

**Facebook 101 with**

*Heather O'*

**...For smart people  
who just need to be shown how!**

<http://www.heathero.com>

<http://www.facebook.com/realheathero>

# **12 Steps to Navigating Facebook**

- Home, walls and Profile Page
- Newsfeed & Recent News
- Where do I post & where does it go!?
- What to post, and how? (links, pics, etc)
- Deleting Posts
- Search & How to find friends pages
- Where to find Birthdays and events
- Messages and Notifications
- Groups vs. Pages
- Privacy Settings

# Where do I go?

The image shows a screenshot of a Facebook news feed interface. Red arrows and callout boxes highlight several key navigation points:

- facebook**: The logo in the top left corner.
- clicking on facebook takes you here too!**: A callout box pointing to the Facebook logo.
- takes you here to your newsfeed**: A callout box pointing to the Home button in the top navigation bar.
- News Feed**: The main content area, with a sub-header **Top News · Most Recent 300+**.
- Posts with the most comments**: A callout box pointing to the top of a post by Phoenix Rector and 21 others.
- Posts in order of when posted/time**: A callout box pointing to the top of a post by Beverly Mahone.
- Add Event**: A callout box pointing to the 'Add Event' button in the Events section.
- Birthdays hidden here**: A callout box pointing to the 'Birthdays hidden here' button in the Suggested section.

The news feed contains several posts:

- Phoenix Rector and 21 others**: Carpetto Williams. about an hour ago. 4 people like this.
- Beverly Mahone**: four years ago today I married the RIGHT man after being married to the WRONG one for a lot of years. Love is truly better the second time around!!! 31 minutes ago. 4 people like this.
- Rhonda Huguley**: Happy Anniversary! 10 minutes ago.
- Michele Barnes-Warnecke**: Boy I'm with ya on this!! Happy Anniversary Bev :) 8 minutes ago.
- Svetlana Kim**: It is not our arrogance but our humility, which teaches us that WHO WE ARE is good enough, and what we have to say is valid. ~ Marianne Williamson. Yesterday at 12:02pm. Edie Galley and 3 others like this.
- Chick-fil-A Apex Fan Page**: Who is coming to Story time and Craft Time this morning at 9:30am? Ms. Teri is going to read some great books and we have TWO crafts for you to do... about an hour ago.
- Leslie Flowers Lsc**: Driving Question: Four way intersection with traffic light. The light is solid green and you are turning left, while the oncoming car is going straight. I move into the intersection to prepare to turn. Am I supposed to do that or is there a law that says I must wait where I would stop if the light were red? Anyone? 7 minutes ago.

The right sidebar includes sections for Events, Suggested, Sponsored, Reconnect with fans, Requests, and Get Connected.

# Posting to FB

The image shows a screenshot of a Facebook profile page for Heather O'Sullivan. The page is annotated with several red arrows pointing to specific features, each accompanied by a yellow callout box with red text. The callouts provide instructions on how to use these features to increase the visibility of posts.

**Callout 1:** "Tabs can be changed/added use the + tab to add." (Points to the navigation tabs: Wall, Info, Photos, Boxes, Notes, Events, >>, +)

**Callout 2:** "This is the page other see! ONLY you see yo newsfeed. Each pers on based on who the friends with!" (Points to the profile picture area)

**Callout 3:** "whether you post here or in the box i the newsfeed it doesn't matter! It sho on your wall and in your friends news" (Points to the main post area)

**Callout 4:** "Click these buttons to add a picture, video, lin event to your update! they will also appear in ti above if you have them" (Points to the 'Attach' menu)

**Profile Information:**

- Relationship Status:** Married to Chris Canney
- Birthdate:** September 24, 1968
- Current City:** Apex, NC
- Hometown:** Fayetteville, NC
- Religious Views:** I believe there is a God, that it's not me, and that it's not you either!
- Website:** <http://www.HeatherO.com>, <http://www.facebook.com/RealHeatherO>, <http://www.inside919.com/heathero>, <http://www.linkedin.com/in/heathero>

**Recent Posts:**

- Post 1:** "You are amazing, brilliant, deserving and worthy! You are filled with gifts & talents hand selected just for you! Don't minimize or make light of them! Honor and share them with the world today :)" (55 minutes ago)
- Post 2:** "So happy and thankful for you much!!! If you aren't sleeping in a hospital bed tonight, you are too! (just sayin!)" (9 hours ago)
- Post 3:** "OH my, Apex Middle School is having the auction on Monday and is still in need of 'any cool junk you have laying around your house!' hmmm...I've got some of that! Wondering how much room do they have? LOL! :)" (9 hours ago)

**Right Side Ads:**

- Annie Jennings PR:** "This is the page other see! ONLY you see yo newsfeed. Each pers on based on who the friends with!"
- Ayzenberg Group:** "Join the free insiders' forum on 360 marketing for video games. Powered by The-a-list daily."

# Whoops! How do I remove a Post?



**Heather O'Sullivan** Off to run errands & then to Duke. While I'm away, let me know what you wish you knew about facebook, or wish you had learned sooner for the Ebook that I'm working on. Thanks!

16 hours ago · Comment · Like

Bobby Bailey likes this.



**Bob Butler** I wish I knew what I don't know about facebook. If you could tel me that, Heather, I'd be happy

15 hours ago · Like · Delete



**Heather O'Sullivan** ROFL! You are funny Bob, very funny! ;)

11 hours ago · Like · Delete

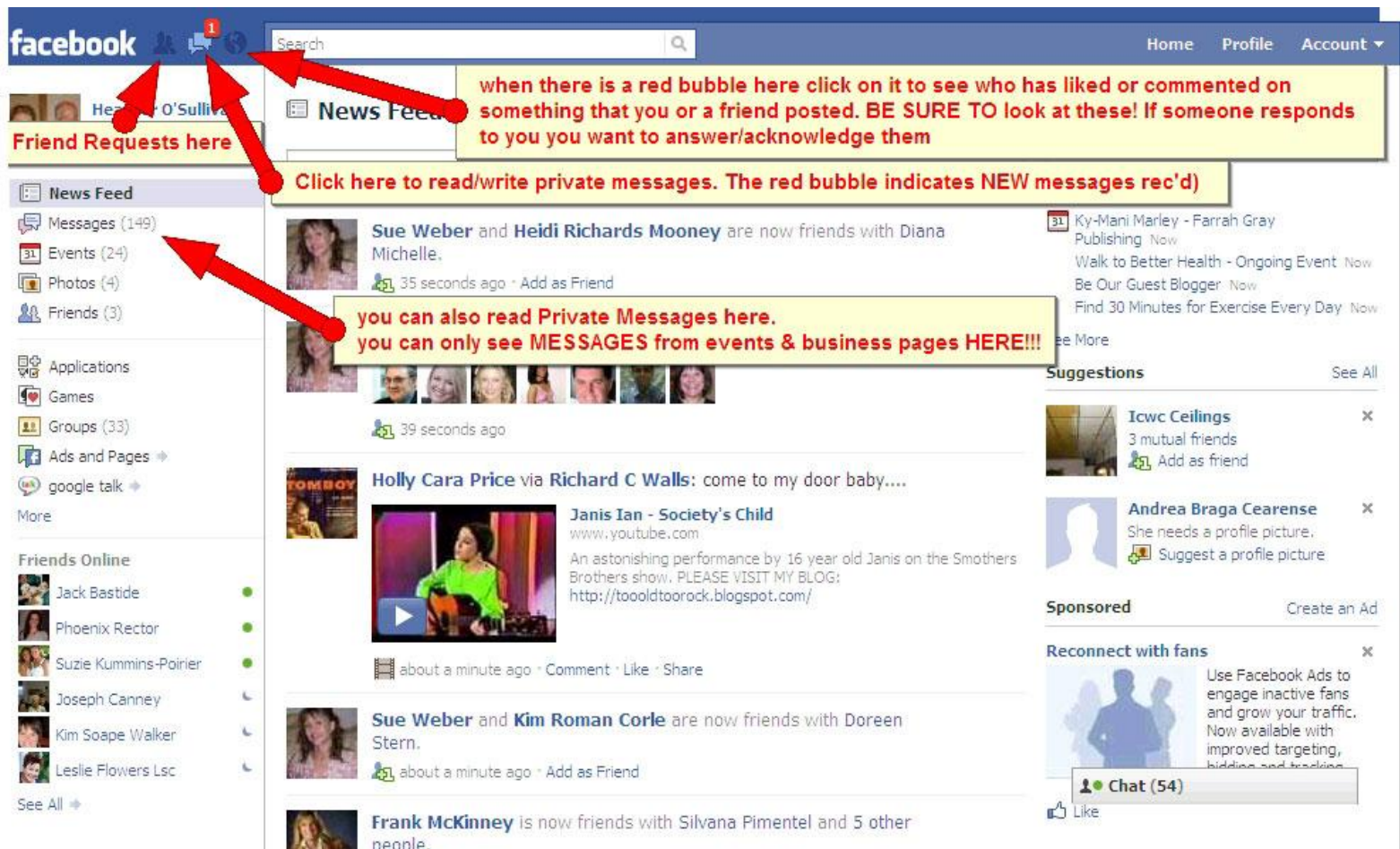
Write a comment...

Delete

**you can always delete a comment but be aware that it may already be in the 'stream'**

**If you hover your mouse here you will get a 'remove' button that will allow you to remove your post**

# Messages & Notifications



**when there is a red bubble here click on it to see who has liked or commented on something that you or a friend posted. BE SURE TO look at these! If someone responds to you you want to answer/acknowledge them**

**Click here to read/write private messages. The red bubble indicates NEW messages rec'd)**

**you can also read Private Messages here. you can only see MESSAGES from events & business pages HERE!!!**

**Friend Requests here**

**News Feed**

Messages (149)  
Events (24)  
Photos (4)  
Friends (3)

Applications  
Games  
Groups (33)  
Ads and Pages  
google talk

More

**Friends Online**

- Jack Bastide
- Phoenix Rector
- Suzie Kummins-Poirier
- Joseph Canney
- Kim Soape Walker
- Leslie Flowers Lsc

See All

Search

Home Profile Account

Sue Weber and Heidi Richards Mooney are now friends with Diana Michelle.  
35 seconds ago · Add as Friend

Holly Cara Price via Richard C Walls: come to my door baby....  
Janis Ian - Society's Child  
www.youtube.com  
An astonishing performance by 16 year old Janis on the Smothers Brothers show, PLEASE VISIT MY BLOG;  
http://tooldtoorock.blogspot.com/  
about a minute ago · Comment · Like · Share

Sue Weber and Kim Roman Corle are now friends with Doreen Stern.  
about a minute ago · Add as Friend

Frank McKinney is now friends with Silvana Pimentel and 5 other people.

Ky-Mani Marley - Farrah Gray  
Publishing Now  
Walk to Better Health - Ongoing Event Now  
Be Our Guest Blogger Now  
Find 30 Minutes for Exercise Every Day Now  
See More

**Suggestions** See All

- Icwc Ceilings  
3 mutual friends  
Add as friend
- Andrea Braga Cearens  
She needs a profile picture.  
Suggest a profile picture

**Sponsored** Create an Ad

**Reconnect with fans**

Use Facebook Ads to engage inactive fans and grow your traffic. Now available with improved targeting, bidding and tracking.

Chat (54)

Like

# Where Your Posts Show up



RECENT ACTIVITY

- Heather commented on Rainbow Farm Photography's photo.
- Heather commented on Carolyn Collins's status.
- Heather commented on Rainbow Farm Photography's photo.
- Heather commented on John Weis's status.
- Heather commented on Jean Schara's status.
- Heather commented on Jessica Puzio's photo album.
- Heather commented on Gina Mcnew's status.

Chat (54)

**Heather O'Sullivan** It's been a crazy few days. It was nice to go to the "Spicy preview" Chick-fil-A Apex Fan Page with the boys and relax a little (er at least as much as you can w/ boys around a giant chicken LOL)  
10 hours ago · Comment · Like

Coralie Plozza likes this.

View all 5 comments

**Laurel Nicolosi** I got a spicy chicken sandwich from Cary - sneak peek and yes it was spicy! :)  
10 hours ago · Delete

**Heather O'Sullivan** @Laurel yes it was good - @mom you'll have to try it when they are available for sale next week since you love BoJangles ;) and yes, lots of restaurants (& other biz's) could learn a lot from CFA.  
10 hours ago

Write a comment...

**Heather O'Sullivan** Ever had a crisis in your life? Whether recent or not (sometimes you don't even know you are still carrying the effect w/you), DONT MISS this short but powerful talk by the amazing Leslie Flowers Lsc tomorrow!!!

Survivino Crisis with Law and Order 6/4/2010 - Leslie T Flowers |

**Whatever you do on the newsfeed or anywhere accept in Messages appears here on your wall, and in the newsfeed!**

**If you create an update and want to create a link to the person or page, type @NAME then select from list that pops up. This will also make the post appear on their wall or page!!!**

# Finding Friends



**facebook** Search Home Profile Account

**Heather O'Sullivan**  
Edit My Profile

**Friends**

**Requests**

- Marie Carpetto Williams** (67 mutual friends) [Confirm](#) [Ignore](#)
- Barb Spriggs Multari** (25 mutual friends) [Confirm](#) [Ignore](#)

**Suggestions**

- Pam Andes** (23 mutual friends) [Add as friend](#)

**Find Friends** **Find friends here or use search bar above**

**Status Updates** **See only updates by friends no pictures, or other things posted like who likes who, etc**

**Fan Pages** **You can create lists to see specific friends or pages in their own newsfeed. Click MORE to create one!**

**W5**

**More**

**Applications**

- Games
- Groups (33)
- Ads and Pages
- google talk
- Links
- TalkShoe - Community Calling
- Posted Items Pro
- Profile HTML
- YouTube Video Box
- NetworkedBlogs
- SlideShare
- Notes
- Qik video

**Less + Edit**

**Friends Online**

- Jack Bastide**
- Phoenix Rector**
- Suzie Kummins-Poirier**
- Joseph Canney**
- Kim Soape Walker**

**Recently Updated**

- Kim Soape Walker** Profile Picture 31 minutes ago
- Cloe Couturier** Profile Picture 58 minutes ago
- Kellie Kuecha** Website about an hour ago
- Christine-Chia Alexander** Profile Picture about an hour ago
- Beth Parker Stout** Profile Picture 4 hours ago
- Gabe Strom** Education Info and Work Info 5 hours ago

**Website Magazine**  
What is Social Media Marketing? Website Magazine has articles or Social Media Marketing f Website Success. FREE

**Master's in**  
Masters Degree from O U. Network with Athletic Professionals and Coaches as you advance your career. Learn More!

**Chat (54)**

**Search for friends, pages, etc. Those you are already friends with should pop up first!**

**Click here to see this page!**

**Friends that are online now (or who left their computer on & facebook open! :) Click here to instant message or 'chat' with them**



# Pages

Sometimes it's hard to tell the difference between a business page and a personal page. The information boxes below are a good clue as they are different. Remember facebook requires that personal profile pages be for individuals NOT businesses!

# Groups

*Group pages are more like “clubs” or communities. You can control whether anyone can post. They can be private/invite only, and they can even be hidden so only members see posts. Group pages are limited in that you cannot use applications to add features. They are also not indexed by Google.*



The screenshot shows a Facebook group page for "WELL - Women Entrepreneurs Loving Life!". The page has a blue header with the Facebook logo and a search bar. Below the header, there are navigation tabs for "Wall", "Info", "Discussions", "Photos", "Video", and "Events". The main content area shows a post by Heather O'Sullivan. The post includes a photo of a hand typing on a pink keyboard, a text description, and a link to heathero.com. The post has received several likes and comments, including one from Lorie McCauley and another from Michelle Gower. The "Info" section on the left provides details about the group, including its category (Organizations - Professional Organizations) and its description (Women Entrepreneurs to connect to and support each other).

**facebook**  Search

**WELL - Women Entrepreneurs Loving Life!** 

Wall Info Discussions Photos Video Events

Write something...

Attach:     **Share**

 Options

 **Heather O'Sullivan** In case you don't get my daily posts via heathero.com, I wanted to share this with you to start your week! :)

 **HeatherO** » Why You Are Here...  
heathero.com  
I wrote this for the amazing women in my 2010 Vision groups last week. It isn't 'studio quality', but the message remains the same nonetheless!

 March 15 at 6:36am · Comment · Like · Share

 Lorie McCauley likes this.

Write a comment...

 **Heather O'Sullivan** Contemplating starting "WELL Wednesday" in our area (& encouraging you to do the same in yours!). Having "girls night out" for women entrepreneurs only 1st Weds night of each month. NO elevator speeches, or 'agendas', just go out and have fun with other women who 'get it!' We all have friends that we LOVE but they do...

See More  
March 14 at 12:16am · Comment · Like · Flag

 Michelle Gower likes this.

 View all 7 comments

 **Michelle Gower** Surrmmrrre. :)  
March 14 at 9:44pm · Delete

 **Heather O'Sullivan** I feel the earth move under my feet.... I don't know why that brought that on, but hey! LOL! :)  
Checking on locations..anybody have suggestions?  
March 14 at 9:54pm · Delete

**Message All Members**

Promote Group with an Ad

Edit Group Settings

Edit Members

Invite People to Join

Create Group Event

A place for passionate women entrepreneurs to connect, share, support each other & have fun! Love Life! Live your purpose & passion & be the CEO of your own life!

Founder: Heather O'Sullivan aka HeatherO (facebook.com/RealHeatherO)

**Information**

Category:  
Organizations - Professional Organizations

Description:  
Women Entrepreneurs to connect to and support each other! A mastermind group to share wisdom, and encouragement. More of a "support" group than a typical networking group.

