

Index

A

accounts

- changing details, **19–21**
 - controlling account access, **221–222**
 - controlling who sees your profile and contact information, **222–225**
 - credit cards, **20**
 - deactivating, **20**
 - email addresses, **4**
 - changing, **20**
 - giving accurate personal details, **3**
 - identity theft, **3**
 - name changing, **20**
 - passwords, **4**
 - changing, **20**
 - requirements, **2**
 - signing up, **2–6**
 - confirmation email, **5**
 - Date of Birth, **4**
 - Full Name, **2**
 - I am, **3**
 - Password, **4**
 - Security Check, **4**
 - Sign Up Now! button, **5**
 - Terms of Use checkbox, **4**
 - Sign Up button, **2**
- ActiveX component, **165**
- Ad Campaigns tab, **195**
- Add Friend link, **44**
- ads (see advertising; Marketplace)
- Advertisers link, **191**

- advertising, **177–201**
- Ad Campaigns tab, **195**
 - CPC (cost per click), **194, 196**
 - CPM (cost per thousand), **194, 196**
 - high dollar options, **197–201**
 - Beacon, **197–198**
 - sponsored groups, **200–201**
 - sponsored Marketplace listings, **198–199**
 - sponsored stories, **199–200**
 - Page Manager, **195**
 - Pages (see Pages)
 - Pay for Clicks model, **194**
 - Pay for Views model, **194**
 - polls (see polls)
 - social ads (see social ads)
 - sponsored groups (see sponsored groups)
 - Terms and Conditions, **195**
- Advertising Guidelines, **191**
- age requirements, **2**
- aggregators, **84**
 - free, **89**
- AIM (AOL Instant Messenger), **40**
- albums, **163**
- creating and filling, **163–167**
 - editing, **167–168**
 - adding captions, **168**
 - album cover, **168**
 - name or description, **168**
 - reordering pictures, **168**
 - hiding, **227**
 - restricting access, **169–170**
 - viewing, **169**

AOL Instant Messenger (AIM), 40
Application Directory, 67
 searching for jobs or employment, 150
applications, 203
 adding from friend's profile, 208
 controlling where they appear, 211–213
 customizing menu, 213
 deleting, 213
 Edit My Applications page, 207
 finding, 207
 Frequently Asked Questions page, 210
 hiding, 205, 210
 limiting profile information access, 232–234
 privacy, 214, 219, 225
 resources for creating your own, 206
 searching by name, 207
 troubleshooting, 210–211
 FAQ, 210
 using, 210
automatic updates, 77–101
 mini-feeds, 78, 80–81
 customizing, 81
 removing details, 101
 news feeds, 78–80
 customizing, 79–80
 notifications, 78, 81–83
 choosing which you want to see, 83
 viewing, 82
types, 78

B

background checks on potential candidates, 149
batch uploading tool, 165
Beacon, 190, 197–198
 privacy, 234–235
Blackberry, 242
blocking social networking sites, 158
blocking someone, 228, 236
Bloglines, 84
blogs (see notes)

Browse Events page, 123
Browse Groups page, 106
Business Solutions page, 180
buying and selling, xv

C

cellphones (see Facebook Mobile; phones)
closed events, 120, 128
 getting invited to, 125
closed groups, 109
collaboration, 157–175
 exchanging files (see files, exchanging)
 exchanging ideas, 161–162
 feeds, 173–175
 keeping in touch, 158–162
 messages, sending and receiving, 159
 notes, 162
 privacy settings, 158
 professional communication standards, 158
 security, 158
 setting up meetings, 159–160
 team discussions, 161
college networks, 30
connecting with like-minded folks, 6
contact file, 40
contact information, 225
contacting Facebook, 257
CPC (cost per click), 194, 196
CPM (cost per thousand), 194
Craigslist.org, 152
credit cards, 20
CTR (click-through-rate), 196
customizing Facebook, 203–215
 applications (see applications)
 modifying home page and profile, 204–205

D

demographics, 195
discussion boards, 148

E

- Edit My Applications page, 207
- email addresses, 2, 14
 - accounts, 4
 - changing, 20
 - changing primary, 11
 - contact file, 40
 - free, 3
 - Search field, 38–39
- employees, recruiting
 - , xvi
- events, 119–129
 - browsing, 121, 123–124
 - closed, 120, 128
 - getting invited to, 125
 - creating your own, 126–129
 - Step 1: Event Info tab, 127
 - Step 2: Picture tab, 129
 - Step 3: Guest List tab, 129
 - editing, 128
 - finding existing, 121–125
 - friends, 121, 124
 - Global, 123
 - group-related events, 116
 - groups
 - Create Related Event, 126
 - Invite Members button, 126
 - Guest List tab, 129
 - invitations, 83
 - Invite People who are not on
 - Facebook via Email text field, 129
 - meetings, 159–160
 - open, 120, 127
 - pictures, 129
 - popular, 121, 125
 - profile page, Contact Information link, 125
 - RSVPing to, 125–126
 - searching by name or subject,
 - 121–122
 - secret, 120, 128
 - types, 120
- Events tab, 122
- exchanging files (see files, exchanging)

F

- Facebook
 - blocking, 158
 - contacting, 257
 - professional uses, xvi
 - related web sites, 258
 - versus MySpace, xiii, 34
 - what you can do with, xv–xvii
- Facebook Blog, The, 258
- Facebook for Blackberry Smartphones
 - application, 242
- Facebook Inbox (see Inbox)
- Facebook Mobile, 241–253
 - how it works, 242–243
 - Mobile Subscriptions, 251
 - Mobile Subscriptions feature, 242
 - Mobile Texts feature, 242, 248–249
 - Mobile Uploads feature, 242
 - Mobile Web feature, 242
 - phone
 - activating, 243–245
 - adjusting settings, 246–247
 - deactivating, 252
 - uploading pictures, 249–250
 - setting up, 243–247
 - subscribing to friends' mobile uploads,
 - 250
 - surfing from phone, 247
- fans of Pages, 184, 187–189
 - hiding fan information, 189
 - mini-feeds and news feeds, 188
- Feed Demon, 84
- feeds
 - keeping up-to-date, 173–175
 - subscribing to, xvi
 - (see also mini-feeds; news feeds)
- files, exchanging, 162–173
- Photos application, 163
- pictures
 - ActiveX component, 165
 - albums (see albums)
 - batch uploading tool, 165
 - tagging, 170–171
 - Upload Photos page, 166
- posting items on profile, 171–173
- sharing pictures, 163–173

- File Upload window, **16**
 - Find Classmates, **37**
 - Find Coworkers, **37**
 - Find Friends tab, **39**
 - Contact File field, **40**
 - Firefox, **2**
 - Free Gifts application, **71**
 - Friend List, **34, 41**
 - confirming email requests, **45–46**
 - confirming requests in Facebook, **46–48**
 - ignoring request, **48**
 - removing name from, **56**
 - responding to other's, **45–48**
 - who you can add, **43**
 - friends, **33–57**
 - adding application from friend's profile, **208**
 - automatic updates (see automatic updates)
 - becoming new, **34–35**
 - defined, **34**
 - events, **121, 124**
 - Find Friends tab, **39**
 - finding, **36–41**
 - AIM, **40**
 - contact file, **40**
 - email addresses, **38–39, 40**
 - new, **42**
 - inviting, **43–45**
 - inviting nonmembers, **41–42**
 - job recruitment, **148–149**
 - Post on a Discussion Board, **148**
 - Write a Wall Post, **148**
 - Less About These Friends section, **79**
 - looking up, **xv**
 - making, **xv**
 - Marketplace
 - common friends, **133**
 - friends' listings, **133**
 - seeing friends' ads, **139**
 - More About These Friends section, **79**
 - poking, **66–67**
 - profiles, **35**
 - receiving updates, **35**
 - removing from Friend List, **56**
 - requests, **83**
 - Search field, **36**
 - (see also Friend List)
 - sending messages (see messages, sending)
 - social timeline, **54–55**
 - adding relationship details, **54**
 - Status Updates, **86**
 - subscribing to friends' mobile uploads, **250**
 - updates, **xv**
 - viewing connections with, **54–55**
 - FunWall, **67**
- G**
- gifts, **71–75**
 - cost, **71**
 - free, **71**
 - hiding, **73**
 - paying for, **73**
 - Global events, **123**
 - Google Reader, **84**
 - Graffiti Wall application, **67, 70**
 - graphics (see pictures)
 - group-related events, **116**
 - groups, **103–117**
 - administering, **116**
 - Browse Groups page, **106**
 - browsing for, **105–107**
 - filtering, **106**
 - scrolling through, **106**
 - closed, **109**
 - creating, **110–114**
 - egalitarian group that anyone can join, **111**
 - Group Info, **111**
 - inviting members, **112–114**
 - pictures, **112**
 - Publicize checkbox, **111**
 - This group is secret, **111**
 - defined, **104**
 - discussion board, **107, 115**
 - events
 - Create Related Event, **126**
 - Invite Members button, **126**
 - exchanging ideas, **161–162**
 - filtering, **106**

- finding existing, 105–109
- group creator, 116
- group-related events, 116
- invitations, 83
- inviting members, 112–114
- job recruitment, 145–146
- joining, 109
- learning more about, 107
- participating, 114–117
 - group creator, 116
- pictures, 114
- profiles, 104, 107
- scrolling through, 106
- searching for specific, 105, 108
- sending messages to all members, 116
- sponsored (see sponsored groups)
- starting new topics, 115
- View Group link, 107
- viewing popular, 105, 109
- walls, 107

H

- Help section, 255–258
- high school networks, 29
- hiring people (see job recruitment)
- home page, xiv
 - de-emphasizing news feed story, 204
 - hiding sections, 204
 - modifying home page and profile, 204–205
 - viewing, 18
- HTML (hypertext markup language), 92

I

- identity theft, 3
- images (see pictures)
- Inbox, 64–65
 - little left arrow in front of a message listing, 65
 - reading and responding to messages, 65–68
- information
 - deciding what information to share, 220
- Inside Facebook, 258

- Internet Explorer, 2
- intranet, not having, 161
- invitations to groups and events, 83
- inviting nonmembers, 41–42
- iPhone, 247

J

- job hunting, 150–155
 - Marketplace, 152–154
 - Objective/Skills field, 154
 - posting “looking for work” ad, 154
 - networking, 155
 - turning profile into resume, 151–152
- job recruitment, 144–149
 - advertising to friends, 148–149
 - background checks on potential candidates, 149
- friends
 - Post on a Discussion Board, 148
 - Write a Wall Post, 148
- Marketplace, 146–147, 149
 - Jobs form, 146
- paid advertising, 144–145
- Recent News section, 145
- regular groups, 145–146
- searching for prospects, 147–148

L

- Less About These Friends section, 79
- limited profiles, 169
- Limited Profile Settings page, 226–228
- links
 - Share Link, 69
 - thumbnails, 69
- looking up friends, xv
- Lotus Domino, 157

M

- making friends, xv
- Marketplace, xv, xvi, 131–141
 - ads
 - deleting your listing, 137
 - editing your listing, 137
 - Mutual Friends section, 140
 - seeing your listing, 137

Marketplace (*continued*)

- answering ads, **139–141**
 - Send a Message to [Name] link, **140**
- browsing by network, **138**
- browsing listings by category, **138**
- common friends, **133**
- fees, **133**
- friends' listings, **133**
- job hunting, **152–154**
 - Objective/Skills field, **154**
 - posting "looking for work" ad, **154**
- job recruitment, **146–147, 149**
 - Jobs form, **146**
- overview, **132–133**
- placing ads (selling, renting, or giving away), **133–136**
 - Create Listing, **135**
 - extra attention, **136**
 - List Where, **135**
 - Marketplace Guidelines, **136**
 - Photos, **135**
 - Privacy, **135**
 - Profile, **135**
 - selecting categories, **134**
- privacy, **135**
- searching within categories, **138**
- seeing friends' ads, **139**
- sponsored Marketplace listings, **198–199**
- want ads, **136–137**
- meetings
 - setting up, **159–160**
- message recipients, **60**
- messages, receiving, **63–66**
 - Inbox, **64–65**
 - little left arrow in front of a message listing, **65**
 - reading and responding, **65–68**
- messages, sending, **59–75, 159**
 - current friends, **60–62**
 - multiple recipients, **63**
 - no-spam rule, **63**
 - people not yet friends, **62–63**
 - security boxes, **62**
- mini-feeds, **78, 80–81**
 - customizing, **81**
 - fan status, **188**

- hiding, **227**
- positioning, **205**
- privacy, **231**
 - removing details, **101**
- Mobile Subscriptions feature, **242, 251**
- Mobile Texts feature, **242, 248–249**
- Mobile Uploads feature, **242**
- Mobile Web feature, **242**
- Monster.com, **152**
- More About These Friends section, **79**
- MySpace
 - versus Facebook, **xiii, 34**

N

- networks, **23–31**
 - college, **30**
 - high school, **29**
 - how they work, **24–25**
 - joining, **24, 27–30**
 - regional, **28**
 - suggesting new, **30–31**
 - viewing your, **26**
 - workplace, **28**
- new hires (see job recruitment)
- news feeds, **78–80**
 - customizing, **79–80**
 - de-emphasizing news feed story, **204**
 - fan status, **188**
 - Story Types icon, **79**
- news feeds, privacy, **231**
- news readers, **84**
- nonmembers, inviting, **41–42**
- no-spam rule, **63**
- notes, **xv**
 - commenting on, **98**
 - comments
 - deleting, **98**
 - viewing, **98**
 - Confirm Import, **94**
 - finding mention of yourself in other people's notes, **100**
 - HTML (hypertext markup language), **92**
 - Import a Blog page, **94**
 - importing entries from existing blog, **93–94**

- My Notes, 99
- photos, 92
- previewing, 92
- privacy settings, 90
- publishing, 93
- restricting access, 96–97
- subscriptions, 85, 87, 162
 - preventing, 100
- tagging, 90, 92, 99
- Write a New Note, 91
- notifications, 78, 81–83
 - choosing which you want to see, 83
 - subscriptions, 86, 88
 - viewing, 82
- Novell Groupwise, 157

O

- open events, 120, 127

P

- Page Manager, 195
- Pages, xvii, 145, 182–189
 - Basic Info, 186
 - Create New Facebook Page form, 185
 - creating, 185–187
 - Detailed Info, 186
 - fans, 184, 187–189
 - hiding fan information, 189
 - mini-feeds and news feeds, 188
 - hiding fan information, 189
 - how they work, 184
 - overview, 183
 - Page Manager, 187
 - pictures, 186
 - publishing, 187
 - spending money to get noticed, 187
 - target audience, 183
 - updates, 188
 - Upload a picture link, 186
- passwords, 4
 - changing, 20
- Pay for Clicks model, 194
- Pay for Views model, 194
- People-powered Customer Service for Facebook, 258

- phone numbers, 11
- phones
 - activating, 243–245
 - adjusting settings, 246–247
 - deactivating, 252
 - surfing from phone, 247
 - uploading pictures, 249–250
- photos
 - notes, 92
 - subscriptions, 85
 - tag requests, 83
 - (see also pictures)
- Photos application, 163
- pictures, 15–21
 - ActiveX component, 165
 - albums (see albums)
 - animated, 194
 - batch uploading tool, 165
 - events, 129
 - groups, 112, 114
 - Pages, 186
 - Photos application, 163
 - sharing, 163–173
 - size limitations, 194
 - social ads, 193
 - tagging, 163, 170–171
 - Tag This Photo link, 171
 - thumbnail version, 17
 - uploading by phone, 249–250
 - Upload Photos page, 166
- Poke Her!/Him! link, 67
- Poke, Message and Friend Request, 44
- poking, 66–67
 - profile access, 66
- polls, xvii, 178–182
 - Business Solutions page, 180
 - Create a Facebook Poll button, 180
 - Edit Poll Details button, 181
 - fees, 179
 - including answers, 178
 - number-of-response option, 182
 - Payment Information section, 182
 - price-per-response option, 182
 - questions to ask, 178
 - results, 179
 - results page, 182

- polls (*continued*)
 - setting up, 180–182
 - storing, 180
 - targeting members, 178
- Popular Events link, 125
- Post to My Profile page, 172
- privacy, 44, 217–239
 - applications, 219
 - limiting profile information access, 232–234
 - Beacon, 234–235
 - blocking someone, 228, 236
 - contact information, 225
 - controlling account access, 221–222
 - controlling who sees your profile and contact information, 222–225
 - deciding what information to share, 220
 - non-members, 219
 - overview, 218–220
 - profiles, 219
 - contact information, 225
 - creating stripped-down version, 226–228
 - reading privacy policy, 218
 - search engines, 219
 - searches, hiding from, 228–231
 - settings, 158
 - strategies for keeping info private, 219–220
 - violations, 237–239
- Privacy Overview page, 223
 - Applications, 233
 - Block People section, 236
 - External Websites, 235
 - Limited Profile section, 226
 - News Feed and Mini-Feed, 231
 - Poke, Message, and Friend Request, 230
 - Privacy Settings for Search page, 230
 - Profile, 223
 - Search, 229, 230
 - Which Facebook users can find me in search?, 229
- Privacy Settings for your Profile page, 224
- professional communication standards, 158
- professional uses, xvi
- Profile Picture Album, 15–21
- profiles, xiv, 1, 6–18, 34
 - academic information, 13–21
 - albums, hiding, 227
 - basic information, 8–10
 - Basic tab
 - Birthday, 9
 - Country, 9
 - Hometown, 9
 - Political views, 10
 - Religious Views, 10
 - Sex, 9
 - blocking someone, 228, 236
 - connecting with like-minded folks, 6
 - contact information, 10–12, 225
 - Contact tab
 - Address, 11
 - Mobile Phone, Land Phone, Address, City, Country, Zip, 11
 - Website, 11
 - controlling who sees your profile and contact information, 222–225
 - creating stripped-down version, 226–228
 - Education tab
 - Attended for, 14
 - Class Year, 14
 - College/University, 14
 - Concentration, 14
 - High School, 14
 - email addresses, 14
 - expanding/collapsing sections, 204
 - friends, 35
 - groups, 104, 107
 - hiding applications, 205
 - limited, 169
 - Limited Profile Settings page, 226–228
 - mini-feeds, 205
 - hiding, 227
 - privacy, 231
 - modifying home page and profile, 204–205
 - news feeds
 - privacy, 231

- pages (special interactive profiles), xvii
- personal information, 12–13
- Personal tab, 12
- pictures, 15–18
 - thumbnail version, 17
- Picture tab, 16
 - File Upload window, 16
- poking, 66
- posting items on, 171–173
- Post to My Profile page, 172
- preventing people from finding you, 229
- privacy, 44, 219
 - applications, 225
- Privacy Settings for your Profile page, 224
- Relationships tab, 12
- repositioning sections, 205
- security, 7
- turning profile into resume, 151–152
- viewing, 7–8
 - granting temporary permission, 44
- work-related information, 13–21
- Work tab
 - Employer, 14
 - Position, Description, City/Town, 15
 - Time Period, 15
- Zip, 11

R

- Recent News section, 145
- recruiting employees, xvi
- regional networks, 28
- Relationships tab, 12
- Remember me checkbox, 221
- Restored Setting message, 79
- restricting access to notes, 96–97
- resumes, 151–152
- Review Ad page, 195
- RSS, 84
- RSVPing to events, 125–126

S

- Safari, 2
- Saved Setting message, 79

- screen names, 11
- search engines, privacy and, 219
- searches, hiding from, 228–231
- Search field
 - Advanced Search, 42
 - AIM buddy list, 40
 - email addresses, 38–39
 - Find Classmates, 37
 - Find Coworkers, 37
 - friends, 36
 - Show More Filters link, 36
- secret events, 120, 128
- security, 158
 - profiles, 7
- security boxes, 62
- Share Link, 69
- shopping (see Marketplace)
- Sign Up button, 2
- social actions feature, 190
- social ads, xvii, 178, 189–196
 - Ad Campaigns tab, 195
 - Add Social Actions to my ad checkbox, 193
 - Advertisers link, 191
 - Advertising Guidelines, 191
 - body text character limit, 193
 - browser's Back button, 192
 - Create Ad tab, 193
 - creating and running, 191–197
 - daily statistics, 195–196
 - Avg. CPC (\$) and Avg. CPM (\$), 196
 - Bid (\$), 196
 - Clicks, 196
 - CPC (cost per click), 196
 - CTR (%), 196
 - Spent (\$), 196
 - demographics, 195
 - fee types, 194
 - Help me make a Page radio button, 192
 - how they work, 190
 - Page Manager, 195
 - pictures, 193
 - Review Ad page, 195
 - target audience, 192
 - title character limit, 193
- social networks (see friends)

social timeline, **54–55**
 adding relationship details, **54**
sponsored groups, **178, 200–201**
sponsored Marketplace listings,
 198–199
sponsored stories, **199–200**
Status Updates
 subscriptions, **86**
 preventing, **101**
Story Types icon, **79**
street addresses, **11**
subscribing to feeds, **xvi**
subscriptions, **84–89**
 finalizing, **88–89**
 notes, **85, 87**
 preventing, **100**
 notifications, **86, 88**
 photos, **85**
 Status Updates, **86**
 preventing, **101**
 updating status, **85**
 video links, **85**
 Web links, **85**
SuperWall, **67**
surveys (see polls)

T

tagging
 notes, **92, 99**
 pictures, **163, 170–171**
Tag This Photo link, **171**
team discussions, **161**
Terms and Conditions (advertising), **195**
text messages, **242, 248–249**
thumbnails, links, **69**

U

Unofficial Facebook Blog, The, **258**
updates, **xv**
Upload Photos page, **166**

V

video clips, uploading by phone,
 249–250
video links
 subscriptions, **85**
View Group link, **107**

W

walls, **67–70**
 deleting post, **70**
 FunWall, **67**
 Graffiti Wall application, **70**
 groups, **107**
 responding to wall posts, **70**
 Share Link, **69**
 SuperWall, **67**
 Write a Wall Post, **148**
 writing on friend's wall, **68–70**
Wall-to-Wall, **70**
web access, surfing from phone, **247**
Web feeds (see subscriptions), **84**
Web links, subscriptions, **85**
Web sites, listing, **11**
Workplace networks, **28**
Write a New Note, **91**