Getting Started
Setting Up Your Facebook Account and a Quick Orientation

In this Lesson, we will first help you create or reactivate your Facebook account. The process is simple and familiar for anyone who has ever set up any online account for e-mail or any other web-based service. We also cover some very basic elements of Facebook navigation to help beginners get an orientation to Facebook and some of its main features. This discussion will also be a useful review for anyone who does not use Facebook on a regular basis.

Even though more than 900 million people have already joined Facebook, many new users join Facebook every day. Don’t worry—it’s not too late for you to get started. In fact, even if you are a complete beginner, by the time you finish this book you can be among the best users of Facebook in the legal community.

Let’s start at the most basic level. Facebook is an online service you use on the Internet, not a software program you install. Facebook is a good example of what people today call “cloud computing.” You do not have to have a certain type of computer to use Facebook—any computer, tablet device, or smartphone connected to the Internet will do the job. You open your account and use Facebook by visiting the Facebook website using your Internet browser (Internet Explorer, Firefox, Chrome, Safari—it doesn’t matter which). You can then use Facebook anytime and anywhere you have Internet access—at home or work or on a mobile device.
Confirming or Setting Up Your Account

Do you have a working Facebook account? Readers of this book will fall into three categories:

1. If you already have a Facebook account, know your password, and can log into your account, skip directly to the A Quick Orientation to Facebook section below or move on to Lesson 2.

2. If you already have a Facebook account, but haven’t used it for a while and no longer know your password and cannot log into your account, you will need to reset your password and confirm that you can log into your account. Go to the Facebook website (www.facebook.com) and attempt to log into your account using the e-mail address you used when you set up the account. If this fails, have the password reset by clicking on the Forgot Password? link. Facebook will send you an e-mail with a new temporary password. Use the link in this e-mail to log into your account and then create a new password that you will vow to remember or store securely. Once you can log into your account, skip to the A Quick Orientation to Facebook section below or go on to Lesson 2.

3. If you do not have a Facebook account or can no longer access an account you created, you will need to register a new account. Setting up a new account is similar to setting up an account with any other web service. Go to the Facebook website and complete the Sign Up form (see Figure 1.1).

When creating a Facebook account using this screen, you must use your real name, not a fake name or pseudonym. You cannot use a business name to sign up for this type of account. To set up an account solely for business use, with no personal Profile attached, see Lesson 4.
Facebook requires you to verify your account by replying to a confirming e-mail. As part of the sign-up process, you must provide a valid and working personal e-mail address. Facebook does not allow you to create a personal account using an address like info@yourlawfirm.com. We recommend using an e-mail account that you expect to have for a long time, like a Gmail, Hotmail, or other web-based e-mail account. You will be asked to re-enter your e-mail address to make sure it is correct.

You will also need to create a password. Facebook accounts are notorious for being hacked, so it’s essential to use a strong password—a combination of upper- and lowercase letters, numbers, and symbols. Security experts currently recommend that you use at least twelve characters in your password. You definitely want to avoid using common or easy-to-guess passwords (“password1” or “qwerty”). Remember to use a different password for Facebook than you use for any other account.
Finally, you must provide your gender and birthdate. Birthday greetings are a big tradition on Facebook because Facebook notifies you about your Friends’ birthdays. In Lesson 2, we talk about how you can later control whether you allow people to see your gender and birthday information.

Once you complete the form, click on the Sign Up button. You’ll be taken to a screen that requires you to type in a set of random characters (“captcha”) to confirm that you are a human rather than an automated script. Type in those characters and click Sign Up.

Note that by clicking on Sign Up, you are agreeing to Facebook’s Statement of Rights and Responsibilities and Privacy Policy. We recommend that you take the time to read these documents to understand how Facebook will use your data, especially if you are a lawyer. Facebook collects its privacy policies at www.facebook.com/about/privacy/. You can learn about what data is collected and why, how changes to the policies are made, and much more.

When you get the confirming e-mail from Facebook (probably in a matter of seconds), click on the link provided and log into your new Facebook account.

**Getting Started Wizard for New Users**

Facebook orients new users with a quick, three-step Getting Started Wizard. We’ll go into detail about the three components of the wizard later, but for now the Getting Started Wizard will help you get off to a quick start.

First, you can import contacts from your Gmail or other e-mail service and identify contacts who are members of Facebook. You can then easily invite some of these contacts to be your Friends. Although this step might seem appealing, we suggest that you take it slow and read Lesson 5 (and maybe Separating Your Personal from Your Professional Presence in Advanced Topics) before you start to add Friends.
Second, you can set up your basic Profile. At this point, Facebook asks for only a small amount of biographical and personal information. Lawyers familiar with LinkedIn might be surprised at how little biographical or résumé information is in the Facebook Profile. (We discuss Profiles in more detail in Lesson 3.) The focus here is to add information about your high school, college or university, and employer. This information helps people find you on Facebook and identify you as the person for whom they’re looking.

Third, you can add your Profile picture. (We’ll also talk about Profile pictures in Lesson 3.) We cannot overstate how important pictures are in the Facebook world. Choose an appropriate digital photo on your computer and upload it to your Facebook account.

After you finish the Getting Started Wizard, you will arrive at your Home page. On this first visit to your Home page, you will see a welcome message with some suggestions about what to do next. These include editing your Profile, activating Facebook on your mobile phone, and searching for Friends. As you begin using Facebook, the Home page will change, and the welcome information and suggestions will be replaced by your News Feed.

A Quick Orientation to Facebook

Your Facebook experience will center around your Home page, so that’s where we will start (see Figure 1.2). The Home page has five basic sections: a blue navigation menu bar at the top, three columns of information (the body of the Home page), and a footer menu.

The left column in the body of the Home page provides handy links to commonly used features. Think of it as a list of favorites or bookmarks as in your Internet browser. The middle column displays your News Feed of posts from your Friends. The right column shows upcoming events, suggestions about people to add as Friends, ads, and more.
The footer provides links to Help, Privacy Policy, Terms, Creating a Page, and other administrative material.

**Facebook Navigation Bar**

The top blue navigation bar will stay the same regardless of where you are in Facebook (see Figure 1.3).

**Figure 1.3: Facebook Navigation Bar**

Clicking on the Facebook logo at the far left brings you to your Home page. The next icon, which looks like people, is the Friends icon. To the right is the Messages icon, and the last icon, which looks like a globe, is for Notifications. Clicking on these icons gives you options...
relating to Friends, Messages, and Notifications. A red bubble with a number appears on top of these icons as a signal of new activity related to that feature—new Friend requests, new Messages, or other Notifications, for example that Friends Liked or Commented on an Update or photo you posted.

Next to those icons on the navigation bar is the Facebook search feature. You can use the search bar to search for People, Groups, or Pages (as well as music and other interests) by typing a search term into the search bar. Figure 1.4 shows a search for “law practice management.”

Figure 1.4: Facebook Search
If you’re having trouble finding what you’re looking for or if you want more results, click on See more results for . . . at the bottom of the search results box to see a full results page. To narrow your results, use the filters on the left side of the screen.

Back in the navigation bar, to the right of the search box, you’ll see a thumbnail of your Profile picture and your name. Clicking on them will bring you to your Timeline. To the right, if you are new to Facebook, is the Find Friends link, which we’ll talk more about in Lesson 5. When you have been on Facebook for a time, this link will disappear. To the right of that is the Home link, which brings you to your Home page. And finally, you’ll see the downward facing triangle. Any time you see that triangle on Facebook, it indicates that there are additional options. In the navigation bar, clicking on this triangle reveals options including your account and privacy settings (which we discuss in Lesson 2) and the Help link.

**Left Column—Home Page Navigation**

The main navigation for your Facebook activities is on your Home page along the left side of the screen (see Figure 1.5). The “bookmarks” on the left of your Home page are for navigating easily to other areas to view your Messages, Events, Photos, Pages, Friend Lists, etc. You can customize your experience by adding frequently used locations to your bookmarked Favorites. To edit any of the bookmarks in the navigation bar, hover your mouse over it until you see the pencil icon appear and click on the “Add to favorites” menu item.

**Favorites**

By default, Favorites contains your News Feed, Messages (private messages and conversations with others on Facebook), Events, and Find
Figure 1.5: Home Page Navigation
Friends. We cover Friends in depth in Lesson 5, and we’ll touch on Events in Lesson 10.

Apps
Next is a section of Apps. The first bookmark is Photos, which shows you Friends’ photo posts and allows you to upload or access your own photos, videos, or albums.

Apps and Games takes you to a page where you can view featured Facebook apps or play games on Facebook.

Music helps you discover music you might like by showing you what your Friends are listening to. You can also look at Top Songs, Trending Albums, or Featured Music Services.

Pages
If you are the Administrator of a Page (discussed in Lesson 4), your Home bookmarks include links to those Pages and a small number next to the Page to show whether there has been activity or interaction on each Page.

Friends
Friends is the next section. It includes your Friend lists, some of which Facebook calls “Smart Lists.” We discuss Friends in Lesson 6.

Groups
Next, Facebook displays the Groups you belong to, and offers a Create a Group link. We’ll talk more about Groups in Lesson 8.

Interests
Clicking on the MORE link at the bottom of the list brings up Interests, which for Allison includes Interest Lists and Subscriptions, discussed in Advanced Topics and Lesson 7, respectively.
The News Feed

The center column of your Home page is your News Feed. The News Feed contains the Updates from your Friends and any Pages you have Liked. But you won’t necessarily see everything your Friends post in your News Feed, or everything your “Liked” Pages post. To learn more about managing your News Feed, see Lesson 9.

Ticker

The Facebook Ticker appears to the right of the main News Feed, and it shows Facebook activity in real time. Just as people can only see posts, comments, and other Facebook activity on your Timeline, their Ticker shows only information you share with them.

If you’re new to Facebook, you won’t see Ticker on your Home page right away. Facebook has determined that Ticker is only useful to Facebook users with a certain level of activity on their Facebook account.

As a way of getting acquainted with Facebook, you might also take a quick stroll through the Help Center, which you access through Help in the footer (see Figure 1.6). This page is well organized and has links to common questions, especially questions beginners often have.

As you might have noticed in Figure 1.1, Facebook says that your account will always be free. As of the time this book is written, Facebook does not offer premium accounts, so you don’t have to make a decision about whether to upgrade from the free account.

You should now have your account set up, be familiar with the Home page, and have a sense of some of the major Facebook features. Let’s now move to Lesson 2, where we address important settings, including those for privacy.
Figure 1.6: Help Page