

# PR SENSE

Communicate the communication

**India's First Corporate ezine**

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**Shvetha**

**Theme of this Issue**

Facebook

**Guest Editor**

Shvetha Sridhar

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## PR-e-FACE: From the desk of Editor-in-Chief Privacy is the main concern of FaceBook

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On behalf of the Editorial Team, I wish all the readers a very Happy New Year 2010.

Presently Facebook has gained the second most visited site status in the world with more than 350 million members. When we planned to focus on Facebook in this issue, we conducted an online survey which revealed lot of positive and negative aspects of Facebook. As long as you do not share any private materials in the Facebook, this media can be effectively used for communication and branding exercise.

Shvetha, Guest Editor of this ezine has done lot of study on the Facebook's capabilities and she has brought out important features, including the Dos and Don'ts in an effective manner. I am confident that this issue will be of great use for the Facebook users in promoting their brand or products/services.

A word of Caution: While using the Facebook and third party applications, please keep in mind that you are compromising your privacy.

*K. Srinivasan*

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### Guest Editor



Shvetha Sridhar, a post graduate in Public Relations and a Public Relations Professional, presently resides in United States of America. She is also a 'PodJockey' and has anchored many popular podcasts, including that of Dr Abdul Kalam, former President of India. She loves music, reading books and sports. She can be reached at

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## Video Introduction



Hi

Thanks for giving me the great opportunity of guest editing this ezine on "Facebook". I have made an attempt to bring out the usefulness of this social media tool. Please listen to my video introduction in the following link and share your feedback.  
<http://www.prpoint.com/ezine1209>

*Shwetha*

## facebook - Historical facts

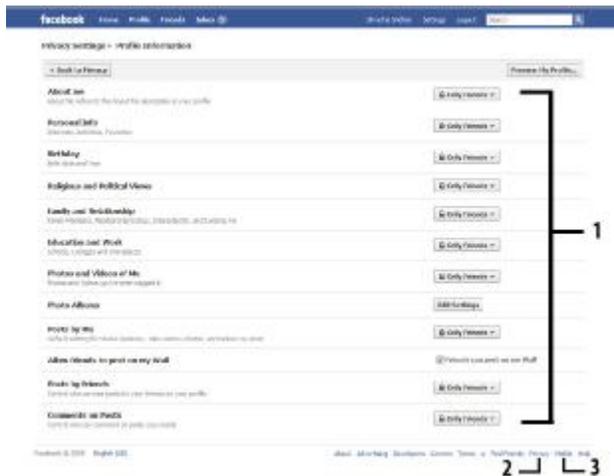
Facebook is a social networking website that is operated and privately owned by Facebook, Inc. Mark Zuckerberg founded Facebook on 4<sup>th</sup> April 2004 with his college roommates and fellow computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes while he was a student at Harvard University. The website's membership was initially limited to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and Stanford University. It later expanded further to include any university student, then high school students, and, finally, to anyone aged 13 and over. The website currently has more than 350 million active users worldwide. See the young founder Mark Zuckerberg (below)





This is the Screen shot of the home page of Facebook when it was launched in Feb 2004. At that time, it was in the URL [www.thefacebook.com](http://www.thefacebook.com). Now, the site is available at [www.facebook.com](http://www.facebook.com)

# facebook - Privacy settings



This is the most important Privacy feature amongst all others, and proper maintenance of these settings will ensure safe usage and prevent identity thefts on Facebook.

1-Every category has 4 sub levels of privacy options to choose from. For eg - "About Me" Information can be shown to "Friends", "Friends of Friends", "Everyone" and "Customized". It is always best to avoid choosing the "Everyone" privacy option. They should be understood and managed as per individual requirements.

2.This link will help you understand the Privacy Settings of Facebook in detail.

3.Mobile - gives you a step by step process on how to connect Facebook to your mobile and enables you to get status updates, friend requests and a lot of other features on your mobile.

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# facebook

## Amazing facts



facebook

Keep me logged in Forgive your password!

Email Password Login

Facebook helps you connect and share with the people in your life.

**Sign Up**  
It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

Time:  Select Sex:

Birthdate: Months:  Day:  Year:

Why do I need to provide this?

Sign Up

Create a Page for a celebrity, band or business.

- More than 350 million active users
- 50% of our active users log on to Facebook in any given day
- More than 35 million users update their status each day
- More than 55 million status updates posted each day
- More than 2.5 billion photos uploaded to the site each month
- More than 3.5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3.5 million events created each month
- More than 1.6 million active Pages on Facebook
- More than 700,000 local businesses have active Pages on Facebook
- Pages have created more than 5.3 billion fans
- More than 70 translations available on the site
- About 70% of Facebook users are outside the United States
- Over 300,000 users helped translate the site through the translations application
- More than one million developers and entrepreneurs from more than 180 countries
- There are more than 65 million active users currently accessing Facebook through their mobile devices.
- There are more than 180 mobile operators in 60 countries working to deploy and promote Facebook mobile products





as a promotion and branding tool

### ADVERTISING

Creating ads on FaceBook can lead people/target audiences to your Page on



FaceBook or to your web page, or any application, group or event. These ads would then appear on all the FaceBook profiles of users who match the

demographic details given by you. A simple 3 step process:-

-*Designing Your Ad*, where you give details on the URL, Title of the ad and the main message or text followed by the image of your brand/celebrity, whatever suitable.

-*Targeting* - which involves basic target demographic details.

-*Campaign and Pricing* is the last step where you name your campaign and select pricing as required.

### FACEBOOK PAGE

A FaceBook page helps Organizations/



product/celebrities to join conversations with FaceBook users and allows users to become a FAN which leads FANS in becoming brand advocates. Every post made on the Page appears on a fan's News Feed, helping the brand get a better reach.

-Pick a category & Name, add profile pictures and relevant information.

-A FaceBook Fan Page also allows the Page administrator the freedom to add

applications to their Page, making it look more rich enhancing its image.

- FaceBook also allows Page Administrators to use multiple tabs on their Walls, similar to any user Profile, for better segregation of information. For ex - Wall, Info, Discussions, Photos, Videos, Boxes etc.

- Finally PUBLISH your page for the whole world to view it. An added advantage is that you can promote your Page outside of FaceBook, for ex:- on your website, by



adding "Find us on FaceBook" icon as shown here. More

details can be found on: <http://www.facebook.com/advertising/?pages>



## SHARE

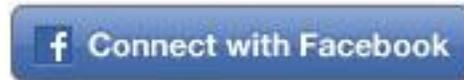


FaceBook also helps in sharing your content outside FaceBook as in other websites. Add a

button to your site and make it easy for you and your target audience to share the sites content on their FaceBook profile. Further details can be viewed on: <http://www.facebook.com/advertising/?share>

## FACEBOOK CONNECT

FaceBook Connect allows users with FaceBook accounts to log into your website using their FB log-in credentials. Users can easily share content and their actions on your website, with their friends on FaceBook. In simple terms this allows



users to interact with their FaceBook account from within your application, thereby adding value to your website

<http://www.facebook.com/advertising/?connect>



## FACEBOOK NOTES AND GROUPS

Notes on FaceBook are similar to blogs. This application enables FB users to write their mind and share with their friends. An added advantage is that with FaceBook Notes, you can tag your friends, leave comments and also share any interesting note on your wall with your friends too. The Notes Application Page will display notes written by your friends, the notes in which your friends have been tagged and links to your own notes.

Any FaceBook user can create a Group Page, which is based on any particular interest, activity or person etc. It is

possible to set join permissions on Groups, open to anyone, closed (where administrator's approval is necessary) or keep it secret (join only with invite).

As shown in the above image, you can click on the Group icon (double face) which is visible at the bottom left corner



of your FaceBook home page. Then click on the "Create a New Group" icon and follow instructions that will be given to you.



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

## *Business benefits of applications*

- 1. BRANDING**-A great resource for generating brand awareness amongst various age demographics & building and maintaining relationship with customers and prospects.
- 2. CUSTOMER ENGAGEMENT**-A great platform for communicating promotions, contests and events
- 3. DRIVE WEB TRAFFIC** - FaceBook can act as a portal point for driving traffic to your site and other online properties.
- 4. REPUTATION MANAGEMENT** - A tool for monitoring what users are saying about you and your brand, with an extra advantage of having your FaceBook profile indexed in the search results.
- 5. NEW CUSTOMER ACQUISITION** - An opportunity to find consumers you may have missed.
- 6. LEAD GENERATION** - Helps in building a relationship with your prospects and aid in the lead generation qualifying process.
- 7. CLIENT RETENTION** - Provides another potential interception point to build relationship with your consumers.
- 8. THE VIRAL EFFECT** - Word of Mouth helps a lot. FaceBook pulls lot of crowd.
- 9. FACEBOOK MECHANISM** - Helps understand consumer behaviour based on sharing of content and comments on social network sites.
- 10. BUILD BUSINESS AND USE CASES** - Build business cases as you target specific vertical markets with specific business objectives.



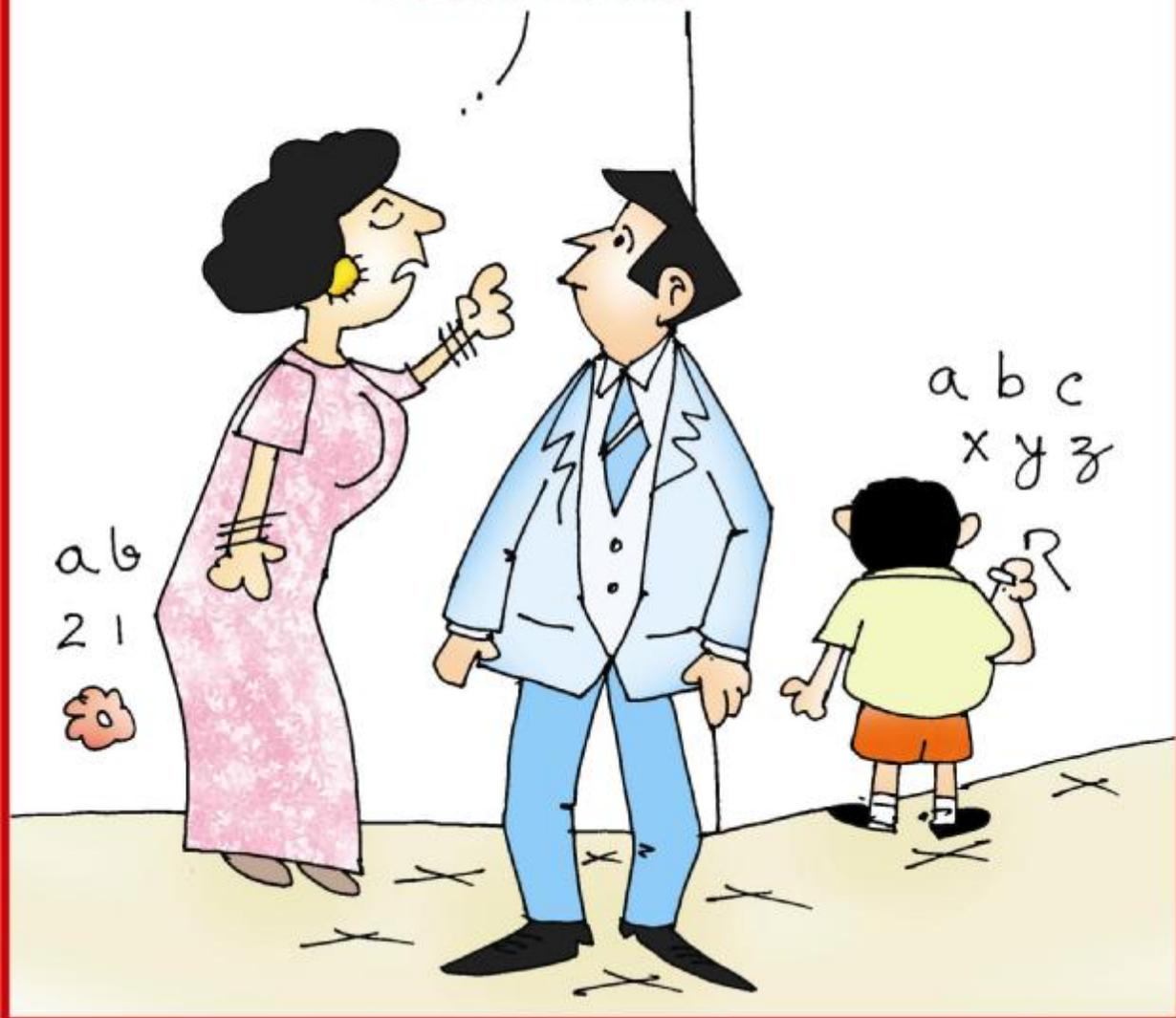
# PRince

BY - TRIAMBAK SHARMA

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[cartoonwatch@gmail.com](mailto:cartoonwatch@gmail.com)



Now tell him... the  
difference between  
**"FACE BOOK WALL"**  
&  
**"HOUSE WALL"**



# facebook

## Marketing Mantra

**RELATIONSHIP FIRST, BUSINESS SECOND** - Read profiles, comment, interact, show genuine interest

**CONCENTRATE ON QUALITY NOT QUANTITY** - A small and more connected group will outperform

**PROTECT YOUR REPUTATION AT ALL COST** - 67% of people consult social media sites before buying. Do not spam for a quick buck as that will kill your reputation.

**BE AUTHENTIC** - Be real and it is ok to show your shortcomings. People can connect at a deeper level and develop more trust.

**TRANSPARENCY IS PARAMOUNT** - If you do not like a product do not promote it. You will lose your influence and your social power will disappear



**FOLLOW THROUGH** - People are watching you. Follow through with your work till the end. Be a man of your word.

**BE INTERESTED NOT INTERESTING** - Listen more, preach less. Indulge more and ask questions as this will expose commonalities, connections & similar interests

# facebook

## Negative aspects :- (

- Status Updates every single minute and sharing unnecessary information, is irritating for a lot of users, especially the feeds of third party applications like games.
- Getting requests from unknown people for games, events, etc and friends having the access to anything and everything we type for anyone on our profile. Not being one to one.
- The platform being used for self promotion rather than self expression.
- Too much transparency brings in a lack of safety and privacy





## *Dos and Don'ts*

<b>ACTIVITY</b>	<b>DOs</b>	<b><u>Don'ts</u></b>
<b>Choosing your profile picture</b>	It is better to keep it professional or at least neutral	Let it not be too glamorous, cartoonish, as it might alienate your audience
<b>Filling out your biography</b>	Be clever, short and precise. Make sure you use privacy settings for each category.	Do not be too open about your family, children, age or very personal information.
<b>Posting content, links &amp; news</b>	Post content that highlights your personal interests and your professional areas of expertise. People like to do business with people they know.	Do not spam people. It ruins your social capital. Know where to draw the line.
<b>Talking to one vs. many</b>	Post questions/comments to relevant people instead of speaking to a whole group. Respond to the concerned person.	Do not write very personal messages on a WALL. Mail them using FaceBook mail options.
<b>WATCH YOUR TONE</b>	People are watching. Be polite and say things you are comfortable in.	Avoid inside jokes, sarcasm and anger. Better to be clear than clever.
<b>WALL UPDATES</b>	Share information that you think can be read by one and all and which is not too personal.	Do not talk about places you are visiting, time of visit etc. Cyber stalkers are a real threat.
<b>GROUP</b>	Discuss and contribute to the groups you join.	Do not share inappropriate articles/comments. If you own one, do not invite the whole world. Plan your target audience.

### **Banned by governments**

Because of the open nature of Facebook, several countries have banned access to it including Syria, China, Iran, and Vietnam



### Quizzes on Facebook

It's fine to take any quiz on FB as per your interest, but the option - "Now choose 12 friends" or "Now choose 15 friends" can be avoided. At the end of every quiz this question does pop up, before taking you to your results. BE patient and look for "Skip this step" or "Continue to result" option. By doing this you will not send the quiz to anyone.

### Stalker Problems on Facebook

If you have added an unknown friends and later find their messages annoying or want to delete or block them, go to the person's profile page and then click "Remove from friends" option at the bottom of the left column. If still you get repeated friend requests that you do not wish to accept, you can block them altogether by going to the Privacy Page and typing their name in the search box in the "Block People" region. Standard Facebook-style search results will pop up, just click "Block Person" next to their name, and they won't find you in a search, or view any part of your profile.

### Removing unwanted photo tags

It's an easy process to remove a tag of yourself from any picture, which will remove it from Facebook's "View photo of me" pages. To do so, just find the offending picture and click "Remove tag" next to your name in the caption. Once the tag is removed you can't be retagged on that particular photo.

### Safety Precautions

Hijacking of several Facebook groups has been reported lately. Named as "Koobface", the worm typically takes over your PC and sends messages/wall postings/links to your friends.

**Solution :-** Anti virus softwares are the best solution to this. They alert you when you click on to a site that's

known to host malware and that's when you need to be cautious of what you click.

### FaceBook plans for a Re Design Once Again

FaceBook is soon planning for another change of its HOME PAGE. You can take a detailed look at the ScreenShot of FaceBook's Redesign on the link given below. The changes are expected to be implemented in the near future.

<http://su.pr/20jb0X>

### Requests to join groups/events/ games

If you get repeated requests to join a group or gift requests for games and want to put a stop to this, then just go to your "REQUESTS" page and select "Ignore all Invites from this friend" option. You will not only stop receiving requests but also the sender will not know that you have disabled receiving his/her invites.





# Third party applications

<http://www.facebook.com/apps/directory.php>  
- This link gives us an example of some of the third party business applications available on FaceBook.

The term "Third party application" simply means a software component or programs written to work on a particular/multiple platforms (In this case - being FaceBook) either developed and distributed freely or by companies/individuals. For ex- The games on FaceBook like FarmVille and CafeWorld etc are third party applications on FaceBook provided by ZYNGA GAMES (third party), FaceBook being the first party and the user being the second party.

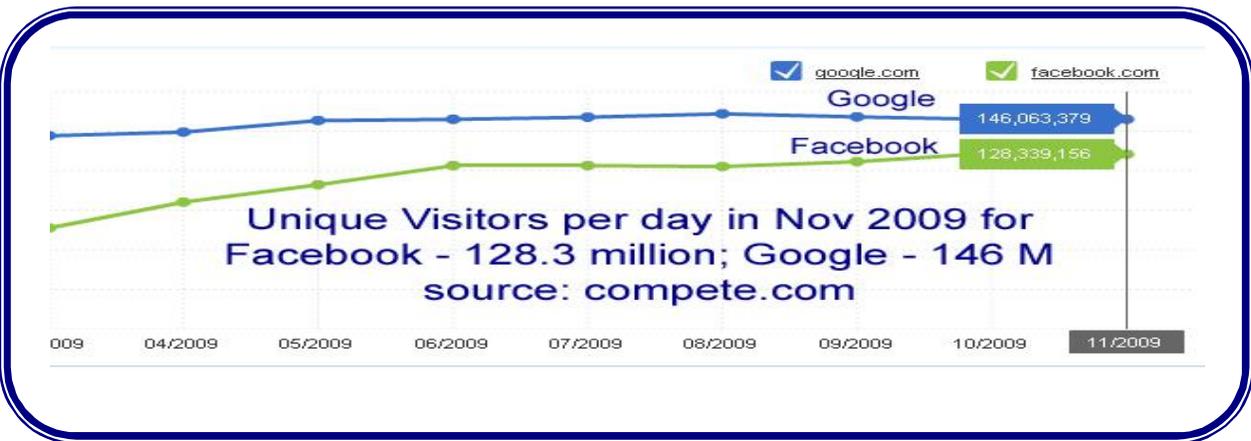
### PROTECTING YOUR PERSONAL INFORMATION FROM THIRD PARTY APPLICATIONS

Information shared on FaceBook can be controlled using the Privacy Settings. Allowing/authorizing an application to connect with your FaceBook account gives

them access to your profile information and friends list. To change information that these third party applications can see, you should modify your "Privacy Settings" and to change the stories that they can publish to your FaceBook profile, modify your "Application Settings". Information set to "EveryOne", in the Privacy Settings, is considered to be publicly accessible on FaceBook and other websites and hence can be modified as per personal requirements.

### FACEBOOK'S NEW INITIATIVE FOR THE BUSINESS COMMUNITY

FaceBook has recently announced "Preferred Developer Consultant Program". This programme would help brands, celebrities, companies and organizations look for the best resources to start building an application on Facebook.com, optimize a FaceBook Connect Integration or build a FaceBook page. In simple terms this programme introduces you to vendors who may help enhance your brand on FaceBook.





PRetty:)

## French Press Falls For Major Facebook Prank

This incident took place in France and is one of the most discussed stories in the French blogosphere. It all started with a simple third-party Facebook application that was aimed at designating, a new "Facebook Worldwide president" every quarter. A young 28 year-old French man (name withheld) decided to run for the presidency believing this was a real election (or faking to believe) and started to invite his friends and even created an official program: "Stimulate tolerance across religions, fight illiteracy, and promote French culture" worldwide. Until then, there was nothing really worth talking about.

But later: He landed at the top of the application and became "President" (for the record, during the first session the application had been installed more than 1,40,000 times and the "candidate" received

officially more than 9000 votes.). He used that information and got some coverage with French media that started to report the news and really believed that a French man had become the new worldwide president of Facebook without even taking the time to validate the facts or understanding what this title implied.

Then the infernal spiral fired up and very serious TV channels and traditional media covered the story one after the other. He was also invited to talk about his presidency and his program for a few days; public opinion is with him. The guy talks well, has some political track record and finally sounds credible.

Of course Facebook has nothing to do with this, but nevertheless in some interviews he implies that he has a project with UNESCO and some backup from Facebook; he even declares that he has the power to reach, via a secret Facebook feature, close to a hundred million users, more than the French President himself. Everyone buys it although this is really easy to fact check that Facebook did not have close to a hundred million users (when the incident happened) and even easier to validate the reality of this story with Facebook's press department. This man is actually nothing else than the president of FakeBook.

But later on, a group arises, denouncing the whole thing. A news channel spots the hoax, bloggers follow up quickly and the truth comes to light. After an enquiry, it was found that many journalists covered the news just because others did and because the "President" looked credible. And then finally a wave of new articles came back to the story explaining this was fake and that man misunderstood the purpose of this election. Of course it was too late and the French press had been fooled all the way. Source: <http://www.techcrunch.com/>



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