

## Maryann's version of facebook **Do's and Don'ts**

### **DO:**

1. Show your personality. This "transparency" is so others can get to know, like, and trust you. Facebook is a way to bring back the old small-town effect where people are rewarded for integrity and great personalities.
2. Put your best foot forward. You can emphasize your positives and minimize the negatives in your profile information regarding interests, job, and school history, but be honest.
3. Choose a flattering, clear, close-up picture of yourself for the profile pic, preferably smiling.
4. Make sure your "thumbnail" picture is centered- this is the smaller version of your profile picture that shows on posts. Hover over the top right corner of your profile picture, and when you see the "change picture" in blue, click on it to bring up the drop down menu, then choose "edit thumbnail".
5. Write personal, witty, interesting, clever, informative things often in your Status updates.
6. Post pictures and informative or entertaining links often.
7. Scan the News Feed often and make comments. Be sure to look at both views; Top New & Most Recent.
8. Go in and post comments on friends' walls and photos often.
9. Use the Share option when you see someone else's interesting link or event.
10. Tag your pictures and watch to see if you've been tagged and delete the tag if you don't like the picture of yourself.
11. Create a Page for your business and ask for "Likes".
12. Create an event and invite your friends.
13. Create Friend lists for subsets of facebook friends so you can easily see what they have posted.
14. Set privacy settings that work with your objectives.

### **DON'T:**

1. Have more than one facebook account. Your business page/group(s) is a subset of your personal profile.
2. Post something you wouldn't show your mother, your kids, or your boss.
3. Have anyone else or their cropped body parts in your profile picture.
4. Be overzealous with your religion or political beliefs in your info section.
5. Change your profile picture often – you want consistency so people remember you.
6. Be boring!
7. Fill out information you don't want to – such as year of birth (put in, but you can hide), religion, politics, etc.