

# Rotary Social Media: Facebook

Damyen Lofton



# Terms

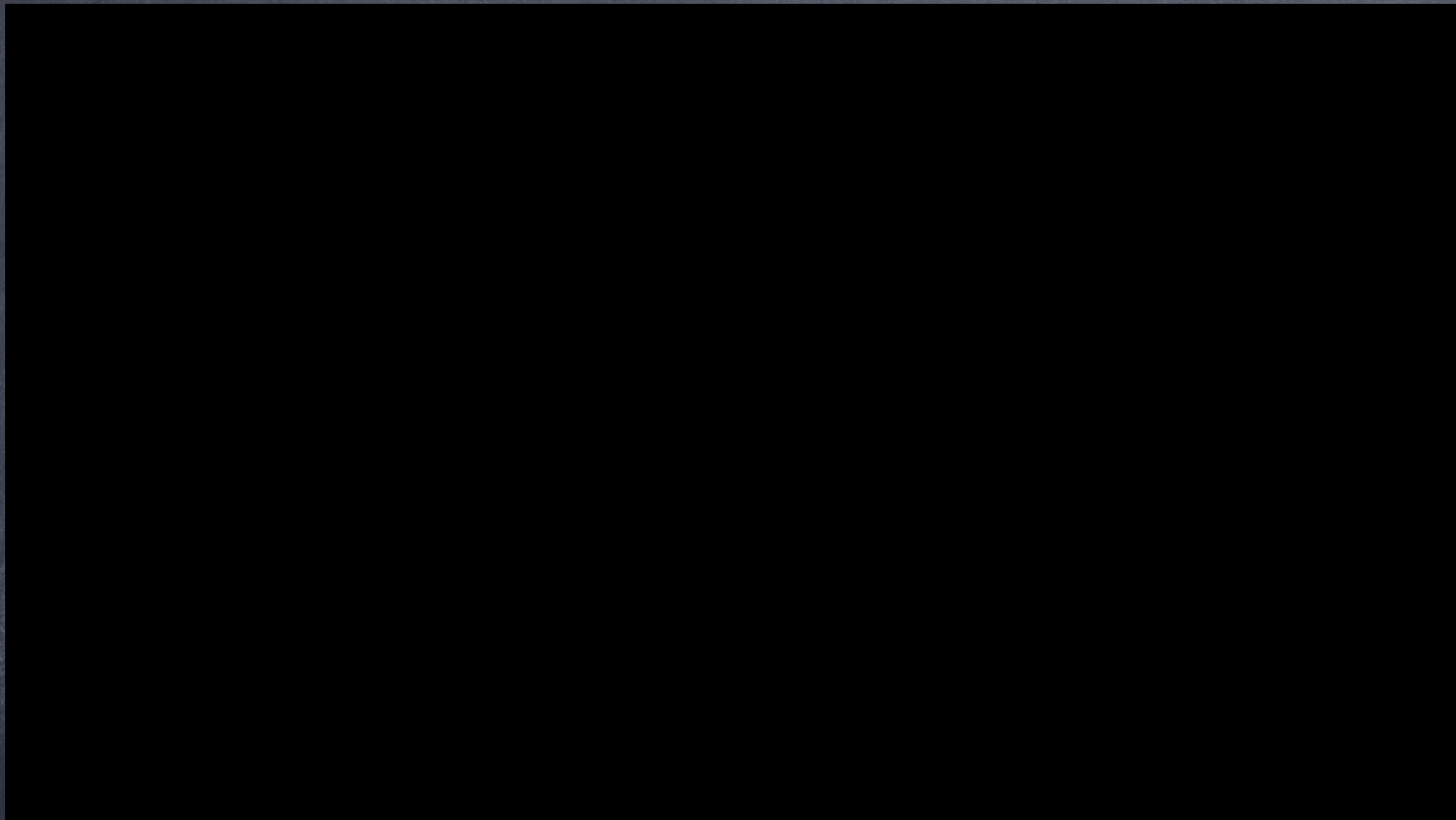
- Social Media – websites and applications that enable users to share content or participate in social networking
- Social Networking – practice of expanding the number of ones business and/or social contacts by making connections through individuals





What is this book of faces?





# facebook

Email or Phone

☒ Keep me logged in

Password

Log In

[Forgot your password?](#)



Heading out? Stay connected  
Visit [facebook.com](https://facebook.com) on your mobile phone.

Get Facebook Mobile

## Sign Up

It's free and always will be.

First name

Last name

Email or mobile number

Re-enter email or mobile number

New password

Birthday

Month ▾

Day ▾

Year ▾

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

Sign Up

[Create a Page](#) for a celebrity, band or business.



# Home Page – A collection of all the things and people you follow/like/know

The screenshot displays the Facebook interface for the 'Marin Evening Rotary' page. At the top, there is a search bar and navigation links including 'Marin Evening Rotary' and 'Home'. A red arrow points to the 'Home' link. The left sidebar contains navigation options like 'Edit Profile', 'News Feed', 'Insights', 'Messages', 'Events', 'Photos', 'On This Day', 'Pages Feed', 'Like Pages', and 'Create Page'. The main content area features a status update section with options to 'Update Status', 'Add Photos/Video', and 'Create Photo Album'. Below this is a post from 'Rotary International' dated 'Yesterday at 7:19am'. The post text reads: 'New Rotary International President K.R. Ravindran believes in paying it forward and using your skills to create a better world. Find out how Rotary shaped his life: <http://bit.ly/KRRavindran>'. The post includes a photo of a man and a woman standing in a field. Below the main post are two smaller photo thumbnails. On the right side, there is an 'INSIGHTS SUMMARY' section showing '0 New Likes', '2 Talking About This', and '9 Weekly Total Reach'. Below this is a 'SUGGESTED PAGES' section featuring the 'Smile Oakland' page, which is a 'Community Organization' with '363 likes' and a 'Like Page' button. At the bottom right, there are links for 'English (US)', 'Privacy', 'Terms', 'Cookies', 'Advertising', 'Ad Choices', and 'More', along with the copyright notice 'Facebook © 2015'.



Profile Page – collection of all of your posts and activities.

The screenshot shows the Facebook profile page for 'Marin Evening Rotary'. The page header includes the Facebook logo, the name 'Marin Evening Rotary', and navigation links for 'Home', 'Messages', 'Notifications' (with a red badge showing '1'), 'Insights', 'Publishing Tools', 'Settings', and 'Help'. Below the header, the page name 'Marin Evening Rotary' and its category 'Non-Profit Organization' are displayed. The cover photo features a large puzzle piece graphic with the text 'YOU ARE THE MISSING PIECE' and the Rotary International logo. The profile picture is also the Rotary International logo. The page has 61 likes and 5 post reach this week. A milestone banner indicates 'Reach a new milestone 100 Likes' with a 'Promote Page' button. The timeline shows a post titled 'What have you been up to?' and another post titled 'Marin Evening Rotary added 14 new photos — with Allen Ng at McInnis Park Golf Club.' published by Damyan Lofton on June 30 at 8:28pm. The right sidebar shows a 'Promote' dropdown, 'THIS WEEK' statistics (1 Page Like, 5 Post Reach), and a 'Recent' list of years from 2014 to 2010, plus 'Founded'.

Marin Evening Rotary

Page Messages Notifications 1 Insights Publishing Tools Settings Help

**YOU ARE THE MISSING PIECE**

**Marin Evening Rotary**  
Non-Profit Organization

Create Call to Action Share

Timeline About Photos Reviews More

61 likes +1 this week

5 post reach this week

Reach a new milestone  
**100 Likes**  
Promote Page

Status Photo / Video Offer, Event +

What have you been up to?

**Marin Evening Rotary** added 14 new photos — with Allen Ng at McInnis Park Golf Club.  
Published by Damyan Lofton [?] · June 30 at 8:28pm ·

30th Annual Installation of Officers

Promote

THIS WEEK

1  
Page Like

5  
Post Reach

Recent

2014  
2013  
2012  
2011  
2010  
Founded



The Timeline/Wall – the area on a Facebook page where friends and “fans” can post their thoughts, views and criticisms for all to see.

The screenshot shows the Facebook interface for the 'Marin Evening Rotary' page. The top navigation bar includes the Facebook logo, a search bar, and the page name 'Marin Evening Rotary' with a 'Home' button. A red arrow points to the 'Home' button. The left sidebar contains navigation links for 'Marin Evening Rotary', 'Edit Profile', 'FAVORITES' (News Feed, Insights, Messages, Events), 'APPS' (Photos, On This Day), and 'PAGES' (Pages Feed, Like Pages, Create Page). The main content area, titled 'What's on your mind?', features a post from 'Rotary International' dated 'Yesterday at 7:19am'. The post text reads: 'New Rotary International President K.R. Ravindran believes in paying it forward and using your skills to create a better world. Find out how Rotary shaped his life: <http://bit.ly/KRRavindran>'. Below the text is a large photo of a man and a woman standing in a field. At the bottom of the post are two smaller thumbnail images: one of a man in a cap and another of a family. To the right of the main post area is a sidebar with 'INSIGHTS SUMMARY' (0 New Likes, 2 Talking About This, 9 Weekly Total Reach) and 'SUGGESTED PAGES' (Smile Oakland, Community Organization · 363 likes). The footer contains links for 'English (US)', 'Privacy', 'Terms', 'Cookies', 'Advertising', 'Ad Choices', and 'More', along with 'Facebook © 2015'.



# How is the Rotary Facebook page different from a Personal Facebook page?

The public profile is specifically created for business, brands, celebrities, causes, and other organizations. Unlike personal profile pages, does not gain "Friends" but "Fans" which are people who choose to "like" a page.



# Why Must I LIKE This?

- When someone clicks your page and “likes” it, your page appears on their timeline/wall, and their friends’ timeline/wall.
- Social Networking Math: If 1,000 people like your page, and each of those people have 100 friends, your page has been viewed by 100,000 people.



# What is Tagging?

- A tag links a person, Page or place to something you post. For example, you can tag a photo to say who's in the photo or post a status update and say who you're with.
- When you tag someone, you create a link to their profile that will then show in their timeline





### Marin Evening Rotary

Published by Damyen Lofton [?]

April 18 ·

As we prep for the Top Hat and Pearls fundraiser

feeling excited with [Jayne Hulbert](#) and [Damye](#)

[Lofton](#) at [Marin Country Club](#)

Tagged by Robynne Royster · Remove tag



### Jayne Hulbert

1 mutual friend: [Damyen Lofton](#)

Born on April 1, 1947  
68 years old

Add Friend

Message

Sponsored



Prime Day is coming!

[amazon.com](#)

July 15th is Prime Day! A one-day only event with n  
deals than Black Friday.



# Importance of the hashtag (#)

- # – aka 'hashtag', 'pound', 'number symbol'
- Social Media's Dewey Decimal System : online key for searching/filing/recalling groups of posts and photos





#gettingmauid



Robynne

Home

20+



3



Robynne Royster



Edit Profile

## FAVORITES



News Feed



Messages



Events

1



Saved

## APPS



Games

20+



On This Day



Candy Crush Soda ... 2



AlphaBetty Saga 5



California College ...



Games Feed 20+

## PAGES



Marin Evening Rotary 1



Pages Feed 20+



Like Pages



Create Page



Create Ad

## GROUPS



Troy Family Reunio... 2



College Admissio... 20+



Update Status



Add Photos/Video

Post about #gettingmauid



Robynne Royster

June 6 · Instagram · 1

Best... Day.... Ever! Picks up my @dellacurva wedding gown and shared the amazing fitting with my best friend, mom, and new sister Ruby @kentsgirl75 ! #dellacurva #curvybride #gettingmauid



## TRENDING



📈 **Joaquín Guzmán Loera:** Drug Lord Known as 'El Chapo' Escapes Prison for 2nd Time, Officials Say

📈 **Pope Francis:** Pontiff Concludes Pilgrimage to South America by Visiting Slum Village in Paraguay

📈 **Bill Cosby:** Comedian's Wife Camille Says Husband's Accusers Consented to Drugs and Sex, Report Says

📈 **Little Ice Age:** Scientists' Solar Model Predicts Cold Weather Cycle Arriving Around 2030

📈 **Jared Padalecki:** Fans Surprise Actor at Comic-Con Panel With Tribute to Support Battle With Depression

📈 **Brookfield Zoo:** Malfunction Leaves 54 Stingrays Dead at Brookfield, Ill., Zoo

📈 **Lemhi County, Idaho:** Crews Search for Missing 2-Year-Old Boy Last Seen Camping With His Family

📈 **Satoru Iwata:** President and CEO of Nintendo Dies at 55 From Bile Duct Growth, Company Says

📈 **Amandla Stenberg:** Actress Criticizes Kylie Jenner for Appropriating Black Culture in Instagram Photo

📈 **Go Set a Watchman:** New Harper Lee Novel Portrays Atticus Finch as Racist

## PEOPLE TO FOLLOW

See All

👤 Chat (66)

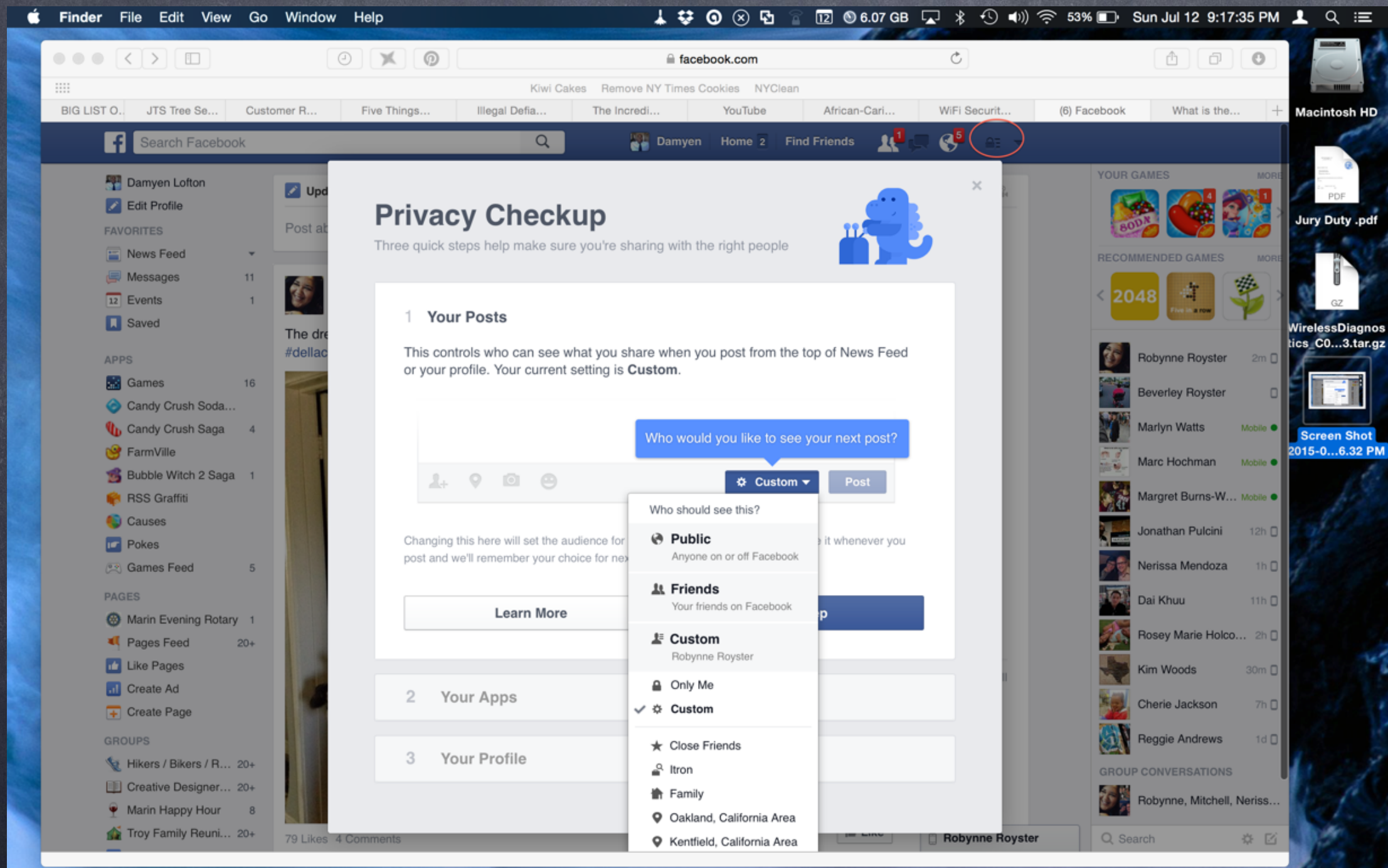


# Facebook Security





# Privacy Settings





# Beware of the information you share!

- Avoiding Social Networking Attacks
- Be Aware of Security Questions – what are the standard questions they ask?
  - mother's maiden name, i.e. grandparents family name
  - high school mascot
  - childhood best friend/hero
  - elementary/junior high school



# How to ignore politely

- Prevent your timeline/wall from filling up with unwanted information...like the amazing bowl of cereal they ate for breakfast!
- Unfollow – remain friends, but anything they post will not appear on your timeline/wall
- Unfriend – excommunicate



# Unfollow

Safari File Edit View History Bookmarks Develop Window Help 6.05 GB 49% Sun Jul 12 9:31:32 PM

facebook.com

Kiwi Cakes Remove NY Times Cookies NYClean

BIG LIST O... JTS Tree Se... Customer R... Five Things... Illegal Defia... The Incredi... YouTube African-Cari... WiFi Securit... (6) Facebook 10449037\_...

Search Facebook

Damyen Home 2 Find Friends

Damyen Lofton Edit Profile

FAVORITES

- News Feed
- Messages 11
- Events 1
- Saved

APPS

- Games 16
- Candy Crush Soda...
- Candy Crush Saga 4
- FarmVille
- Bubble Witch 2 Saga 1
- RSS Graffiti
- Causes
- Pokes
- Games Feed 5

PAGES

- Marin Evening Rotary 1
- Pages Feed 20+
- Like Pages
- Create Ad
- Create Page

GROUPS

- Hikers / Bikers / R... 20+
- Creative Designer... 20+
- Marin Happy Hour 8
- Troy Family Reuni... 20+

Update Status Add Photos/Video

Post about #dellacurva

**Robynne Royster** June 7 · Instagram ·

The dress has made it safely home a #dellacurva #isaidyes

79 Likes 4 Comments

**Unfollow Robynne**  
Stop seeing posts but stay friends

Report photo  
Turn on notifications

**TRENDING**

- Joaquín Guzmán Loera:** Drug Lord Known as 'El Chapo' Escapes Prison for 2nd Time, Officials Say
- Hussein Fatal:** Rapper and Member of Outlawz Dies in Car Crash at Age 38
- Little Ice Age:** Scientists' Solar Model Predicts Cold Weather Cycle Arriving Around 2030
- Texas Longhorns:** Video Shows Kicker Nick Rose Making 80-Yard Field Goal
- Danica Patrick:** Driver Crashes, Retaliates After Contact From Dale Earnhardt Jr. in Quaker State 400
- Bill Cosby:** Comedian's Wife Camille Says Husband's Accusers Consented to Drugs and Sex, Report Says
- Jared Padalecki:** Fans Surprise Actor at Comic-Con Panel With Tribute to Support Battle With Depression
- Duff Beer:** Fictional Brew From 'The Simpsons' to Be Sold in Stores
- Old Man Logan:** Hugh Jackman Says Next 'Wolverine' Film Will Be Based on 'Old Man Logan'
- Shooting of Michael Brown:** Chicago Gallery Hosts Exhibit Depicting Brown After Shooting

**PENDING PAGE INVITES** See All

- Camp Conception** Non-Profit Organization Scott Burdette invited you Like
- Marie Anna Photography** Photographer Dennis Bodine invited you Like

**YOUR GAMES** MORE

**RECOMMENDED GAMES** MORE

**Robynne Royster** 16m

**Beverley Royster**

**Keith Tate** Mobile

**Marlyn Watts** Mobile

**Scott Dixon** Mobile

**Mujtaba Habib** Mobile

**Nancy Nichols** Mobile

**Margret Burns-W...** Mobile

**Jonathan Pulcini** 12h

**Nerissa Mendoza** 2h

**Dai Khuu** 11h

**Rosey Marie Holco...** 2h

**GROUP CONVERSATIONS**

**Robynne, Mitchell, Neriss...**

Macintosh HD

Jury Duty .pdf

GZ

WirelessDiagnosics\_C0...3.tar.gz

Screen Shot 2015-0...6.32 PM

Screen Shot 2015-0...7.35 PM

unfriend

Open # on this page in a new tab



# Unfriend





# Why would Rotary use Facebook?

- Making others aware of our activities
- Engage with other Clubs
- Engage with Rotary International



# How to make our Facebook page successful

1. Include 1 – 2 sentences + photo

2. Post with purpose

Do we list only the good we do in our communities?

Do we list the happenings in our meetings?

3. The page supports the activities we do

4. New members are not born from Facebook,  
only new interest

5. Facebook is merely a tool



Burning Questions?