

**NEWCOMER CLUB OF THE FOOTHILLS  
A PRIMER ON FACEBOOK  
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**WHAT IS FACEBOOK?**

**Facebook** is a [social networking service](#) and website launched in February 2004, operated and privately owned by Facebook, Inc.<sup>[1]</sup> As of July 2011, Facebook has more than 750 million active users.<sup>[6][7]</sup> Users may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Facebook users must register before using the site. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists, e.g. "People From Work", or "Really Good Friends". The name of the service stems from the [colloquial name for the book](#) given to students at the start of the academic year by university administrations in the United States to help students get to know each other. Facebook allows any users who declare themselves to be at least 13 years old to become registered users of the website.

Source: Wikipedia – for more information go to [Wikipedia](#)

**WHY DID THE NEWCOMER CLUB CREATE A FACEBOOK PAGE?**

The board of the Newcomer Club is interested in exploring new ways to enhance communication between our members, especially between our members and our community service groups. Many businesses and organizations are now using Facebook and Twitter to “stay in touch” with their customers and members. After exploring both, Facebook appears to be a powerful tool for our organization provided a large percentage of our members are Facebook users. Twitter might be explored more after seeing how effective Facebook is for our members.

Anyone can access the Newcomer Club Facebook Page for information but they would have to know the specific linking information – a link is currently provided on our Website. However, the real value of the Page is to those members that have a personal Facebook account and create a connection to the Newcomer Page by “Likeing” the Page (clicking on the Like Button at the Newcomer Page or at our Website). These users can post to the Newcomer Page and those posts will automatically be sent to all users that have connected to our Page through the Like Button.

Community Groups can use the Newcomer Page to communicate with all those Facebook users who have connected to our Page by posting on the Page.

Photos and videos can be shared, activities can be promoted, and members can provide real time feedback.

Facebook will be an effective part of our communication tool chest if a large number of members are Facebook users or will become Facebook users, routinely check their Facebook accounts, and interact with the Page.

### **HOW DO I BECOME A FACEBOOK USER?**

Facebook is free, all you need is a valid email address and you must use your real name when setting up your account. Just go to [www.facebook.com](http://www.facebook.com) and follow the directions.

Once you have a Facebook account you can connect to our page, “Newcomer Club of the Foothills”, by using the search function to find and link to the Page. Once at the Page click on the Like Button and you will be connected. If you wish to disconnect, go to the Page and click on the Unlike Button. If you are already a Facebook user you can “Like” our Page at our Website and link to it there as well.

Regardless how you use your personal account - whether you create a detailed profile or very limited profile, connect with many friends or no friends - once you have your account you can connect to our Page and receive information automatically each time you sign on to your personal Facebook account.

There are many articles and videos on the Web exploring just about every aspect of Facebook. Below are a few to help you get started, but feel free to do your own search.

[What is Facebook?](#)

[Facebook for Beginners](#)

[2011 Facebook Tutorial 101 – How to use Facebook](#)