

Getting Social with SUNA

Using Facebook



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Facebook – for community

It can be generally claimed that if you're on social media, you're on Facebook. Posts can be long or short, include photos or links to stories, and can be shared with a network of friends.

Your profile includes as much or as little information as you like, such as your full name, where you live, where you work, your family members, and so on.

Facebook can be personal, professional, or both. You can limit or expand your privacy settings as you like for your profile and for each post.

Once you've created a profile, you can find other "friends" and send "friend requests" to begin to build your network of connections. You can also begin to "follow" pages you like, such as businesses or public figures. The value here is in community.

Glossary

Facebook algorithm – a proprietary formula used by Facebook to determine which posts are seen at any given time by a user. This is mostly important for businesses, as this algorithm can determine how many people see a post, regardless of how many people are following that page. Theoretically, more users view a profile or page and interact with its posts, the more it shows up in their Newsfeed. This is not controlled by any user or company. The only way to definitely (often substantially) boost visibility is through paid advertising (sponsored posts).

Follow – another form of connection on Facebook. You can follow someone even if they do not accept your friend request, and you can follow businesses. You can choose to have notifications when someone you follow sends a post, or see their posts first. You can also 'unfollow' someone, but remain friends. This removes their posts from your Newsfeed.

Friend – a connection on Facebook. You must request permission to become a friend. This can be used as a noun or a verb (she's my friend; I thought about friending her).

Like – the positive acknowledgement of a post, or comment on a post. This can be used as a noun or a verb (I liked his post; my post has 10 likes). You can also like a page so that its posts appear in your Newsfeed.

Newsfeed – a listing of posts and status updates seen on the homepage. This can be sorted by "top posts" determined by the Facebook algorithm, or "recent posts" in chronological order.

Status update – a post you share on your profile. These can include photos, text, links, etc.

Tagging – connects another person, business, or conversation to your photo or post. You can tag by clicking on a photo to bring up a list of names or by starting to type a name in a post. You must be friends with an individual to tag them; this is not the case for businesses.

Trending – current topics of conversation, determined by how often they are mentioned in posts locally and globally.

Wall – the right side column of a Facebook profile where posts appear. This can include your own status updates, posts by others, or notifications of activity you have shared on Facebook (such as being tagged in a photo or liking a page).

For Further Learning

SUNA on Facebook: [Facebook.com/urologicnursing](https://www.facebook.com/urologicnursing)

CDC's Guide to Writing for Social Media:

<http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>

Facebook 101: <http://www.gcflearnfree.org/facebook101/3>

Facebook support: <https://www.facebook.com/help>