



“I'm on Facebook— Now What???” Book Excerpt

How to Get Personal, Business, and
Professional Value from Facebook

By Jason Alba and Jesse Stay

foreword by Lee Lorenzen, CEO,
Altura Ventures—the first
Facebook-only VC

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Getting “I’m on Facebook—Now What???”

(<http://happyabout.info/facebook.php>)

“I’m on Facebook—Now What???” can be purchased as an eBook for \$11.95 or tradebook for \$19.95 at:
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Foreword

I discovered Facebook and signed up in mid-June 2007. Prior to that time, I had heard some tidbits about it from my sons who were in college, but I didn't really understand what a social network was and all that I was missing. So, sadly for me, when I got started with Social Networking there was no book like *I'm on Facebook—Now What???* If there had been, I would have been able to avoid a number of pitfalls and thus been able to take greater advantage of Facebook sooner.

Fortunately for you, you've discovered the roadmap that I didn't have.

As someone who has been in the software industry for 25+ years, I believe that an operating system revolution like Facebook comes around only so often. It was at the beginning of my career that Windows became the first mainstream Graphical Operating System, significantly changing the future of software creation, distribution and monetization. The advent of the Internet has had a similar impact over the past decade. Now, Facebook has emerged as the first mainstream *Social* Operating System and, I believe, will again significantly change the future of software creation, distribution and monetization.

Just like in 1998, when CEOs were asking themselves “What is our Internet strategy?” the question for businesses in 2008 will be “What is our Facebook strategy?”

My advice to anyone who is just discovering Facebook is to digest the information contained in this book and really explore all of the nooks and crannies of Facebook. This effort will be rewarded—not only on a personal basis via closer connections with your friends and family—but also on a business basis via closer connections with your customers.

In the personal realm, the applications on Facebook can turn your profile page into a “Bloomberg terminal for your life.” You will use it every morning or even multiple times per day to keep track of your corner of the social graph. This is why, in the business realm, I say Facebook is the “lowest cost customer-acquisition vehicle on the planet.”¹ It provides both global and local businesses with a new tool to help their businesses grow via not only word-of-mouth but also *word-of-mouse*.

In summary, I hope you enjoy the book as much as I did, and I also hope you join the 60 million Facebook users that were signed up as of Dec. 2007. If my predictions are right (see blog.adonomics.com) Facebook's active users will number more than 200 million by Dec. 2008 and Facebook's value will be at least \$100 billion. This type of exponential growth is just one of the reasons why your investment in learning more about Facebook will provide you with one of your best returns ever.

Lee Lorenzen

CEO, Altura Ventures—the first Facebook-only VC

1. <http://blog.adonomics.com/2007/12/06/why-facebook-is-worth-100-billion>.

Introduction

In 2007, Jason Alba wrote *I'm on LinkedIn—Now What???*² to help professionals understand the power of LinkedIn and figure out how they could derive personal career and professional benefits from LinkedIn. Instead of being a user manual or a technology guide, it is a book to help people figure out what LinkedIn means for them in practical terms.

That's exactly what this book is about—helping you figure out how to derive personal, business and career benefits from participating in Facebook. Since Jason has significantly less time and experience on Facebook than he has on LinkedIn, he found one of the leading Facebook experts to bring strong technical, marketing and user experience: Jesse Stay.

Jesse is one of those guys that grew up programming from an early age (10, to be exact). When Facebook opened up their development platform, he jumped on and brainstormed a few different ideas he thought would work well on the platform. One of his Applications was acquired within just two months. Let's put this into perspective: He had an idea, wrote the Application, marketed it on Facebook, got tens of thousands of users, and sold it to a third party, all within 60 days! Clearly, Jesse understands more than just the '1s' and '0s' of writing a Facebook Application!

2. <http://www.ImOnLinkedInNowWhat.com>.

So why a book on Facebook and not Xing, Ecademy, Rise, Orkut, Beebo, MySpace, ZoomInfo, Jobster, or any of the others?³ Facebook is one of the fastest growing online communities. Lee Lorenzen valued Facebook at \$100 billion dollars, attributing this valuation to (among other things) Facebook's tremendous growth and its flexible developer platform.⁴ It's also a very exciting social network⁵ that allows businesses and professionals an opportunity to promote their message, offering and brand to a wide professional audience. We're not writing this book because Facebook is huge, growing or popular. We're writing this book because Facebook is a tool for *you*, and we want to help you get the most out of it!

In addition to helping you understand what Facebook is, we'll provide examples, advice and **Action Items** to help you develop and execute a Facebook strategy for you or your company. We've reached out to dozens of social networking experts to see how they are using Facebook, what their top recommendations are, and what resources they find most valuable, and feel confident that you are getting advice from the best of the best.

One final note: Facebook is not LinkedIn and it's not MySpace. Each of the major networks have buzz and bling for various reasons, and understanding what Facebook can do for you is a requirement in today's business world—whether you are learning about Facebook for your company or for You, Inc.,⁶ this book should be a great place to start!

Best Wishes,

Jason Alba
CEO
<http://jibberjobber.com>

Jesse Stay
Chief Social Officer, Partner
<http://SocialOptimize.com>

-
3. <http://thevirtualhandshake.com/directory.html>.
 4. <http://tinyurl.com/2zlxby>.
 5. Facebook calls itself a "social utility," which is obviously different, but in this book we'll just keep it simple by keeping it in the "social networking" category.
 6. <http://www.fastcompany.com/magazine/10/brandyou.html>.

Getting Started

Facebook is a website that launched on February 4, 2004 (LinkedIn launched on May 5, 2003⁷ and MySpace launched in August 2003) and has become one of the hottest websites in history, ranking with Google. Originally it was available only to Harvard students, then it opened to students at other colleges and universities. In September 2006 it was opened to any user with any e-mail address,⁸ 13 years of age or older. Having already been an immensely popular social network in the college space, Facebook's decision to open up to non-students was followed by a huge surge in users.

Almost overnight, and for a number of reasons, Facebook went from “college social networking” to something professionals wanted to be involved in. The primary reasons include:

First, Facebook has a huge user base. Of course MySpace has the biggest user base, with over 200 million people registered. At the time of this writing Facebook “only” has about 70 millions users.⁹ That is still significantly larger than LinkedIn, which is approaching 20 million

7. <http://tinyurl.com/34byyn>.

8. <http://en.wikipedia.org/wiki/Facebook>.

9. <http://tinyurl.com/k2jhx>.

users. Sure, each of the three networks has a lot of users, but it's worth mentioning that Facebook is not weak in this area.

Second, users are spending significant time on Facebook.

Facebook provides enough coolness, fun and functionality that people can spend a lot of time on the site. And people do spend a lot of time on the site. TechCrunch wrote about a Facebook user who spent about 20 hours a week surfing around Facebook while working as a trader at Goldman Sachs! When he was called on it by the IT department, he posted a message on his Wall stating he was more interested in spending this much time on Facebook than he was keeping his job!¹⁰

Third, the user demographics are quite different than what you see on MySpace or LinkedIn.

LinkedIn has a reputation on the blogosphere for serving primarily the 35-and-over market (but don't necessarily go by this—there are plenty of younger people who are, or should be, on LinkedIn). This is interesting because it connotes the working professional, established in their career. It also leaves out the entire Generation Y crowd, which is one of the hottest topics in workforce recruiting right now. Guess where they are? Yep, Facebook.

Fourth, Facebook has a history of introducing useful, enticing feature for the users.

In just under a year, Facebook has launched a plethora of new features and continues to surprise us with more. Of the many features released, they have opened their network to non-college students, launched the News Feed of Friends activities, launched a developer platform, released Mobile features, introduced "Facebook Pages," and just recently added the option to group one's Friends. This list continues to grow, and will probably be larger by the time you read this.

TIP: Visit the blog behind this book for current and updated information: <http://www.FacebookAdvice.com>.

Fifth, Facebook allows developers to create new Applications that users can add into their own Profile with few restrictions.

This allows thousands of professionals to contribute to the richness of the Facebook experience, giving them vested interest in Facebook and

10. <http://tinyurl.com/2cahx9>.

their network, and even making some of them wealthy. While Facebook is sensitive to privacy issues, there are thousands of developers creating Facebook Applications, and although it's impossible to completely check every company or person, Applications are being added at a very fast pace.

We think the features of Facebook fall somewhere between what LinkedIn and MySpace provide. When you go there you won't be inclined to blush nearly as much as you might while surfing around MySpace—people tend to be less crude on Facebook. That's not to say that there aren't things that shouldn't be there—you'll still find quotes, pictures, Profiles, Groups and Applications that are likely to turn off a hiring employer, potential customer, business partner or someone's mom. But these are generally less frequent and more subdued than what you'll see on MySpace.

LinkedIn, on the other hand, doesn't have many of the social networking features, and it keeps itself at a professional level. You can think of your LinkedIn Profile as a resume, where you have the ability to allow others that you're connected with to endorse you (think of it as a very short letter of recommendation). One of the most social features on LinkedIn is "Answers," but there aren't other areas to collaborate, share, hang out, etc.

With the exciting features comes complexity. My landing page on Facebook looks quite cluttered, with Applications, blog posts from my Friends, introductions to Groups, Notices (who has a birthday coming up, who joined or left which Group, etc.) and more. I have my Wall, which is where anyone (including me) can write and see messages—kind of like a bulletin board. You'll see "happy birthday!!!" wishes more often than you'll see a professional endorsement on someone's Wall.

TIP: Facebook is very sensitive to privacy issues but we think it's impossible to prevent any kind of abuse from Application developers. Facebook tries to check developers and Applications but it *is* possible that a rogue Application is made public. More on this in Chapter 5.

Navigating Facebook

Because Facebook is so feature-rich (between the core features and the Applications) you might feel overwhelmed by all of the things pulling at your attention. At the top of the screen you have the following navigation options:



Following is a basic breakdown of the main navigational options and what you might want to *pay attention to*:

Profile: The important things to know about in the Profile section include:

Home Page: Note that you can always get back to your Facebook Home Page by clicking on the Facebook logo. When you mouse over it, there's even a little blue home icon (kind of elusive, but just remember, click on "Facebook" to go Home).

Status: Home, work, at a party, with the family, sleeping (doesn't that sum up a college kids life?). Notice, there's no "doing homework!" The very first option is a blank box—that's where you can write whatever you want, such as "on vacation," "making money," "in a job search," "in a boring meeting," etc.

TIP: Easily update your status using Twitter (add the Twitter Application to your Facebook Profile).

Networks: This shows what Networks you belong to or might want to join. You can join multiple Networks with some considerations. You can be in only one geographic Network at a time. Also, in order to join a school or work Network, you must have a valid corresponding school or work e-mail address. This restriction is great for privacy, but doesn't help if you don't have access to the school or work e-mail account required for access to the network. For example, if you don't have an e-mail address from your alma mater, you can't join that group.

TIP: Add your business as a Network.

Birthday: Once you get some Friends on Facebook you'll probably get some birthday well-wishes. This surprised Jason at first, to have people who shouldn't know what his birthday is, send him e-mails saying "happy birthday!". When they go into Facebook they can see a list of friends' upcoming birthdays.

TIP: Add the fbCal Application to synchronize your Friends birthdays into your local calendar.

The image below shows the Profile options with all of the sections minimized (when you first arrive at the Profile Page, these sections are expanded, so it will be a long, busy page):



Jason Alba
is working on my book!
Updated 9 seconds ago edit

Networks: Salt Lake City, UT
Sex: Male
Birthday: [will show month/day to your friends]
Hometown: Herriman, UT

- ▶ Mini-Feed
- ▶ Information
- ▶ Work
- ▶ Jobster Career Network X
- ▶ Interactive Friends Graph X
- ▶ My LinkedIn Power Forum X

The next section shows the Applications you have allows you to manage any Applications that you may have added.

The **Mini-Feed**¹¹ section will show you all the cool stuff you want to know, and lots you probably don't want to know. You can choose from eighteen different "stories" including Network, Relationship, Group,

Event, Photo, Note (blog entries), Posted Items, Video, Wall, etc. The list goes on and on.

The **Information** section is where you keep all your personal Profile data up to date. You can enter the following types of Profile information:

- *Basic information*—sex, birthday, hometown, political views, religious views.
- *Contact information*—phone, e-mail, physical address, website, chat services, etc.
- *Relationship information*—your relationship status (married, dating, and others, including “it’s complicated”), maiden names (excellent feature—it doesn’t show up on your Profile but it helps if people search for you), and what you are looking for. Being the married men that we are, we checked “networking” and left the others blank!
- *Personal information*—a bunch of boxes where you can enter what your interests are including activities, favorite music, TV shows, movies, books, etc.
- *Education*—enter the college(s) and high school(s) you attended.
- *Work*—enter your current and past employers.
- *Your picture*—you get only one Profile picture, but you can have up to 60 pictures in your Profile Picture Album.
- *Layout*—actually doesn’t do anything except tell you that you can change the layout of your Profile Page and drag things around.

Friends: Allows you to see your Friends. It defaults to display only your Friends who have recently updated their Profile, but you can jump around and see Friends based on other criteria (e.g., who is currently online, who is in your Network, and so on.)

Network: The easiest Network to join is based on geography (where you live). Beyond that, you can find Networks related to work, high school or college. Again, you need a valid e-mail address to join a school (college or university) or work Network, and probably have to have a special link to join a high school Network. You can only join one

11. <http://www.facebook.com/minifeed.php>.

geographic Network at a time—if you try to join a second one you will have to leave the first one.

When you click to join a Network you get this notice: “Once you join, you will be able to see the profiles of other people in the Provo, Utah Network, and they will be able to see yours. You can change your privacy settings on the Privacy page.”

Inbox: This is the place to find all of the messages that people send you through Facebook. Some people seem to think using the Inbox is better than sending you an e-mail, which is a pain if you already have an e-mail management strategy. Nonetheless, it is worthwhile to check every once in a while and clean out your Inbox, as you’re likely to find some messages that need a response.

Simply understanding the links and navigation tools throughout Facebook will help you get more out of your experience, as well as know where to go to do certain things.

ACTION ITEMS

- Click through each of the main links and poke around, especially looking for settings that you should change.
- Set up your account (if you don’t have one already).
- If you have anything in your Inbox, clean it out (one by one, so you can understand what kinds of things end up in an Inbox).
- Set up your Profile options and your Mini-Feed.
- Fill out your work and education history.
- Fill out your contact information (keep in mind that only those people who add you as a Friend on Facebook can see this).
- Upload a Profile photo of yourself.
- Select a Network to join.

QUOTES FROM FACEBOOK USERS

“Job hunting these days is all about being found online and creating a digital profile for employers to find you. Most companies are now researching candidates before and after the interview so it's in your best interest to give them something positive to read. Keep your Facebook profile updated, especially the Education and Work sections.”

Chris Russell

<http://www.secretsofthejobhunt.com>

“How to edit the News Feed is important. I hate seeing all the applications that people add, so I turned those people off. When you are on the home page click preferences, which is on the same line as the header new feed. You'll get a picture of something that looks like an equalizer board. It's very useful with filtering out general things. It also has the ability to let you choose which people you want to see less/more information about.”

Dorothy Taffet

UConn

About the Authors



Jason Alba

Jason is the career management evangelist. After getting laid off in January 2006, having great credentials and in a job-seeker's market, Jason could hardly get a job interview. He decided to step back and figure out the job search process and understand all of the available resources. Within a few months he designed <http://jibberjobber.com>, which helps professionals manage career and job search activities the same way a salesman manages prospects and customer data. Read Jason's award-winning blog at: <http://jibberjobber.com/blog>, and his first book, *'I'm on LinkedIn -- Now What???'*



Jesse Stay

Jesse Stay is *the* Social Media Guru. A programmer since age 10, and having entrepreneurial skills that appeared early on—from setting up lemonade stands as a child, to having his own lawn mowing business as a teenager, to selling T-shirts, candy and snacks to his peers in high school, Jesse decided to combine these skills by developing Applications on Facebook when the Facebook Developer Platform launched.

One of his applications, from his “Holy Rolls” (www.holyrolls.com) Network of religious applications, on Facebook sold within two months to an undisclosed organization, and Jesse quickly realized the value of Facebook. He is now a Founding Partner in his own social media consulting and development agency, SocialOptimize.com, helping his clients develop their Applications to become some of the top Applications on Facebook. Jesse’s clients range from those in the Fortune 500 to very small start-ups, showing that businesses, from large to small, can benefit by having a presence on Facebook.

Jesse fully recognizes the power that social media can bring to any organization and now consults with, and writes software for, platforms such as Facebook, Bebo, OpenSocial, Twitter, and many others. You can follow Jesse’s activities on his Technology Blog “Stay N’ Alive” at <http://jessestay.com>, or on his Social Media Blog at: <http://socialoptimize.com/blog>.

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- Internet Your Way to a New Job:
<http://happyabout.info/InternetYourWaytoaNewJob.php>
- The Emergence of the Relationship Economy:
<http://happyabout.info/RelationshipEconomy.php>
- Tales from the Networking Community:
<http://happyabout.info/networking-community.php>
- Awakening Social Responsibility:
<http://happyabout.info/csr.php>
- Scrappy Project Management:
<http://happyabout.info/scrappyabout/project-management.php>
- 42 Rules of Marketing:
<http://happyabout.info/42rules/marketing.php>
- Foolosophy:
<http://happyabout.info/foolosophy.php>
- The Home Run Hitter's Guide to Fundraising:
<http://happyabout.info/homerun-fundraising.php>
- Confessions of a Resilient Entrepreneur:
<http://happyabout.info/confessions-entrepreneur.php>
- Memoirs of the Money Lady:
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- 30-Day Bootcamp: Your Ultimate Life Makeover:
<http://happyabout.info/30daybootcamp/life-makeover.php>
- Rule #1: Stop Talking! A Guide to Listening:
<http://happyabout.info/listenerspress/stoptalking.php>
- Communicating the American Way:
<http://happyabout.info/communicating-american-way.php>