



# Facebook 101

League of California Cities

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

# What is Facebook?

- \* Facebook is the largest social networking service
- \* Users can create personal profiles to interact with friends and pages.
- \* Users can also manage pages to promote products, services, and organizations.



Facebook's Help Center:  
<https://www.facebook.com/help>

# 2011 Facebook Statistics

845 million users

40% of users access  
Facebook from  
mobile devices

Every 20 mins  
1 million links are  
shared

Average user is connected to  
80 pages and has 130 friends

130 Cities on  
Facebook



# Why Use Facebook?

- \* Create online communities
- \* Professional networks
- \* Sharing news articles, photos and videos
- \* Promoting events
- \* Political campaigns
- \* Marketing
- \* Track organizations and products

# Signing Up

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

facebook

Email

Keep me logged in

Password

Log In

[Forgot your password?](#)



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

Get Facebook Mobile

## Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthday: Month:  Day:  Year:

Why do I need to provide my birthday?

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

Sign Up

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

# Finding Friends and Pages

**f Welcome to Facebook, Emily.**


## 1 Search your email for friends already on Facebook

People on Facebook find an average of 20 friends and family using the Facebook friend finder. Have you found all of your friends? Try it.

Your Email:

Email Password:

**Find Friends**

 Facebook won't store your password.

## 2 Upload a profile picture



**Upload a Photo**  
From your computer

OR

**Take a Photo**  
With your webcam

## 3 Find people you know

Search by name or look for classmates and coworkers.

## Suggested Page "Likes"

- [League of CA Cities](#)
- [Redwood Empire](#)
- [Western City Magazine](#)
- [Institute of Local Government \(ILG\)](#)
- Your city/county or cities/counties in your region
- Local businesses
- State agencies

# Privacy Settings



The screenshot shows the Facebook Privacy Settings page for user Emily Adrianna Cole. The page is titled "Privacy Settings" and includes a search bar at the top. The main content area is divided into several sections:

- Control Privacy When You Post:** Explains that users can manage the privacy of their status updates, photos, and information using the inline audience selector. It notes that people you share with can always share your information with others, including apps. A "Custom" button is highlighted with a red circle.
- Control Your Default Privacy:** States that this setting applies to status updates and photos posted from a Facebook app that doesn't have the inline audience selector. Three options are shown: "Public", "Friends" (selected), and "Custom".
- How You Connect:** Control how you connect with people you know. Includes an "Edit Settings" link.
- How Tags Work:** Control what happens when friends tag you or your content. Includes an "Edit Settings" link.
- Apps and Websites:** Control what gets shared with apps, games and websites. Includes an "Edit Settings" link.
- Limit the Audience for Past Posts:** Limit the audience for posts you shared with friends or Public. Includes a "Manage Past Post Visibility" link.

At the bottom, there are links for "Blocked and Apps" and "Manage Blockers". A right-hand sidebar contains navigation options: "Use Facebook on...", "League of California Cities" (repeated), "Account Settings", "Privacy Settings" (highlighted), "Log Out", and "Help".

# Facebook Terms

Profile Tagging Like  
Page Fan  
Timeline Applications Administrator  
News Feed Wall Comments  
Check in

<https://www.facebook.com/help/glossary>



Facebook 101:

Let's Take a Tour!

# News Feed

The screenshot shows a Facebook News Feed for the League of California Cities. The interface includes a top navigation bar with the Facebook logo, a search bar, and the page name 'League of California Cities'. On the left, there is a sidebar with 'FAVORITES' (News Feed, Insights, Events) and 'APPS' (Photos, Notes, Questions, Links, Places Editor). The main content area displays a 'What's on your mind?' prompt and a list of posts. The posts include: 1) A post from the City of Elk Grove about a public workshop on the Southeast Area Master Plan, featuring a 'SOUTHEAST POLICY AREA' logo and a link to 'Planning: Projects - Southeast Policy Area Land Planning'. 2) A post from the City of Huntington Beach about an AARP 55 & Alive Driver Safety Program. 3) A post from the City of Riverside sharing a 'Google Valentine's Video 2012' featuring a Google Doodle. 4) A 'Capitol Alert' post from Alameda County Supervisor Nadia Lockyer. On the right, there are two sidebars: 'Insights Summary' showing 8 new likes and 199 talking about this, and 'Recommended Pages' listing Debra Bowen, NPR, TED, Kamaala D. Harris, Karen Bass, and California Hispanic Chambers of Commerce.

facebook Search League of California Cities Home

Share: Status Photo Link Video Question

What's on your mind?

**City of Elk Grove**  
How should the City plan 1,200 acres of land at the southern end of Elk Grove? Help shape the future of our city and provide your input on the Southeast Area Master Plan. Important public workshop on Feb. 23.

**SOUTHEAST POLICY AREA** **ELK GROVE**  
Planning: Projects - Southeast Policy Area Land Planning  
www.eplanning.org  
City of Elk Grove Planning Division 2401 Laguna Palms Way Elk Grove, CA 95756 Phone: (916) 479-3365 Fax: (916) 695-3168

Like · Comment · Retweet · 2 · 20 minutes ago · 1

**City of Huntington Beach**  
AARP 55 & Alive Driver Safety Program will be held on February 15th & 22nd, 9:00 A.M. - 1:00 P.M. at the Michael E. Rodgers Seniors Center, 1706 Orange Avenue, Huntington Beach. \$12.00 for members, \$14.00 for non-members. Call 714-536-9387.

Like · Comment · Retweet · 37 minutes ago · 1

**City of Riverside**  
We thought we'd pass this little video by Google on to you...

**Google Valentine's Video 2012**  
www.youtube.com  
Google doodle for Valentine's Day. The Original song was "Cold, Cold Heart" from Tony Bennett

Like · Comment · Retweet · 2 · 1 · 45 minutes ago · 1

**Capitol Alert**  
Alameda County Supervisor Nadia Lockyer enters a rehab program for "chemical dependency," injuries from the assault and "chronic pain from a past debilitating car accident." Her husband, state Treasurer Bill Lockyer, is not commenting.

**Capitol Alert: Wife of Treasurer Bill Lockyer enters rehab after assault - sacbee.com**  
blogs.sacbee.com  
The wife of California Treasurer Bill Lockyer entered a rehabilitation program last week following an incident in which she was allegedly attacked by an ex-boyfriend at a Newark

**Insights Summary** See All  
8 New Likes  
199 Talking About This  
5419 Weekly Total Reach  
Insights are visible to page admins only.

**Recommended Pages** See All

**Debra Bowen**  
130 of your fans like this.  
Like

**NPR**  
218 of your fans like this.  
Like

**TED**  
175 of your fans like this.  
Like

**Kamaala D. Harris**  
137 of your fans like her.  
Like

**Karen Bass**  
118 of your fans like her.  
Like

**California Hispanic Chambers of Co...**  
144 of your fans like this.  
Like

# League's Page

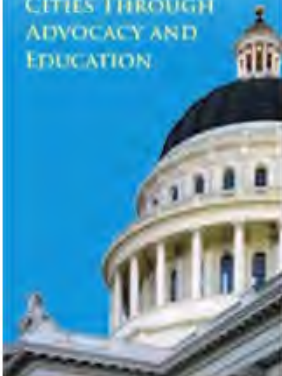


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STRENGTHENING  
CALIFORNIA  
CITIES THROUGH  
ADVOCACY AND  
EDUCATION



- Wall
- Info
- Photos
- Invite Friends
- Twitter
- Events
- Questions

## League of California Cities



Create a Page

Organization · Sacramento, California



### Wall



#### League of California Cities

Happy Valentines Day! In honor of the holiday, tell us: What do you LOVE about your City?

Like · Comment · 4 hours ago ·

Andrew Leung likes this.

View all 4 comments



#### League of California Cities

Learn how to best oppose Pitchess motions for discovery of peace officer personnel records through our Webinar on Feb. 28. Discussion topics include: reconciling Pitchess, Brady and Vela requirements, handling sealed declarations, opposing motions for compelled statements of officers, and managing in camera surprises. MCLE credit available.

[http://www.cacities.org/resource\\_files/30432.Pitchess%20Webinar%20Announcement.pdf](http://www.cacities.org/resource_files/30432.Pitchess%20Webinar%20Announcement.pdf)  
www.cacities.org

Like · Comment · 23 hours ago ·



#### League of California Cities

Friday's issue of CA Cities Advocate has information about a new round of grants under the TIGER Grant program, OPR workshop on CEQA guidelines, the winners of the City Managers' Department awards, Institute for Local Government's Beacon Award and Western City magazine's February highlights.

Like · Comment · February 10 at 12:09pm ·

Institute for Local Government, Kelly Bryan Plag and Oregon Emerging Local Government Leaders Network (ELGL) like this.

### Want to like or comment on this page?

To interact with League of California Cities you need to sign up for Facebook first.

[Sign Up](#)

It's free and anyone can join. Already a member? [Log in.](#)

### Organizations in Nearby Cities



#### Roseville Organizations

33 near Roseville



#### Davis Organizations

18 near Davis



#### Folsom Organizations

17 near Folsom


[More](#)

# Redwood Empire Page


facebook  League of California Cities Home

## League of California Cities - Redwood Empire

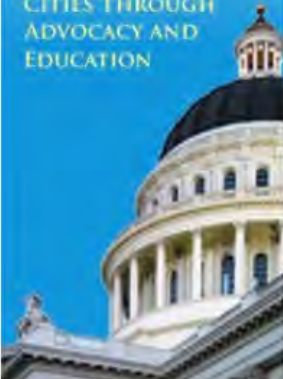
Political Organization Create a Page



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- Wall
- Info
- Photos
- Events

**League of California Cities - Redwood Empire**  
Political Organization




**Wall**

**League of California Cities - Redwood Empire**  
Our general membership meeting is this Friday, March 9 in Lakeport. Check out the meeting announcement for details. Dan Carrigg, League Legislative Director, will be discussing current legislative issues including the next generation of local economic development tools. Emily Cole, League Communications and Social Media Outreach Specialist, will be providing a basic overview of both Facebook and Twitter and how to connect with the League using these social media platforms. Hope to see you there!

[http://www.cacities.org/resource\\_files/30547.RedwoodEmpireDivisionMeetingAnnouncement3-9-12.pdf](http://www.cacities.org/resource_files/30547.RedwoodEmpireDivisionMeetingAnnouncement3-9-12.pdf)  
www.cacities.org

Like · Comment · Reshare · about an hour ago

**League of California Cities - Redwood Empire** added 25 new photos to the album Redwood Empire Division Meeting.



Like · Comment · Reshare · August 26, 2011 at 6:36pm

Sean McLaughlin likes this.

**Recommended Pages** See All

- NPR**  
317 of your fans like this.  
Like
- Disneyland**  
255 of your fans like this.  
Like
- Gavin Newsom**  
189 of your fans like him.  
Like
- Facebook**  
215 of your fans like this.  
Like
- History**  
154 of your fans like this.  
Like
- U2**  
121 of your fans like this.  
Like



# League Info

The image shows a screenshot of the Facebook page for the League of California Cities. The page layout includes a top navigation bar with the Facebook logo, a search bar, and the page name 'League of California Cities' with a 'Home' link. The main content area is divided into several sections: a left sidebar with contact information and a navigation menu; a central 'Information' section with details like address, phone, and website; a map of Sacramento, CA; a 'Company Overview' section; a 'Mission' statement; and a 'Likes and Interests' section. The right sidebar features an 'Admins' section and several utility links.

**facebook** Search League of California Cities Home

**LEAGUE OF CALIFORNIA CITIES**  
WWW.CACITIES.ORG

*Call us!*  
(916) 658-8200

*Twitter:*  
@CaCities  
@CaCitiesLearn

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**League of California Cities** Edit Page  
Organization · Sacramento, California · [Edit Info](#)

**Information**

Address 1400 K Street, Suite 400, Sacramento, CA 95814 · [Get Directions](#)  
Phone 1 916.658.8200  
Website <http://www.cacities.org>  
<http://www.cacities.org/socialmediapolicy>  
<http://www.westerncity.com>  
<http://www.twitter.com/cacities>  
<http://www.twitter.com/cacitieslearn>

© 2010 Navteq © 2011 Microsoft

**Admins (3)** See All

[Use Facebook as Emily](#)  
[Notifications](#)  
[Promote with an Ad](#)  
[View old Insights](#)

**Founded** 1898

**Company Overview** The League of California Cities is an association of California city officials who work together to enhance their knowledge and skills, exchange information, and combine resources so that they may influence policy decisions that affect cities.

**Mission** The League's mission is to restore and protect local control for cities through education and advocacy to enhance the quality of life for all Californians.

**Likes and Interests**

**Likes** Public Retirement Journal, City of Costa Mesa, City of Coachella, Chico, California, Carpinteria, City Of Lomita, California, City of Ione, California, City of Lakewood, California, City of Glendale, California, City of Carlsbad, California, Burbank, California, Town of Apple Valley, CA, City of Atascadero Planning, City of Grass Valley, City of Coronado and 140 more

Wall  
Hidden Posts  
**Info**  
Insights  
Photos  
Invite Friends  
Twitter  
Events

# League Photos

facebook  League of California



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Wall  
Hidden Posts  
Info  
Insights  
Photos

## League of California Cities ▸ Photos

Organization · Sacramento, California · [Edit Info](#)

**Your Photos** [See All: Photos · Videos](#)



**Advocacy**



*Call us!*  
(916) 658-8200  
*Twitter:*  
@CaCities  
@CaCitiesLearn



**CCLI Sacramento Session, Oct. 13-14**

**Wall Photos** 31 photos

**Profile Pictures** 3 photos

**2011 League Annual Conference & Expo - day 2** 62 photos

**2011 League Annual Conference & Expo - day 1** 30 photos

**2011 League Annual Conference & Expo - day 3** 20 photos



**High Desert Redevelopment Press Conference - Aug. 5, 2011**



**State Controller Speaks at OC Division Meeting - July 28**



**Long Beach Redevelopment Press Conference - July 21**

**Admins (3)** [?]

- Use Facebook as Emily
- Notifications ▾
- Promote with an Ad
- View old Insights

# Twitter App

facebook

Search



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Wall

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Photos

Invite Friends

Twitter

## League of California Cities ▸ Twitter

Organization · Sacramento, California · [Edit Info](#)

[Edit Tab Settings](#)

**League of CA Cities**

@cacities Sacramento, CA

[Follow](#)

**CaCities**

#CACitiesAdvocate: Info on TIGER grants, OPR #CEQA workshops , #CityManagers Dept Awards, #ILG & @WesternCityMag <http://t.co/ZkPWf0I6>  
about 4 days ago · view

**CaCities**

@CalredevelopLil Of course. Glad to help get the word out.  
about 4 days ago · view

**CaCities**

California #Redevelopment Assoc to host Successor Agency Training Workshops in March: <http://t.co/nVJegRjh>  
about 5 days ago · view

**CaCities**

RT @GregPettis: @CaCities board meeting. Talking pension reform  
about 5 days ago · view

**CaCities**

The League is recruiting: #Riverside County Regional #PublicAffairs Manager <http://t.co/1KWwAaKk> #cajobs  
about 5 days ago · view

Admins (3) [\(?\)](#)

[See All](#)



[Use Facebook as Emily](#)

[Notifications](#)

[Promote with an Ad](#)

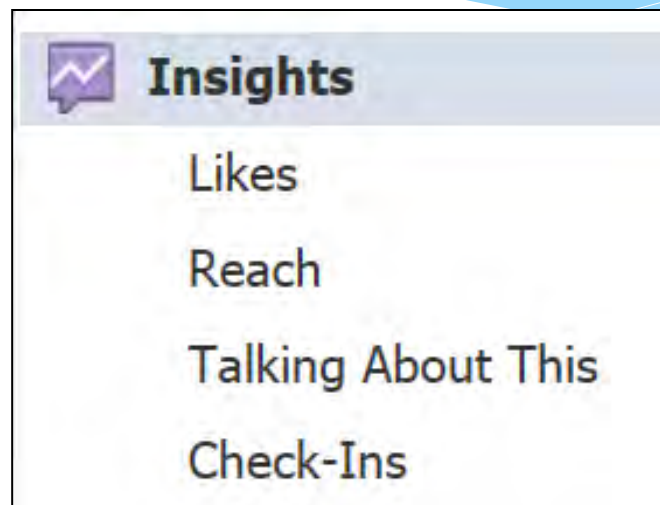
[View old Insights](#)

Powered by **involver**



# Facebook Insights

Facebook Insights provide analytics for your page:



There are many more complex measurements that can be tracked as well. To discover more please read Facebook's Insights Manual: [http://ads.ak.facebook.com/ads/FacebookAds/Page\\_Insights\\_en\\_US.pdf](http://ads.ak.facebook.com/ads/FacebookAds/Page_Insights_en_US.pdf)



# Facebook Help Center

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

facebook HELP CENTER

English (US) ▾

[Back to Facebook](#)

Hi Emily, what do you need help with?

Enter a keyword or question



## Facebook Basics

[Account Settings](#) · [Photos](#) · [News Feed](#) · [Chat](#) · [Privacy](#) · [Mobile](#) · [More](#)

## Something's Not Working

[Log in or sign up issues](#) · [Disabled account](#) · [Problems with chat](#) · [Broken games or apps](#) · [More](#)

## Report Abuse or Policy Violations

[Spam](#) · [Hacked accounts](#) · [Impersonated Profile](#) · [Bullying](#) · [Intellectual property infringement](#) · [More](#)

## Safety Center

[Tools and resources](#) · [Information for parents, teachers, teens and law enforcement](#) · [More](#)

## Ads and Business Solutions

[Getting started](#) · [Ads](#) · [Business pages](#) · [Platform](#) · [More](#)

 [Community Forum](#)  [Games and Apps](#)  [Feedback](#)

## Facebook Help Feed




### Known Issues on Facebook

Ticker: Some people are reporting they are unable to see ticker notifications. We're aware of this issue and working on resolving it as soon as possible. Thanks for your patience!

[Like](#) · [Comment](#) · [Share](#) · 22 hours ago

 3,071 people like this.

 [View all 1,662 comments](#)

 [248 shares](#)



### Facebook Tips

Wondering how to make one of your weekend photos your profile photo? Learn how to use the new photo viewer by following these simple steps:

#### How do I set a photo that has already been uploaded as my profile picture?

[Frequently Asked Questions](#) | [Facebook Help Center](#)

You can use any of the photos you've uploaded to Facebook as your profile picture. You can also use photos your friends upload, if you're tagged in them. Just find the photo you want to use and click the Make Profile Picture option below the picture. You can use a...

 [Like](#) · [Comment](#) · [Share](#) · 22 hours ago



# Best Practices

## Disclaimer:

Have a Social Media Policy in place BEFORE you start a page for your city! Talk to your City Attorney.

[www.cacities.org/socialmediapolicy](http://www.cacities.org/socialmediapolicy)

1. Add Interest with Multimedia posts: use links, videos, photos and events
2. Be Social: Monitor, Respond and Engage
3. Include Your Networks Through Tagging and Re-sharing

# Multimedia Posts



## City of Novato

What is your favorite part of the 4th of July Parade? City staff is partial to the pancake breakfast! <http://novatoparade.com/>



### The Novato 4th of July Parade

[novatoparade.com](http://novatoparade.com)

Novato's 19th annual 4th of July parade, boasting more than one hundred entries, is one of the largest in the San Francisco Bay Area!

June 30 at 3:35pm · Reshare

View all 2 comments



## City of West Sacramento Parks & Recreation

Check-out the new video tour of the West Sacramento Recreation Center!



Aug 12, 2011 12:01pm

Length: 2:45

August 12 at 12:01pm · Share

4 people like this.



City of San Carlos created an event.



### Laureola Park Playground Upgrade - Groundbreaking

Friday, July 29, 2011 at 11:00am  
Laureola Park, San Carlos, CA

July 21 at 12:21pm · Reshare

Dona's Hallmark and 4 others like this.

FUSTIN

City of Tustin added 7 new photos to the album Library Visits TFAYC.



### Library Visits TFAYC

August 8 at 3:57pm · Share

2 people like this.



## League of California Cities

Read CA Cities Advocate for information on the newly released DOF calculations for each redevelopment agency's payment under ABX1 27. These calculations reflect an adjustment created by DOF which raises the payments for most agencies.



### League of California Cities

[www.cacities.org](http://www.cacities.org)

The State Department of Finance (DOF) has posted its calculations for each redevelopment agency's payment under ABX1 27. These calculations reflect an adjustment created by DOF, as noted in the spreadsheet in "Footnote A," to counteract negative amounts that resulted from following the calculation m

1,096 Impressions · 0% Feedback

August 2 at 11:15am · Like · Comment · Reshare

# Be Social & Interactive



## City of Diamond Bar

DB's fall 2011 rec guide features a trail map noting locations of trailheads, access points & rest stops, and trail difficulty barometer. <http://ow.ly/5Sj12>

August 1 at 10:23am via HootSuite



Travis Lab sounds fancy maybe you guys can spare a few bucks to fix the photo sensor on the streetlight in front of my house that i keep calling about

August 1 at 10:33am



Travis, call the Public Works Department at 909.839.7040 with the location of the street light and nearest cross street. We will get it taken care of as soon as possible. Thank you

August 1 at 10:40am



How about an update on the proposed dog park. I'm hearing conflicting information about it

August 1 at 12:59pm



Raymond, funds for the project have been appropriated in the 2011-12 Fiscal Year Budget. Proposed site is the meadows in Pantera Park. Project is in the design phase. Additional updates will be provided as they become available.

August 1 at 2:00pm



What is proposed completion date

August 1 at 2:02pm



The proposed completion date will be determined later in the year. There are currently several projects ahead of this one including two new pocket parks and improvements to an existing trail. We will be sure to update you when additional details about the dog park become available.

August 1 at 2:08pm



Thank you

August 1 at 2:09pm



## Jennifer Mae Riggle

Big thanks to Riverside Public Utilities today for coming out last night at 2am to do some electrical repair work at my apartment complex. I had a partial outage on one wall (as did my neighbor I share the wall with, I believe). Once the electricians got out, they got the job done in less than half an hour. They only had to turn off the power to the apartments in question for about 18 minutes! Awesome work, guys!

Sunday at 10:23am

City of Riverside likes this.



Awesome! Thank you for sharing with us, Jennifer!

Sunday at 11:17pm



Fort Bragg, California asked What is your favorite thing to do on a Saturday in Fort Bragg?

- Hang out with the family
- Beachcombing at Sandollar Beach
- Hang out at pudding

11 Mo

August 9 at 1:02am



## City of Elk Grove

Strauss Festival waltzing into Elk Grove later this week. Click "like" if you're going!



Elk Grove Citizen : News  
[www.egcitizen.com](http://www.egcitizen.com)

enter site/page/section description here.

July 25 at 10:15am · Share

8 people like this.



So this two kids were spray-painting some very explicit message on my neighbor's sidewalk, I call EGPD and they make the kids clean the mess, good right? But this kids parents are on their front yard watching them, shouldn't the EGPD make the parents clean it up instead?

July 25 at 8:02pm



Hi Benny- Our Ask Elk Grove team will look into this. Can you please email me your contact info? [cbrainerd@elkgrovecity.org](mailto:cbrainerd@elkgrovecity.org). Thanks!

July 26 at 9:29am



# Include Your Networks



## City of San Carlos

SamTrans is looking for residents to serve on their 15 member Citizens Advisory Committee. Applications for the committee are on the SamTrans web site at <http://www.samtrans.com/> and are due by March 2nd.



### SamTrans Seeks Community Volunteers for Advisory Committee

[www.samtrans.com](http://www.samtrans.com)

The 15-member CAC is responsible for providing input on the needs of transit users and informing county residents of transit programs and acts in an advisory capacity to the board of directors. Applicants should be able to represent the needs of transportation users and the community.

Like · Comment · Reshare · February 6 at 11:13am



## San Francisco Department of Public Works via San Francisco Arts Commission



### New Art at the Visitacion Valley Branch Library | Public Art & Civic Art Collection

[www.sfartscommission.org](http://www.sfartscommission.org)

New Art at the Visitacion Valley Branch Library

July 29 at 2:30pm · Reshare



## Western City magazine

In honor of Martin Luther King, Jr., Institute for Local Government applies King's wisdom to local government leadership strategies in this month's issue of Western City.



### Resources for Leaders in Difficult Times - Western City - January 2012 - Sacramento

[www.westerncity.com](http://www.westerncity.com)

In the month of January, we honor Martin Luther King Jr.'s life and leadership. One way of honoring King's memory is to reflect on the principles for which he stood. A key theme of many of King's observations is that leadership — true leadership — involves making difficult and sometimes unpopular c...

View Post · January 12 at 10:23am



## City of Riverside

Put on your walking shoes and grab your leash because the 20th annual Walk With The Animals- St. Paw-tricks Day is coming up on Saturday, March 17, 2012! Join us for another fun-filled morning and help us raise funds to help support the Mary S. Roberts Pet Adoption Center and homeless animals in our community. Click below for more information:



### St. Paw-tricks Day Walk With The Animals

[petsadoption.com](http://petsadoption.com)

The Mary S. Roberts Pet Adoption Center (formerly the Riverside Humane Society) is a unique domestic animal adoption center. All of our animals are spayed or neutered, updated on all vaccinations and microchipped upon adoption. They enjoy indoor, comfortable kennels and are socialized by our grou...

Like · Comment · Reshare · 5 2 2 · 4 hours ago

# Need More Help?

Emily Cole

Communications & Social Media Outreach Specialist

[ecole@cacities.org](mailto:ecole@cacities.org)

(916) 658-8283

[www.cacities.org/socialmediaresources](http://www.cacities.org/socialmediaresources)