Finding Your Way On Facebook

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What’s the Fuss All About?

• Social networking site
  – Organized around ‘networks’ – typically institutions or locations

• Communication tool
  – One-to-many or one-to-one
  – Feeds alerts into email

• Personalized fun
  – Photo albums
  – Interactive applications
Facebook Jargon

• profile: the main page that displays information about you
• network: affiliations Facebook uses as an organizing category (schools, employers, etc.)
• friend: (n) person you identify as someone you know and want to have access to profile; (v) act of inviting someone to become a friend
• wall: the area on the profile page that others can write on; displays gifts and messages
• application: a “plug in” that allows you to interact with friends around a specific topic or activity
• group: user created organizing structures; can apply to formal organizations, interests, or functional needs (e.g., “I got a new phone and need your number”)
Potential Pitfalls

• Remember, you’re not a student anymore
  – Don’t ‘collect friends’
  – Make it safe to deny your friend request
  – Forget half of what you see – know when not to comment

• It’s addictive
  – Be open to fun – pokes, games, pics
  – Don’t be a “Facebook stalker” or “creepy adult”
Potential IR Uses

• Office Profiles
  – Getting your ‘face’ out there

• Office events
  – Inviting students to participate in studies
  – Posting announcements to the “Network Wall”

• Staying in the know
Sample Screen Shots
Facebook is a social utility that connects you with the people around you.

Use Facebook to...

- Keep up with friends and family
- Share photos and videos
- Control privacy online
- Reconnect with old classmates
- Discuss interests and hobbies
- Plan parties and other events

Sign up for Facebook
It's free and anyone can join.

Full Name: 
Your Email: 
New Password: 
Birthday: Month: Day: Year:

Why do I need to provide this?

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.

Sign Up

Find your friends  
or Search by name:  Search

Facebook © 2008
Michelle Seibert Appel

What are you doing right now?

Networks: Maryland Staff
Sex: Female
Relationship Status: Married
Birthday: October 3
Hometown: Hershey, PA
Political Views: Liberal
Religious Views: Brethren

View Photos of Me (10)
View My Friends (55)
Send Michelle a Free Gift
Edit My Profile

I am online now.

Mini-Feed
Displaying 6 stories. See All

Yesterday
Michelle plans to attend Gymkana Home Show!! 10:36pm

March 27
Michelle plans to attend Phi Kappa Phi & Golden Key Benefit Luau Party. 5:46pm

March 26
Michelle created a group. 9:17pm
Phi Kappa Phi - College Park
Student Groups - Academic Groups

March 4
Michelle has a serious case of the grumpies. 9:34pm

February 15
Michelle added a new photo to My family. 10:43pm

Added to: My family - 1 Photo

Michelle added new photos to Obama Rally Feb 2008. 10:33pm

Added to: Obama Rally Feb 2008 - 11 Photos

Your Profile
News Feed

Ashley Benedick attended Chambersburg vs. Cumberland Valley.

Erika Newcomer Shehata joined the group WW Wedding Party/Special Occasions.

Shannon Auxier is attending christie's 22nd birthday.

Brittany Jacobs added the Mob Wars application.

Daniel Marcin joined the group Support a UMD Latino/a Studies Minor.

Marty Bock and Sarah Landa are now friends.

Heather Bartholomew commented on Julia Mugge's video.

"I love how there are that many pictures of allie looking stupid. Nice line at the end julie. Love it."

Valerie Botin is attending 4th Annual AASU Wiffle-ball Tournament.

Ashley Benedick joined the group Rock the Vote.

Brian Everhart is attending the event Green Apple Festival - DC.

Hosted by: Green Apple Festival

Daniel Marcin created a group.

Math Success Coaches

Organizations - Volunteer Organizations
Info: Helping people pass math.

Yesterday

Laura Caputo is attending GNA Dinner Cruise.

Daniel Marcin was tagged in an album.

MyCRABs
6 photos
by Dave Tilley
Join Groups that Relate to Your Interests
Institutional Researchers on Facebook

Information edit

Group Info
Name: Institutional Researchers on Facebook
Type: Organizations - Professional Organizations
Description: I'm creating this group as a (hopefully) fun place for Institutional Researchers at colleges and universities to exchange ideas and geek humor.

The group is open to those who currently are in the IR profession, long for the days they used to be in the IR profession, aspire to be in the IR profession, or just want to learn more about the wacky world of IR.

Contact Info
Email: mannel1@mrd.edu

Recent News edit

Welcome to Institutional Researchers on Facebook!

Please feel free use the "Post Items" page below to post a link to your IR office's website, to presentations you've done and find helpful, or to other resources you'd like to share. Also, please add photos you have of AIR, SAIR, NEAIR, etc. events to the photos section.

Photos
Displaying 4 of 37 photos.

Add Photos | See All

Videos
No one has uploaded any videos. Add Videos.

Post a link: http://

Group Type edit

This is a closed group. Members must be invited or approved by an admin.

Admins
- Michelle Seibert Appel (creator)
- William Knight (Bowling Green)
Hey Michelle, I cannot see the link to add the event b/c...

Hey Michelle! Thanks for the congratulations, but I haven...

Hehe, don’t sweat it! (The lunch switch or the birthday i...

so why did you have a serious case of the grumpies?

So sorry you have the grumpies. I hope they go away soon.

Looks like she really was just looking to have an easy ti...

What can you plan on doing with
Unlimited Anytime Minutes?

Facebook messaging –
The new email
An addictive application
They started out as mere decorations. Shortly after, they turned into a game. But this, this is huge.
I love my job...
In this photo: Valerie Botin, Michelle Seibert Appel (photos | remove tag), Thomas Dobrosielski, Danielle Swidrak, Maria Veronica Grencnik (photos)

From the album:
"Being normal isn't one of my strengths." by Danielle Swidrak

Added 5 hours ago

*Michelle Seibert Appel* wrote
at 11:30pm
And we love our students!!!!
Use Facebook to Create an Event!
### Privacy Profile

Control who can see your profile and related information.

<table>
<thead>
<tr>
<th>Category</th>
<th>Privacy Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile</td>
<td>Only Friends</td>
</tr>
<tr>
<td>Basic Info</td>
<td>Only Friends</td>
</tr>
<tr>
<td>Personal Info</td>
<td>Only Friends</td>
</tr>
<tr>
<td>Status Updates</td>
<td>Only Friends</td>
</tr>
<tr>
<td>Photos Tagged of You</td>
<td>Only Friends</td>
</tr>
<tr>
<td>Videos Tagged of You</td>
<td>Only Friends</td>
</tr>
<tr>
<td>Online Status</td>
<td>Only Friends</td>
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<tr>
<td>Friends</td>
<td>Only Friends</td>
</tr>
<tr>
<td>Wall</td>
<td>Only Friends</td>
</tr>
<tr>
<td>Education Info</td>
<td>Only Friends</td>
</tr>
<tr>
<td>Work Info</td>
<td>Only Friends</td>
</tr>
</tbody>
</table>

Save Changes  Cancel
A Real IR Example!!
Facebook as an Environmental Scanning tool – The Network “Wall”
Discussion and Questions

Keep the conversation going: mappel@umd.edu
Michelle Seibert Appel
Institutional Researchers On Facebook