

## Facebook:

This is the world's largest Social Network, with **more than a million users**. Thanks to its size, it's quite likely that your target audience is on this platform. Because of this, it's essential that you include this network in your Social Media strategies. Furthermore, it has a very effective and personalized **advertising service**.

## LinkedIn:

This is **the most important Social Network for professionals**, thus it's essential to include it in your Social Media campaigns (especially if you're into **B2B Marketing**). Here you can **create a business profile** for yourself and pages for your company and products. Do this will favor your exposition and positioning.

## Twitter:

This platform stands out for its **valuable news items**, since posts are made in real time. That's why it's ideal for **covering events** and sharing your brand's news. Furthermore, its content classification system through the **use of hashtags** is perfect for spreading proposals and connecting with people interested in your sector.

## Google+:

This is the Social Network developed by the same company that created **the most used search engine**: Google. Therefore, its use is conceivably a determining factor in terms of **web positioning**. This platform also enables the use of *hashtags* to track down publications more easily.

## Pinterest:

This is ideal for **displaying your products** since it allows you to upload high quality photos of your merchandise and classify it into categories, or *boards*, to be found by users through the search. Furthermore, if your audience is predominately female, then you must publish here since more **80% of their members are women**.

## Instagram:

This constantly growing Social Network focuses on images and videos, therefore it is also perfect for displaying your products or *visual stories* associated with your services. Furthermore, thanks to the recent **Instagram update** advertisers now have even more effective segmentation tools.

Learn a lot more on the **Social Network Management** and turn yourself into a professional *Community Manager* with articles under this category from our blog: **How to Manage Social Networks**.

Includes:

- Practical guides for **Managing Social Networks**
- Applicable advice for Optimizing *Community Manager* tasks
- Effective tips on **Social Media Management**
- The latest *Online Marketing* news from each Social Platform

## What is Facebook?

Facebook is a **social networking site** that makes it easy for you to **connect and share** with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, **anyone** over the age of 13 with a valid email address could join Facebook. Today, Facebook is the world's largest social network, with **more than 1 billion users** worldwide.

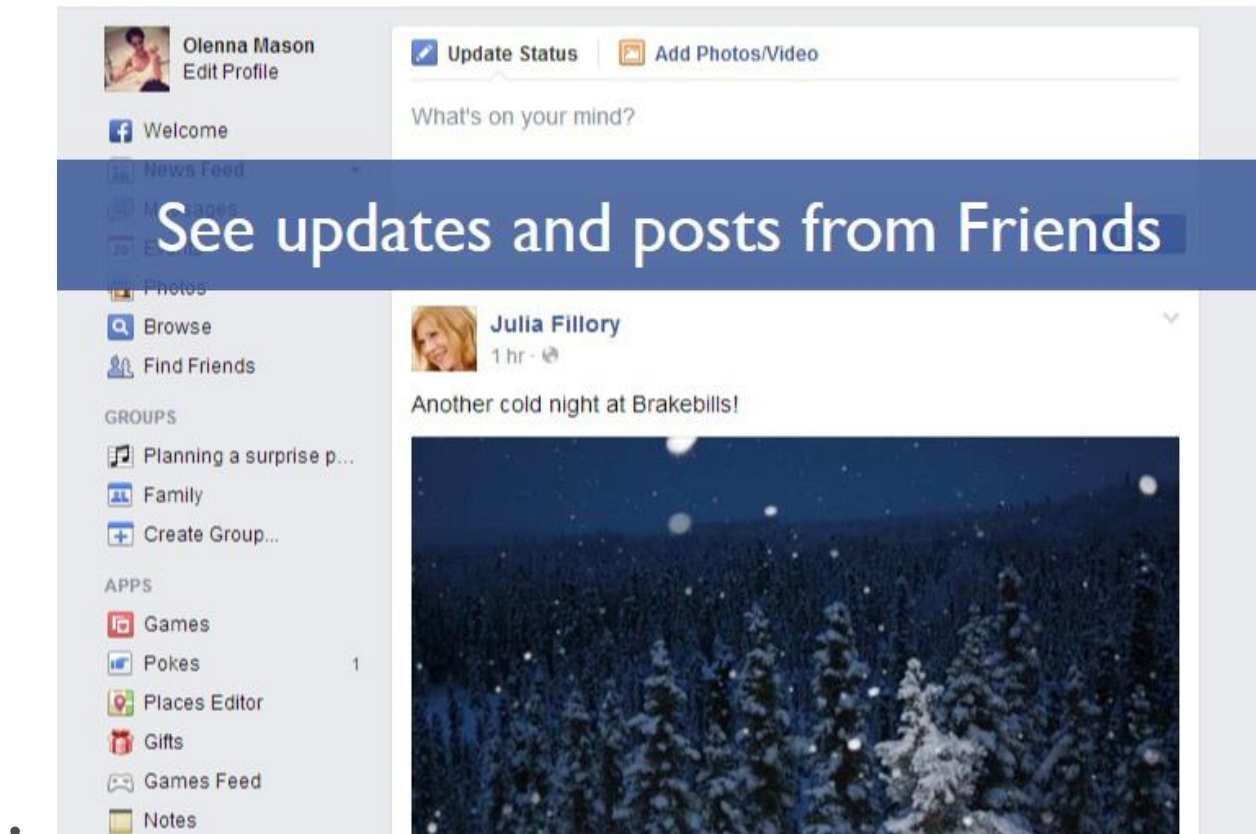
### *Why use Facebook?*

Have you ever wondered why people like using Facebook? After all, there are already a lot of other ways to communicate online, like through email, instant messaging, and so on. What makes Facebook unique is the ability to **connect and share** with the people you care about at the same time.

For many, having a Facebook account is now an expected part of being online, much like having your own email address. And because Facebook is so popular, other websites have worked to **integrate Facebook**. This means you can use a single Facebook account to sign in to different services across the Web.

Click the arrows in the slideshow below to see examples of the different ways you can use Facebook.

arrow\_back\_ios





1

Photos of Henri



26

Photos



8

Albums



Tag

Old Photos from Paris

## Share photos and videos with Friends

I just found a CD with these pictures on it — all from the semester I spent living with my aunt in France.



facebook



Search for people, places and things



Julia Fillory

## Share information on your Profile page



Julia Fillory

Update Info

Activity Log



- Works at Children's Book Illustrators
- Lives in Durham, North Carolina
- Married
- Add your college

About



Friends 19



Photos



Map 2



Likes 20

4



Search for people, places and things

Henri Rousseau Find Friends Home

# Invite Friends to join Groups and Events

Planning a surprise party for Desmond! About Events Photos Files Notifications

Write Post Add Photo / Video Ask Question Add File

Write something...

6 members · Message

+ Add People to Group

## RECENT POSTS

**Olenna Mason** edited a doc.

**Guest List**

Add anyone (besides people in this group, obviously) you think we should invite, but don't tell people outside this FB group, yet... we don't want word to leak out and somehow get back to Desmond!

**Desmond's coworkers** (does anyone know these people?? I only know one)

...

See More

Like · Comment · Follow Post · August 22, 2012 at 4:31pm

facebook Search for people, places and things Henri Rousseau

Update Status Add Photos/Video

What's happening, Henri?

# Chat with available Friends

FAVORITES

- Welcome
- News Feed
- Messages
- Events
- Photos
- Find Friends

APPS

- App Center
- Games Feed
- Music
- Notes
- Links
- Pokes
- Causes

GROUPS

- Planning a surprise party fo...
- Create Group...

PAGES

Amelia Jones and Tyrell Mason are now friends.

Like · Comment · Suggest Friends for Amelia · 8 minutes ago

Write a comment...

**Amelia Jones**

6:30 or 7:20 pm...which is better for you?

Let's do 7:20, I'm running late at work today.

So meet you around 7:10

Sounds good to me:)

Julia Happy

Like · Comment

Share

Amelia Jones Bryan Durand Desmond Taylor Grace Ellington Javier Flores Jessie Reese Judy Rivera Julia Fillory Kymia Sands Luke Mendoza

Search

Connect with businesses and celebrities



## Whole Foods Market

1,148,134 likes · 22,061 talking about this

✓ Liked

Grocery Store · Specialty Grocery Store  
Please visit our 'About' page for community commenting and participation guidelines.

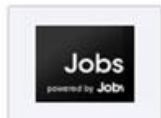
About



Photos



Health Yeah



Jobs



Pinterest

SET EDITION: U.S. | INTERNATIONAL | MÉXICO | ARABIC  
TV: CNNUS | CNNi | CNN en Español

# CNN Profile

Home TV & Video CNN Trends U.S. World Politics Justice Entertainment Tech Health Living

## Use Social Plug-ins across the web

Julia Fillory



Log in or sign up with CNN to get personalized features such as breaking news alerts and newsletters.

### My news

- FACEBOOK SETTINGS >
- FRIENDS' ACTIVITY
- ALL FOLLOWED TOPICS >
- SAVED STORIES >
- MY COMMENTS >

### Friends' activity on CNN

Facebook settings



Luke Mendoza recommended Our top tech wishes for 2013. · 5 minutes ago

Facebook social plugin

### Friends connected to CNN (5)



Amelia Jones



Desmond Taylor



Henri Rousseau



Olenka Mason



Javier Flores

**Rotten Tomatoes**  
by Flixster

Search movies, actors, critics

[Movies](#) [DVD](#) [Celebrities](#) [News](#) [Critics](#)

Log In

## Connect your account with other sites

**Registered Users**

Email:

Password:

☒ Remember me on this computer.

[Forgot your password?](#)

**Not Yet Registered?**

Login with Facebook to share your reviews with friends, create a want-to-see list, and more!

[I don't have Facebook](#)



arrow\_back\_ios

# How does Facebook sharing work?

Facebook allows you to **send messages** and **post status updates** to keep in touch with friends and family. You can also share different types of content, like **photos** and **links**. But sharing something on Facebook is a bit different from other types of online communication. Unlike email or instant messaging, which are relatively private, the things you share on Facebook are **more public**, which means they'll usually be seen by many other people.

While Facebook offers privacy tools to help you limit who can see the things you share, it's important to understand that Facebook is designed to be more **open and social** than traditional communication tools. We'll talk more about sharing and controlling your privacy in our lessons on [Facebook privacy](#) and [adjusting privacy settings](#).