can join.” Fill in the dialog boxes listed below and click on the green button labeled “sign up”. This will create your Facebook [Profile](#) and take you in to add photos, post [Status Updates](#), add personal information, adjust your [Privacy Settings](#), etc.

Sign Up
It's free and anyone can join

I need to create a Facebook Page

To create a Facebook [Page](#) (the [Page](#) that will represent your official unit presence on Facebook) go to www.facebook.com and click on the “[Create a Page](#)” link under the “[Sign Up](#)” box. Follow the direction listed on the “[Create a Page](#)” portion of the site and fill in the dialog boxes. Once your [Page](#) is created follow the instructions to add a photo (Unit Logo) and information. Ensure that your “.mil” email address is listed as the contact email for the [Page](#).

I need to update my Page

Log in to Facebook and go to the [Page](#) (for your unit) that you [Administer](#). To get to your page use the link in your [Profile's](#) “[Pages Link](#)” on the left side of your [Newsfeed](#) (as long as you have been designated administrator via your [Profile](#)). Use the instructions in the following sections to make updates to information, post [Status Updates](#), add photos/video, etc.

To edit the settings of your [Page](#); use the “[Page's Link](#)” on the left of your [Newsfeed](#). This will take you to the [Edit Settings](#) page by default (if you [Administer](#) more than one page you will choose a page then be taken to the [Edit Settings](#) page.) From here you can edit settings for your [Wall](#), photos, links, add [Admins](#) (via [Friend](#) list or email) etc. To view your [Page](#) from the [Page's Edit Settings](#) click the “[View Page](#)” link and you will be taken to your [Page](#).

Note: Other members of your unit (XO, SgtMaj, DFRO, PAO or other active duty representative) need to be added as [Administrators](#) to your official [Page](#). This allows updates/actions to be made in your absence. These other [Administrators](#) must first create a Facebook account ([Profile](#)). You can then add them as an [Admin](#) from the [Page's Edit Settings](#) section.



Privacy (Account Settings)

Privacy has long been a thorny issue for Facebook. Three years ago, the social networking site unveiled its Beacon advertising project which resulted in a Class Action lawsuit. December's privacy changes, aimed at encouraging users to share more information evoked public criticism. In April of 2010, at the f8 conference, Facebook announced even more changes that affect user privacy.

Note: When Facebook changes its privacy policy or makes any changes to the site that affect user privacy, a pop up appears upon login and will inform you of the change(s) and how to reset your privacy to the level that you prefer.

Facebook Privacy Settings: “Instant Personalization” and the “Like” Buttons

Facebook's big announcement in April of 2010 is the new “Like” button. This button will begin to appear on blogs and news sites across the web. When you click the button on an external site you authorize Facebook to publish this activity to your [Profile](#) (which in turn will appear as your activity on your [Friend's Newsfeeds](#).) Also, when your [Friends](#) visit the external site they will see that you had visited that site too.

An example of this would be if you visit [cnn.com](#) and view an article posted there and you “Like” the article via the button. Once you “Like” the article your [Facebook Friends](#) are notified that you “Like” the article and if your [Friends](#) visit [cnn.com](#) they will see that you have been there. This can be prevented by not clicking “Like” buttons on sites outside of Facebook.

“[Instant Personalization](#)” was also introduced in April of 2010. This feature allows partner sites (for now the sites are Pandora and Yelp) to pull your information from your Facebook account (name, [Profile](#) picture, gender, and any other information that you have made public.) An example of this would be if you visit Pandora, the site could pull your favorite music/artists create playlists accordingly and notify your Facebook [Friends](#) of your music choices. This can be prevented by adjusting your [Privacy Settings](#) which is covered in the next section.



Changing your Privacy Settings

To change your [Privacy Settings](#) click on the “[Account](#)” link at the top right side of your [Profile](#) toolbar, then choose “[Privacy Settings](#)” and select the “[Applications and Websites](#)” option. At the bottom you will see “[Instant Personalization](#).” Click “[Edit Setting](#)” then uncheck the box at the bottom of the page. Un-checking the box will prevent partner sites from viewing your public information on Facebook. When your [Friends](#) visit these sites, your public information can be shared through them; to prevent this you need to block individual [Applications](#). To block these [Applications](#), visit the [Pandora App Page](#) and the [Yelp App Page](#) and choose “[Block Application](#)” for both.

Facebook Privacy Settings: Application Settings

When you add [Facebook Applications](#) to your [Profile](#) you agree to allow the [Application](#) to access certain information within your [Profile](#). Sometimes this includes which [Friends](#) can and can't view the [Application](#) from your [Profile](#) and whether or not you give the [Application](#) permission to post stories to your [Wall](#) and your [Friend's Newsfeeds](#).

To change your [Privacy Settings](#) for [Applications](#) go to your [Privacy Settings](#) in the “[Account](#)” link and choose “[Applications and Websites](#).” Next click the “[Learn More](#)” button next to “[What you Share](#).” Follow the link at the bottom of the page that says, “[You can view the full list of Applications you have authorized on this page](#).” It is here that you can view the [Applications](#) you are using, delete any you no longer use, and edit the settings for each individual [Application](#).

Facebook Privacy Settings: What Your Friends Can Share About You

Sure, you may have painstakingly weeded through your [Privacy Settings](#) and think your information is secured, but much of your information can still be accessed through [Applications](#) your [Friends](#) use. For example, your [Friend](#) uses a greeting card [Application](#). This [Application](#) can access the information you have made publicly available (such as your name, [Profile](#) picture, gender, etc.) unless you change your settings.

To change your [Privacy Settings](#) for “[What Your Friends Can Share About You](#),” go to your [Privacy Settings](#) in the “[Account](#)” link and choose “[Applications and Websites](#).” Next, click “[Edit Settings](#)” next to the “[What your Friends can share about You](#)” option. This page will show you all of the options that your [Friends' Applications](#) can access. Check or uncheck them based on what you are willing to share.



Facebook Privacy Settings: Search Results

Do you know how searchable you are both within Facebook and on the web? This [Privacy Setting](#) is defaulted to create a public search listing so others can see a preview of your Facebook [Profile](#) on search engines such as Google. That means that when someone searches for your name, they will see your Facebook [Profile](#) picture, as well as any other information you have made public ([Networks](#), [Friends](#), [Groups](#), and more). This [Privacy Setting](#) also determines how searchable you are within Facebook.

To modify the [Privacy Setting](#) for your [Search Results](#), go to [Privacy Settings](#) in the “[Accounts](#)” link and choose the “[Search](#)” option. There are two [Privacy Settings](#) you can change: “[Facebook Search Results](#)” (which determines who can see your search result on Facebook) and “[Public Search Results](#)” (searches done on your name within a public search engine.)

Options for settings in the “[Facebook Search Results](#)” include [Everyone](#) (everyone with Facebook access can search for your name and get results), [Only Friends](#) (only people who are your [Friends](#) can search for your name and get results), [Friends of Friends](#) ([Friends of your Friends](#) and your [Friends](#) will be able to search for your name and get results), and [Networks](#) (people who belong to the same [Networks](#) as you will be able to search for your name and get results). If you are looking to connect with people but want some privacy, selecting the “[Friends of Friends](#)” option can be a good choice.

“[Public Search Results](#)” are customizable by choosing “[Allow](#)” or “[Disallow](#)” (opting to “[Disallow](#)” will keep your information more secure).

Facebook Privacy Settings: Photo Albums

You may have set [Photos of You](#) to be private, but what about your [Photo Albums](#) (Mobile Uploads, [Profile](#) pictures, [Wall](#) photos, etc.)? Albums are usually visible to [Everyone](#), unless you edit the [Privacy Settings](#).

To edit the [Privacy Settings](#) for [Photo Albums](#) go to [Privacy Settings](#) in the “[Accounts](#)” link and choose the option for “[Profile Information](#).” Scroll about halfway down and you will see the “[Photo Albums](#)” option. Click “[Edit Settings](#)” next to the “[Photo Albums](#)” option. Here you will see every one of your Photo Albums and each of their assigned [Privacy Settings](#). Remember, you can choose the “[Custom](#)” option if there is a person or group that you would like to exempt from viewing your album(s). If you are ever concerned that you have chosen the wrong setting, you can preview the way your [Profile](#) looks to other people in the “[Account-Privacy Settings-Profile Information](#)” section. When you click on “[Preview my Profile](#)” you can enter a [Friend’s](#) name and see what they would see in your [Profile](#).



Facebook Privacy Settings: Enabling “Approved” Computers/Devices

This feature, announced on May 13, 2010, allows enhanced security for your account on Facebook. Users can identify “Approved” computers and mobile devices for their Facebook account. Unauthorized devices that try to log in will be prompted to answer a security question to gain access to the account (this feature is similar to login features of some financial institutions’ websites). When an unauthorized device tries to login to your account you will be notified by text message or email. This function must be enabled in your Facebook account. The ability to “Approve” devices is unique to Facebook in the social networking community.

To enable the feature click on the “Account” link on the top right of the screen and from that menu select the “Account Settings” link. Scroll down to “Account Security” at the bottom of the page and click the “Change” link. The page will then ask you “Would you like to receive notifications for logins from new devices?” Click the “Yes” button to enable this feature.

How to add a Post on Facebook

Posts work on both Profiles and Pages. Before you Post, think about what you would like to share with your Friends (Profile post) or those that “Like” your Page. A Post is anything you add to your Page or Wall such as a Status Update, Photo, Video, updates to your Information, and Posts to your Friends’ Walls. Posts appear on your Wall (Profile Posts update on your Wall, Page Posts update on the Page’s Wall), in your Newsfeed, and in your Friends’ Newsfeeds (Page Posts appear in the Newsfeeds of those who “Like” your Page.)

Status Update: Enter text in the “What’s On Your Mind” dialog box on your Newsfeed, Profile, or Page and click the “Post” button. This information can include thoughts, experiences, quotes, or any other information you choose to post on your Profile. With regard to your Page, this information should be updates on programs, promotion of your activities/briefs/workshops, and other official information on your Unit Family Readiness Program. Understand, that anyone on Facebook can “Like” your Page and therefore receive your Page’s Status Updates (Posts) in their Newsfeed. Posts to your Page (the official Unit Page) are not visible on your Profile and posts on your Profile are not visible on your Page (remember, they operate as two separate entities).

Photo or Video: You can upload Photos and/or Video content to your Profile and to your Page. Photos can be added individually or as groups (albums) or added to existing albums individually. Before you upload, save your selected photos as small to medium files on your computer. If you are uploading video content check to make sure that you have saved it in a format compatible with Facebook (a list of compatible files can be found at <http://www.facebook.com/help/?page=833>.)



Uploading Photos: Click on the [Photos Tab](#) on your [Profile Page](#). Choose whether you would like to create an album or add photos to an existing album. Follow the instructions given on the page to upload the photo(s). Another option to upload photos is to click on the ["Photo"](#) button next to the word ["Attach"](#) under the ["What's On Your Mind"](#) dialog box and follow the instructions to upload a photo, an album, or take a webcam photo.

Uploading Video: Click on the ["Video"](#) button next to the word ["Attach"](#) under the ["What's On Your Mind"](#) dialog box. Follow the instructions on the page to upload a video, or take a webcam video.

Profile/Page Information Update: Go to your [Profile](#) (click on the link to ["View my Profile"](#) in the top left corner of your [Newsfeed](#) to get to your [Profile Page](#)). Click on the [Info](#) tab in your [Profile](#) and click the ["Edit"](#) link next to the item you would like to update. Your [Profile Picture](#) may also be changed by following these steps:

Posting to a Friend's Wall: Go to your [Friend's Profile Page \(Wall\)](#) and enter text in the ["Write Something"](#) dialog box. Click the ["Share"](#) button and what you have written will appear in your [Friend's Wall](#) and on both of your [Newsfeeds](#) (your post will be visible in the [Newsfeeds](#) of [Friends](#) you have in common as well). You can get to your [Friends' Walls](#) by finding them in your [Friends List](#) or by searching for their name in the [Search](#) box at the top of your page.



Helpful Links

www.facebook.com from here you can access the [Help](#) features for up to date assistance and information

www.mashable.com from here you can get social networking information and tips

<http://www.marines.mil/usmc/Pages/SocialMedia.aspx> to register your Page with the Marine Corps

*Registration of Official Pages for USMC units is required

<http://fro.heroesandhealthyfamilies.com> for information on FRO topics to include Facebook

http://www.facebook.com/help/contact.php?show_form=delete_account to delete account (must log in first)

Contact Will Pina at guillermo.pina@usmc.mil or Lizz Carty at cartye2@usmc-mccs.org

MARADMIN 181/10

Talk to your [Public Affairs Officer](#) for up to date rules and responsibilities with regard to social networking.

Frequently Asked Questions

How does someone who “Likes” my Page submit a comment or question?

Currently, as a [Page](#) you cannot receive questions on your [Page](#). However, you can post your .mil email address in the [Info](#) section of your [Page](#) and the people who “[Like](#)” your [Page](#) can submit questions via email. If you post an [Event](#) on Facebook (remember anyone can “[Like](#)” your [Page](#) so ensure you take care in posting [Events](#)) people who “[Like](#)” your [Page](#) can comment on the [Event](#) via the [Comment](#) option in the [Event](#). People may be able to comment on the [Posts](#) to your [Page](#) if your [Privacy Settings](#) allow this.

I have to have a Facebook Account (therefore a [Profile Page](#)) in order to create the official [Page](#) or be an administrator for the official [Page](#) for our Unit. I do not want to manage a [Profile Page](#) for myself. How do I get around that?

Unfortunately, there is no workaround. You must have a [Profile Page](#) to work inside Facebook. You can, however, create a [Profile Page](#) with security settings so tight that you are the only person with access to it. To do this, make sure that you set your Information to “[Only Me](#)” and make all other [Privacy Settings](#) as secure as possible for your [Profile Page](#).



Frequently Asked Questions

My CO, XO, SgtMaj or DFRO need to be added as Page Admins for our official Page. How do I make this happen?

Your CO, XO, SgtMaj or DFRO must have a Facebook Account. Once they have set up their account they will search for your [Page](#) (official [Page](#)) and “[Like](#)” it via the “[Like](#)” button. You (or another administrator for the [Page](#)) will go in to the [Account Settings](#) and click on the “[Edit Page](#)” link. Scroll down the list of [Admins](#) and click “[Add](#)” at the bottom. Choose from the [Friends](#) List that appears and click the “[Add Admins](#)” button next to the [Friend](#) you would like to add. You can also add someone via email from this page as an [Admin](#). The email they receive will link them to setup a Facebook [Account](#) and make them a [Page Admin](#) from there.

I have a personal Profile on Facebook that I have been using to interact with unit Marines and Families on a professional level. Is it acceptable to continue to use my personal Profile for our unit’s official presence on the site?

No. You will need to create a unit [Page](#) to use Facebook in an official capacity. More information on this topic can be found in the [Facebook Terms of Use](#) and on the Facebook website in the help section.

Is it acceptable for a volunteer in my unit to create a Facebook Page to network with other spouses and family members?

A volunteer (or other family member/citizen) may use their personal [Profile](#) to network with other spouses and family members or create a Facebook [Group](#) to network. They may not have an official [Page](#) for your Unit as [Pages](#) must be [Administered](#) by official representatives (in our case FRO or PAO are the best examples). More information on creating groups is available on the Facebook website in the help section and [Facebook Terms of Use](#).

Can I use Facebook to communicate with Marines and families instead of the MCT?

Facebook is **not** a replacement for the Mass Communication Tool. It is an additional way to communicate with Marines and families. Depending upon the [Page Settings](#) it can be a good way to have two way communications if you allow [Posts](#) and [Comments](#). It is not a secure system (anyone can “[Like](#)” your [Page](#) and see what info is [Posted/Commented/etc](#)).

What do I do to register my Page with the USMC?

Follow the link provided on the next page to register your official [Page](#) with marines.mil. Once you have registered the [Page](#), contact your command’s Public Affairs Officer and let them know that you have created and registered an [Official Page](#) for your unit. Give them the [Page](#) name so he/she may “[Like](#)” it. If at some point your PAO needs to be added as an [Admin](#), they will let you know.



Frequently Asked Questions

What information needs to be posted on my official Page?

It is recommended that the below be posted in the Information section of your Page:

Social Media Policy and Guidelines

It is our goal to provide information and news about the Marine Corps as well as an open forum of discussion about Marine Corps related topics.

Your opinions and feedback on social media sites are welcome so long as they are presented in an objective and respectful way that allows for a continued information relationship.

While these sites provide an open forum, they are intended to maintain respect for those who participate (i.e. family-friendly). Please keep your comments clean.

Participants are asked to follow our posting guidelines below. Violation of the guidelines below may result in your post being removed.

Read MARADMIN 181/10 regarding the use of social media websites.

We do not under any circumstance allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization. We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.

We do not allow comments that suggest or encourage illegal activity.

You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.

Lastly, the appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Marine Corps or Department of Defense.

When providing response to a Comment or Post to the official Page what etiquette applies?

Answer the question in the first person and add your name to the reply. Adding your name gives it a personal touch that a response from "MCFTB Camp Pendleton's Page" does not. An example would be a Post or Comment from "Julie" asking about childcare options on base and your response being:

"Hi Julie, if you call the Children Youth and Teen Program's Resource and Referral office at xxx-xxx-xxxx they will provide you with a list of Child Development Centers (CDC) and Family Child Care (FCC) providers on base. –Your Name, Your Unit FRO"