



## **Guide to Facebook**

### **How to set up your Facebook profile**

1. Go to <https://www.facebook.com/> and follow the process for your profile creation.

### **Find your way around Facebook**

1. Your Profile
  - a. The Facebook profile is where your information will live. You can make your profile as public or private as you want by setting privacy controls that limit the amount of information other users can see. The Facebook profile is where your information will live. You can make your profile as public or private as you want by disabling the information you don't want publicly visible.
  - b.
2. Your Newsfeed
  - a. This is the place where all your friends' posts will appear. You'll also see updates from pages that you've liked. Your posts will also appear in the newsfeed where your friends can see them. Advertisements and promotions will also appear in your Newsfeed.
3. Your Timeline
  - a. Often confused with a newsfeed, your timeline is a personal record of all the posts you've shared and posts you've interacted with. Your friends can see your timeline by default if they search your name unless you've set your privacy settings to limit who can see your postings.

### **Guide to Facebook lingo**

1. What is a Post?
  - a. A "post" is the term Facebook uses to describe something you share on your newsfeed. Text, images, videos and location are just a few of the types of posts you can share to the newsfeed for your friends to see. To share a Facebook post, go to the text box at the top of your newsfeed page or on your profile page.
2. Like, Comment or Share
  - a. These are the main ways that you can react to someone else's post. If you like someone's post, you can give them a thumbs up. Want to provide a comment on the post? That's possible as well. Finally, if you'd like to share the post so your other Facebook friends can see it, you can do so by selecting the share button.

- i. If a post calls for a stronger reaction than a like, you can also express that you love, laughed at, are amazed, sad or angry at a post by holding down the Like button.
3. What are Friends?
  - a. These are people you've either sent a request to and they've accepted or people who have sent you a request and you've accepted. Unlike other social networking sites that allow someone to follow you without you following them back, Facebook's friend system requires both you and the other person to be friends with each other.
4. What are Followers?
  - a. Facebook has a follower option as well. When you add new friends, you automatically follow them (and they follow you, too). This is Facebook's way of adding this new friend to your newsfeed and making sure you see their posts.
5. What are Groups?
  - a. Facebook users with similar interests might find it helpful to create a group on the platform. A group is a community of users who interact with each other based on various topics set by the group's admins and other users.
6. What are Pages?
  - a. Businesses use Facebook Pages to create a presence on the social network. Pages are not individual Facebook users — think of them as profiles for businesses. They can post updates, images, videos and all the other types of content that profiles can.
7. What are Events?
  - a. Individual users and businesses have the option to advertise events. The events can accept RSVPs, create a guest list and share the date time and location of the event.
8. What is Facebook Messenger?
  - a. Instead of a direct messaging platform, Facebook Messenger exists as a separate application so users can chat one-on-one or in a private group setting.
9. What are Stories?
  - a. Facebook stories are another way individual users and business pages can connect with their friends and followers. Stories are short pieces of content that are visible for just 24 hours. After 24 hours, the stories disappear from the newsfeed.
10. What is a Notification?
  - a. A notification informs you when a friend engages with your posts, photos, videos or timeline. You'll receive a notification that explains what they engaged with and when. Friend requests will also appear as notifications.

### **Facebook Safety Features**

After you've signed up for a Facebook account, you can adjust your privacy settings to control who can see your profile and information. Follow these four steps to change your privacy settings:

1. Click on the downward pointing arrow that's located on the top right corner of any Facebook page.
2. Click Settings.

3. In the left sidebar, select Privacy.
4. Set who is allowed to see your past and future posts. You can also control how people can find and contact you.

#### **Some Accounts to Follow**

- [U.S. Department of Transportation](#)
- [Federal Highway Administration](#)
- [Federal Motor Carrier Safety Administration](#)

These are just a few of our LEL Partners to get you started. For a full list that includes State and Organizational Partners, [click here](#). To find these Facebook accounts online, simply search the organizations name on your preferred search engine and include the word "Facebook" at the end of the name. If these organizations have an active Facebook account will be the first search result.

## Post Examples

The following are a few examples of posts that include the basics.

### Post with image included

 **National LEL Program**  
Published by Adrian Ghisa · March 4 at 9:38 AM · 🌐

Don't miss this week's Traffic Stop Newsletter! In today's edition, [NHTSA releases 2020 traffic crash data](#), [Mississippi finds DUIs by the dozens](#), [Ohio promotes road safety for teens](#) and much more.

Read this week's newsletter here: <https://bit.ly/3pDZDOb>  
[Mississippi Department of Public Safety \(Official\)](#)  
[Ohio High School Athletic Association](#)



105 People reached    8 Engagements    — Distribution score    [Boost post](#)

👍 3

👍 Like    💬 Comment    ➦ Share

 Comment as National LEL Program    😊 📷 GIF 🗨️

Post sharing a story from a media account. When your followers click on the image the story will open.

**National LEL Program**  
Published by Tim Burrows · February 22 at 10:12 AM · 🌐

This is a fantastic story displaying the good that can come out of bad situations and the lasting positive impact that professional law enforcement can have, in some cases forming life long friendships. Changing the path of a life, possibly even saving lives in the process.

Minnesota Office of Traffic Safety Governors Highway Safety Association Minnesota State Patrol NHTSA Hennepin County Sheriff's Office  
<https://www.kare11.com/.../89-5b27a957-a754-4095-9690...>



KARE11.COM  
Minnesotan celebrates 10th year of sobriety with state trooper who arrested her for drunk driving

864 People reached    32 Engagements    - Distribution score    **Boost post**

👍 8    1 Share

👍 Like    💬 Comment    ➦ Share

**LEL** Comment as National LEL Program    😊 📷 🗨️ 🗑️

1

Shared post from another account. Note how the other account's title and post text are located under the images.

**National LEL Program**  
Published by Tim Burrows · March 2 at 9:17 AM · 🌐



**Florida Law Enforcement Liaison Program**  
March 2 at 8:48 AM · 🌐

Drive Sober or Get Pulled Over Outreach Event with Tampa Bay Lightning and the Tampa Police Department during First Responder Appreciation Night. 🚔👮🏻💙👮🏻💙👮🏻💙

68 People reached    6 Engagements    - Distribution score    **Boost unavailable**

Shared post from another account with video included.

**National LEL Program**  
Published by Tim Burrows · March 9 at 7:52 PM ·



**Governor's Council on Impaired Driving**  
March 7 at 10:56 AM ·

The 2022 Mountain West Men's Basketball Championship starts this week. Whether you're traveling to Las Vegas or watching the games at a local bar, plan ahead for a sober ride home. GO POKES! 🍷

20 People reached    3 Engagements    - Distribution score    **Boost unavailable**

2

Like    Comment    Share

Comment as National LEL Program