Design Document: Facebook Basics

Class Description

Learn how to create a profile, send messages, comment on posts, and add content to Facebook in this introductory class.

**Curriculum**

Software & Apps

**Audience**

Adult learners with little or no experience using Facebook

**Class Length**

90 minutes

**Training Method**

Lecture-demo

**Purpose**

To introduce users to the basic features and functions of Facebook and prepare them for the hands-on class, *Getting Started with Facebook*.

Equipment Requirements

Projection screen, computer or laptop with internet connection, laser pointer (recommended)

Software Requirements

Facebook account (Instructor)

Material Requirements

PowerPoint presentation, handouts, participant surveys

**Learning Objectives**

At the end of the session, learners will be able to:

* Name one type of information that users can share through Facebook
* Identify the two main pages where Facebook users interact
* Explain how to navigate between pages in Facebook

**Assessment Technique(s)**

Question/response

Content Outline

**Agenda (2 mins.)**

* How it Works
* The Toolbar
* The Home page
* The Timeline
* Facebook Etiquette
* Settings
* Questions

**Note for Instructor:** You may conduct a live demo or use the PowerPoint presentation slides. If you conduct a live demo, be sure to follow the same order of topics as listed in the Design Document.

**Topics, Talking Points, and Activities (85 mins.)**

* **How it Works**
* Explain the following about Facebook works:
  + Facebook, like many social media applications, is designed to share content—such as things you’re doing, places you’re going, family pictures, and things you like—with a group of “friends”.
  + Explain that friends can include actual friends, family, business associates, organizations or other folks they’d like to share their information with
  + Share that Facebook users can make their information available to the public, to friends, or to friends of friends, depending on the privacy settings they select inside the application
  + Explain that there are two main places in Facebook where users interact: The **Timeline** and the **Home** page. Tell participants that you will be discussing the two sections—and each section’s sub-features—during the remainder of the session
* The Toolbar
  + Introduce the Toolbar and explain that it allows you to navigate between the two main sections of Facebook (**Home** page and **Timeline**)
  + Discuss the following Toolbar features:
    - The Search box
      * Used to search for people, pages, events and more
      * Users enter a person or organization name in the box to search
      * If it’s a person, you can send a friend request; if it’s an organization or celebrity, you can “like” or “follow”
    - The **Navigation** buttons
      * The first button (has user name and picture) leads to your timeline
      * The **Home** button returns you to the Home page
    - The **Friend Request** button
      * This button shows who has sent you requests, who has accepted your requests, and offers suggestions for finding new friends
      * To send a friend request, search for the user in the Search box; when you locate his or her profile, click on the **Add Friend** button
    - The **Messages** button
      * Review that as mentioned before, this allows you to view and receive messages
      * Explain that messages are PRIVATE and viewable only by those to whom they are sent, NOT to the general public or all friends

**NOTE**: Tell participants that the mobile version (on a smartphone or tablet) requires them to download Facebook’s Messenger app to send/receive messages but the PC version does not

* + - * Share the following steps for sending a message to a friend:
        1. Click on the **Messages** icon in the Toolbar
        2. Click on the **New Message** link
        3. Type a friend’s name in the **New Message** window that opens
        4. Type your message
        5. Press the **Enter** key to send the message
    - The **Notifications** buttons
      * This button alerts you with a red number that informs you of new activity on your timeline, posts, pictures, etc.
      * Clicking on the notifications button (resembling a globe), shows you recent activity
    - The **Privacy Shortcut** button
      * Allows you to quickly change simple privacy features related to who can view posts, who can contact you and more
      * More settings are available by clicking on **See more settings**
* **The Home Page**
  + Explain the following **Home** page features:
    - **Update Status**
    - The area where users share what they’re doing/thinking/feeling, etc.
    - The majority of things posted are visible to all your friends, but you can make individual posts “secret” by clicking on the button that says “Friends” with a down arrow and selecting one of the options
    - Explain that you can enhance post by “tagging” someone (to show you are with another person or group of people), adding a location, adding an activity or feeling, or adding a photo or video
    - Demonstrate how to post an update while tagging someone, adding a location and inserting a feeling/action
  + **News Feed**
    - The main area on the Homepage containing all the recent posts from your friends. Scrolling down the page will provide more posts.
    - Scroll through your newsfeed to show examples of what friends’ posts look like and the variety of posts (text, photos, website links, events, etc.)
  + **Like/Comment/React**
    - Explain how users can respond to posts on Facebook by “liking,” commenting, or “reacting”
    - A “Like” is the most common way to show support or express how you like a friend’s status. You have the option of “liking” or “reacting” to a post
    - “Reacting” is similar to “Liking” but you select an emotion instead, such as Love (heart), Haha (funny), Wow (surprised), Sad (unhappy face), or Angry (mad face)
    - Commenting provides you a way to express a more personal response to a post. Comments can be in the form of text (you type a response), a photo (by clicking the camera icon) or a sticker (click the smiley face)
      * Demonstrate how to respond to friend’s posts by commenting and “liking” or “reacting”
  + **See Who’s Active & Chat (Message)**
    - Facebook allows chatting (which it calls messaging) through the website. This allows you to speak to another friend or a group of friends without posting anything public for others to see.
    - Users start a message by double-clicking on a friend’s name in the Chat sidebar (if open). If the sidebar is closed, users message someone by clicking on the Messages button at the top of the toolbar and selecting a friend’s name
    - Demonstrate how to send a message via the chat sidebar and the message tab
  + **Events**
    - Events are outside social gatherings or private parties that are organized and made available on Facebook
    - Click on the **Events** button on the left sidebar to access the Events main page where you have the option to view events, create events or see a list of birthdays (right-hand side)
    - If you have no events, scroll down and search for public events (such as a concert) so you can display how one would mark that they are “Going,” “Interested” or Invite friends.
  + **Groups**
    - Groups are communities of people who support a topic, are part of an organization, or are looking for specific information, among other things. Groups can be public (anyone can join), Closed (you must request and be accepted by an administrator to join), or Secret (where it won’t show up in a search and only you and your fellow group members can view content)
    - Users click on the **Groups** button to view their Groups; to find new groups, they click on the **Discover** tab within the Groups page
    - Click on the **Create Group** button on the left sidebar to go over how one could create their own group
  + **Pages**
    - Pages are informational areas about organizations, brands, retail establishments, cities, celebrities, and more
    - In order to “follow” what is going on with the subject of the page, users “Like” the page
    - Click on the **Like Pages** button to view pages Friends have suggested
  + **Trending**
    - On the Newsfeed homepage, in the upper right-hand corner, is a box with Trending news. Often this is entertainment related, but other topics may be included.
* **The Timeline**
  + Explain the following features of the **Timeline**:
  + **Timeline**
    - The area where all your posts are located and where posted appear from Friends who have tagged you or posted on your Timeline
  + **Status** 
    - Same as the status update box the Home page except for the time feature that allows you to select a specific date for posting (from the past to present day)
  + **Add Photos/Video**
    - Photos can be added individually or in groups to create an album. Photos can have the same features as text posts, where you can tag another person, list a feeling/action and add a location. Family vacation photos are often good examples of photos that include all these features.
    - Users can caption photos by typing a description in the text box that reads, “Say something about this photo…”
  + **Life Event**
    - Important events in a user’s life that he or she might want to mark as a “milestone”; common life events are engagements, marriages, new jobs, birth of children, graduating college, etc.
    - Clicking on the **Life Event** button will provide a menu that users can select from; based on what they choose, it will provide an appropriate template for them to fill out
  + **Cover Photo**
    - The photo that appears as a banner at the top of a user’s profile on the Timeline page
    - Visible to everyone (public and Friends)
  + **Profile Photo**
    - The photo that accompanies all user activity on Facebook (posts, comments, pictures, groups, etc.)
    - Visible to everyone
  + **About**
    - The tab containing users’ personal information such as cities they’ve lived in, schools they’ve attended, past jobs, interests, and hobbies
    - Visible to Friends
  + **Photos**
    - The tab where all a user’s photos are stored
    - Within the **Photos** tab, provides three organization methods/views: **Photos of You** (photos they’ve been tagged in), **Your Photos** (photos they’ve uploaded), and **Albums** (photo albums they’ve created to organize their photos)
  + **Friends**
    - The area where a user accesses a complete list of his or her Friends
    - Sortable by birthdays, recently added Friends, new posts, and other criteria
    - Also used to unfriend someone
* **Facebook Etiquette**
* Stress the following **Things to Know**:
  + - Anything NOT sent as a private message is potentially visible to others so they should be careful not to post sensitive or inappropriate content
    - Even non-offensive things could pose a problem, such as posting photos of yourself at the beach today when you called in sick
    - Facebook is part of your online presence/digital footprint and should be managed as such
* **Settings**
* Privacy
  + - Explain the following features of **Privacy**/**Timeline** **Settings**:
      * **Who can see my stuff?** 
        + This is where you select general settings for who can view your stuff
      * **Who can contact me?** 
        + This is where you select setting for how and who can contact you via Facebook
      * **Other Privacy Settings**
        + Accessed using the **See More Settings** link
        + Includes **Who can look me up?** which helps you determine who can find you in web browsers or using your email address or phone number

**Wrap Up/Closing (3 mins.)**

* Answer any questions that were “parked” and solicit any additional questions
* Inform participants of upcoming classes
* Thank participants for coming and ask them to complete the class survey before leaving