



## Facebook Primer

One of the most popular forms of Social Media is Facebook. According to Statistic Brain (statisticbrain.com) they have over 1.3 billion users as of January 2014. Mobile users number around 680 million. Translated in over 70 languages, 48% of the 640 million minutes each month is accessed by 18-34 year olds.

These numbers are staggering and, just possibly, being seen by even half a percent of these users for free makes a Facebook marketing campaign for our activity a "Must Do". To begin, you will need to create a Facebook account.

If you don't have a Facebook account, you can sign up for one in a few steps:

1. Go to [www.facebook.com](http://www.facebook.com).
2. If you see the signup form, fill in your name, birthday, gender and email address. If you don't see the form, click **Sign Up**, then fill out the form.

*You will need to provide an email address to sign up. If you do not want to use your primary email address, there are a number of free email providers where you can obtain an address you can use exclusively for social media:*

*In mail (<http://www.in.com>)*

*Gmail (<http://mail.google.com>)*

*zoho mail (<http://www.zoho.com/mail/>)*

*iCloud mail (<http://www.apple.com/icloud/>)*

*Outlook.com (<http://www.setup-outlook.com/>)*

*Yahoo mail (<http://us.mail.yahoo.com/>)*

*Go to [http://email.about.com/od/freeemailreviews/tp/free\\_email.htm](http://email.about.com/od/freeemailreviews/tp/free_email.htm) for a review of these and other free email providers.*

3. Pick a password.

*When you create a new password, make sure that it's at least 6 characters long. Try to use a complex combination of numbers, letters and punctuation marks. If the password you entered isn't strong enough, try mixing together uppercase and lowercase letters or making the password longer.*

*The password you create should be easy for you to remember but hard for someone else to figure out. For extra security, your Facebook password should be different than other passwords that you use to log into other places, like your email or bank account.*

#### 4. Click **Sign Up**.

After you complete the signup form, they will send an email to the address you provided. To complete the signup process, click the confirmation link.

Once you have created an account you will need to spend some time inviting people to be friends and responding to friend requests. The average amount of friends per user account is 130 – not too difficult for a square dancer. Obviously, you really don't need 130 friends in order to start your marketing campaign.

### **The Plan**

First you will need a plan. In my case I have 1,133 friends, pretty much all of whom are square dancers or family. Square dancers are already in our activity and family has heard my pitch about the activity on a consistent basis. So in order for me to use Facebook to reach out to non-dancers I have to concentrate on getting the attention of people I don't know.

### **Hash tag? What is a Hash tag?**

Hash tags are free, and they make it easy for those who are searching for specific information to find that information. Erin just recently prepared lunch for us using mangoes and a special remolade sauce. In her post she placed two hash tags ([#mango](#) and [#remoulade](#)). When you place them in the text of your message it works like a hyperlink on a webpage – that is, anyone who sees the hash tag and clicks on it will immediately receive any and all messages on Facebook with that particular hash tag. Below is her post complete with hash tags:



Prepared chicken tacos for lunch, with fresh mango, homemade guacamole, and homemade remolade sauce... wonderful! [#mango](#)! [#remolade](#) ☺

All you have to do is click on either hash tag and every post and attached communication line that contains that particular hash tag will appear in order of placement. Another way to search for specific Hash tags is to place them in the search field at the top of the page and look for the dropdown selection that contains the Hash tag and again all will appear. Pretty cool!