

Facebook Standard Setters: The Social Graph and Activities

Facebook wasn't the first social network to appear. As it became the most used network, however, it's taxonomy and visual treatment of functionality became industry standards just as Microsoft Word's menus and tasks determined most of word processing.

Here are key components of Facebook-Based Standards:

The Social Graph	<ul style="list-style-type: none">• What is it: The visual representation of the relationship connections between individuals and entities they friend. Facebook refers to connections as Friends, who are direct connections and friends of friends. Other social networks adapt the social graphs of their users for specific purposes. LinkedIn for example, describes connections in a matter of degrees: 1st degree is a direct connection, 2nd degree is the friend of a direct connection and so forth. More info at <u>http://en.wikipedia.org/wiki/Social_graph</u> 
Friending	<ul style="list-style-type: none">• Friending results when you add someone to a contact list, known as a Friend List. Once you've added someone as a friend, you become a Facebook Friend to him or her as well.• You must be friends to send private messages between users.• A friend, by default, can post and comment on an individual's wall and see the friend's activities, if the friend has made those activities visible. You see the activities of Friends in the News Feed of your Home page.• Friending enables two-way interaction, unlike the activity of "liking." Liking allows a user to receive automatic updates to content that has been "liked." Updates on a "liked" Page also appear on Home page News Feeds• The understanding of "friends" in a social network is contextual

	<p>to that network and doesn't necessarily mean that Facebook Friends are friends offline, in the traditional sense of the word friend. In a religious setting the word "friend" may also be contextual. For example, many preachers will say, "Friends, I'm here to..." However, for many people, to call someone a "friend" has a deeper meaning that implies a closeness, an intimacy, that is special and not to be abused by applying the term lightly. For many religious professionals, friending is often the first stumbling block to resolve because they don't take the term lightly when considering their personal boundaries.</p>
<p>"Like"</p>	<p>"Like," represented by a thumbs-up icon or a text link named "Like," is a way to give positive feedback, without taking the time to comment. It's also one way to connect to a Page that you want to receive updates from. In this way it is like a subscription, or a kind of RSS feed. When you "like" a post, photo, video, comment, or other type of content, its updates will appear in your News Feed, unless you specifically turn off automatic receipt of it. Remember, your News Feed is for your eyes only. No one can see the feed. Items in the feed can be seen if you "share" them. You will still have a link to a "liked" Page in the left of your Timeline. "Like" was previously represented by the "Become a Fan" link.</p> <ul style="list-style-type: none"> Awkwardness: If someone posts that they are ill or a loved one has died, it's awkward to click "Like" to show support. Would you give a "thumbs up" to someone who just relayed they've been diagnosed with cancer? The "like" option should be treated with care in Digital Ministry. It's better to leave a few words in the comment field. Here's a great example of an awkward request for support through the "like" link: <div data-bbox="565 1350 1536 1732" style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;">  <p>HuffPost Religion LIKE if you think that Todd Akin's "legitimate rape" remark was un-Christian.</p> <p>Todd Akin, There's A Christian Seminary That Wants Its Diploma Back www.huffingtonpost.com I have a hard time understanding how the son of a Presbyterian minister, who has a Master of Divinity</p> <p>Like · Comment · Share · 3 2 2 · 2 minutes ago · </p> </div>
<p>"Share"</p>	<p>When content is shared, meaning an individual clicks a "Share" link, it will be posted to the individual's timeline and also, by</p>

	default, made available to the friends of that individual through their News Feeds
Facebook Social Plugins	<ul style="list-style-type: none">• Formerly called “Facebook Connect,” the plugins are pieces of code that put the Facebook “Like” and “Share” buttons or links on most websites. They effortlessly virally spread awareness of your church. A text link on your church site to your Facebook page doesn’t do much for you. However, some turnkey-solution network platforms make it difficult to add “Like” buttons. In that case a hypertext link to a Facebook church will have to do.