



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

CertHE Skills for the Workplace

BMSK4003

Digital Skills and Research Methods

Social Media 2: Facebook

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Assignment Part 2

2.0 Exploring the use of social media as an effective tool within the workplace.

2.1 Creating your own professional online presence.

www.EgyptSons.com

Social Media



Facebook



Facebook

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What Is Facebook?

What Facebook is, where it came from and what it does

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Learn Facebook Tutorial - How Facebook Works

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Social Media

Facebook

Instagram

Twitter

Pinterest

Social Networks

by [Leslie Walker](#)

Updated January 29, 2018

This step-by-step "Learn Facebook Tutorial" explains what every new Facebook user should know to understand how Facebook works in six areas listed below. Pages 2 through 7 of the steps that follow this page address each key area and feature of the Facebook network:

- Facebook Account Set-up (2)
- Using Facebook Profile/Timeline (3)
- Connecting with Friends (4)
- Understanding Facebook's Interface (5)
- Communicating with Friends (6)

Facebook

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Facebook Privacy Settings Tutorial

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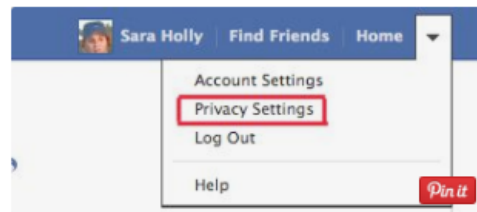
Social Networks

by [Leslie Walker](#)

Updated July 19, 2017

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Step-by-Step Guide to Facebook Privacy Settings



© Facebook

Facebook's privacy settings are complicated and change often, making it hard for people to take control of their privacy on the world's largest social network. Facebook made major changes to its privacy controls in 2011, so some older controls either no longer apply or have moved to other areas of your Facebook pages.

Facebook

SMALL BUSINESS ► MARKETING & SALES

A Guide to Using Facebook for Business

Everything you need to know about using facebook to promote your business



Facebook Groups

- Once you create a Facebook profile, you can also join Facebook groups that are based on shared interests and experiences.
- A business could set up a private Facebook group for its staff to share work rotas and exchange messages, or a public group to allow anyone to join and interact with the business

Business Queensland (2018) *How Facebook works*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/facebook/how> accessed Mar 2018

Facebook Pages

- You can create a Facebook page for your business, place, company, organisation, brand, or product, in order to connect with your customers.
- [Facebook's 'Create a Page' process](#) will guide you through setting up a page by asking you a series of questions about your business.

Business Queensland (2018) *How Facebook works*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/facebook/how> accessed Mar 2018

Facebook Advertising

- If you have a Facebook account, you can pay to create an advertisement or sponsor a story that will appear to Facebook users who may be receptive to your message.
- If you would like to create an ad or sponsored story, [Facebook's business page](#) will take you through a step-by-step process to identify your audience and target your advertising.
- [Further Information](#)

Business Queensland (2018) *How Facebook works*, [online] available at <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/online-marketing/facebook/how> accessed Mar 2018