

101 FACEBOOK TIPS



*Facebook
Power User Tips*

Introduction

Facebook is a great platform for meeting friends, creating a following for your hobby, service, or project, or every taste, and several of them are incredibly fun and addictive. These 101 tips will get you navigating Facebook like a pro in no time. Part 1 –finding friends and influencing people

Depending on why you join Facebook, you may find it easy to make friends, or may only have it to stay in touch with friends in distant parts of the world. No matter what you do, signing up can be a process that will take up to a couple of hours (including your profile).

1. Signing up

Your own name

You should use your own name or your nickname if people use it more commonly, to sign up. It's impo and colleagues can find you easily.

2. Your email

Facebook sends out a lot of notifications once you start signing up with various groups and fan pages, apps and even comments. But people can also find you by your email, so you should probably use a personal email account. Check it frequently for friend requests and more. It has to be real though, because Facebook uses it and sometimes your mobile number to verify who you are.

3. Read the terms and conditions

You should always read the terms and conditions on any site, and Facebook is no exception, though, it should be noted that Facebook frequently updates it'sutragein TOSthecomunitycaus. Know where your rights are and read their documentation.

4. Search your email

In some cases when you sign up for Facebook, especially if you use a 'free' email system such as hotm your email addresses and see if anyone in your address book is already on Facebook.

5. Profile information – school, university, company

The first piece of profile information Facebook asks for is your School (leaving year), University (leaving year) and Company –this starts the first basic groups links so you can find Alumni and colleagues from work –if you don't want to emptyfindand clickanyonskip.

6. Profile information – picture

your photo or avatar doesn't nee idea to use a shot of yourself s found you can add you. Many people change their profile photos weekly though, so you can use just about any image you hold copyright to.

7. Profile information – basic information

Once you've gotten into Facebook information on the basic information box, and depending on your security settings, people will be able to see this –it's somet difference between knowing wheth they'll friend, so this informat

8. Profile information – is Facebook a dating site?

One of the core pieces of information that Facebook asks about on signup is what you're 'looking' standing. Don't be afraid to ma actively seeking a relationship –it makes little difference to people adding you. Facebook is not a dating site, though there are groups on there for finding partners.

9. Profile information – personal information

Many people don't list-instead all list of those interested in attracting friends for. remember that people may be able to access your information, even before you add them, so you may not want to publish that. The boxes in this section are entirely optional.

10. Contact information

One of the boxes you can fill in depending on your security settings (see security and privacy) you may then place your ID out in the 'about' contact.

11. Profile information – Network

If you're interested in chatting region, you can add where-group you live. require email addresses or other

Facebook has recently improved that interface, so it works very well. Your network affiliation is listed on your profile, unless you change the security settings (see security and privacy)

12. Profile information – friends

As we'll explain later, you can appear in your search, but your friends list is always visible. Be careful when adding 'controversial' friends to use your list to find others to add –the only exception to this is if you add someone with extremely tight security settings

13. Profile information – relationships

Facebook allows the listing of relationships in your profile –but until the person you're in a relationship relationship. Otherwise you will be tagged with whom.

14. Fill as much of it in as possible

Remember, you can always come back and add, or subtract information. It's usually some spending those extra few minutes at sign up to create a proper profile is well worth it.

15. Security from the outset

We talk more about security later, but some people join Facebook simply to keep up with a tiny group of friends –if you're 0 people, then you will want to ensure your security is as tight as can be (see security and privacy)

16. Finding friends, colleagues and 'fan' pages

Facebook has made it fairly easy to find people and add them, but in the mix with the people you can find are fan pages –which are like mini profiles (we talk about these important to remember that people, such as authors or local personalities may have multiple listings in search results, so you may need to contact them and ask which to add. You also have to take one extra step to make sure people can find you. You can currently have 5,000 friends total.

17. Searches

Searching by name may bring back dozens of results, so if you know the person well enough, find out what email they use and add them via that. Adding people via email is often easier than searches too because it means you're certain you're opening yourself up to unwanted attention. If you add someone that isn't actually the person you wa

18. Adding people via friends

If you're a close knit group that meet through of University or similar pursuit, i friend's list and find those—adding the everyone from every friend's list

Facebook.

19. More than one profile?

Be careful not to create more than one Facebook page –it's against their TOS and can lead to confusion when people add you. It is possible to create a main account and make pages, but again be careful –Facebook has a policy about fake pages, fake names or abusing that facility.

20. Fan pages too much for you?

You can hide fan page (and app, easily by setting your feed up (we talk more about this in the feed management section). Hiding fan pages, even temporarily, can let you get your Facebook reading back under control, and let you decide whether you want to follow them long term.

21. Removing friends, or pages

Removing friends is easy –you just go into your friends list and click the x beside their name. You can find your friend list by looking at the left column of your main feed based Facebook page. Or you can go to 'Account' and then 'edit Friends

You can remove pages in a similar way (down to around the middle of the orange flag next to it).

22. Using friends lists to organize your reading

Facebook introduced a concept called lists to allow people to sort their friends into groups, sorting them onto groups of your choosing. Have workmates, best friends, limited profile –the choice is yours. You can also edit your friends' lists –your whole list will appear there with drop down arrow lists, including your pages. Simply filter them onto a list you're with and then you can control your feed.

Posting using groups –Your friends list do your reading - these groups can simply allow you to customize who sees what. If you don't want seeing your wild nights out, simply filter her into a group and then, when you post, click on the little light blue padlock. Enter your level of access, and exclude using the bottom box. You can set this as your 'custom' build privacy for your posts, or a one off. (see more in security and privacy)

23. Been Blocked?

Facebook is hard to contact in case of problems, but you can sometimes email them at whatever published email contact they currently have, and ask them to review your case –if you've nothing wrong you should be reinstated. If you were hacked, you should contact support urgently and follow their instructions to regain control and become unblocked.

24. Got badge?

One of Facebook's nicest create badges widgets and display them on your webpage or profile, you can use these easily –if your profile is highly protected and privacy locked, you may want to consider whether you want to use it at all.

25. Looking for more?

If you have just recently joined Facebook, instead of searching for everyone by name, go to another you're looking for their by check 'friends' below information. Be careful not to add too many people though –it can be seen as spamming and may be picked up by Facebook.

26. Security and privacy

There's a lot of options pay attention Faceto, especially if you don't want to options to protect everything that you have on Facebook, creating a stripped out, bare public profile, but you DO need to change your settings, it's on creation not. automatic

27. Use fine grained controls

don't want your family–lock accessing them out. Want to only allow reading access to your status updates to people closest to you? You can do that too (though remember, apps use your default posting, which is your overall sta then 'privacy settings and explo

28. The tightest locks

If you put everything in your se from search engine results, and then start using Fac to add people, and they'll never want people knowing you're on Fa

29. Know your settings!

Understanding what the different settings mean for privacy and posting is what makes or breaks your Facebook usage. There are four settings –'Everyone', 'Friends of friends friends means that any information you share on your profile can be visible by anyone that has friend any of your friends, opening your profile up to a lot more exposure.

30. Your name, date of birth, address and other information

Keeping as much of your information private as you can means that you can protect yourself against identity fraud –this also means not adding random people and practicing safe login and logout practices. Facebook is rife with mistakes that have opened people up to identity fraud, but knowing your way around security settings will stop this.

31. Privacy – profile information

In 'Account', Privacy Settings, of your profile and information to one of several settings - you can also customize them so that only your own lists of friends get to see certain things. This extra layer of security is incredibly powerful and worth the time it takes to set up.

32. Being harassed by a colleague that you just don't want to add?

Sometimes people don't—if you take find that no f someone is continually asking their profile page, yo scroll down to the bottom and th

Blocking them will stop any unwanted advances –they won't see you at all (or you, them)

33. Apps getting you down?

Did an app you added suddenly change its posting policies? Are you finding that some apps are more invasive than you wanted? Go to 'Account', then 'Application set no longer want to use, change posting policies (in some cases) and more. Since Facebook changed how apps notify people, their

'notification' feeds have been a appear in the left side bar, which confuses some people.

34. Don't let Google see you

If Google using what little of your security settings to your perfect level of privacy makes you nervous, you can tell all search engines that you do not view your profile by going to 'A search engines' and unchecking it. If you've got good security settings, have a look at the preview before checking it. There is very little on the average profile, including no updates.

35. Hacked?

Sometimes, people lose control of their Facebook account –this could be because of a virus, or worse. You can regain control by following the instructions by following Facebook to do a virus scan as soon as possible –just in case –do that before returning to the site to reclaim your profile.

36. Photos and videos – don't appear where you don't want to

Along with all other privacy settings –be especially careful about your video and photo settings. It's photo settings as private as you can –if you're tagged displays them to the 'world' at least your video and photo options to minimum, friends only, you can be sure that embarrassing items will be kept to just your circle, rather than any Google Cache.

Off Facebook access

It's important to take advantage use, simply because Facebook can become time consuming if you only access it at a primary terminal. Using apps to speed up your access will mean in most cases, your time networking (until you get into games)

37. The best phone app?

There is no one 'best' appplatform, so F look around and see if you can find a highly recommended one – sometimes phones come with bundled apps, or built in API access – which, if you're a social animal aware that most apps are limited, as are most phone based browsers.

38. Tweetdeck?

Tweetdeck is a twitter poster that has expanded to take in other places like Facebook, and comes highly recommended on any PC or laptop. It has a tiny memory footprint and gives you unparalleled access to a lot of feeds at once. Beware its API call on twitter though (at 150 an hour). Facebook currently has no limitations.

39. Automatic posting?

Some people use automatic posting to allow them to post information at set times, though Facebook's TOS

Being careful and only posting relevant information will allow you to connect and network in a way it was designed to allow.

40. Facebook connect

Facebook connect is a handy extension of the Facebook login and API,

tying various things back to your profile, or allowing you to interact with other sites, or programs using your Facebook credentials. This can be a good and a bad thing –if the interaction causes constant posting to your feed, people may find it annoying, b centralized login.

41. Lifestreaming

Lifestreaming allows you to pull all of your feeds into one place and Facebook offers several widgets based on what you need for your site – go to Facebook’s-orsearchwidgettheinternet forpageinformation on how to use your feeds in interesting ways offsite.

Part 3 – The basics of the site

Facebook’s basics are easy to ma can slow you down massively –there are several functions on the site that most people don’t use, and networking, and sharing with friends

42. Posting updates

The main basis of Facebook is the ability to post short (420 character) updates –you can tag friends in these by going @ (name) or simply tell people what you’re up to. Some these too –the choice is only limited by character length.

43. Auto subscribing

Commenting or liking someone’selsein s their feed will automatically ‘s future activity. You can reply to this however, from your email, which means you don’t need to log into

44. The notification bar

At the top of the page, there is a blue bar with four icons –this is your quick overview of any activity aimed at you. This includes anything

you've subscribed to by particip

45. Your newsfeed

Your news feed comes with several options –you can read the most 'important' stuff (based on most recent Face posts. Missing friends? Scroll to the bottom and click 'edit' Put 5000 in the bottom box –it'll remove all li

46. Not interested in a friend's updates right now?

If for whatever reason, you don't example, their updates are only about games you don't hover over their update, and a box will appear saying–you've hid different options based on what sort of update yo

47. Walls

You can have a public discussion wall. This appears in your feed and there, so is great for congratulating someone, or wishing them a happy birthday. Walls are public though, based on the person's settings.

48. Boxes and tabs

Various apps will allow you to add boxes and tabs to your profile. Boxes appear on a page, and are small –tabs are headings much like a filing cabinet. These can give you the ability to display key information on your pages, or in clutter your profile page –be careful what you place and where.

49. A box on your profile

There is a box on your profile, (when you click view profile) which can be readily edited and contains some key information that you choose. Some people use it to show others their calendar; others display a

quote or some mini information. Use this as best you see fit to give your friends and new adds something interesting to read.

50. Left hand side – your profile

Your profile has several key areas to interact with –the middle where your feed is, your left hand side, to access your stuff) and the right hand side which has suggestions, your gifts and other items from apps, and some other things, such as pokes.

51. Messages – your messages are your internal email inbox.

This gives you the opportunity to message people without writing on their wall (see the previous tip) or start a discussion between friends – if you're doing this frequently

52. Events

You can set up events –a bit like a calendar, people can RSVP and you can use it to invite friends t party at your place, to a gaming party or Guild event in your favorite MMORPG. Use it to organize social events without worrying about lost emails.

53. Removing events you can't attend

Once you have declined an event, you can then remove it from your events list –simply open up the event, optionally leave a note apologizing for not attending then directly below the image on the right hand side, there is an ts'option. 'r

54. Photos and videos

Your photos and videos list item will let you access any photos that are tagged of you (remembering your privacy settings) and review them. You can also remove tags at any time –which means even though you are in the photo, it won't list in your st

55. Applications

All of your applications are accessible from this tab –it will take you through to a list of most used and when, and will also give you options to access others. This is a great tab to review what apps you do –and don't-use and remove them to save them cluttering your feed, or visit them and check what's new. You there.

56. Games

Much like the applications menu option, the games option shows you when you'veetherplayed,yourfriendsplaywh(and how many) and allows you to explore popular games amongst your friends and the wider Facebook population that you may not have seen yet.

57. Ads and pages

We talk more about ads and pages in their own section (Part 5 –ads and pages) but this is how you access them quickly, and if you choose to advertise them, set up Adsense like adverts.

58. Groups

Your groups' menu item is actual groups, two columned lists with each showing recent activity and more. You can easily view the things you may have missed simply by checking the recent activity on these pages.

59. Notes

Notes are a bit like mini blogs, or can be used by you to import RSS feeds and automatically post. I lifestreaming, but only allows you to import one RSS feed at time. You could build a Yahoo pipe of everything you wanted to import and use that as your 'uber feed' if you

well.

60. Links

Your links menu option is a lot like Del.icio.us –every time you post a link, it's added to this list, a been posting recently, or just keep track of your own stuff.

61. Right hand side

The right hand side of your page contains any application items (such as gifts –be aware that these build up really fast), friend suggestions, information on inactive friends, accepted).

62. Gifts and application notices

Facebook has suggested that eventually these will all be incorporated into the left bar of the site, where your games are listed, but for now you will still get listings of any gifts, invites to games or any other requests (including friend requests) in that top right corner. You should keep on top of them –20 invites a day leads to 140 at the end of a week and it can be time consuming to prune them weekly.

63. Application notices out of control

Sometimes, no matter how hard you try your application lists will get out of control. You can either dedicate time to fixing them, or quit from the app in question –by clicking 'ignore app' friend's invites, but not the fr any you've ignored should be gon

64. Suggestions

Facebook has an algorithm that chooses information to show you – when people friend other people, sometimes you will have suggestions –as they do with pages and group see your profile (and until they profile). Suggestions can be hidden or ignored.

65. Poking

Poking allows a person to see yo friend). If they are your friend, it will give them a message the next time they log into their Facebook in the right hand bar of their page. Any pokes you've received will be he

66. Events

You will see a list of any event sidebar –this is a great feature because you can simply align your diary by reading that area and booking it into your time management system of choice. You can also click through and turn down events, or see who else is attending.

67. Ads

If you have used Facebook to place an ad, you will find that they appear in the right hand bar. If you keep seeing an ad, you can report it so Facebook can fix their algorithm for showing them, or hide them entirely from you.

Part 3 – Clicking on a friend's profile

When you view a friend's profile can do to interact with them, or see what have missed.

68. Under the picture

You can view their profile by clicking on their picture in your feed. Once there, you can poke them, view videos and photos of them, or send

them a message. Below that is information th to friends lists, including rela with someone you haven't seen in them.

69. Commenting on their wall

You can leave people public messages on their walls –as they can do on yours –just click in the status bo see –remember though, it also posts in your feed, so be careful what you say.

70. Adding apps or boxes your friend has

If you see something really interesting that your friend has, click through –and add the app they're using b seen a Facebook page that is exa through and create items as you can.

71. Commenting

You can comment from your own fe friend's profile (which is a goo out of your algorithm based feed) and comment there. Comments have a length limit, but you can split it over several boxes and it will stack correctly.

72. Tagging

You can tag a friend, or yourself in most photos you have access to – be aware that some people dislike being tagged in photos, so if your friend frequently removes tags o tag them. Any tags of people in videos or photos or notes will appear in their stream.

Part 5 – Your own page, or groups

In addition to having your own profile, Facebook allows you to keep

basic groups and pages, for fan purposes, or you can set up a group to talk about your passions, your interests or both. You can also join others –some places suggest there is a limit to the amount of pages and groups you can add.

73. Group or page?

A page is basically a mini profile –a group has a more group centric feel to its ‘front’ page, but th reality. There are no current accurate figures posted on limits to pages and groups, so there may not be any –but be careful group or fan page belonging to the official entity –there are many unofficial fans and groups on Fa present.

74. Pages and apps

Some apps can post to pages as if they were profiles –much like fully fledged Facebook profiles, pages can have most of the features of a ‘real’ profile, so adding apps t the app in question. Explore your options carefully though, because if an app is posting to your main profile, and your page, people following both will get duplicate content.

75. Groups

Groups are like clubs offline –you choose who can join and how wide its access is. Much like other parts of Facebook, it has its own wall, which everyone can post to. Pages have two –one for the owner to post to, one for fans to post to, and then it all feeds into one amalgamated stream.

76. Running both

Many people consider Facebook to be a place for allegiances –groups would then represent (casual) memberships and interaction in clubs,

pages could be considered a greater endorsement or badge of interest, so running both isn't a bad thing

77. Causes

There are specific apps for causes you're passionate about something, starting a group, or page is a great way to go –remember to make others admin (in edit membership on the group or page's main page) so you're not

78. Ads

You can place your own ads on Facebook –and they run a lot like AdSense ads in most cases. You'll message you want to every short to sentences, 'send' but these in ads are targetable and very powerful.

Part 4 – The best ways to play

There are a myriad of apps on Facebook that make it, not just a social networking site, but a hub where you can share games with your friends and family. Everything from Farmville to Bejeweled currently runs on Facebook's –app here are a system a few tips to jumpstart your play in some of the most popular games.

79. Farmville

Farmville is one of the most popular game apps on Facebook and allows you to run your own farm, grow your own (virtual) crops, tend animals and more. Its simplistic interface allows anyone to play easily. A similar game is Farm Town, but the mechanics are only slightly different.

80. Crops

Try to think about how often you check your Facebook –if you're planting crops, make sure you'll or they are a waste of space and coins. As the more crops you harvest

and the more crops you plant has a relation to your level, planning your crops carefully will allow you to maximize your game play, and afford items you may need.

81. Harvesting

When you harvest your crops in Farmville they sell automatically –the same can be said for animals or trees. Farm town stores all of your harvests in a box and you can go to market and sell them.

82. Vehicles and storage

As soon as you can, get a harvester, seeder and tractor –they will allow you to manage much larger farms, but require fuel. You can save up coins to buy them instead of paying real money for Farmville cash. The same thing can be said for buildings –some are limited edition though, so can only be bought with cash.

83. Fuel

Fuel is used to run vehicles –but it's finite and also buy fuel using cash, but larger farms use up fuel b finished your harvesting, plowing and planting, so remember that whatever you choose to do, you'l

84. Is Farmville cash worth it?

Depending on many factors, including how competitive you are, and whether you want exclusive items, any app that allows you to buy special credits can be worth it. though.

85. Collectables, and projects

Farmville has a mechanism to build things like stables –your friends list has to send you component parts, and then you can build a stable, or expand your storage. This can be frustrating however if they need a lot of pieces. Patience will get you there, and until then keep posting about it every few days by clicking on the building and sharing via that box.

Bejeweled

Bejeweled is a tactical game of way' to play, but a couple of ti

86. iPhone app

Bejeweled's iPhone app links wit and allows you to post your score to Facebook. It is well worth the money, giving you four mini games in one –and another way to play while you're waiting somewhere w

87. Sign up for the competition

Bejeweled offers a free competition and includes the scores from your iPhone app in the updates on site –which allows you to simply join in on the draw, even when you're no

88. Two different styles of game

Bejeweled onsite recently introduced special bonus crystals and more, giving another variation to the one minute blitz style game. Using the ones that fit with your play style can maximize your score. Bejeweled on the iPhone hasn't had these i

89. Bejeweled posts

Bejeweled will post to your profile whenever you reach a points target – sometimes you'll post a lot in a planning on playing for a while, you can cancel posting (as you can with any other app) and post the last one. Your friends will appreciate this.

90. Mafia Wars/Vampire Wars

Both Mafia Wars and Vampire wars are basically the same game, with some minor variations –again, like Farmville, you can buy cash or credits to use in special parts of the game, but unlike Farmville, you don't 'grow' animalscrops. or care for

91. Finish jobs even if you're leveled up

Mafia wars and vampire wars allow you to move onto another level (set) of quests, but you should stay on the lower level ones and complete them if you can –it's a long process meaning that you get extra skill points, and sometimes, in game cash. Maxing out the completion also gives you cool titles and other stuff that you can't otherwise earn.

In VampireWars, you need to create minions to feed your powers – these powers can be bought and upgraded to do better things once a day (though it takes several days to increase them to each level).

Keeping your minions to at almost three times the amount you need to pay, as when you get into fights, you will lose blood.

In Mafia wars, there's a similar–you mechanism need to buy properties, and support your illegal items. When you fight, you lose money. In Mafiawars you have to stop back and collect your take –in VampireWars it's automatic.

Once you've completed old the always jobs/m try to fight –be careful to pick someone near your level, or you will most probably lose –beating people of your level and slightly lower will let you level up and win more cash/blood to level with.

Limited edition items are available in VampireWars by p Gamble and with–both Mandy's are either free wheel or cost a little blood and have a cool down. In Mafiawars there is a daily lottery, and collections. Collections give bonuses and work a bit like talents –they drop every so often when completing jobs.

Other games

There are a myriad of other games that you can play, each based around the things that you like to do best –there are various designs of games, but most allow you to send gifts, and add friends to exchange 'stuff'.

92. Adding friends

It's important to remember that games, so if you invite people,

Facebook, and your friends are inviting you, look out for those that play,

and ask them to add you, or sign up and invite them.

93. Gifts

Sending gifts or elements from a game will also invite people to the game –so be careful who you send gifts to –they may have either blocked the game, or will remove you as a connection. Similarly, you can only send one a day, so choose wisely –if a friend is completing a collection go for that.

94. Posting your achievements

Most games allow you to post your achievements, levels, or important milestones –if that’s all that makes **that your** friends complain –or don’t read anything

95. Removing games

Like every other app, you can remove any apps that are interfering with your profile, or posting too often –you may find that your friends complain if it posts too often –if that happens, you can simply change the app’s posting privileges, or going to Account, application settings and hitting the X beside the game name.

Part 5 – An app for all seasons

Apps aren’t just games –there’s a tonne of fun in some great apps that you can use to add functionality to your new social media hub. We’ve feature

96. Networked blogs lets you share your blog

Did you know that Networked Blogs also allows you to post to your own

page (we talk about pages in Section 3)? Be careful though –those that have you as a friend and have fanned you will get more double updates from your blogs.

97. Network blogs also allows you to follow other blogs

Including your friends and some of the biggest blogs on the web. If you have a list of friends that you like to read, consider following them on Facebook –if they're there, their bl easily.

98. Networked Blogs or importing notes?

(See 2nd section for more information on notes) Notes are a great way of simply posting a lot of content to your feed, while Networked Blogs has features that blend importing RSS with a group –you can have people fan and rate your blog, have a discussions area and more. It all depends on your community needs.

99. Integrating other networks

Facebook has a lot of 'bridge' a external social networking sites, such as Flickr and twitter into your feeds. These powerful tools can take a while to set up, but are well worth it if you regularly use th

100. Horoscopes and more

Like everywhere else on the web, Facebook has facilities to post horoscopes and more –if you'ren thatinterestedsortofthing,findone that your friends use and post it.

101. Developing your own

Facebook has a powerful API that allows you to develop just about anything based on a framework –so developing something that you think other people might like to play is easy. It' for the 'cause' or company of ch

Have fun

While all these tips cover the most important to remember that you should always try to enjoy yourself. Facebook is a social site –be social and enjoy everything it has to offer!