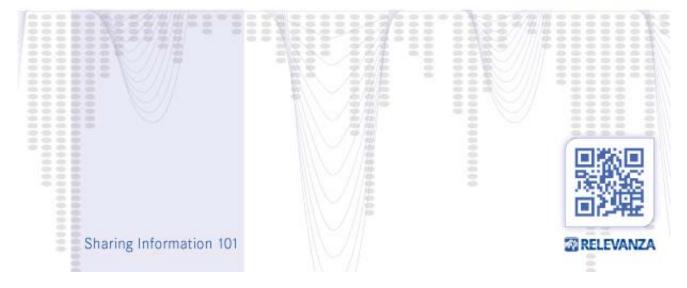


HOW TO USE facebook TO SPREAD IDEAS

Birgit Pauli-Haack



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Facebook - Richer Link Sharing



A few days back, I found this short Post in my news feed on Facebook. I was already familiar with PACE Center for Girls, and was interested, but I found the post sharing the good news a bit anti-climactic. What happened was that my friend used a tiny link for the sharing. And, it was minimal information. If I want to be an advocate for an organization I care about, I want to be able to do better for them. I would like for my Facebook friends to have a richer experience and, by showing more enthusiasm, I have a better chance to convince my friends to also care about causes important to me. At the very least, I would like to give more information about the organization and the link, so they can make an educated decision about this post.

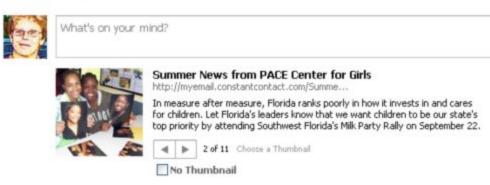
So, I followed the Tiny link, and landed on the archive page of PACE Center for Girls newsletter at Constant Contact.



On the top of the page, I found a Facebook sharing link, which I clicked on. Another window opened with the Facebook post section and information already filled in.

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f Post to Profile



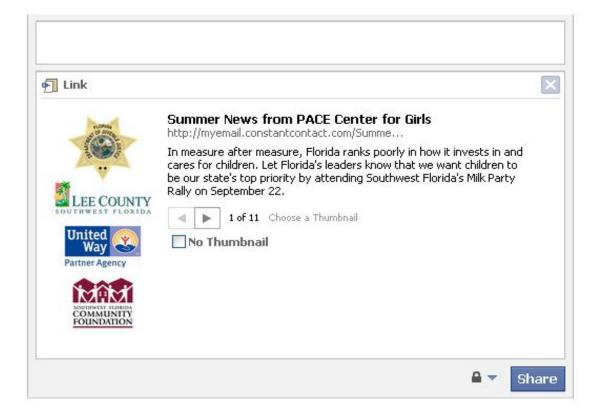
You'll notice that Facebook pulls various pieces of information from the web page:

- The page title
- A short description from the page
- An thumbnail of an image it found on the web page
- Select arrows to switch to different thumbnails of images found on the web page

Hopefully, both the page title and description provide my friends with relevant information about the page. And, that an image illustrates the post as much is it illustrates the web page.







Now that we've managed the link part, we can add our opinion and write about the reasons my friends should be interested in this web page. I can <u>add a tag</u> to the PACE Center for Girls' Facebook page, too, and my facebook friends can stay on Facebook and find out more about the organization on their page. More ways to interact with the organization.



This a so much richer sharing experience; ultimately it serves your facebook friends as well as your favorite organization. Your Facebook friends read more information on your profile, and also help the organization you care about, by offering a richer representation on your profile.



Depending on the organization's Facebook page settings, they might allow others to post to their page and show to their community of people who "like" it. In this case, the organization has opted to not allow for others to post to their page.

Facebook - Share with Tagging

Some of us are happy to share links, videos, information, and quotes with our friends on Facebook, and some of us are also active in various online communities that have Facebook pages. More frequently, I find myself in the situation that I am sharing connected information over more than one page, and with my own personal friends. And, you might have seen that other people tag friends in photos. You can do that also in posts.

To do some cross-posting, I am using Facebook "tagging", which creates an informational posting, and links it to other organizations' pages. For a while now, Facebook lets you tag people in posts, as well. As an example, below, I am tagging my friend Mary Rack, with whom I share a great passion for technology:



How do you tag people?

First, make sure you are actually friends with the person. Then start writing your post. When you are the spot where you would like to add the link, type an "@" and immediately start typing part of the name of your friend. Facebook will suggest as you add characters to the string and give you a list of four suggestions, matching your typed string.

List





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The list changed as I progressed typing. At first I was a little confused, until I noticed that Facebook doesn't make more than four suggestions at a time. When I got to the full first name, the choices became much more relevant; I really didn't have to type the full name, I just selected the correct one:

▶ SD State	
Mary Letterman Tacoma, Washington	
Mary Rack	
ACTIVATION OF THE OWNER.	

And was back in the post box. After I selected the right entry, the system replaced the @Mary with the full name and a link to my friend's profile page:

Looking forward to see Mary Rack's visit	
Attach: 値 📯 🖭 列	🔒 🔻 Share

I was able to continue with my post. Once I hit the "Share" button, the post was visible on my wall and when people hover over the link with their mouse, they will see a little pop-up box with some information.



As a second consequence, the post also shows up on the tagged person's wall, too. Through "tagging" you can cross-post, and you can make connections and form your network of information and friends.



1 million	Mary Rack	
and and	Wall Info Photos Boxes Causes	
	Write something	
View Photos of Mary (1) Send Mary a Message	Attach: I * Y	are
Poke Mary		Filter
Contract Contract	Birgit Pauli-Haack Looking forward to see Mary Rack's visit next week!	
Information	6 seconds ago - View Post	

When does tagging not work?

- The tagged person is not your friend
- The tagged person's privacy settings are set so that other people cannot tag him/her
- In your comment on posts
- The post is sent through 3rd party connections, like Twitterdeck, Hootsuite, Seesmic or Foursquare, to name just a few

Your own privacy settings do not allow for sharing with others

Conclusion: To rise *above the noise* and to make your post and sharings on Facebook more inclusive, use tagging for a richer connection. You spin your own web among your friends and introduce your friends to each other by sharing common interest.

Facebook - Make Your Page More Interactive

In previous posts, we've talked about how to create a more dynamic Facebook experience through tagging, and more effective ways to share information with your friends about the organizations and causes you care about. Now, we'll address how to setup your Facebook page so that it appears more approachable, and is more interactive.

To access your page settings, click Edit Page:

Back to Pages | View Page | Delete Page

BarCampSWFL

200
392 Fans

 Settings Edit
Edit country restrictions, age restrictions and published status.

These are the most interactive and inclusive settings for a Facebook wall:



Wall Settings ^{Hide}	
view Settings	
Default View for Wall:	All Posts 🛛 😒
Default Landing Tab for Everyone Else:	Wall
Auto-Expand Comments:	Comments on stories will be expanded by default
Permissions	
Posting Ability:	People who like this Page can write or post content on the wall
	People who like this Page can post photos
	People who like this Page can post videos
	People who like this Page can post links

Under View Settings:

All Posts	~
All Posts	
Only Posts by Pag	е

The Default View for the wall is set to "All Posts":

If you use the setting "Only Posts by Page", only those users who are admins are able to post, and they won't be able to post references to your Facebook page on their personal profile. For instance, I am the admin for Naples Free-Net a new page with about 12 people that "like" it. If I post on the Naples Free-Net wall, it will only reach 12 people. On my personal profile, I have 354 friends; roughly 50% of them are in Southwest Florida. Of course, and especially in the beginning stage, I would rather post under my own profile when I want to share something about Naples Free-Net, but I also would like the shout-out be posted on the Naples Free-Net wall.

This is the post from my personal profile, including the comment a good friend and a long-time volunteer posted:





19 hours ago - Like - Delete

At the same time, it also appears on the Naples Free-Net page: (*Note to self: Tagging does not work in comments, only in wall posts.*)



Another good example of this is the Golden Gate Civic Association (posted on my profile), with "Golden Gate Civic Association" tagged:



Birgit Pauli-Haack Thank you Golden Gate Civic Association for sharing the photos from this morning!



9-11 Tribute Thanks to everyone who attended or took part in our 9-11 Tribute this morning in Golden Gate! By: Golden Gate Civic Association Photos: 10

抲 about an hour ago ' Comment ' Like ' Share

Because I am among the people who "like", my tagging shows up on the Golden Gate Civic Association Facebook page. As soon as you click on the link, you will go directly to the Golden Gate Association page, as they have their wall page set as default view, you will see other postings by the association as well as other people interested in it.









Online Advocacy: Help Your Organizations

Facebook makes it easy for you to be an online advocate for the organizations you care about, and spread the word about events and good deeds happening in your community. How? Tag it!

Cross-posting on multiple Facebook walls by tagging

Couple of weeks ago, I posted basic information about the Farm City BBQ. It's a great networking event with a lot of people. So, I wanted to let my Facebook friends know and, at the same time, post on Farm City BBQ's Facebook wall and on the ImmokaleeToday Facebook page, another entity involved in the BBQ. This is the post on my profile:



You see the linked areas changed colors: they spell out the tagged pages and, when a reader hovers over it with their mouse, a little window opens with the Facebook information, the number of people who "like" this and how many of my friends like this, including a subset of my friends (with avatar profile squares).

Here is the information shown when hovering over the first link. It goes to the FarmCity BBQ page:



And, here you see the information when hovering over the second link: it goes to ImmokaleeToday, also with profile picture, total people who "like" this, and the subset of friends.





With that, I was able to provide more than just information about day, time and location. I also provided my friends with an opportunity to head over to the associated Facebook pages and find out more themselves.

Image: News Feed Top News • Most Recent Save the date: November 24 - Farm City BBQ in Immokalee at the Nobles Collier Packing Plant. Tickets are \$20 and will be available mid-October. Look forward to seeing you out there! Learn more on sponsorship and activities as they become available through @Local Image: Local Farmers and the Farm City BBQ

By tagging the relevant Facebook pages, I was able to not only provide links to the pages for my friends, but was also able to have the post show up on both organizations' Facebook pages and there for make them part of the community there as well.



Again, tagging starts with an "@" sign and after you start typing the name Facebook suggests search matches



News Feed

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Top News . Most Recent

there! Learn more on s	d will be available mid-October. Look forward to seeing you o onsorship and activities as they become available through Loca ty BBQ - Sharing with my friends of @Imm
Immokalee Celebrat	n of Cultures
Immokalee Housing	Family Services
Immokalee, Florida	
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facebook E	ImmokaleeTODAY - Immokalee Community Redevelopment Agency wall Info Photos Discussions Reviews Boxes >> +

In my view it is important that you as an organization allow for your fans to show up on your Facebook Page wall with their comments and contribution. Especially if they are tagging your organization on their personal profile! You site become very one way if only your own posts with your logo is populating your Facebook page. But more on that in my follow-up post.

Resources to learn more and keep updated.

On Facebook:

http://mashable.com/tag/facebook

On Twitter: http://mashable.com/tag/twitter/