Facebook

You need a facebook account before you set up a facebook page.

You need a facebook account before you set up a facebook page.
Why am I saying this, Personal is personal
Company is company

Set up a Company mail account for facebook before setting up a facebook page

facebook

Remember Me Forgot your password?

Password Login

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

Sign Up

It's free and anyone can join

Full Name:

Your Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

Sign Up

To create a page for a celebrity, band or business, click here.

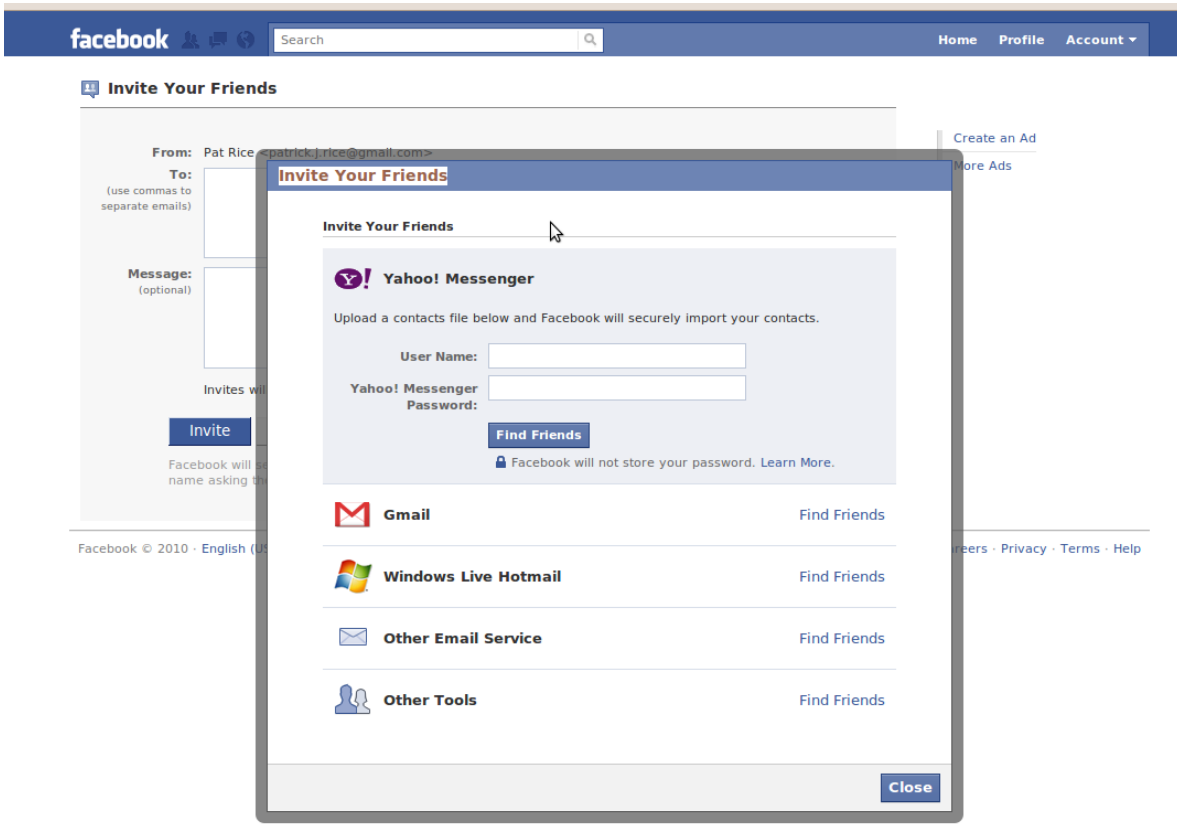
Facebook data

- **First Name**
- **Last Name**
- **E-mail**
- **Sex**
- **Birthday (I have a facebook birthday not a real one)**

Check you e-mail account

- Check your e-mail account, you should get an e-mail confirmation for the account.
- Click on this to activate your account.

Find friends using the email account



settings

If this is being set up on your professional email,

•you will want to likely control what information you wish the general public (anyone who has a Facebook account),

•people in your "**network**" (your country),

•your "**friends**" (those you invite to be your friends for Facebook purposes).

•On the top menu bar on the right side is a link for "settings"--clicking there will give you three options:

•account settings,

•privacy settings,

•application settings.

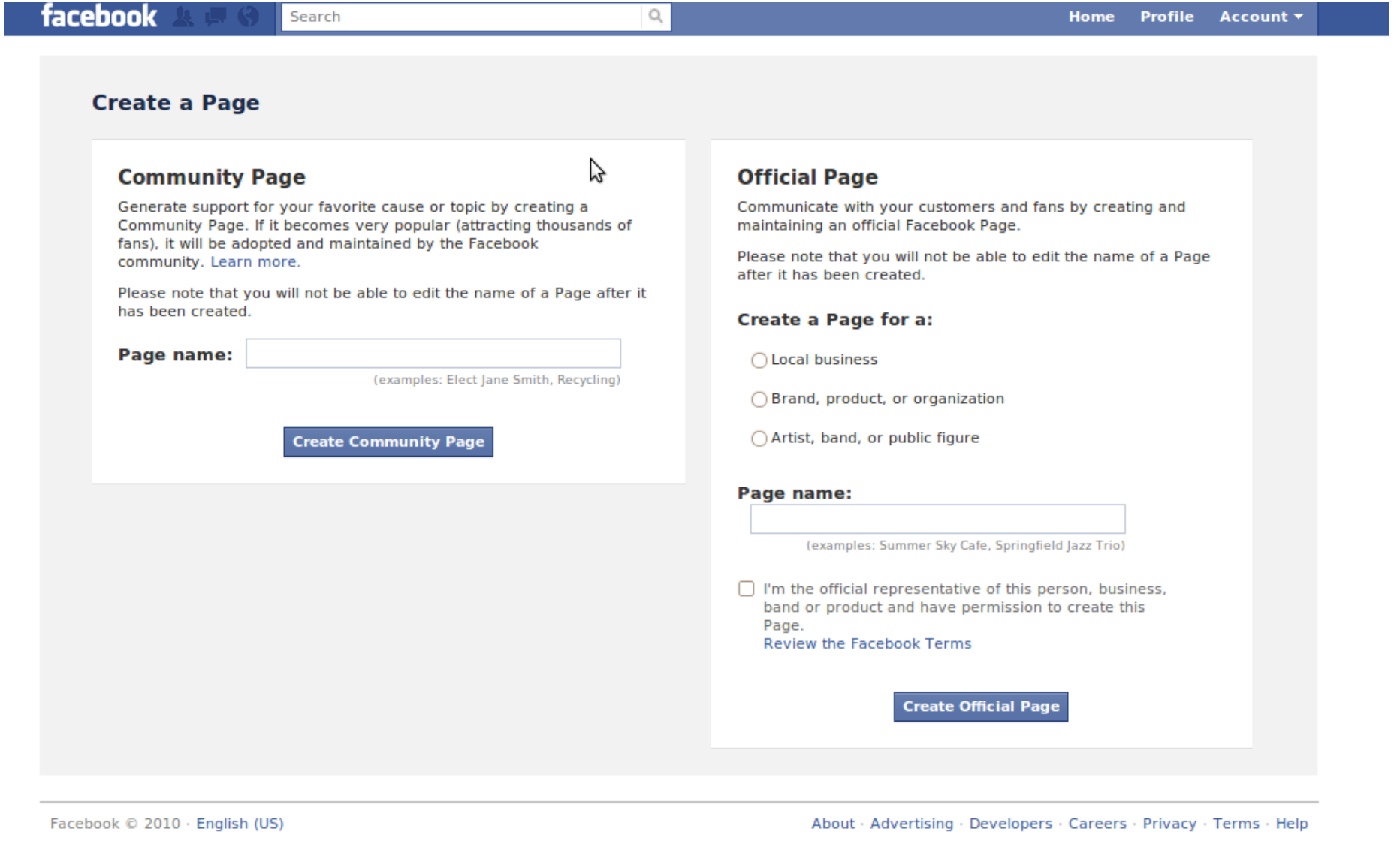
Different pages

•The **Group** page allows for posting of videos, photos, weblinks (as resources), hosting of a Wall (where people can have conversations, post items, and a discussion forum.

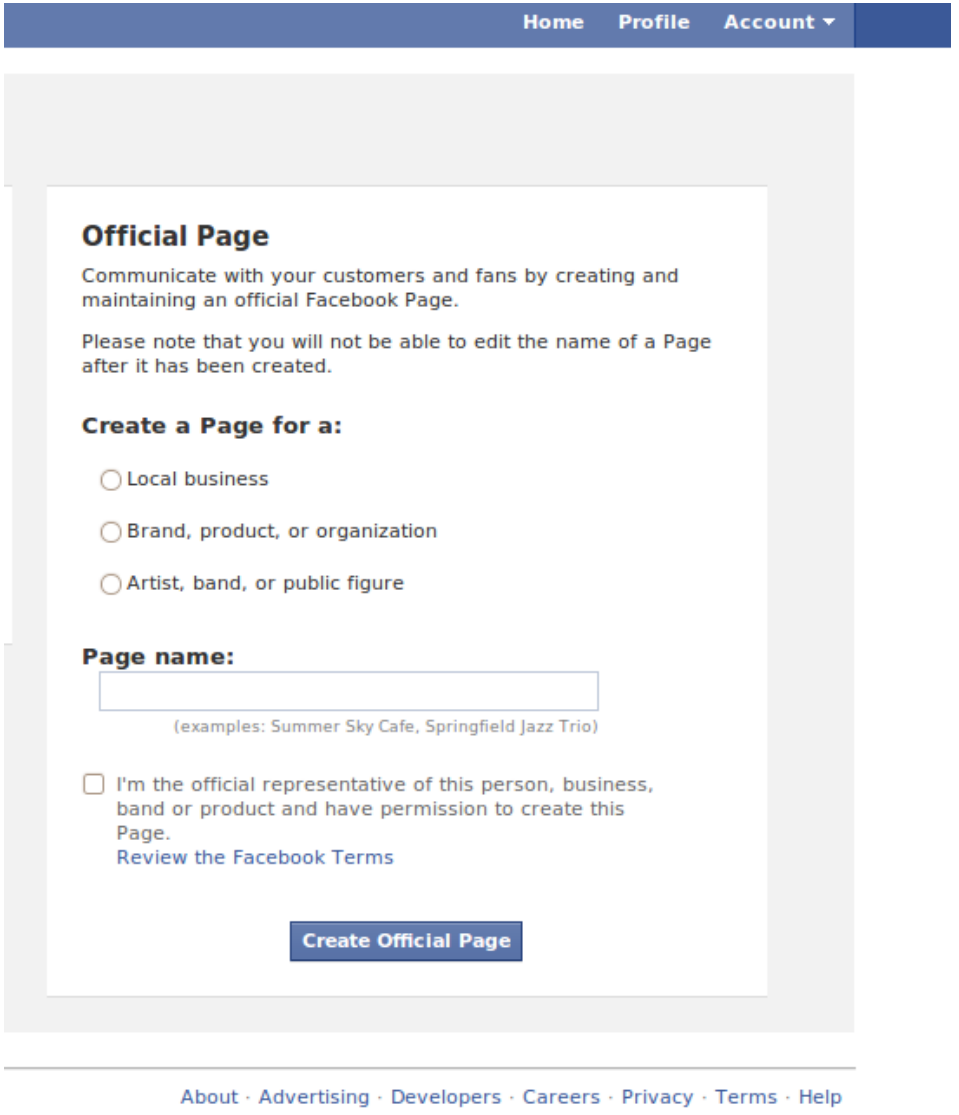
•The **Organization (FAN page)** page can do most of the same things as the Group pages,

- except that there is a limit as to what students might be able to post on the page, other than in the discussion forums or wall.
- Those who are interested in following your "organization" can become "fans."
- This gives you more control

Creating pages
Two types

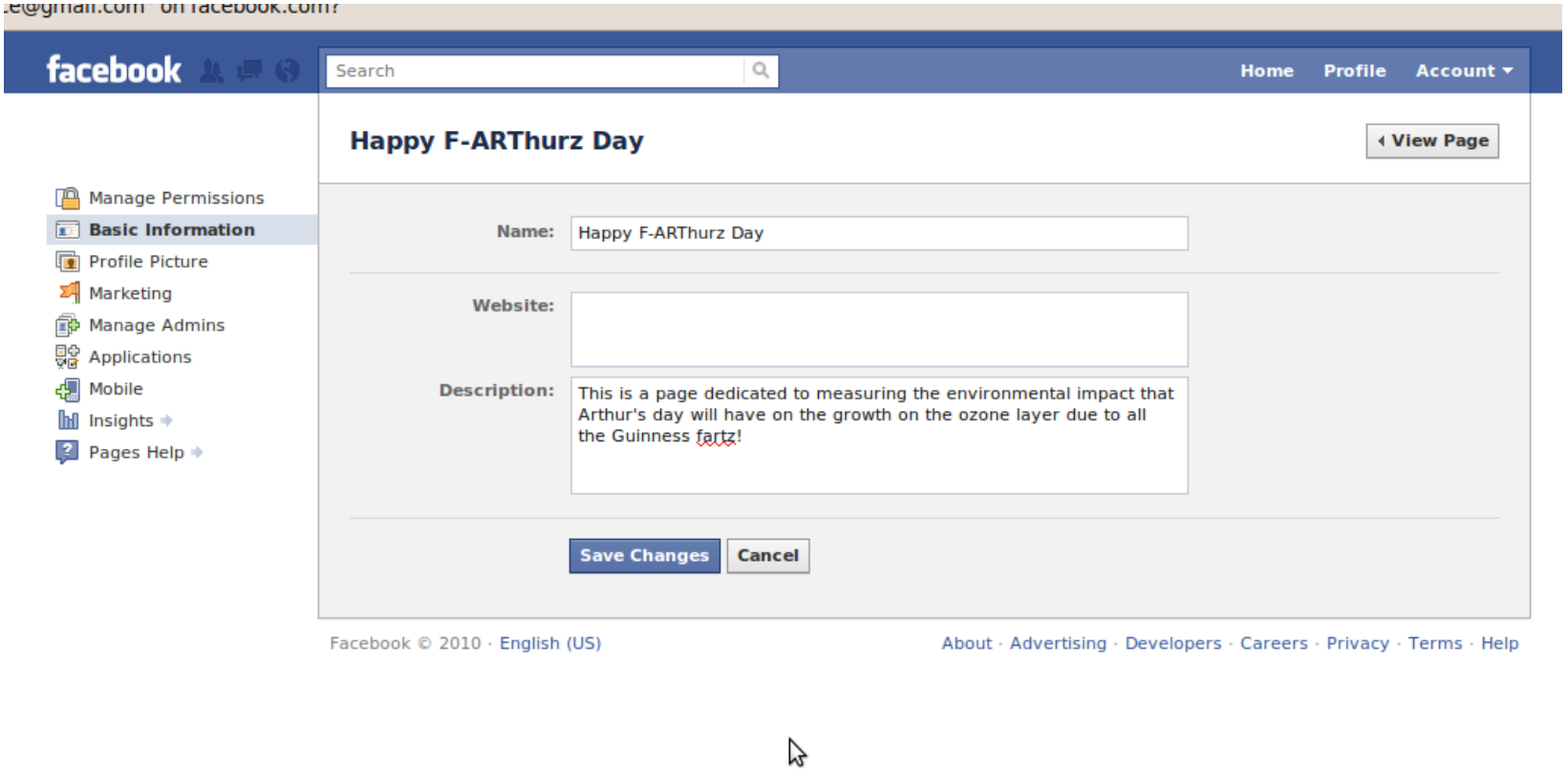


Creating a fan page



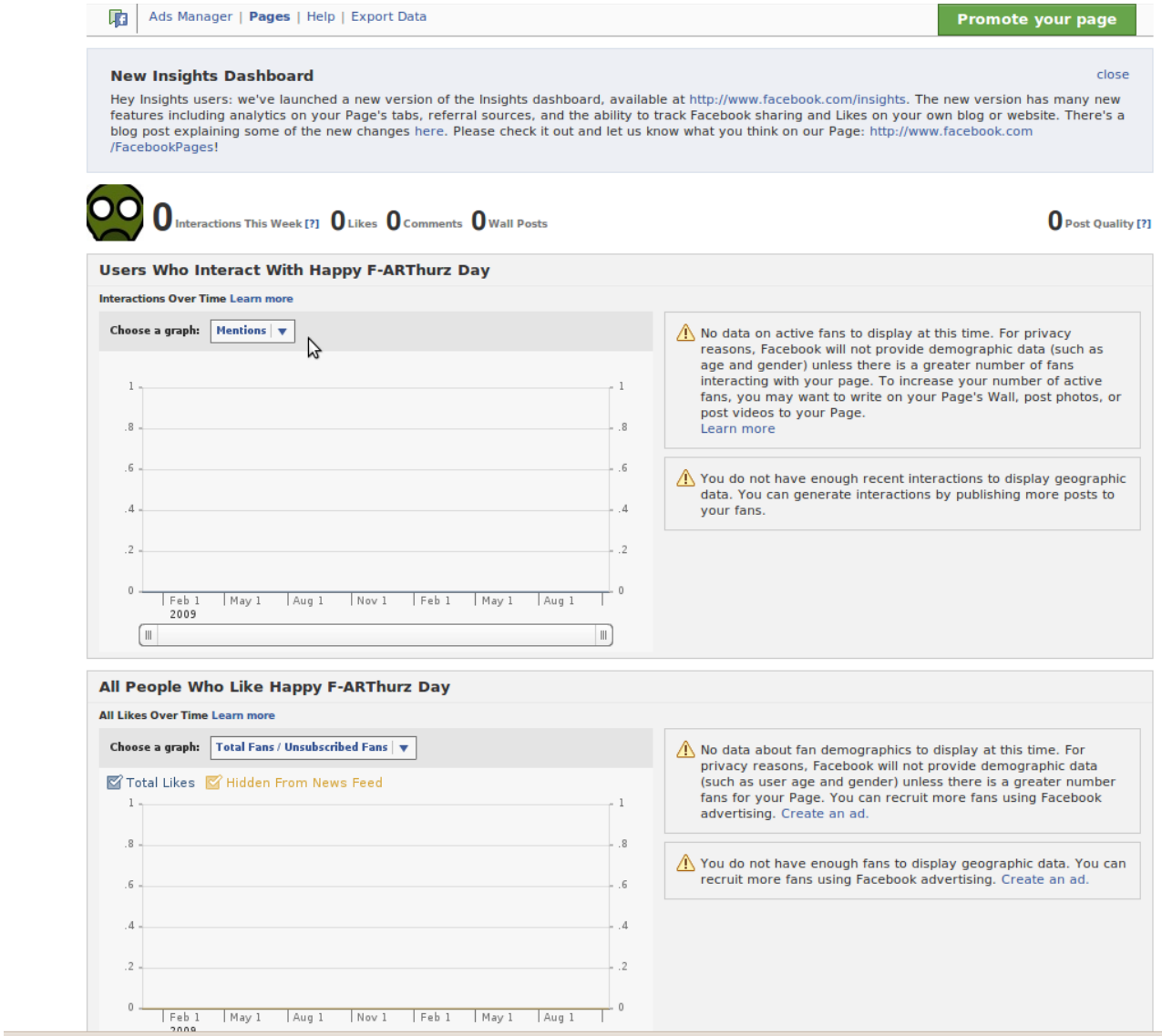
Here's on I created earlier

Editing the page

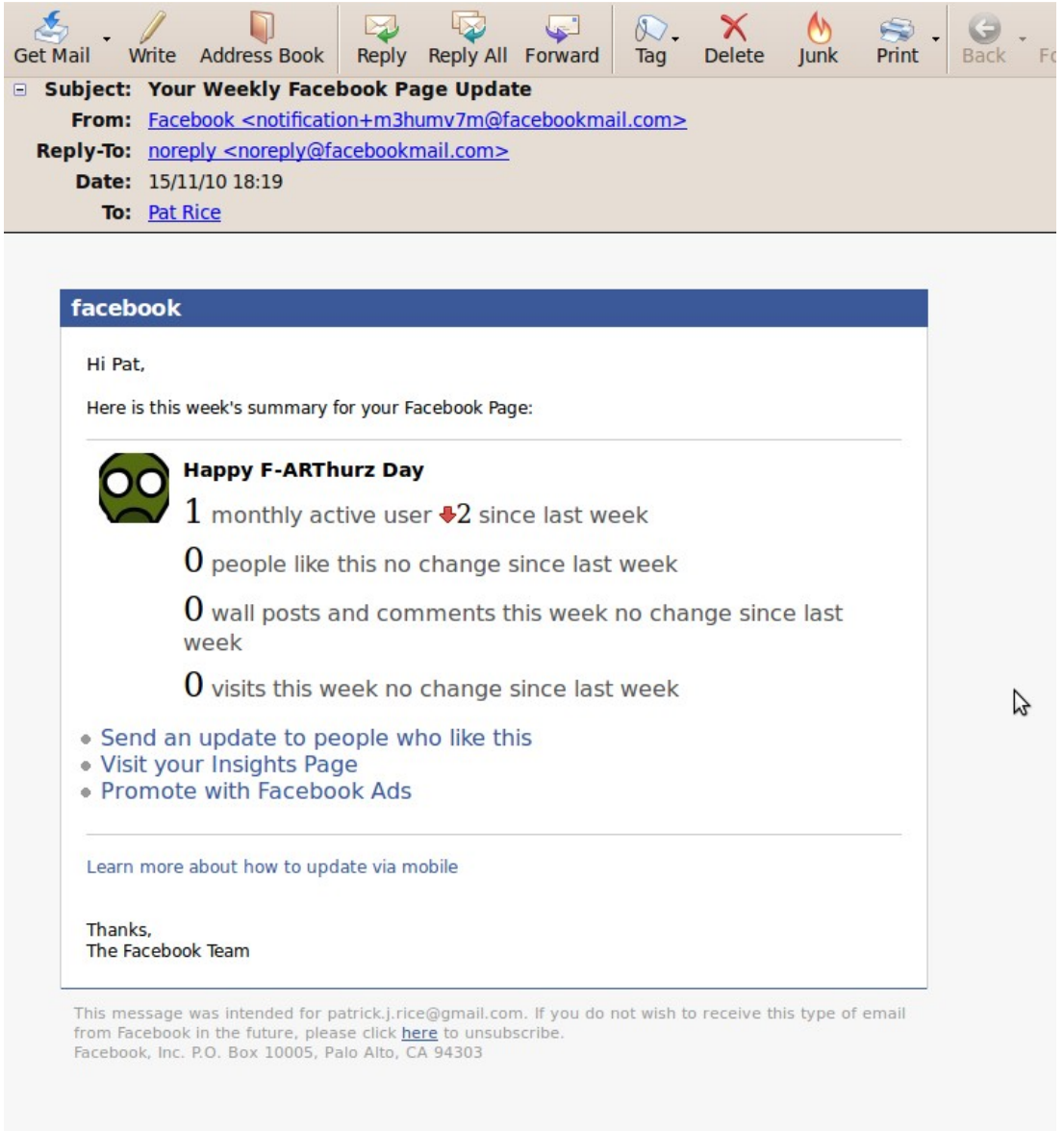


Editing the picture

Getting some data

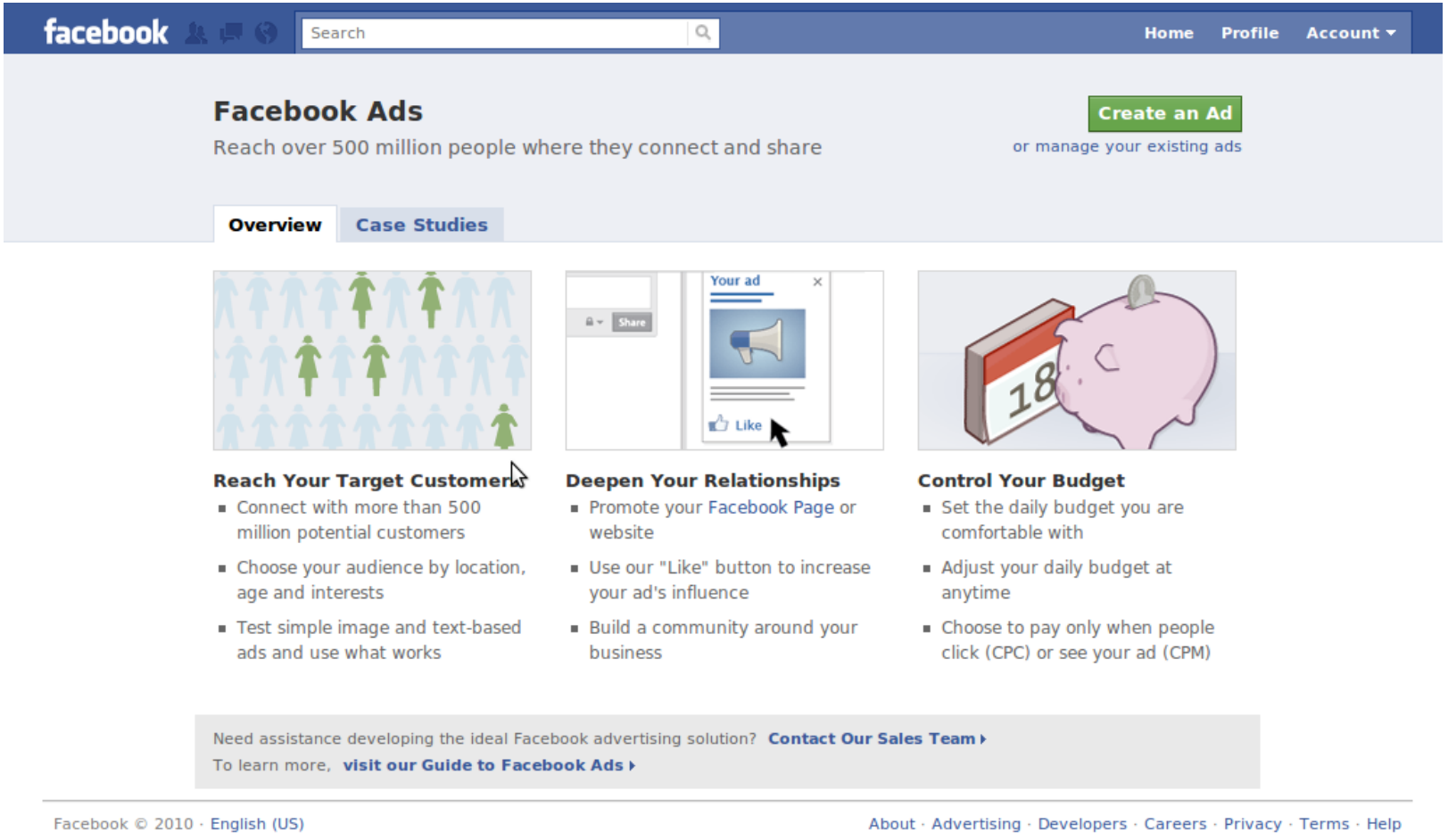


Getting data via e-mail



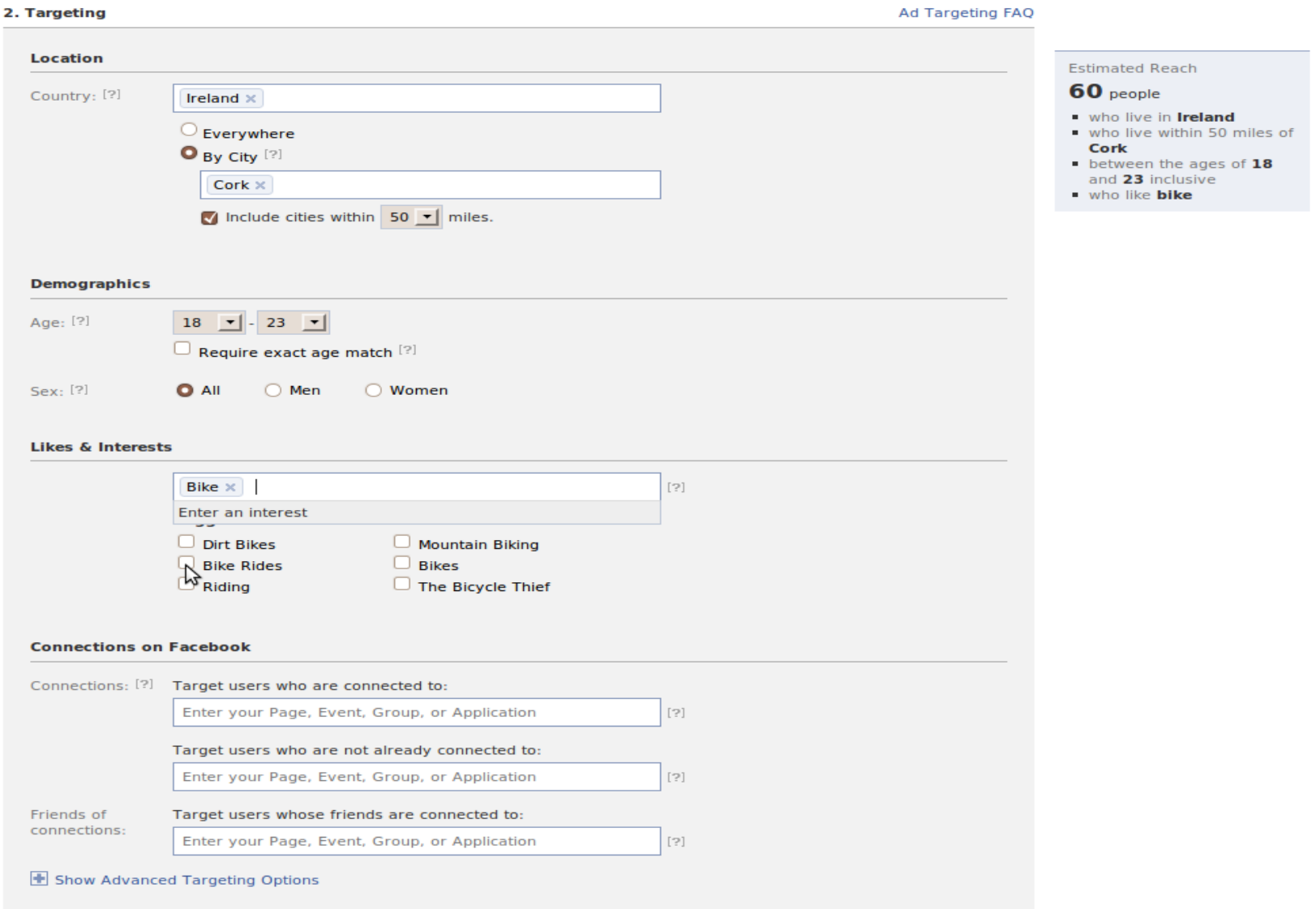
Facebook adds

http://www.facebook.com/advertising/



Design the add

Targeting the add



Target specific marketing

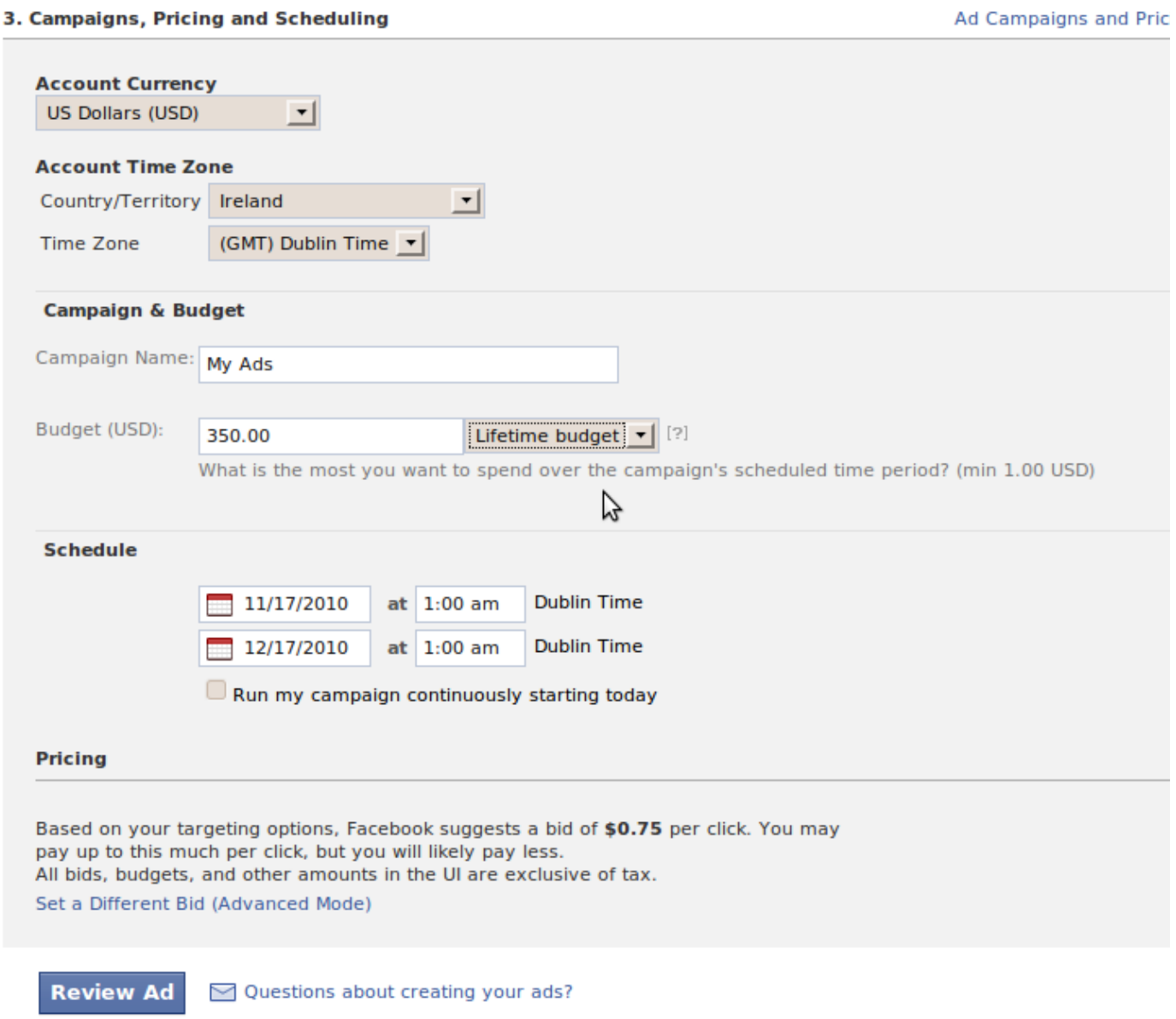
Estimated Reach

60 people

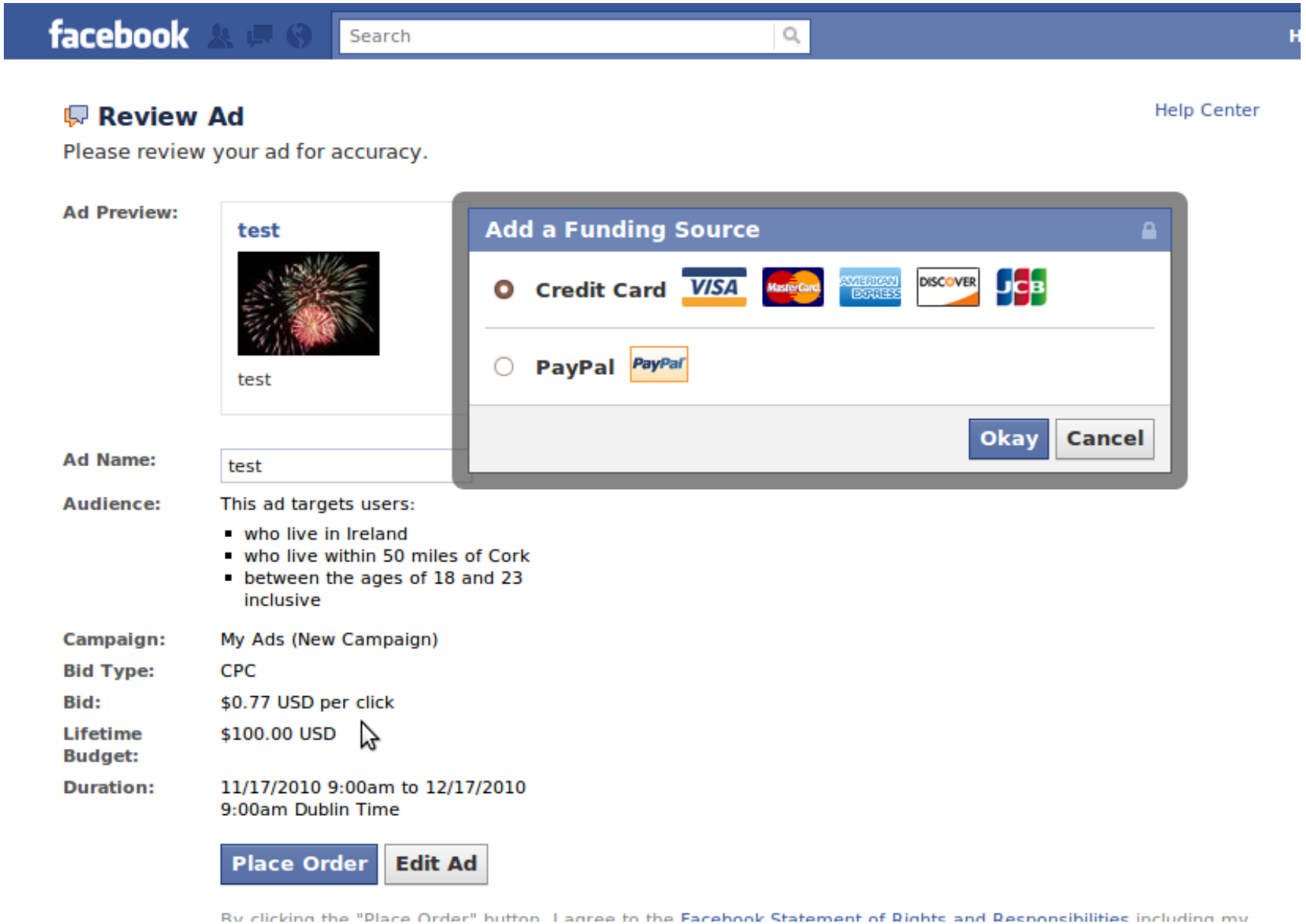
- who live in **Ireland**
- who live within 50 miles of **Cork**
- between the ages of **18** and **23** inclusive
- who like **bike**

Target specific marketing

Paying for it



Show me the money



Facebook security settings

- The keep changing
- That means what I write here is out of date
- If you don't want it on the web don't put it on facebook
- If you don't want it on the web don't put it on facebook
- Facebook is not private (see above)