

Facebook Contacting

January 8th, 2012

Agenda

- What is Facebook?
- Why use Facebook for your business?
- When to use Facebook for your business?
- Facebook Quick Tour: Wall, Info, Photos, Friends
- Amway's Social Media Guidelines
- Prepare to use Facebook for your business
 - Demo
 - Questions/Answers
- Setup Workshop
 - Edit your Facebook Profile
 - Configure your Facebook Privacy Settings
 - View your Profile as the Public

What is Facebook?

- Facebook is an online social utility that helps people communicate more efficiently with their friends, family and coworkers
- Facebook technologies enable the sharing of information through online mapping of people's real-world social connections
- Anyone can sign up for Facebook and interact with the people they know in a trusted environment

Facebook Stats

- Founded in February 2004
- More than 800 million active users
- More than 50% of users log on to Facebook each day
- Average user has 130 friends

Why use Facebook for your business?

- Facebook was created to connect people
- 800 million people on Facebook & growing
- Most Gen-X & Gen-Y comfortable with Facebook
- IBO - Reach out to friends/family/customers
- IBO leader - Supporting your team through consistent communication/motivation

When to use Facebook for your business?

Four Basics	Use Facebook?
1. List Building	Yes
2. Contacting/Inviting	Yes
3. Showing the Plan	No
4. Follow-Up / Getting Started	Yes (List building with prospect)

PLUS – Generating volume through retail sales!

Facebook Quick Tour

facebook Michael Kavanagh Find Friends Home



Michael Kavanagh

Studied at New York University College of Arts and Science Lives in Wilmington, Delaware Married to Debbie Luti Kavanagh From Queens, New York Born on August 30 Add where you work Add languages you know Edit Profile

Update Status Add Photo / Video

What's on your mind?

Diana Eve Thompson Resa Kavanagh
I hope you and your family have a blessed NEW YEAR! — with James Kavanagh and 2 others.
Like · Comment · See Friendship · Saturday at 7:05pm

James Kavanagh and Debbie Kavanagh like this.

James Kavanagh Thank you Diana! May this New Year be the best yet for you and your family!
Saturday at 7:16pm · Like

Resa Kavanagh Thanks Diana! You too! :)
Saturday at 8:03pm · Like

Write a comment...

Resa Kavanagh
happy father's day daddy!!! love you so much ♥
Like · Comment · See Friendship · June 19, 2011 at 8:41am

Colleen Steffen Goodman
happy father's day uncle mike! love you :)
Like · Comment · See Friendship · June 19, 2011 at 5:19am

Sponsored See All

Wong's Big Value
 Need that last minute gift? visit Wong's Big Value Site for gifts under \$20
Like · 15 people like this.

Progressive Centralists
 They Speak For Us...NOT TO US. Collectively, we are the American Voice. Join-us in the battle to be heard.
Like · 618 people like this.

Amazing Airplants on \$ale
airplant.us
 FREE PLANT with \$30 purchase. Many varieties and colors. Easy Care. No soil needed. Great gifts for EVERYONE! Fast easy shipping.

Organic & Alt Health
educationdegreessource.com
 Online Bachelors in Complementary & Alternative Health.

Married to **Debbie Luti Kavanagh**

Friends (104)
Linda Murphy Hickey
Larry Goulston
Megana Prasad Johns Hopkins

Facebook Quick Tour

Facebook: "Wall"

The screenshot shows the Facebook interface for a user named Michael Kavanagh. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Michael Kavanagh' with links for 'Find Friends' and 'Home'. The profile header shows a profile picture of Michael and Debbie Kavanagh, their name 'Michael Kavanagh', and biographical information: 'Studied at New York University College of Arts and Science', 'Lives in Wilmington, Delaware', 'Married to Debbie Luti Kavanagh', 'From Queens, New York', and 'Born on August 30'. There are buttons for 'Edit Profile' and 'View As...'. The main content area, outlined in red, features an 'Update Status' and 'Add Photo / Video' section with a text input field 'What's on your mind?'. Below this are several posts: a post by Diana Eve Thompson and Resa Kavanagh about a New Year's message; a post by James Kavanagh thanking Diana; a post by Resa Kavanagh thanking Diana; a post by Resa Kavanagh wishing her father a happy Father's Day; and a post by Colleen Steffen Goodman wishing her uncle Mike a happy Father's Day. The left sidebar contains navigation links for 'Wall', 'Info', 'Photos', 'Notes', 'Friends', and 'Subscriptions', as well as a 'Married to' section for Debbie Luti Kavanagh and a 'Friends (104)' list including Linda Murphy Hickey, Larry Goulston, and Megana Prasad. The right sidebar contains sponsored advertisements for 'Wong's Big Value', 'Progressive Centralists', 'Amazing Airplants on \$ale', and 'Organic & Alt Health'.

Facebook Quick Tour

Facebook: "Info"

The screenshot shows a Facebook profile for Michael Kavanagh. The 'Info' tab is selected in the left-hand navigation menu. The profile header includes a search bar, the user's name 'Michael Kavanagh', and navigation links for 'Find Friends' and 'Home'. The profile picture shows Michael Kavanagh and his wife, Debbie Luti Kavanagh. The bio section, highlighted with a red box, states: 'Studied at New York University College of Arts and Science', 'Lives in Wilmington, Delaware', 'Married to Debbie Luti Kavanagh', 'From Queens, New York', and 'Born on August 30'. Below the bio are sections for 'Work and Education', 'People You May Know', 'Sponsored', and 'Arts and Entertainment'. The 'Work and Education' section lists 'New York University College of Arts and Science' and 'Queensborough Community College'. The 'People You May Know' section lists Kevin Hickman, Carissa Nadonley, Carl Gardner, and Linda Catoggio. The 'Sponsored' section features a political advertisement for 'Progressive Centralists' with a bar chart and the text 'They Speak For Us...NOT TO US. Collectively, we are the American Voice. Join-us in the battle to be heard.' The 'Arts and Entertainment' section has a 'Share Your Interests' area with icons for music, books, movies, TV, and photos.

Michael Kavanagh
Studied at New York University College of Arts and Science Lives in Wilmington, Delaware
Married to Debbie Luti Kavanagh From Queens, New York Born on August 30 Add where you work Add languages you know Edit Profile

Work and Education Edit

College **New York University College of Arts and Science**

Queensborough Community College

High School **Archbishop Molloy High School**

Share Your Experiences Add a Job

Arts and Entertainment Edit

Share Your Interests

People You May Know See All

Kevin Hickman
4 mutual friends Add Friend

Carissa Nadonley
4 mutual friends Add Friend

Carl Gardner
4 mutual friends Add Friend

Linda Catoggio
8 mutual friends Add Friend

Sponsored See All

Progressive Centralists

They Speak For Us...NOT TO US. Collectively, we are the American Voice. Join-us in the battle to be heard.

Like 618 people like this.

AGING SENIOR IN-HOME COMPANION CARE

Facebook Quick Tour

Facebook: "Photos"

The screenshot shows a Facebook profile for Michael Kavanagh. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Michael Kavanagh' with links for 'Find Friends' and 'Home'. The profile header shows a large photo of Michael and Debbie Luti Kavanagh, with navigation links for 'Wall', 'Info', 'Photos', 'Notes', 'Friends', and 'Subscriptions'. The 'Married to' section identifies Debbie Luti Kavanagh. The 'Friends (104)' section lists Linda Murphy Hickey, Larry Goulston, and Megana Prasad (Johns Hopkins).

The main content area is titled 'Michael Kavanagh ▸ Photos' and is highlighted with a red border. It features a 'Your Photos' section with two photo thumbnails: one labeled 'Photos' with 14 photos and another labeled 'Profile Pictures' with 1 photo. To the right of the main content are two sections: 'People You May Know' with suggestions for Lynsey Schoonover Hickman (8 mutual friends), Karlyn Grasso, Marshall Gile (2 mutual friends), and Kevin Hickman (4 mutual friends); and a 'Sponsored' section for 'Amazing Airplants on \$ale' from airplant.us, which offers a free plant with a \$30 purchase. Below the sponsored section is a link for 'Progressive Centralists' with a brief description and a small image of a poster.

Facebook Quick Tour

Facebook: "Friends"

facebook Search Michael Kavanaugh Find Friends Home

Michael Kavanaugh ▸ Friends

Search by Name Type a friend's name

- Amanda Stoeckicht**
UBC
- Amar Wadhawan**
Stanford University
- Andrew Zuza**
Works at UCLA
- Anne Marie Cancellare DeMatteo**
Florida State University
- Anne Marie Hennigan Murphy**
St. John's University
- Anthony Albano**
Franklyn k lane
- Anthony Donato Cancellare**
Owner at Chow's Oh Paisan!

People You May Know See All

- Al Criscuola**
3 mutual friends
- May Chaing**
2 mutual friends
- Kerry Beale**
- Patrick Criscuola**
2 mutual friends

Sponsored See All

Lease Purchase a truck
sammonstrucking.com
 Be a business partner not just a driver. No down payment, No baloon, choose you loads

Dawn Armfield, Neuromuscular...
 Relax, Renew and Restore with Massage Valdosta, GA

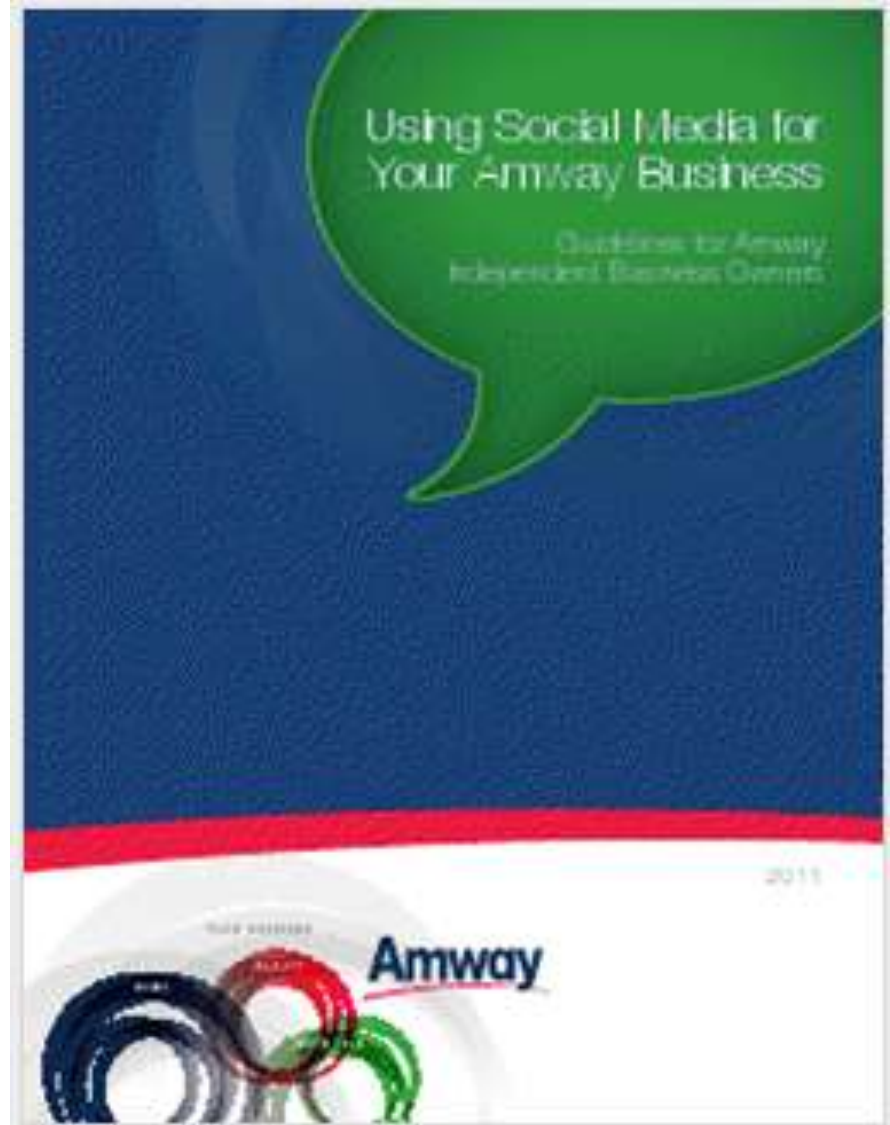
Married to
 Debbie Luti Kavanagh

Friends (104)

- Linda Murphy Hickey**
- Larry Goulston**
- Megana Prasad**
Johns Hopkins

Amway's Social Media Guide

- Amway's Rules of Conduct apply to Social Media (Facebook, Twitter, YouTube etc...) and are described in "Amway's Social Media Guide"
 - IBO's download PDF at:
www.amway.com
- Search for: "Social Media Guide"



Amway's Social Media Guidelines

Excerpts

Brand images and logos – Using Amway's logos and product images in your social media presence is not allowed

Naming your page – Amway will not allow the use of its trademarks or trade names as profile names or page names. Use your own name, as people are more likely to remember your name than one you've created (Rule 9.1).

Soliciting for customers or IBO's – soliciting is allowed only in a closed environment (i.e. only your friends or followers can see your posts) and is not permitted in open/public forums (rules 4.3.2., 8.3.11., and 9.8).

Privacy settings – Many social media sites allow you to manage your privacy settings to control who can see your photos, profile, your updates, and who can follow you. Amway recommends that you manage your privacy settings so only your friends, family and colleagues can view your updates. When participating in open forums where privacy settings are not available or utilized, following the Rules of Conduct/Commercial Principles will help protect Amway's reputation and yours.

Business and product claims – Business and product claims must be accurate and substantiated. It is recommended that only business and product claims authored by the Corporation be utilized (Rule 4.4).

Videos- Any videos produced by people or entities other than Amway must be reviewed and authorized by Amway prior to being used for your Amway business in a social media environment (Rule 7).

Avoid crosslining – There may be instances in your social media experiences when you run into an IBO from a different Line of Sponsorship (LOS) or different training organizations. If this occurs, we recommend that you check with your upline for assistance. Don't use social media to argue, engage in a long discussion, or message other IBOs directly regarding your LOS or a different training organization. Although you may be part of a different LOS or LOA (Line of Affiliation). You both want to achieve success through your Amway business. You just may be taking different paths to get there (Rules 4.15 and 4.2)

Prepare to use Facebook for your business

- Prepare for Facebook contacting
 - “Google” your name and phone number
 - Remove phone number from personal retail and/or personal BWW websites
 - If necessary, create a new online name using your first and middle names
- Set up a non-BWW e-mail account(s)
 - Google - G-Mail (www.google.com)
 - Windows Live - Hotmail (www.hotmail.com)
 - Yahoo E-Mail - (www.yahoo.com)
- Sign up for Facebook using the new e-mail account(s)
 - www.facebook.com
- Develop message scripts / responses
- Set goals / track & counsel with business mentor/coach
- Be consistent / persistent and give it time to work for you

Prepare to use Facebook for your business

- Existing Facebook users
 - Review Facebook Profile to conform with *Amway Social Media Guidelines*
 - Remove unprofessional photos/posts etc.
 - Remove references to Amway, BWW, Artistry, Nutrilite, XS etc.
 - Review security/privacy settings
 - Upload positive photos – without “tagging” anyone
 - Consider developing a 2nd Facebook Profile (business and personal)
- New Facebook users
 - Set up your Facebook Profile to conform with Amway Social Media Guidelines
 - Refrain from uploading unprofessional photos/posts
 - Ensure Security/privacy settings
 - Upload positive photos – without “tagging” anyone
 - Consider having 2 Facebook Profiles (business and personal)

Facebook Contacting

Tips

- Search for prospects (live in the area / background etc)
- Send short Facebook messages (not Friend Requests)
- Wait 1 day before responding to prospect (posture)
- Work up to sending 50+ messages / day
- Send to both men & women
- If prospect reluctant to share phone number, then provide your number
- 50 / day = approx 1500/month
- 10% = 150 people wanting more information

Facebook Contacting

Search by Name / Education

The screenshot shows a Facebook search interface. At the top, the search bar contains the name 'John'. The navigation bar includes the Facebook logo, user profile icons, and the name 'Michael Kavanagh' with links for 'Find Friends' and 'Home'. On the left, a 'SEARCH FILTERS' sidebar lists various categories, with 'People' selected. The main content area is titled 'People' and features a 'SEARCH TOOLS' section with filters for 'Education' (set to 'New York University') and '2010'. Below this, a 'RESULTS' section lists five profiles: John Colley, John Campo, John Elsroutji, Hammad John, and John Williams. Each profile includes a profile picture, name, work/school information, and an 'Add Friend' button. On the right side, there are three promotional sections: 'Find Friends from Queens, New York' (with a 'Find Friends' button), 'People You May Know' (featuring Debbie Kavanagh with a 'Add Friend' button), and 'Sponsored' (featuring a Levi's advertisement for a 50% sale and a 'Class of 1975' link).

Facebook Contacting

Control / Left Mouse Click to TAB (faster searching)

The screenshot shows a web browser with five tabs open: 'John - Facebook...', 'John Colley', 'John Campo', 'John Elsroutji', 'Hammad John', and 'John Williams'. The 'John Colley' tab is highlighted with a red box. The browser window displays the Facebook search results for 'John'. The search filters are set to 'Education' with 'New York University' and '2010'. The results list five profiles: John Colley, John Campo, John Elsroutji, Hammad John, and John Williams. Each profile includes a profile picture, name, education/work history, and an 'Add Friend' button. On the right side, there are sections for 'Find Friends from Queens, New York', 'People You May Know' (featuring Debbie Kavanagh), a 'Sponsored' advertisement for Levi's (SAVE UP TO 50%), and a 'Class of 1975' section.

Facebook Contacting

Click "Message"

The image shows a screenshot of a Facebook profile for John Williams. The profile is displayed on a desktop interface. At the top, the Facebook logo and navigation bar are visible, including a search bar and the user's name, Michael Kavanagh. The profile header shows the name "John Williams" and his location information: "Studied at New York University", "Lives in Brooklyn, New York", and "From Los Angeles, California". Below the header, there are sections for "Work and Education", "Sports", "Basic Information", and "Contact Information". The "Work and Education" section lists "New York University" as the college, with "Class of 2010". The "Sports" section lists "Soccer" as a favorite sport. The "Basic Information" section shows "Sex: Male". The "Contact Information" section shows a Facebook link: "http://facebook.com/johnwilliamsbrazil". On the right side of the profile, there are two buttons: "Add Friend" and "Message". The "Message" button is highlighted with a red rectangular box. Below the buttons, there are several sponsored posts, including "Wheat Belly", "Class of 1975", "Suzanne Arca Design", and "1 Step Public Adjusters".




Facebook Contacting

Cut & Paste for speed

The screenshot shows a Facebook interface. At the top is a blue navigation bar with the Facebook logo, a search bar, and a profile picture of Michael Kavanagh. On the left is a sidebar with navigation options: News Feed, Messages (highlighted), Other, Events, Find Friends (with a notification badge of 17), APPS (Photos, Notes, Apps and Games), and GROUPS. The main content area shows a message from Michael Kavanagh to John Williams, sent 2 minutes ago. The message text reads: "John, I see you are in Brooklyn and into soccer. I'm expanding my sports nutrition business in NY - are you open to developing additional income on top of what you are already doing? Mike". Below the message is a reply box with a text input field, icons for attachments and photos, and a blue "Reply" button.

Edit your Facebook Profile

Basic Information



facebook  Search  Michael Kavanagh Find Friends Home 



Michael Kavanagh ▶ Edit Profile ◀ View My Profile View As...


Basic Information

- Profile Picture
- Friends and Family
- Education and Work
- Philosophy
- Arts and Entertainment
- Sports
- Activities and Interests
- Contact Information


You can also visit your [privacy settings](#) to adjust other settings.


Current City:  


Hometown:  


I Am: 


Show my sex in my profile

Birthday: 



Interested In: Women Men 

Languages: 

About Me: 

Save Changes

Edit your Facebook Profile

Profile Picture

facebook Michael Kavanagh Find Friends Home

Michael Kavanagh ▶ Edit Profile [View My Profile](#) [View As...](#)

- Basic Information
- Profile Picture**
- Friends and Family
- Education and Work
- Philosophy
- Arts and Entertainment
- Sports
- Activities and Interests
- Contact Information

You can also visit your [privacy settings](#) to adjust other settings.



[Edit Thumbnail](#)
[Remove Your Picture](#)

Select an image file on your computer (4MB max):

[Browse...](#)

OR

[Take a Picture](#)



By uploading a file you certify that you have the right to distribute this picture and that it does not violate the Terms of Service

Row of photos at top of profile: [Unhide All](#)



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Edit your Facebook Profile


Friends and Family


facebook  Search  Michael Kavanagh [Find Friends](#) [Home](#) ▾

Michael Kavanagh ▸ **Edit Profile** [View My Profile](#) [View As...](#)


Relationship Status: Married ▾ to   Debbie Luti Kavanagh


Anniversary: Month: ▾ Day: ▾ Year: ▾

Family:  Joe Cancellare Unknown ▾ ▾ 

 Shannon L Cancellare Unknown ▾ ▾

Enter an email for **Shannon L Cancellare**. Shannon L Cancellare will receive an invitation to become your friend on Facebook and confirm your Family Request.




 Andrew Zuza Unknown ▾ ▾

 Catherine Chacon Unknown ▾ ▾

Enter an email for **Catherine Chacon**. Catherine Chacon will receive an invitation to become your friend on Facebook and confirm your Family Request.

Edit your Facebook Profile


Education and Work


facebook  Search  Michael Kavanagh [Find Friends](#) [Home](#) 



Michael Kavanagh ▶ **Edit Profile** [◀ View My Profile](#) [View As...](#)


- Basic Information
- Profile Picture
- Friends and Family
- Education and Work**
- Philosophy
- Arts and Entertainment
- Sports
- Activities and Interests
- Contact Information


You can also visit your [privacy settings](#) to adjust other settings.

Employer:  ▼

College/University:  ▼







-  **New York University College of Arts and Science** [Edit](#) [×](#)
 - [Add a Class](#)
-  **Queensborough Community College** [Edit](#) [×](#)
 - [Add a Class](#)

High School:  ▼










-  **Archbishop Molloy High School** [Edit](#) [×](#)
 - [Add a Class](#)

Edit your Facebook Profile



Philosophy



facebook    Search  Michael Kavanagh  Find Friends Home 



Michael Kavanagh ▶ Edit Profile View My Profile View As...



 Basic Information
 Profile Picture
 Friends and Family
 Education and Work
 Philosophy
 Arts and Entertainment
 Sports
 Activities and Interests
 Contact Information

You can also visit your [privacy settings](#) to adjust other settings.

Religion:  
Description:

Political Views:  
Description:

People Who Inspire You:  

Favorite Quotations:  

[Save Changes](#)

Edit your Facebook Profile

Arts and Entertainment

The screenshot shows the Facebook interface for editing a profile. At the top, the Facebook logo is on the left, and a search bar is in the center. On the right, the user's name 'Michael Kavanagh' is displayed with a profile picture, along with 'Find Friends' and 'Home' buttons. Below the navigation bar, the user's name 'Michael Kavanagh' is followed by 'Edit Profile'. To the right of this are two buttons: 'View My Profile' and 'View As...'. On the left side, there is a vertical menu of profile sections: 'Basic Information', 'Profile Picture', 'Friends and Family', 'Education and Work', 'Philosophy', 'Arts and Entertainment' (which is highlighted), 'Sports', 'Activities and Interests', and 'Contact Information'. Below this menu, a note says 'You can also visit your [privacy settings](#) to adjust other settings.' The main content area contains five rows, each with a category label, a text input field, and a lock icon with a dropdown arrow. The categories are: 'Music: What music do you like?', 'Books: What books do you like?', 'Movies: What movies do you like?', 'Television: What TV shows do you like?', and 'Games: What games do you like?'. At the bottom of this section is a blue 'Save Changes' button.

Edit your Facebook Profile

Sports

The screenshot shows the Facebook interface for editing a profile. At the top, the Facebook logo is on the left, a search bar in the center, and the user's name 'Michael Kavanagh' with a profile picture on the right. Below the navigation bar, the page title is 'Michael Kavanagh ▶ Edit Profile'. On the left side, there is a vertical menu with icons and labels for different profile sections: Basic Information, Profile Picture, Friends and Family, Education and Work, Philosophy, Arts and Entertainment, **Sports** (highlighted), Activities and Interests, and Contact Information. Below this menu, a link says 'You can also visit your privacy settings to adjust other settings.' The main content area is titled 'Michael Kavanagh ▶ Edit Profile' and contains three sections for sports-related information. Each section has a label, an input field with a placeholder question, and a lock icon with a dropdown arrow. The sections are: 'Favorite Sports: What are your favorite sports?', 'Favorite Teams: What are your favorite sports teams?', and 'Favorite Athletes: Who are your favorite athletes?'. A 'Save Changes' button is located below each input field. At the bottom of the page, there is a footer with 'Facebook © 2012 · English (US)' on the left and a list of links: 'About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help' on the right.

facebook Search Michael Kavanagh Find Friends Home ▾

Michael Kavanagh ▶ Edit Profile [◀ View My Profile](#) [View As...](#)

Favorite Sports: ▾

Favorite Teams: ▾

[Save Changes](#)

Favorite Athletes: ▾

[Save Changes](#)

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Edit your Facebook Profile

Activities and Interests

The screenshot shows the Facebook interface for editing a profile. At the top, the Facebook logo and navigation icons are on the left, and a search bar, user name 'Michael Kavanagh', and links for 'Find Friends' and 'Home' are on the right. The main header reads 'Michael Kavanagh > Edit Profile' with buttons for 'View My Profile' and 'View As...'. The left sidebar lists profile sections: Basic Information, Profile Picture, Friends and Family, Education and Work, Philosophy, Arts and Entertainment, Sports, **Activities and Interests** (highlighted), and Contact Information. Below the sidebar, a note says 'You can also visit your [privacy settings](#) to adjust other settings.'

The 'Activities and Interests' section contains three rows, each with a text input field and a lock icon with a dropdown arrow:




- Activities:** Input field contains 'What do you like to do?'
- Interests:** Input field contains 'What are your interests?'
- Other Pages You Like:** Input field is empty.

A 'Save Changes' button is located below the 'Interests' field.

At the bottom of the page, the footer contains 'Facebook © 2012 · English (US)' on the left and a list of links: 'About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help' on the right.














Edit your Facebook Profile

Contact Information

facebook  Search  Michael Kavanagh [Find Friends](#) [Home](#) 

- Basic Information
- Profile Picture
- Friends and Family
- Education and Work
- Philosophy
- Arts and Entertainment
- Sports
- Activities and Interests
- Contact Information**

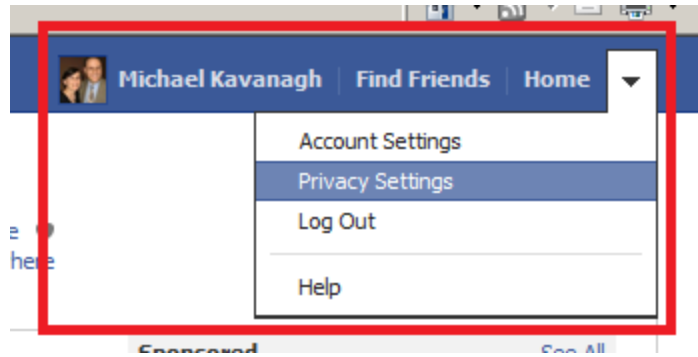
You can also visit your [privacy settings](#) to adjust other settings.

Emails: mgckavanagh@hotmail.com 	
Add / Remove Emails	
Add / Remove Mobile Phones	
Other Phones: Work  <input type="text"/> United States (+1) 	
	
Add another phone	
IM Screen Names: <input type="text"/> AIM 	
	
Add another screen name	
Address: <input type="text"/>	
City/Town: <input type="text"/>	
Zip: <input type="text"/>	
Neighborhood: <input type="text"/>	
Website: <input type="text"/>	
	

[Save Changes](#)

Configure your Facebook Privacy Settings

Select “Privacy Settings”



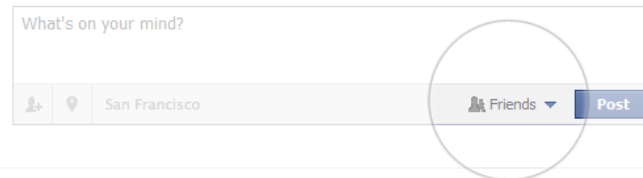
Privacy for mobile uploads



Privacy Settings

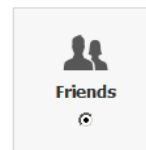
Control Privacy When You Post

You can manage the privacy of your status updates, photos and information using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try [editing your profile](#) to see how it works or [learn more](#).



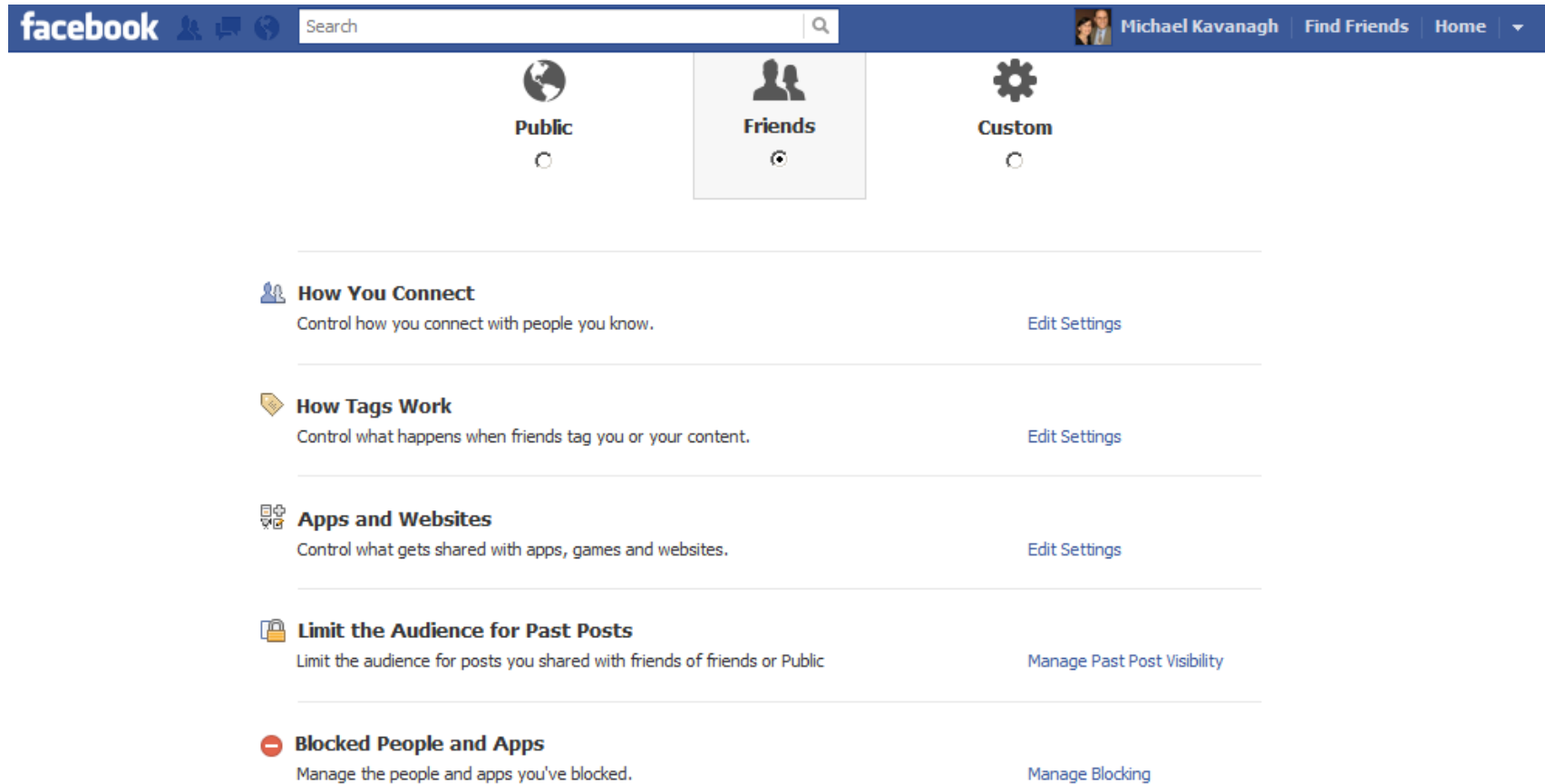
Control Your Default Privacy

This setting will apply to status updates and photos you post to your profile from a Facebook app that doesn't have the inline audience selector, like Facebook for Blackberry.



Configure your Facebook Privacy Settings

Choose Your Privacy Settings





The screenshot shows the Facebook interface for configuring privacy settings. At the top, there is a blue navigation bar with the Facebook logo, a search bar, and the user's name 'Michael Kavanagh' with links for 'Find Friends' and 'Home'. Below the navigation bar, three privacy options are displayed: 'Public' (with a globe icon), 'Friends' (with a group of people icon and a selected radio button), and 'Custom' (with a gear icon). Below these options, a list of settings categories is shown, each with an icon, a title, a brief description, and a link to 'Edit Settings' or 'Manage'.


Public


Friends


Custom

 **How You Connect**
Control how you connect with people you know. [Edit Settings](#)

 **How Tags Work**
Control what happens when friends tag you or your content. [Edit Settings](#)

 **Apps and Websites**
Control what gets shared with apps, games and websites. [Edit Settings](#)

 **Limit the Audience for Past Posts**
Limit the audience for posts you shared with friends of friends or Public. [Manage Past Post Visibility](#)

 **Blocked People and Apps**
Manage the people and apps you've blocked. [Manage Blocking](#)

Configure your Facebook Privacy Settings

Choose your Privacy Settings: How You Connect

How You Connect

Who can look up your profile by name or contact info? Everyone ▼

Who can send you friend requests? Everyone ▼

Who can send you Facebook messages? Everyone ▼

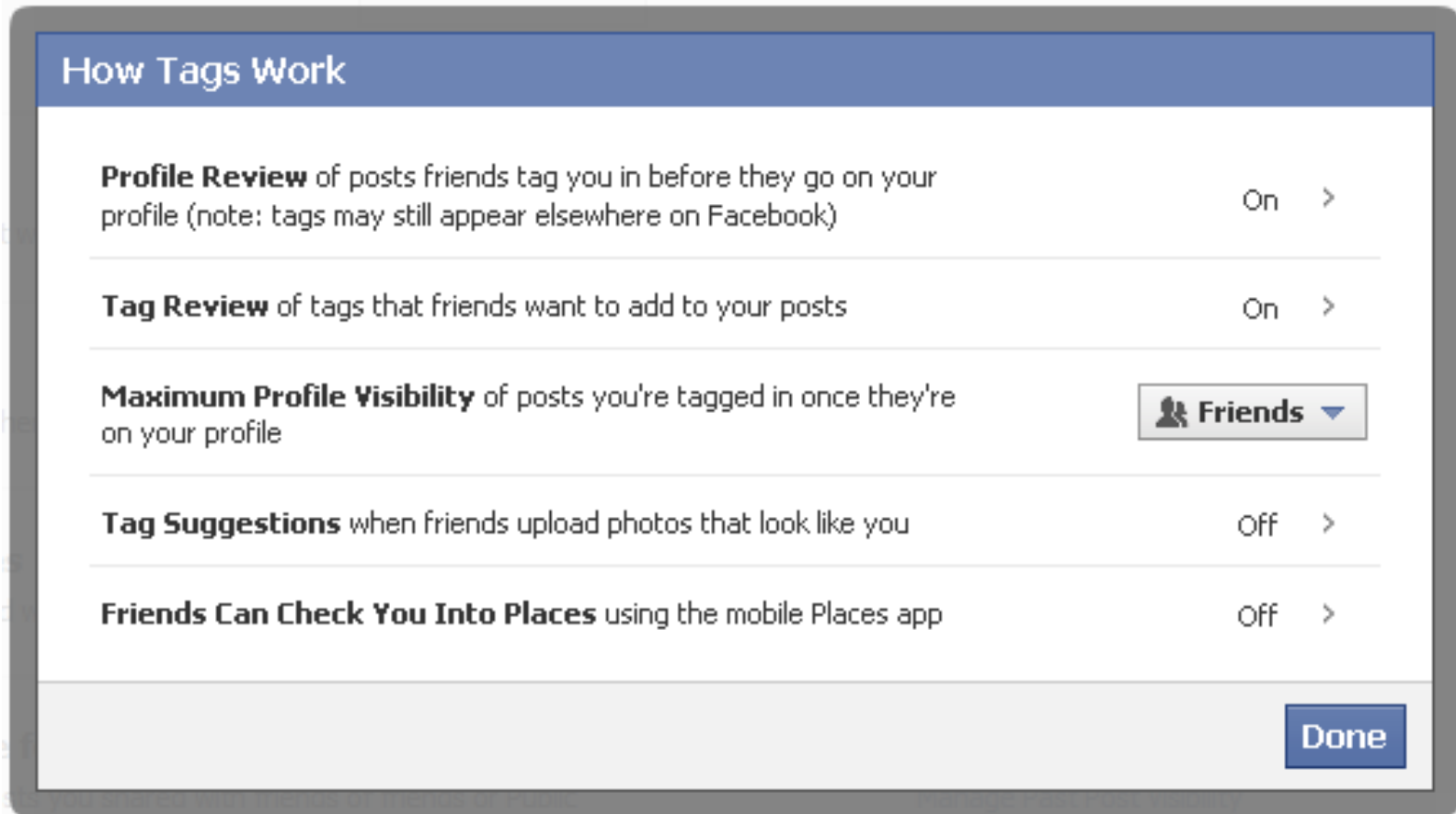
Who can post on your Wall? Only Me ▼

Who can see Wall posts by others on your profile? (Note: Stories about likes, friendships, and some other types of wall content aren't included in these settings.) Only Me ▼

[Learn more](#) Done

Configure your Facebook Privacy Settings

Choose Your Privacy Settings: How Tags Work






The screenshot shows the 'How Tags Work' section of Facebook's privacy settings. It features a blue header with the title 'How Tags Work'. Below the header, there are five settings listed, each with a description and a control element. The settings are: 'Profile Review' (On), 'Tag Review' (On), 'Maximum Profile Visibility' (Friends), 'Tag Suggestions' (Off), and 'Friends Can Check You Into Places' (Off). A 'Done' button is located at the bottom right of the settings panel.

Setting	Value
Profile Review of posts friends tag you in before they go on your profile (note: tags may still appear elsewhere on Facebook)	On >
Tag Review of tags that friends want to add to your posts	On >
Maximum Profile Visibility of posts you're tagged in once they're on your profile	Friends ▼
Tag Suggestions when friends upload photos that look like you	Off >
Friends Can Check You Into Places using the mobile Places app	Off >

Done

Configure your Facebook Privacy Settings

Choose Your Privacy Settings: Apps, Games and Websites


facebook  Search  Michael Kavanagh Find Friends Home 

Choose Your Privacy Settings Apps, Games and Websites

[← Back to Privacy](#)

On Facebook, your name, profile picture, gender, networks, username and user id (account number) are always publicly available, including to apps ([Learn Why](#)). Also, by default, apps have access to your friends list and any information you choose to make public.

Edit your settings to control what's shared with apps, games, and websites by you and others you share with:

Apps you use	You have turned off all apps, games and websites.  Turn on apps.	Edit Settings
How people bring your info to apps they use	People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with them.	This is disabled because you turned off all apps.
Instant personalization	Lets you see relevant information about your friends the moment you arrive on select partner websites.	This is disabled because you turned off all apps.
Public search	Show a preview of your Facebook profile when people look for you using a search engine.	Edit Settings

Configure your Facebook Privacy Settings

Choose Your Privacy Settings: Public Search



Choose Your Privacy Settings ► Public Search

◀ Back to Apps

Public search

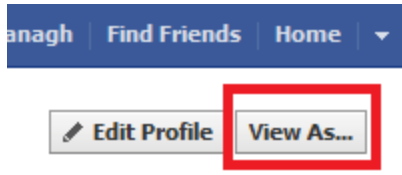
Public search controls whether people who enter your name in a search engine will see a preview of your Facebook profile. Because some search engines cache information, some of your profile information may be available for a period of time after you turn public search off. [See preview](#)

Enable public search

View your Facebook Profile as the Public

Info

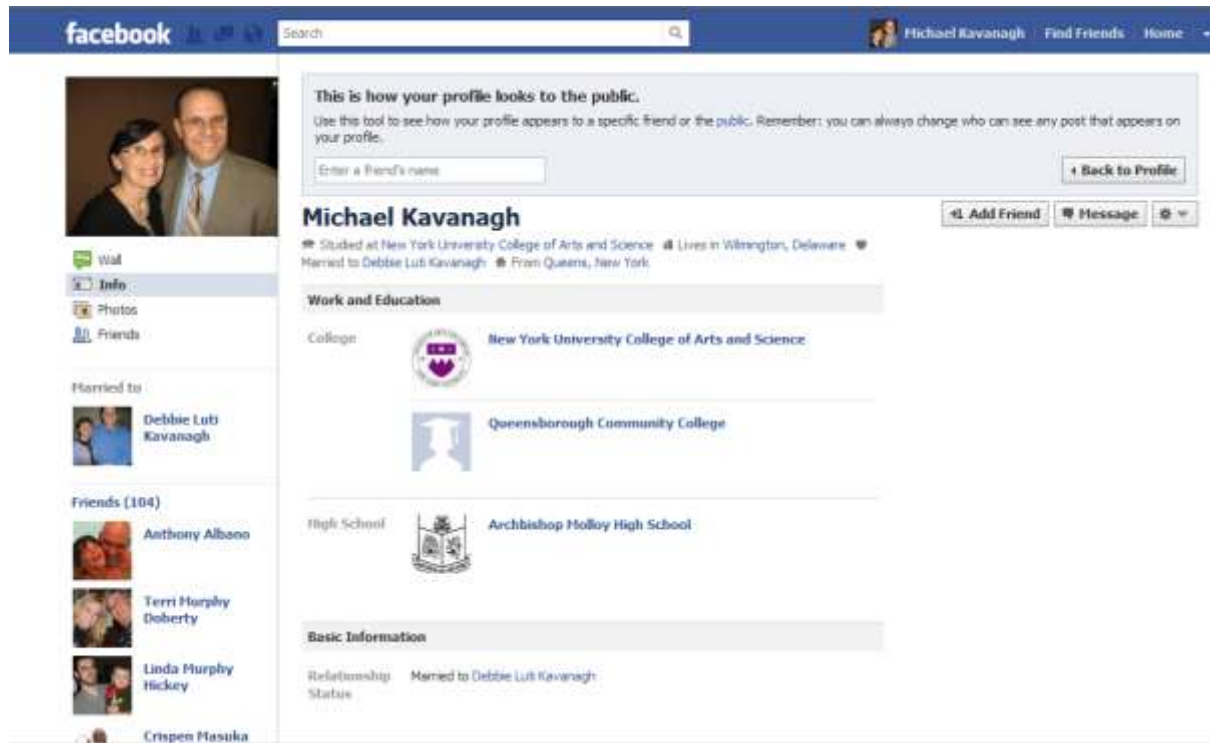
1.



2.



3.



View your Facebook Profile as the Public

Wall

The screenshot shows the Facebook interface for a user named Michael Kavanagh. At the top, the Facebook logo and navigation links are visible. The profile picture shows a man and a woman. The main content area displays a message about viewing the profile as the public, a search box for a friend's name, and buttons for 'Add Friend', 'Message', and a settings icon. Below this, the user's name 'Michael Kavanagh' is shown along with his education and location. The 'Wall' section is currently empty, showing a message that 'There are no more posts to show.' The left sidebar contains navigation links for Wall, Info, Photos, and Friends, as well as a 'Married to' section listing Debbie Luti Kavanagh and a 'Friends (104)' section listing several friends.

facebook Michael Kavanagh Find Friends Home

This is how your profile looks to the public.
Use this tool to see how your profile appears to a specific friend or the public. Remember: you can always change who can see any post that appears on your profile.
 [Back to Profile](#)

Michael Kavanagh [Add Friend](#) [Message](#) [Settings](#)

Studied at New York University College of Arts and Science Lives in Wilmington, Delaware
Married to Debbie Luti Kavanagh From Queens, New York

Wall

RECENT ACTIVITY

Michael started using Facebook for Android. [Get Facebook Mobile](#)

There are no more posts to show.


Married to
 Debbie Luti Kavanagh

Friends (104)


- Amanda Stoeckicht**
UBC
- Erica Rose Paschold**
- Joe Cancellare**
- Terri Murphv**

View your Facebook Profile as the Public

Photos

facebook  Search  Michael Kavanagh Find Friends Home ▾



 Wall

 Info

 **Photos**

 Friends

Married to

 **Debbie Luti Kavanagh**

Friends (104)

 **Amanda Stoeckicht**
UBC

 **Erica Rose Paschold**

 **Joe Cancellare**

This is how your profile looks to the public.


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[Back to Profile](#)


Michael Kavanagh ▸ Photos

[Add Friend](#) [Message](#) 

Michael's Photos See All: [Photos](#) · [Videos](#)



Photos
14 photos



Profile Pictures
1 photo

Revised - Mike Kavanagh - Jan 8, 2012

View your Facebook Profile as the Public

Friends

facebook Michael Kavanagh Find Friends Home



Wall
Info
Photos
Friends

Married to
 **Debbie Luti Kavanagh**

Friends (104)

-  **Amanda Stoeckicht**
UBC
-  **Erica Rose Paschold**
-  **Joe Cancellare**
-  **Terri Murphy**

This is how your profile looks to the public.
Use this tool to see how your profile appears to a specific friend or the public. Remember: you can always change who can see any post that appears on your profile.

[Back to Profile](#)

Michael Kavanagh Friends [Add Friend](#) [Message](#)

Search by Name

-  **Amanda Stoeckicht**
UBC [Add Friend](#)
-  **Amar Wadhawan**
Johns Hopkins
-  **Andrew Zuza**
Works at UCLA [Add Friend](#)
-  **Anne Marie Cancellare DeMatteo**
Florida State University [Add Friend](#)
-  **Anne Marie Hennigan Murphy** [Add Friend](#)
-  **Anthony Albano**
Franklyn k lane [Add Friend](#)

Top 20 Countries on Facebook

List of countries on Facebook

	Last 6 months	Last 3 months	Last month	Last 2 weeks	Last week
#	Country	Users	Change	(±%)	Pen.
1.	United States	157 412 260	0	0.00	50.74%
2.	Indonesia	41 774 960	0	0.00	17.19%
3.	India	41 402 420	+2 700	+0.01%	3.53%
4.	Brazil	35 154 500	-3 060	-0.01%	17.48%
5.	Mexico	30 988 700	+3 360	+0.01%	27.55%
6.	Turkey	30 963 100	0	0.00	39.80%
7.	United Kingdom	30 470 400	+4 020	+0.01%	48.87%
8.	Philippines	27 028 700	-4 980	-0.02%	27.06%
9.	France	23 545 120	+660	+0.00%	36.35%
10.	Germany	22 119 300	-4 360	-0.02%	26.88%
11.	Italy	20 880 280	0	0.00	35.94%
12.	Argentina	17 578 760	0	0.00	42.52%
13.	Canada	17 113 920	0	0.00	50.69%
14.	Colombia	15 799 320	0	0.00	35.74%
15.	Spain	15 682 800	0	0.00	33.72%
16.	Thailand	13 276 200	0	0.00	19.99%
17.	Malaysia	12 060 340	+140	+0.00%	46.10%
18.	Taiwan	11 602 700	+2 440	+0.02%	50.39%
19.	Australia	10 720 940	-80	-0.00%	50.42%
20.	Venezuela	9 579 200	+2 560	+0.03%	35.19%

Facebook Statistics by country:

<http://www.socialbakers.com/facebook-statistics/?interval=last-week>

US Census Bureau - US Population Clock - (312 million+ as of Jan 1,2012)

<http://www.census.gov/population/www/popclockus.html>

Questions? Please check upline.