



Social Media In Agriculture



FACT SHEET

Facebook – Set up an Account

Launched in 2004, Facebook is a social networking site allowing users to create a personal profile, add other users as friends, play games, exchange messages, and share comments, photos, videos and links to other websites. Data from a Facebook Nielsen study in March 2012 indicates that over 10 million Australians use Facebook each month.

Facebook can be found at www.facebook.com

1. Using the web address above, open up the Facebook website.
2. Enter your details in the appropriate boxes (first name, last name, email address, password which you make up), then select your date of birth using the drop-down boxes and select your gender.
3. Click "Continue"
4. The next screen you will see is Step One – Find Your Friends. If you have a Hotmail or Yahoo email address, you can enter your email address here and Facebook will search through your email contacts, highlighting those currently using Facebook, and you can send them a friend request. Alternatively, you can skip this step, and find friends later on. Further detail on finding friends is available in the fact sheet "Facebook – Finding Friends".
5. The next screen you will see is Step Two – Profile Information. On this page, you can enter information about your education (high school and tertiary education) and employment. Entering the information will help you find people you went to school with, or work with, but you can choose to skip this step, and do it later, or not at all.
6. **Hint:** To the right of the box where you enter this information, clicking on the drop-down box will allow you to select who will see that information. You can make it visible to anyone, just to friends, or only to yourself.
7. The next screen you will see is Step Three – Profile Picture. It is important to note that the profile picture you upload is one of the things which you can not choose to hide; it will be visible to anyone using Facebook. You can either upload a photo from your computer, or take a photo using a webcam, if your computer is equipped with one. Having a photo makes it easier for people to find you, but you can skip this step, and do it later, or not at all.
8. Your account is now set up. Take some time to explore the options within privacy settings, to ensure that you're only sharing the information you're comfortable with.



The Social Media Factsheet Series is brought to you by Ag Excellence's Social Media Project, funded through the Australian Government's Caring for our Country initiative.

Please note that the information in this Factsheet Series was current in February 2013, however due to continual upgrades to Social Media sites, details may change.



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