ON TODAY’S AGENDA…

• Facebook basics
• Groups
  • Their purpose
  • How to create your own
  • What you can use a group for
• Pages (specifically, MHAction’s page)
  • It’s purpose
  • How to interact with it
• Hands-on demonstrations
Which of these Asian celebs is most surprising to you?

11 Celebs You Never Knew Were Asian

So many people fall into the trap of thinking that all Asian people look the same, but that is not at all true. The term “Asian” covers so many diverse ethnicities, which can’t be summed up in just a few physical features. To illustrate this point,...
Voto Latino

3 hrs ·

#ElectionDay is finally here! Make your voice heard, #govote and encourage your friends to vote, too! To find your polling place, visit: http://bit.ly/1zA7qhP #TurnOutForWhat #MidtermElections #PowerofOurVote

Photo by Stephan Velkovic

TODAY IS ELECTION DAY
GO VOTE!

@VotoLatino
#VotoLatino
#PowerOfOurVote
ADVANTAGES OF FACEBOOK

- Allows you to communicate instantly
- Allows you to reach a broader audience
- Allows others to interact in real-time through likes, comments and shares
FACEBOOK IS BIG

Facebook monthly users

<table>
<thead>
<tr>
<th>Year</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>1m</td>
</tr>
<tr>
<td>2005</td>
<td>6m</td>
</tr>
<tr>
<td>2006</td>
<td>12m</td>
</tr>
<tr>
<td>2007</td>
<td>58m</td>
</tr>
<tr>
<td>2008</td>
<td>145m</td>
</tr>
<tr>
<td>2009</td>
<td>360m</td>
</tr>
<tr>
<td>2010</td>
<td>608m</td>
</tr>
<tr>
<td>2011</td>
<td>845m</td>
</tr>
<tr>
<td>2012</td>
<td>1,056m</td>
</tr>
<tr>
<td>2013</td>
<td>1,230m</td>
</tr>
</tbody>
</table>

SOURCE: FACEBOOK
WHO’S ON FACEBOOK?

Facebook User Ages

- 18-29: 83%
- 30-49: 77%
- 50-64: 52%
- 65+: 32%

Infographic via buffer
FACEBOOK VOCAB

Post

OMG I'm SO excited to be in Orlando! #blessed #MFAction2014
FACEBOOK VOCAB

Like

Comment

Share

Protect Our Local Schools — Vote NO on Amendment 3

We want to bring your attention to Amendment 3 and the Protect Our Local Schools campaign. Amendment 3 is a ballot measure that, if approved by the voters, will affect education employees' careers.

Like · Comment · Share

Katie Liseo and 2 others like this.

Write a comment...
"Like"

"Friend"

Follow
937%
Amount CEO compensation increased by over the last 35 years, when adjusted for inflation.

10%
Amount a typical worker’s pay increased by over the same period.

PROFITABLE COMPANIES LIKE WALMART CAN AFFORD TO PAY A DECENT WAGE.

https://www.facebook.com/coffeeparty/photos/a.313395813326.193473.304981108326/10153297055258327/?type=1&permPage=1
A good article about the current state of manufactured housing that is a worthwhile read that covers the shifting dynamics, language, challenges and benefits of living in a manufactured home.
FACEBOOK VOCAB
To Review

Profile
- Who?
  - Individuals
  - Ex: Me, Kevin, you

Page
- Who?
  - Organizations, companies, public figures
  - Ex: MHAction, CCC, Barack Obama

Group
- Who?
  - Clubs, community groups, common interest groups, etc.
  - Ex: Homeowners Associations
<table>
<thead>
<tr>
<th><strong>To Review</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Profile</strong></td>
</tr>
<tr>
<td>Why?</td>
</tr>
<tr>
<td>• To share photos, videos and status updates; to interact with Facebook friends on a personal level</td>
</tr>
</tbody>
</table>

| **Page**       |
| Why?           |
| • To share stories |
| • To keep in touch with trends within the industry |
| • To recruit leaders |
| • To get people to take action or attend an event |
| • To show the power of MHAction and its members |

| **Group**      |
| Why?           |
| • To create a sense of online community |
| • To connect with other leaders |
| • To share information and important updates |
| • To let people know about events and actions happening in the community |
This term is used to talk about one of the main purposes of a page like MHAction.

What is it?
“ONLINE TO OFFLINE ENGAGEMENT”

Reaching out to people **ONLINE** to get them to do something **IN REAL LIFE**.
LADDER OF ENGAGEMENT

Go to Orlando
Attend HOA meeting
Sign a petition
Like MHAction on Facebook
SHOW OF HANDS
EXAMPLE: ONLINE TO OFFLINE ENGAGEMENT

Reform Immigration FOR America
Since 2002, The Home Depot has contributed $160,000 to the National Republican Congressional Committee. It sounds like Home Depot may be able to talk some sense into some of the more notorious Republicans House members: Speaker Boehner, Majority Leader Cantor and Majority Whip Kevin McCarthy.


Like · Comment · Share · October 15, 2013
EXAMPLE: ONLINE TO OFFLINE ENGAGEMENT
Home Depot responds:

“We think sound immigration policy makes good business sense, so we’re broadly in support of immigration reform. While we know there are various ways to get this done, we support efforts in Congress to update our immigration laws and will lend our support when and where it’s appropriate to do so.”
This campaign allows people to take action in a number of ways:

- Like
- Comment
- Tag a friend
- Share the image on your own page
- Attend an action
Facebook can be used to accomplish what?
- To pique public interest in your issue
- To recruit new volunteers
- To promote:
  - Events (rallies, marches, etc.)
  - Petitions
- To engage corporate giants in your issue
- Show the power of MHAction and its members
PULL OUT LAPTOPS, TABLETS, SMARTPHONES

WIFI Networks:
- lpr_meeting1
- lpr_meeting2
- lpr_meeting3
- lpr_meeting4
- lpr_meeting5

Password: palms
Liking MHAAction on Facebook
Posting to MHAAction’s wall
Creating a Facebook group

Create Group

William and Mary... 20+
Editing your privacy settings
What’s an administrator?

An administrator is someone who is in charge of a group or a page. An administrator has the ability to:

- Invite people to and block people from the page
- Post photos, videos and status updates to the main wall
- Edit the “about” section, the profile and cover photos and the privacy settings
- Send messages or invitations to events to the entire group
- Add or remove new administrators
#BetheChangeContest
Calling All Students!

Send us a photo illustrating courage or resilience in confronting economic hardship in your life or community and explain in 500 words or less what it means to you. The winner will be published in The Nation’s student blog and receive tickets to an awards ceremony! More details at: cfor.cc/bethechangecontest

For Our Families. For Our Community.

Turnout any day between now and November 4th to make our community’s voice heard. Find information on how to vote early at City Hall, or on Election Day at y...
Follow me!

www.facebook.com/sarah.english.5817