

How-to Guide
Facebook



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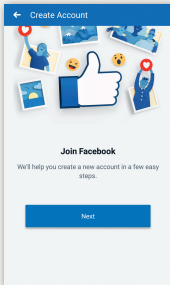
For additional support please contact your
Community Development Manager

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CREATING YOUR ACCOUNT

How to install Facebook on your mobile

Search for “Facebook” in the App Store or Google Play Store on your mobile device and download the app. Once this first step is done, it’s time to get your profile ready!



How to create your Facebook account

Click on the app to open it and the starting screen will appear. Select the “Sign-up for Facebook” link.

If you already have a Facebook account, login using your credentials.

Otherwise, you can create a new Facebook account directly in the app or using the full site (www.facebook.com).

Let’s get started!

Provide an email address or a mobile phone number. Write down your name and select your birthday (if you want, you can hide it from your public profile afterwards).

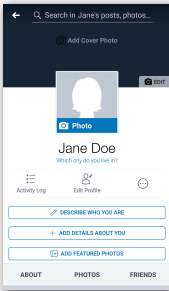
Now you can put a face to your new Facebook account by adding a profile photo, so that people can recognize you. You can select an existing photo in your phone’s photo library, or you can take a selfie using your mobile camera. Your profile photo can be changed at any time.

You should be all set now!
You’re officially on Facebook!


It’s time to get social!

Like other social networks, Facebook is based on engaging with other users. So now, you need to start adding contacts to your network. You can do this by using your mobile contacts or you can search for individual friends. If you select your location or workplace, Facebook will provide friend suggestions with similar characteristics.

You can add new contacts at any time.

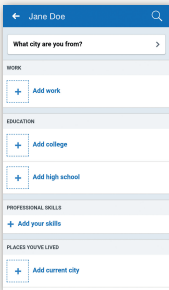


How to edit your profile information

You can edit your profile information on your profile page by clicking on the  icon, then select the first option in the menu to get to your profile, where you can make changes at any time.

Cover Photo: This is a wide landscape photo that will be displayed at the top of your Facebook page.

You can add additional information to your profile by selecting: *“Edit Profile”*.



Public information

Bio: This is a short biography/introduction paragraph about yourself.

Click on the bottom of the page on *“Edit your About Info”* to continue adding information.

Work: You can add your current or past work places.

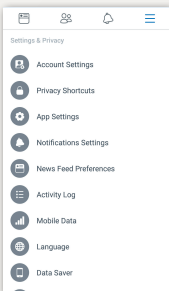
Education: You can add your education background.

Professional skills: You can add your professional skills.

Location: You can add your current and/or previous locations.


Relationship Status

Life events



Private information (contact info and birthday)


Certain details in your profile can be kept private.

Click on the  icon next the item you want to change the privacy setting to. Select if the info should be public, visible to friends only or hidden from your profile (*“Only me”*).

We recommend keeping private contact information visible only to yourself, or limited to friends only. Public information is displayed in search results and can be visible to anyone. For additional privacy settings, continue to the next page.

How to set up your Privacy Settings



You can change your privacy settings at any time. In the mobile app, click on the  icon, and scroll down until you can find “Settings”.

Privacy

- Select who can see your posts. **We recommend you select “Friends”**, in order to make your posts visible only to your group of friends. Public posts appear in internet searches and are visible to anyone, even outside of your friends group.
- Select who can see your contact details, location, work place.
- Select who can see your activity in apps associated to Facebook.

Timeline & Tagging

- Select who can post on your timeline.
- Select who can see posts that you are tagged in.
- Review tags before the photo is published. **We recommend turning on this feature.** It will allow you to accept or decline any new tags before they are being published.
- Review tags before the post is published. **We recommend turning on this feature.** It will allow you to accept or decline any new tags before the post is published. In this way no one can tag you in posts you don’t want to be associated with.

Blocking

- You can block Facebook users and prevent them from contacting you.

Now it’s time
to get familiar with the app.

USING THE APP

Home Tab/News Feed Tab



This is the main tab that helps you get to your News Feed. Each time you click on the icon, the News Feed will be updated.

Friends Tab



Use the friends tab to look for friends recommendation or accept/reject any new friend requests. If you have received a new friend request a red dot will appear here.

Notifications Tab

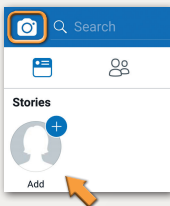


View your notifications in the notifications tab. All unread notifications will be marked with a red dot.

Profile/Settings Tab



View your pages, groups, events, and personal settings in the profile tab. You can access your profile by clicking on your name at the top of the list, or you can change your settings by selecting **“Settings”** at the bottom of the list.

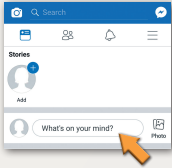


Facebook Stories

Facebook Stories are short videos/images that last for only 24 hours that you can share with your friends. You can create one by clicking on the camera icon on the top-left corner, or by clicking on the **“Add”** button. Personalize the story with icons, additional info, and hand-written notes.

View all active stories from your network in the navigation bar on top of the app. Click on one story to watch. The next story will automatically start once the first one it's over. You have the ability to comment on these stories.

HOW TO BE ACTIVE ON FACEBOOK



Post something on your timeline

Create a new post by clicking on the space next to your profile icon (“What’s on your mind?”).

You can write your post in the open field, at the same time, you can select who can view your post (the standard selection from your privacy setting is automatically chosen). A set of additional options will open for you. If you would like your post to reach a broader audience and allow friends to share the post, make sure to adjust your privacy settings from **“friends”** to **“public”** at the bottom of the post.

Make your posts interesting

Make your posts stand out by adding additional information. Posts with a photo or a video are proven to be more engaging than simple text.

When sharing a photo or video, you can express your feeling or share your location. You can start a live video, make a photo album, and much more. You can start a conversation with your network by asking for recommendations, or creating a poll question.

The possibilities are almost unlimited – get creative, build your presence in the online world!

Comment, like, or share a post

If you want to engage with an item in your News Feed, you can use the buttons below each post. You can like, comment, or share a post directly on your timeline, or you can write a new post in which you mention the shared post. You can also send the post privately to a friend in Facebook Messenger.

By clicking the ... icon on the top-right corner you can choose to save the link for later, in case you don’t have time to read it, to hide similar posts, unfollow the corresponding page or person or alert Facebook if the content is inappropriate.

Follow pages, search for people

Keep your News Feed interesting by following the right type of content. Many businesses and organizations have presence on Facebook. Use the search bar on top to look for specific keywords or people. You can like a page, follow, or ask someone you know to become your friend.

HOW TO CONTRIBUTE

We need social ambassadors like you to spread the word on Facebook!

If you are an AO member, faculty, or employee, regardless of your relationship with the AO, we need your support, and contribution to spread the word about our activities.

Facebook is continuously changing its algorithms to reduce the organic (free) reach of communications sent by business accounts. How does this affect us? It means that even though we have a large number of followers, our posts won't show up in all of their News Feeds unless we pay for advertising. Free-of-charge posts will be less and less visible over time as Facebook tries to increase their revenue from those using it as a marketing tool. As an example, even though we have over 6,600 followers our posts are shown on average to 1,200 people – less than 20% of our potential audience.

How can we change this? By sharing AO posts on our own private network. If you have surgeons that are in your friends list, that could be potentially be interested in AO information, please share the posts on your timeline or directly with them. Additional shares extend the reach of our AO posts with your Facebook community. If you are a professional and you have your own business page, please share the information on your page.

Quick overview of how you can contribute to our success

- Start by liking and following the AO accounts on Facebook (a list can be found on page 11)
- Share relevant AO news with your network
- Participate in online discussions
- Post pictures from events directly on the AO Facebook Pages
- Mention us in your posts by adding @ before the relevant AO account or an AO hashtag (a list of these can be found on page 11)
- Share with us any interesting content you find in your network
- Write us a review

Please keep in mind that none of the suggested actions above are mandatory and it is your decision to use your personal profile to promote an AO account.

I am an AO faculty organizing or attending an AO course

Before the event

- If the event has been announced on Facebook, please mark that you are “Going” to the event, by selecting from the options presented in the announcement.
- Share the link on your timeline or invite friends that might be interested in attending.
- Contribute to the discussion within the event page and answer any open questions from the participants.
- Search for official hashtags from the event.

During the event

- Share snapshots and impressions from the event by either posting it directly in the event page, on the AO page, or on your own timeline.
- If you are posting a photo on your timeline, please don’t forget to tag us by using an AO hashtags or by mentioning an AO account in your post.

After the event

- Contribute to the conversation in the online event and thank the participants.
- Share any photos you took.
- Tag yourself in the group photo (if you want), or comment to the published photos. If you do this, the tag or comment will be public and visible to all AO followers.

You are following us and came across an AO post or story

- Share the story/post on your timeline or with friends that might find it interesting.
- Like and/or comment on the story.
- If the post includes a picture of you, tag yourself or write a comment below the post. If you do this, the tag or comment will be public and visible to all AO followers.
- Share your medical expertise: comment on journal articles, news stories, or events.

Promote AO in your own posts and stories

- If you’re posting anything AO related on your own timeline, please use the correct hashtags and mention us. This will help us increase visibility online and reach more people in the future.

You have a link or a story that is worth sharing

- If you come across anything interesting that is worth sharing in your network (scientific articles, own work, etc.) please share it with your Community Development Manager.

GLOSSARY

Get familiar with the most common Facebook terms

Account Settings Your settings are used to manage basic account preferences. Here you can edit your name or email, change your notification preferences, turn on extra security features, and more.

Facebook Live Facebook Live is a livestreaming video feature that lets people, public figures and companies share live video with their followers on Facebook. The video will be published to the Page or profile so that those who missed it can watch it later. Facebook Live broadcasts can be up to four hours in length.

Facebook Story Facebook Stories are updates visible for only 24 hours that are shared with your network. It can be a picture or a video, edited with hand-written notifications and icons.

Follow Follow is a way to hear from people you're interested in, even if you're not friends. The Follow button is a way to fine-tune your News Feed to get the types of updates you want to see.

Friend Friends are people you connect and share with on Facebook. You can send as well as receive Friend requests from other Facebook members.

Group Facebook Groups make it easy to connect with specific sets of people, such as coworkers. They're dedicated spaces where you can share updates, photos, and documents as well as message other Group members.

Like Clicking the 'Like' button is a way to give positive feedback and connect with things you care about. When you Like something, the action appears as an update on your Timeline. Liking a post means you were interested in what a friend was talking about (even if you didn't leave a comment). Liking a Page means you're connecting to that Page, so you'll start to see its stories in your News Feed. The Page will also appear on your Profile, and you'll appear on the Page as a person who Likes that Page.

News Feed Your News Feed constantly updates a list of posts and includes status updates, photos, videos, links, app activities, and Likes from the people, Pages, and Groups you're associated with.

Notifications Notifications are updates about activity on Facebook. For example, you can be notified when an update is made to a Group you belong to or when

someone accepts your Friend request. While you can't turn off notifications entirely, you can adjust what you're notified about and how.

Profile Your Profile is your collection of photos, stories, and experiences that tell your story. It includes your Timeline, profile picture, biography, and personal information. It can be public or private, but is only for non-commercial use.

Share A Facebook Share is when a user shares your Facebook post with his or her Facebook friends, possibly adding commentary. A Facebook post can be shared on your own Timeline, on a friend's Timeline, in a group, or in a private message.

Tagging A tag links a person, Page, or place to something you post, like a status update or photo. For example, you can tag a photo to say who's in it or post a status update and say who you're with or where you are. Use the @ symbol to tag a person or a # for a topic you want to draw attention to.

Timeline Your Timeline is where you can see your posts or posts you've been tagged in displayed by date. It's also part of your Profile.

Timeline Review This is a tool that lets you approve or reject posts that you've been tagged in before they go on your Timeline. When people you're not friends with tag you in a post, they automatically go to Timeline review.

AO Facebook Accounts and AO Hashtags:

AO Foundation	www.facebook.com/AO.Foundation	#AOFoundation #AOFaculty #AOCourses #AODavosCourses
AO Alliance Foundation	www.facebook.com/AOAlliance/	
AOTrauma	www.facebook.com/AOTrauma/	#AOTrauma
AOSpine	www.facebook.com/AOSpine/	
AOSpine Europe, Middle East and Africa		#AOSpine #AOSpineemea
AOSpine North America	www.facebook.com/AOSpine-North-America-186617778056091	
AOCMF	www.facebook.com/aocmf/	#AOCMF
AOVET	www.facebook.com/aovetglobal	#AOVET

AO Foundation

Clavadelerstrasse 8, 7270 Davos, Switzerland

Phone +41 81 414 21 11, Fax +41 81 414 22 80, foundation@aofoundation.org