

**Discover**  
DIGITAL

**Getting to grips with**



**facebook**



**UK Government**



**City of  
Stoke-on-Trent**





## Contents

1. What is Facebook?
2. Creating your account
3. Navigating
4. Posting
5. Marketplace
6. Groups
7. Glossary
8. Useful links





## How to use this guide

This guide will work best when used alongside the Facebook website. It is intended to be used as a quick reference guide to explain the site and to help you get started. You will be able to find much more detailed and specific advice online by using a search engine to find written guides or Youtube for video tutorials.



## What is Facebook?

Facebook is a **social media** platform that was created to be a social network for people to connect with friends and family online to share text, photo and video posts or to share content like news articles with their network.

Anyone with an email address can have an account. It is the world's biggest social media platform.

.



There are two ways of accessing Facebook: via the website or the app.

**This guide will focus on using the website.**

A lot of the information in this guide will still apply to the **app**, but some things, like menus, may be in different places or look different to the description here. If you want to use the **app** version, it can be downloaded from the Google Play on Android devices and the App Store on Apple devices.



If you don't have an account you will need to create one. by clicking the **Create a New Account button** on [www.facebook.com](http://www.facebook.com)

You will be asked to provide some personal information about yourself like your name and birthday. You need to provide a birthday as Facebook has a minimum age of 13 for all users.

Your email address will become your username, which you will use to log in to your Facebook account.



Think about whether you want to use your real name on your Facebook account. While most people do use their realname and adjust the privacy settings on their account to suit them, there are many reasons why you may choose not to use it.

Teachers are a common example of this.

Changing the privacy settings on their account and not using their real surname on their profile will make it harder for any students to find them.



Once you have made your account, you will see your homepage, known as the **dashboard**. At the top of the page is a box which says **What's on your mind?**

This is the main way of posting on your profile. You can write text posts, add photos or videos, or use the feeling option to illustrate your post with an emoji.



You can also connect with friends and businesses.

In the top left corner, you will see a box with a magnifying glass that says **Search Facebook**.

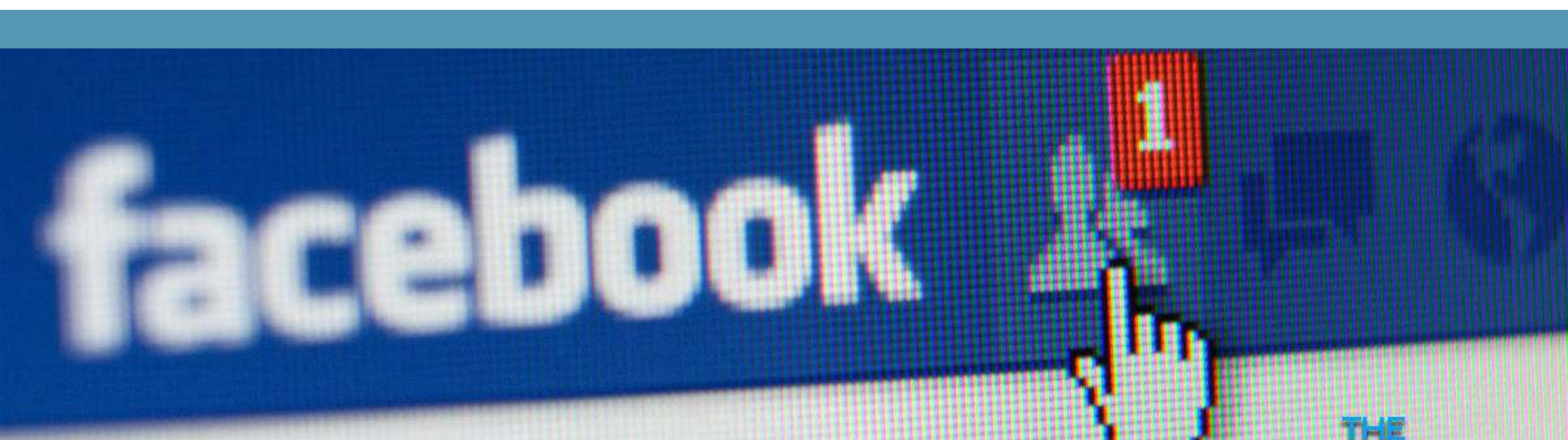
This can be used to look for the names of people or organisations.

Once you have added a few friends, Facebook will begin to suggest other people that you might know.



If you want someone else to view your profile, you need to **Add Them as a Friend**. You do this by finding them and sending them a **friend request**. This will send a notification to the person for them to decide whether or not they want to connect with you. On some accounts, this might mean that you can't see their profile unless they accept your request.

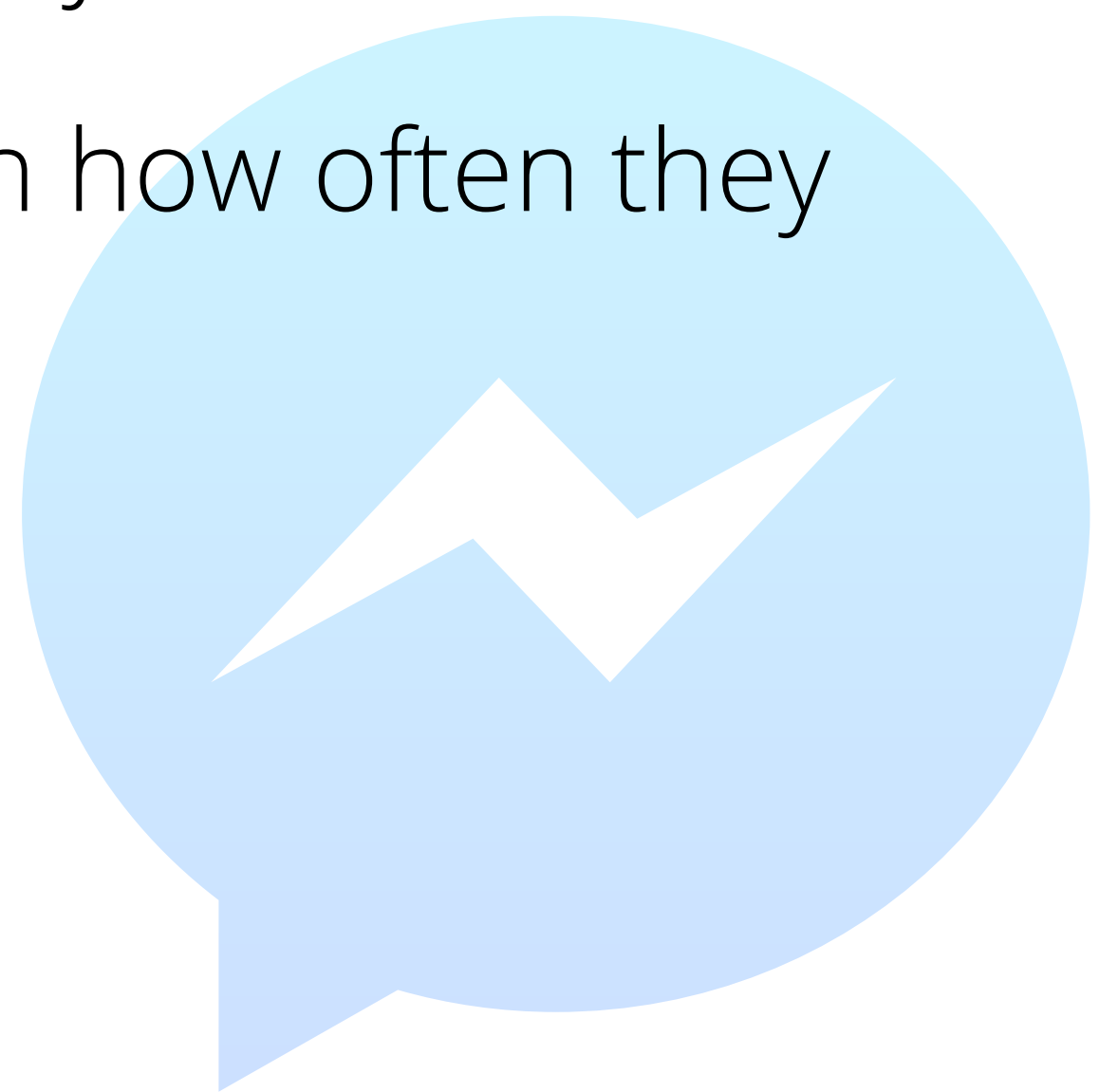
You can also use the same search to find businesses, films, TV shows and celebrities that you like. Liking their page will mean that when you use Facebook, content that they post will appear in your feed.



## Navigating

There are two aspects to Facebook: your **Profile** and **Facebook Messenger**. If you are using the app versions, Messenger is a separate app connected to your Facebook account. Conversations in Messenger are not publicly visible on your profile and are used to chat privately between two or more people.

On your homepage you will see a **feed** which displays content posted by the people, businesses and interest pages you follow. This will change everyday based on how often they post.



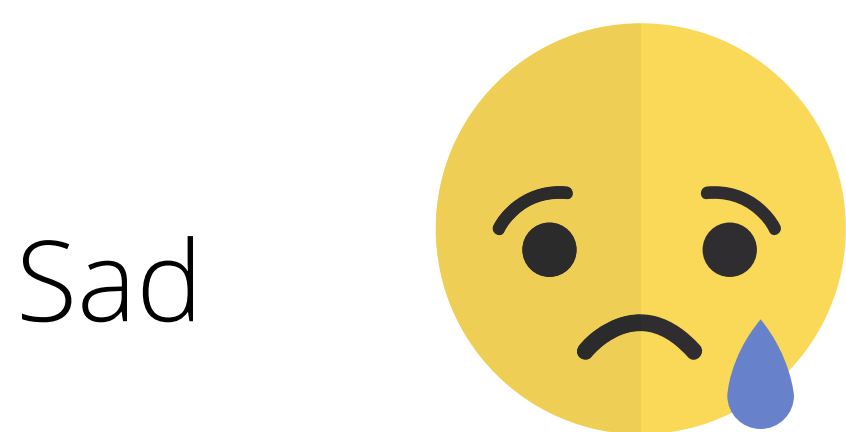
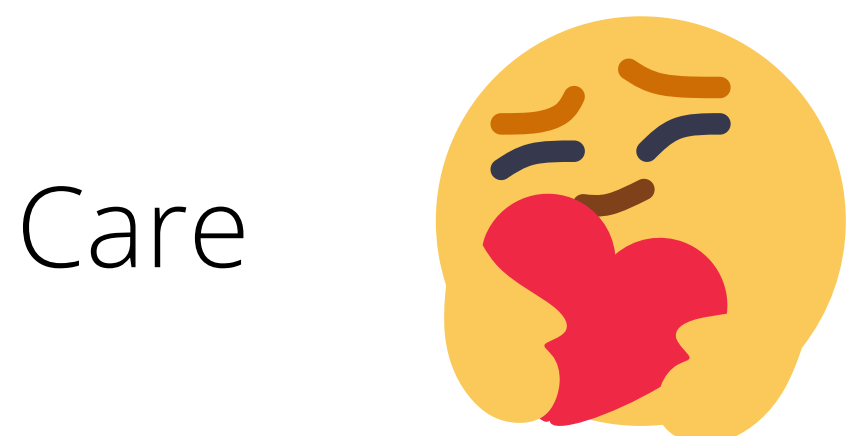
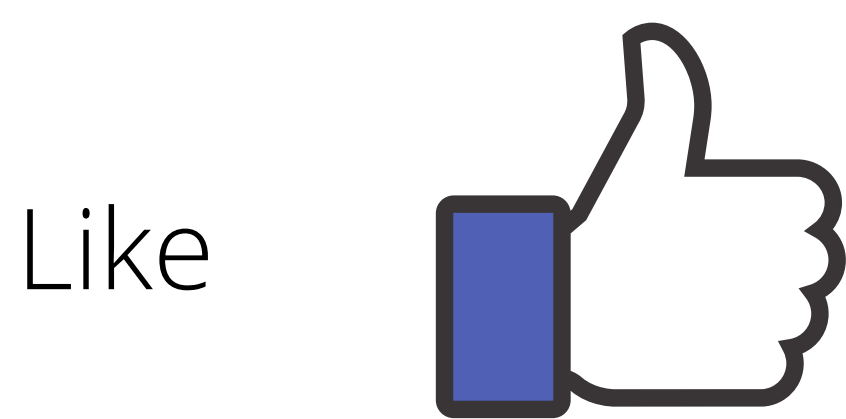
On the right hand side you will see a list of your contacts.

On the left hand side you will see menu choices for different aspects of Facebook.

In the top right you can select your profile picture to see your profile, which collects your posts, photos and things that you have been tagged in to one place.



## Posting



You can share text posts, photos, videos and more using the **What's on your mind?** box on the homepage. When you post, your Facebook friends will see it and it will appear on your profile.

Your friends (or anyone if your profile is public) will be able to **react** to your post using the emojis on the left of this page.

They can also **comment** on your post.

# Facebook Marketplace

Facebook marketplace is a part of facebook that allows you to buy and sell a large number of items with other facebook users.

There are positives and negatives to the platform so you will need to decide if it is the right method for you.

<b>Positives</b>	<b>Negatives</b>
No sellers fees	Sometimes need to negotiate prices
Quick turnaround on sales	Responding to messages can be time consuming
Easy to sell to your local area	Other buyers/sellers may not have good intentions
Some items are free (but you will usually have to collect them)	Items are "sold as seen"



## Groups

As Facebook has such a massive online community, there are **groups** for pretty much everything you can think of. You can also make your own to discuss topics that interest you with like-minded people for free.

Groups might be used to make selling on Facebook marketplace more targeted (e.g. interested in buying particular things or in a specific region).

 **Join Group**

There are groups for a lot of different interests. For example, there might be a residents group for an estate, or for fans of a film.

Groups can be private, invitation only or public. You can request permission to join a group at the top of the group's page.

A message will be sent to the group admins to say yes or no to your request. There might be rules for joining a group (e.g. live in a particular place). You can see the group content once you are accepted.

## Glossary

**Algorithm:** a computer program that works by learning how you use something like a social media platform and using that information to show you more things that you might like based on how you used it in the past.

**App:** a piece of software that you download to your tablet or phone in order to add that feature or program to your device.

**Comment:** When you write what you think about a post (e.g. photo, text, video) on the post itself. Comments can usually be seen by others so think carefully before you about whether what you say might be hurtful, insensitive, unkind or illegal.

**Emoji:** a cartoon image to represent a reaction (like happiness) that is useful in social media because the people you are communicating with can't see your face in real time. There are hundreds of emojis to represent feelings, things, places and more.

**Facebook Messenger:** one of the features of Facebook. It allows you to send private messages to one or more people. They are not visible to anyone except the people in each chat group.

**Feed:** the list of posts made by the people, groups and pages you are connected with. This will change everyday (or even multiple times a day) to reflect the new posts as they are made. There will also be adverts from third parties.

**Friend Request:** the way of connecting your profile to your friends and family who also use Facebook. Depending on the privacy settings, you might not be able to see a profile without being their friend on Facebook.

**Friends:** the word used to describe others who can view your profile and whose profiles you can view. It is a good idea to only add people you know to your Friends list.

**Group:** a way of making Facebook content more specific and tailored to your interests. You can join groups about things you like, places or things you are involved with in real life like clubs.

**Group admins:** people who run the groups and who make sure that the group sticks to the rules of both Facebook and the group. They also decide who is allowed to join the group if it is private or has rules about who can join.

**Hashtags:** Words or phrases that start with the # symbol. You can use these on the content you post to describe it (e.g. #sillycat). Hashtags also group all posts with the same tags. So if you search for the hashtags you used, you will see content made by others on the same topic. This is a way to show your content to people who are interested in what you post about. So if you use #prettybooks on a post about books, people who search for #prettybooks will see your post.

**Like:** This shows the person who created the content that you enjoyed it. It is shown as a thumbs up button on Facebook. It is a way of showing appreciation for what you have seen. You can Like something by tapping the thumbs up button. You can also press and hold the button to see other emotions or reactions. If you like something by mistake, you can undo this by pressing the button again.

**Notification:** A notification is a message from Facebook to say that someone has interacted with you. This might be because they liked or commented on something you posted, or something you liked or commented on. They may have also tagged you in a post or photo or they may have shared a post with you.

**Posting:** Posting is the when you share content on your profile. This will be visible in the feed of people you are connected with and on your profile.

**Profile:** Your profile is the information created about you based on your username, profile photo and the content you create. It is what other people see about you when viewing your account. The word is sometimes used interchangeably when describing your account.

**React:** Facebook used to only have a Like option as a means of interacting with posts. Now there are 7 reactions to choose from: like, love, funny, care, shocked/surprised, sad and angry/dislike.



**Social media:** An online platform that allows people to network and socialise online. They may interact with people that they know or strangers from all over the world. They may communicate with each other in real time or over several hours or days.

**Tag:** a means of connecting someone to a post. It might be to show that they are in a picture, or to show that you both attended an event. If someone tags you in something you don't want to be tagged in, you can remove it.

## Useful Links

### **Mental Health:**

[www.youngminds.org.uk/young-person/coping-with-life/social-media-and-mental-health/](http://www.youngminds.org.uk/young-person/coping-with-life/social-media-and-mental-health/)

### **Facebook Help Centre:**

[www.facebook.com/help](http://www.facebook.com/help)

### **Basic how to video tutorial:**

<https://www.youtube.com/watch?v=xu8rh9Ref4Yc>

### **Online Safety**

[www.ncsc.gov.uk/guidance/social-media-how-to-use-it-safely](http://www.ncsc.gov.uk/guidance/social-media-how-to-use-it-safely)

### **Fake News Help:**

<https://sharechecklist.gov.uk/>



The logo for Discover Digital features the word "Discover" in a large, white, rounded sans-serif font. Above the letter "i" in "Discover" is a white Wi-Fi symbol consisting of three curved lines of increasing size. Below "Discover" is the word "DIGITAL" in a smaller, white, all-caps, sans-serif font.

# Discover DIGITAL

Discover Digital is a partnership of organisations funded by the HM Community Renewal Fund.

The project was designed to increase digital inclusion in Stoke-on-Trent by identifying, understanding and breaking down barriers to digital access.