Facebook 101

League of California Cities

www.facebook.com/leagueofcacities
What is Facebook?

- Facebook is the largest social networking service
- Users can create personal profiles to interact with friends and pages.
- Users can also manage pages to promote products, services, and organizations.

Facebook’s Help Center: https://www.facebook.com/help
2011 Facebook Statistics

845 million users

- 40% of users access Facebook from mobile devices
- Every 20 mins 1 million links are shared
- Average user is connected to 80 pages and has 130 friends

130 Cities on Facebook
Why Use Facebook?

- Create online communities
- Professional networks
- Sharing news articles, photos and videos
- Promoting events
- Political campaigns
- Marketing
- Track organizations and products
Signing Up

www.facebook.com
Finding Friends and Pages

Suggested Page “Likes”

- League of CA Cities
- Redwood Empire
- Western City Magazine
- Institute of Local Government (ILG)
- Your city/county or cities/counties in your region
- Local businesses
- State agencies
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 timeline info 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 timeline from a Facebook app that doesn’t have the inline audience selector, like Facebook for BlackBerry.

Public

Friends

Custom

How You Connect
Control how you connect with people you know.

How Tags Work
Control what happens when friends tag you or your content.

Apps and Websites
Control what gets shared with apps, games and websites.

Limit the Audience for Past Posts
Limit the audience for posts you shared with friends, friends or Public.

Manage Post Visibility

How to manage privacy settings on Facebook.
Facebook 101:

Let’s Take a Tour!
News Feed

City of Elk Grove
How should the City plan 1,200 acres of land at the southern end of Elk Grove? Help shape the future of our city and provide your input on the Southeast Area Master Plan. Important public workshop on Feb. 23.

City of Huntington Beach
AARP 55 & Alive Driver Safety Program will be held on February 15th & 22nd, 9:00 A.M. – 1:00 P.M. at the Michael E. Rodgers Seniors Center, 1706 Orange Avenue, Huntington Beach. $12.00 for members, $14.00 for non-members. Call 714-536-9387.

City of Riverside
We thought we’d pass this little video by Google on to you...

Google Valentine’s Video 2012
www.youtube.com

City of Los Angeles
Capitol Alert: Wife of Treasurer Bill Lockyer enters rehab after assault - sacbee.com
blogs.sacbee.com

The wife of California Treasurer Bill Lockyer entered a rehabilitation program last week following an incident in which she was allegedly attacked by an ex-boyfriend at a Newark

Debra Bowen
130 of your fans like this...

NPR
318 of your fans like this...

TED
175 of your fans like this...

Kamala D. Harris
127 of your fans like her...

Karen Bass
118 of your fans like her...

California Hispanic Chambers of Co
144 of your fans like this...

Recommended Pages
See All

Insights Summary
See All

8 New Likes
196 Talking About This
541 Weekly Total Reach

Insights are available only when owners allow. 
League of California Cities

Happy Valentines Day! In honor of the holiday, tell us: What do you LOVE about your City?

Like · Comment · 4 hours ago · 🙌
- Andrew Leung likes this.
- View all 4 comments

League of California Cities

Learn how to best oppose Pitchess motions for discovery of peace officer personnel records through our Webinar on Feb. 28. Discussion topics include: reconciling Pitchess, Brady and Vela requirements, handling sealed declarations, opposing motions for compelled statements of officers, and managing in camera surprises. MCLE credit available.

www.cacities.org

Like · Comment · 23 hours ago · 🙌

League of California Cities

Friday's issue of CA Cities Advocate has information about a new round of grants under the TIGER Grant program, OPR workshop on CEQA guidelines, the winners of the City Managers' Department awards, Institute for Local Government's Beacon Award and Western City magazine's February highlights.

Like · Comment · February 10 at 12:09pm · 🙌
- Institute for Local Government, Kelly Bryan Flag and Oregon Emerging Local Government Leaders Network (ELGL) like this.
League of California Cities - Redwood Empire

Political Organization

Wall

League of California Cities - Redwood Empire

Our general membership meeting is this Friday, March 9 in Lakeport. Check out the meeting announcement for details. Dan Carrigg, League Legislative Director, will be discussing current legislative issues including the next generation of local economic development tools. Emily Cole, League Communications and Social Media Outreach Specialist, will be providing a basic overview of both Facebook and Twitter and how to connect with the League using these social media platforms. Hope to see you there!

www.cacities.org

Like · Comment · Repost · about an hour ago

League of California Cities - Redwood Empire added 25 new photos to the album Redwood Empire Division Meeting.

Like · Comment · Repost · August 26, 2011 at 6:36pm

Sean McLaughlin likes this.
League of California Cities

Organization: Sacramento, California

Information:
- Address: 1400 K Street, Suite 400, Sacramento, CA 95814
- Phone: 1-916-658-8200
- Website:
  - http://www.caCities.org
  - http://www.caCities.org/socialmediapolicy
  - http://www.westerncity.com
  - http://www.twitter.com/caCities
  - http://www.twitter.com/caCitiesLearn

Founded: 1898

Company Overview:
The League of California Cities is an association of California city officials who work together to enhance their knowledge and skills, exchange information, and combine resources so that they may influence policy decisions that affect cities.

Mission:
The League's mission is to restore and protect local control for cities through education and advocacy to enhance the quality of life for all Californians.

Likes and Interests:
- Public Retirement Journal, City of Costa Mesa, City of Coachella, Chico, California, Carpenteria, City Of Lomita, California, City of Ione, California, City of Lakewood, California, City of Glendale, California, City of Carlsbad, California, Burbank, California, Town of Apple Valley, CA, City of Atascadero Planning, City of Grass Valley, City of Coronado and 140 more
League of California Cities Photos

Wall Photos
31 photos

Profile Pictures
3 photos

CCLII Sacramento Session, Oct. 13-14
55 photos

2011 League Annual Conference & Expo - day 2
52 photos

2011 League Annual Conference & Expo - day 1
30 photos

2011 League Annual Conference & Expo - day 3
20 photos

High Desert Redevelopment Press Conference - Aug. 5, 2011
3 photos

State Controller Speaks at OC Division Meeting - July 28
5 photos

Long Beach Redevelopment Press Conference - July 21
6 photos
Facebook Insights provide analytics for your page:

There are many more complex measurements that can be tracked as well. To discover more please read Facebook’s Insights Manual:
http://ads.ak.facebook.com/ads/FacebookAds/Page_Insights_en_US.pdf
Disclaimer:
Have a Social Media Policy in place BEFORE you start a page for your city! Talk to your City Attorney.
www.cacities.org/socialmediapolicy

1. Add Interest with Multimedia posts: use links, videos, photos and events
2. Be Social: Monitor, Respond and Engage
3. Include Your Networks Through Tagging and Re-sharing
Multimedia Posts

City of Novato
What is your favorite part of the 4th of July Parade? City staff is partial to the pancake breakfast! http://novatoparade.com/

The Novato 4th of July Parade
novatoparade.com
Novato’s 19th annual 4th of July parade, boasting more than one hundred entries, is one of the largest in the San Francisco Bay Area!

City of West Sacramento Parks & Recreation
Check out the new video tour of the West Sacramento Recreation Center!

City of San Carlos created an event.
Laureola Park Playground Upgrade - Groundbreaking
Friday, July 29, 2011 at 11:00am
Laureola Park, San Carlos, CA

League of California Cities
Read CA Cities Advocate for information on the newly released DOF calculations for each redevelopment agency's payment under ABX1 27. These calculations reflect an adjustment created by DOF which raises the payments for most agencies.
Include Your Networks

City of San Carlos
SamTrans is looking for residents to serve on their 15 member Citizens Advisory Committee. Applications for the committee are on the SamTrans website at http://www.samtrans.com and are due by March 2nd.

San Francisco Department of Public Works via San Francisco Arts Commission
New Art at the Visitacion Valley Branch Library | Public Art & Civic Art Collection
www.sfartscommission.org
New Art at the Visitacion Valley Branch Library
July 29 at 2:30pm • Reshare

City of Riverside
Put on your walking shoes and grab your leash because the 20th annual Walk With The Animals - St. Paws-tricks Day is coming up on Saturday, March 17, 2012! Join us for another fun-filled morning and help us raise funds to help support the Mary S. Roberts Pet Adoption Center and homeless animals in our community. Click below for more information:

Western City magazine
In honor of Martin Luther King Jr., Institute for Local Government applies King’s wisdom to local government leadership strategies in this month’s issue of Western City.

St. Paws-tricks Day Walk With The Animals
petsadoption.com
The Mary S. Roberts Pet Adoption Center (formerly the Riverside Humane Society) is a unique domestic animal adoption center. All of our animals are spayed or neutered, updated on all vaccinations and microchipped upon adoption. They enjoy indoor, comfortable kennels and are socialized by our group.

Like • Comment • Reshare • 2 • 2 • 4 hours ago •
Need More Help?

Emily Cole
Communications & Social Media Outreach Specialist
ecole@cacities.org
(916) 658-8283

www.cacities.org/socialmediaresources