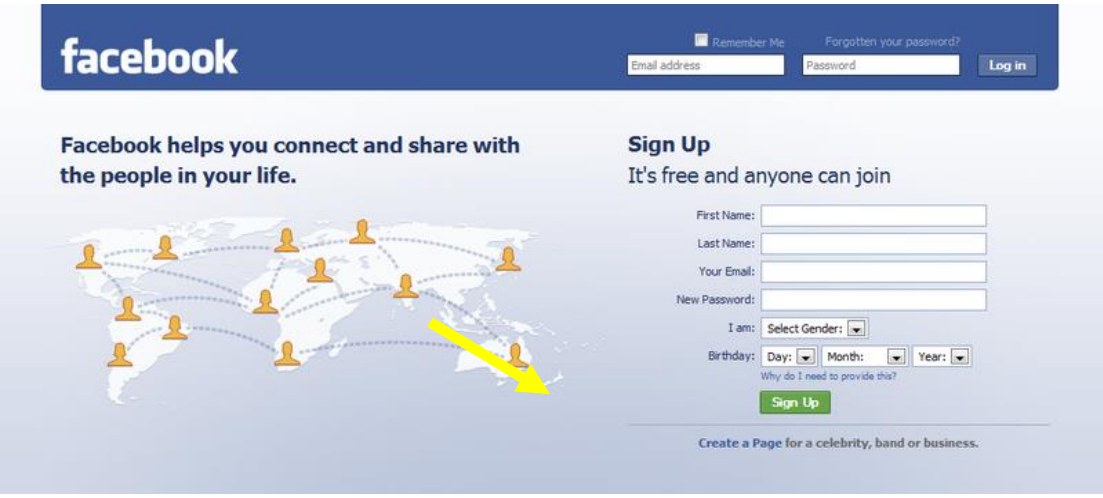
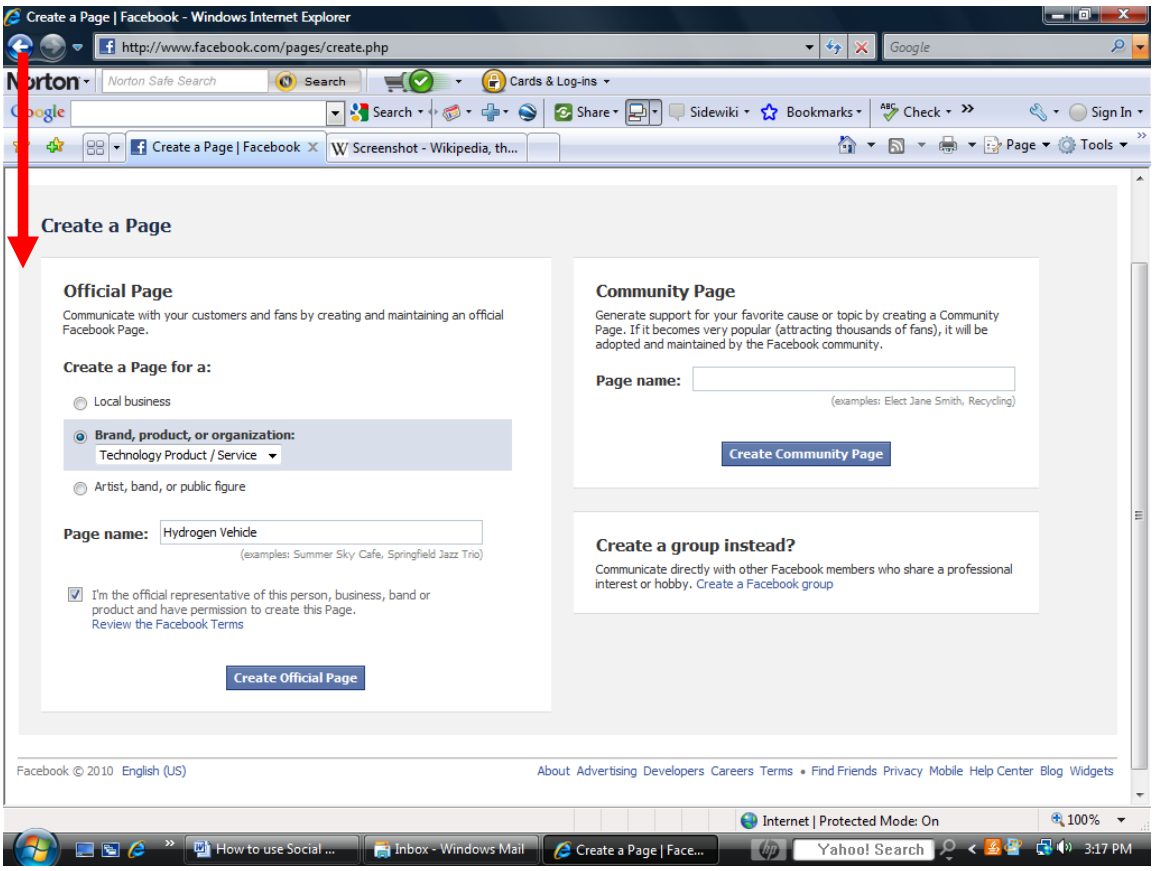
Facebook©:



Before it opened to all users above the age of 13-years-old in the Fall of 2006, Facebook served as a social networking engine at Harvard, Stanford, Columbia, and Yale Universities and other colleges. Designed as a tool for students to get to know other students, share ideas, respond to study inquiries, etc., Facebook is now used by people the world over to share information about themselves, their beliefs, events, and more. Facebook is a quick, easy, and *free* way to spread the word about your project. Users can create profiles with photos, lists of personal interests, likes, and contact information. Communicating with friends and other users can be done through private or public messages or a chat feature. Users can also create and join interest groups and "like pages." A "like page" is a way for users to endorse specific sites and opportunities. It is how social media users vote in the social media realm.

To make a "like page" for your AFV Day Odyssey Event, you must first join Facebook. If you have a valid email address, you are already half way there. Visit www.facebook.com and click on "Create a Page", as you see at the bottom of the screenshot shown above.

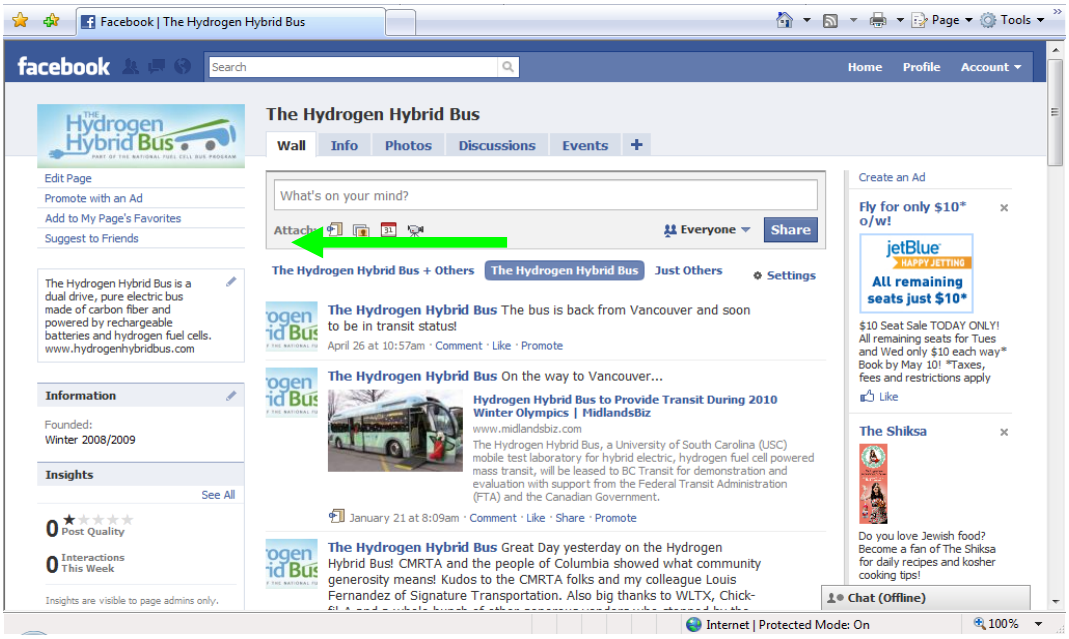
Once you have clicked “Create a Page”, you will be directed to a page containing this information:



You may have another category to list your project under but “Technology Product/Service” seems to best fit the AFV Day Odyssey Events. Choose an appropriate title (e.g. SITE NAME AFV Day Odyssey Event YEAR) and you are set to go. By checking the box, and identifying yourself as the official representative of said project, you will be named an administrator for the page.
From here, simply set up your page. Upload a profile photo (perhaps your logo), write-in some information, and start spreading the word. You can gain users by suggesting this page to friends, if you’re an established Facebook user, or by purchasing a banner ad through Facebook. For those who are not already members of Facebook, you can e-mail invitations to people to join and/or visit your page. Also, be sure to include a “Find us on Facebook” note in any other advertising media you use! Facebook allows you to download their badge for placement on your site.

It is ***very*** important to keep your site up-to-date with the latest on your project. You can use Facebook to announce events and send out invitations, have group discussions, release information, and more. It is a very powerful P.R. tool!

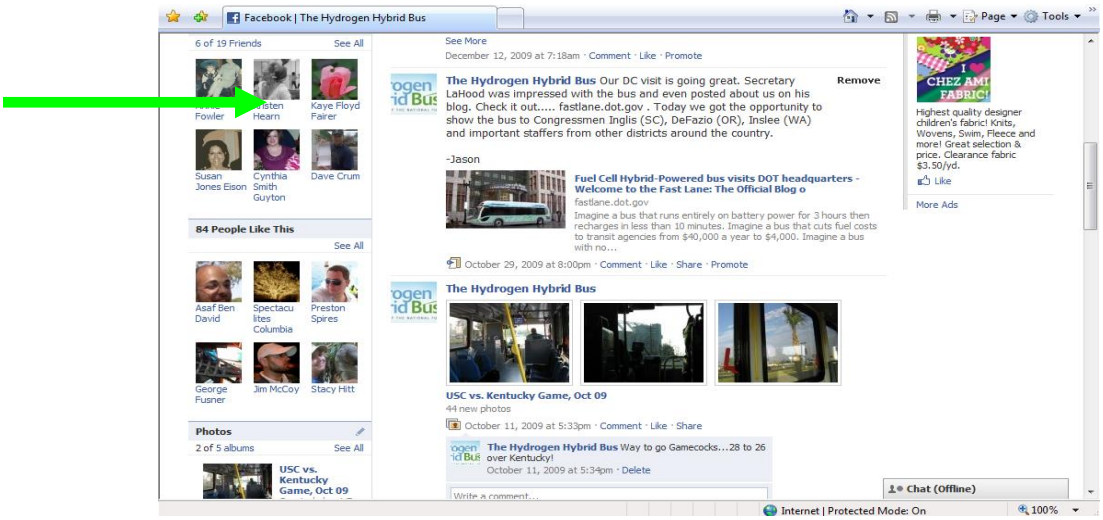
Here are some screen grabs of a hydrogen vehicle “like page” on Facebook to show what can be accomplished:



Be sure to include photos from your events, links to articles published on your project, answers to commonly asked questions; and with a Blackberry, you can even send real time updates to your Facebook status as with the “DC Visit” note below.

Uploading photos and videos is very straightforward. In the screenshot above, the arrow is pointing to several icons next to the word “Attach”. The first icon allows you to post a link to your home page or “wall”; the next a photo, an event, and finally, a video. This is a quick and easy way to exhibit new things. In the “DC Visit” note below, you can see that Jason has written text about their trip and attached a link to an article about the bus that was published on http://fastlane.dot.gov. Simply type your text in the “What’s on your mind?” box that is provided. Click the icon for your attachment type. Paste and/or upload the attachment then click “Share”.

Additionally, if you have a series of photos you’d like to add, say from a weekend-long event, go to the “Photos” tab at the top of the page and then click “Create New Album”. Enter your event title, any pertinent details, allowances, then upload your photos.



Facebook has recently started a new service for "like page" administrators. Each week, they send out an email containing page activity stats, like this one:

> Hi Rebecca,
>
> Here is this week's summary for the Facebook Page: The Hydrogen Hybrid Bus
>
> +1 Fans this week (165 total Fans)
> 0 Wall Posts, Comments, and Likes this week (3 last week)
> 154 visits to your page this week (122 visits last week)
>
> Update your Fans:
> http://www.facebook.com/n/?pages%2FThe-Hydrogen-Hybrid-Bus%2F112865815428&v=wall&mid=252623bG229f5ff5Gab77ca7G66&n_m=becca0327%40sc.rr.com
> Visit your Insights Page:
> http://www.facebook.com/n/?business%2Finsights%2F&pages&i=112865815428&mid=252623bG229f5ff5Gab77ca7G66&n_m=becca0327%40sc.rr.com
> Get more Fans with Facebook Ads:
> http://www.facebook.com/n/?ads%2Fcreate%2F&src=pg_edit&fbid=112865815428&mid=252623bG229f5ff5Gab77ca7G66&n_m=becca0327%40sc.rr.com

You can quickly see how many fans you've gained or lost, how much interaction you've had with your audience, and how many people have visited your page in the past week. Additionally, you have the option to send a note to your fans, see a full listing of stats, and purchase a banner ad. To send a Note, click the "Note" tab at the top of your wall page. Write your title and text as you would any press release or article, tag related persons, and then select a group to whom you will send the note.

Facebook is a wonderful tool to reach the Generation X-Z crowd and is easily updatable from the nearest computer or cell phone. It's such a visually rich program that you can really get your message out in words and photos and get your target market excited about your project. Additionally, with wall posts, discussions, notes, and messages*, you'll be able to interact directly with your audience, answer questions, and spread the word without having to use a traditional medium that may take hours, days, or even weeks to update, correct, encourage, and respond.

*1. Wall post: Any note, photo, video, link, etc. that you post directly to your wall

using the directions on page 4.

2. Discussions: By clicking on the “Discussions” tab at the top of your wall page, you can post a discussion topic or question to your fans. Fans can then reply directly and have a sort of on-line conference with yourself and other enthusiasts.
3. Notes: See the paragraph above.
4. Messages: Administrators have the option to privately message, or email, Fans with responses to questions, inquiries, etc.

Facebook can also be linked with Twitter, the newest of the social network services. Assuming you have established a Twitter profile (see below), to link Facebook and Twitter together, go on Facebook under Applications and search for the “Twitter Tab”. Using this application will add another tab to the top of your wall page, next to Info, Notes, Discussions, etc. This application will copy your profile settings, including theme and color, directly from Twitter and apply it to your news stream. From here on out, anything you *tweet* will be featured on your Twitter Tab.