

The Institute for Circlework Presents ...

# HOW TO FAN ON



# FACEBOOK

## A Guide for the Rest of Us

**Facebook is a powerful tool that can be used for networking and keeping in touch with individuals, but did you know that you can use Facebook to fan nonprofits, celebrities, books, corporations, and small businesses? Social networking and “Web 2.0” software allow us to connect with real people across geographic and national boundaries to create a true international community.**

**The Institute for Circlework has decided to get involved in the online world. We will keep our E-mail lists and other ways of getting in touch, but sustainable nonprofits with international goals (in our case, peace and healing in conflict areas through Circlework, a technique developed by Jalaja Bonheim) need intergenerational and worldwide communication to succeed. We hope that our outreach on Facebook and other social networking sites will reflect our desire to see change in how the world views peace processes and to train and support women peace leaders.**

**We understand that some of you have interest in joining the conversation on Facebook, and that for many of you Facebook may be as frustrating as adjusting to a new cellular phone or car. This guide will help you build the tools you need to be a power Facebook user and hopefully offer some much-needed clarification.**

## Part One: Searching for the Institute for Circlework

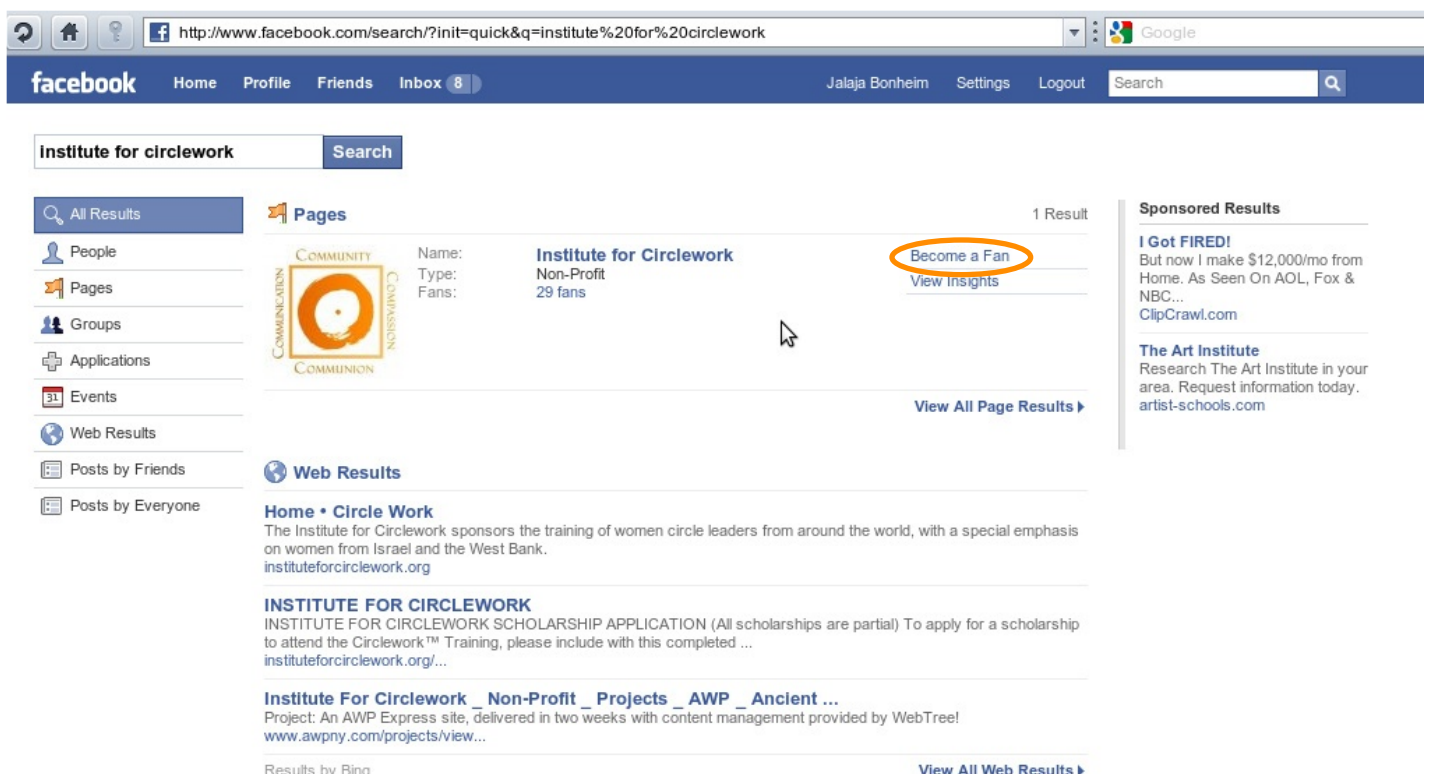


The above screenshot shows the top of your screen when you log into Facebook. You have a News Feed, where you can make status updates, several sidebars with information, and a long horizontal bar.

On the horizontal bar at the top, you will see "facebook," "home," "profile," "friends," etc., followed by a blank space. We are interested in the search box at the far right. Type "Institute for Circlework" into the search bar. (Make sure that you don't type "Circlework" as two words or the search won't give you any results.)

Once you have typed "Institute for Circlework" into the search box, press enter on your keyboard.

## Part Two: The Search Page



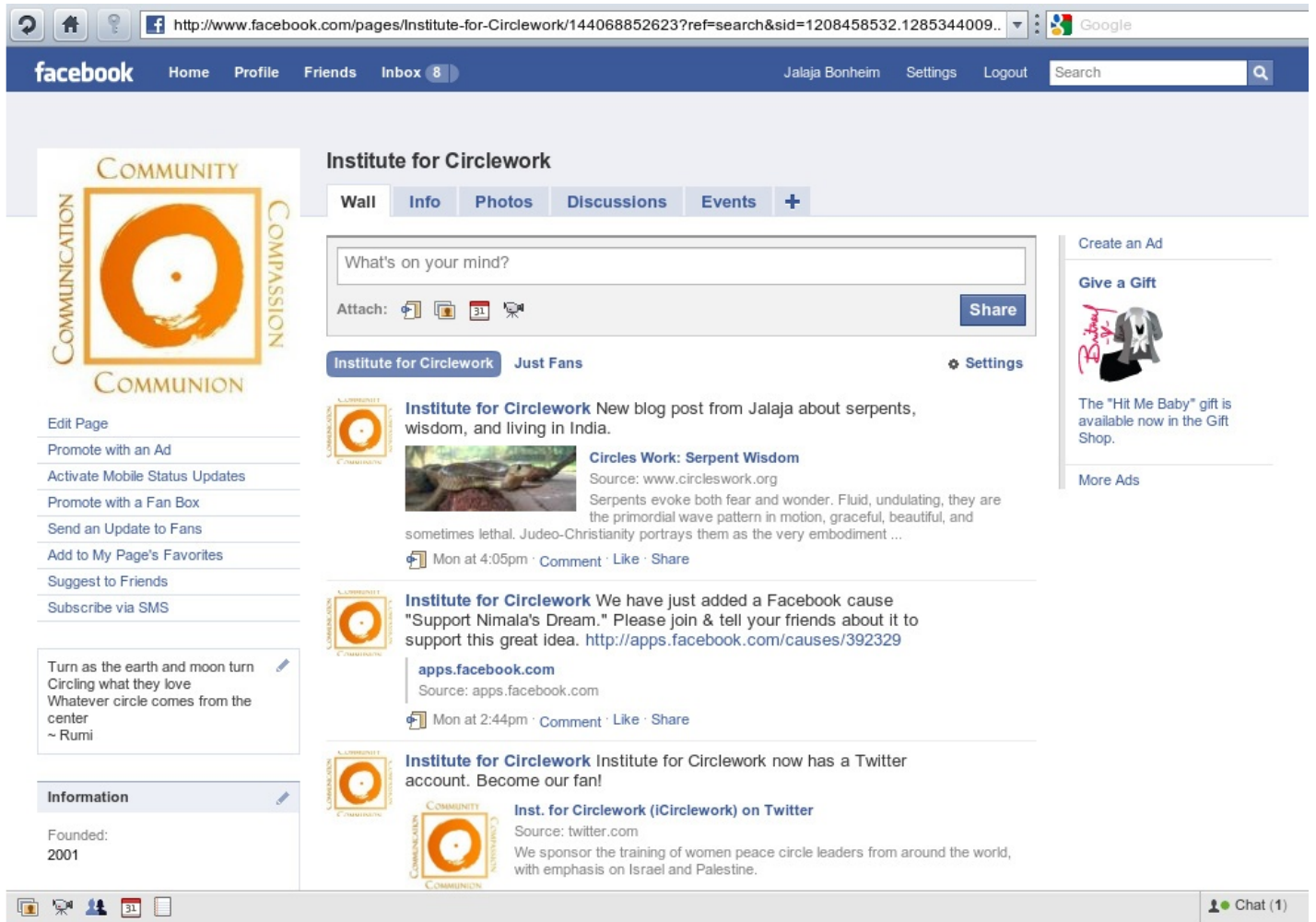
If you have typed "Institute for Circlework" properly in the search bar, you should see this results page. There is only one option here, the Institute for Circlework, in the Pages category. Facebook has also provided a short list of Internet search results that may interest people looking for the Institute for Circlework.

The Institute for Circlework's page uses our logo with "Community, Compassion, Communion, Communication" written around the edges. The color is orange.

To become our fan, click "Become a Fan," which is circled above in orange. Once clicked, the text should change to "You Are A Fan" or some variation (Facebook is known for making changes to its text).

Once you are done, click on the name of our organization, Institute for Circlework, which is in blue text. You should be taken to our Facebook page.

# Part Three: Navigating the ICW's Fan Page



The ICW's Facebook page looks much like a profile page. The ICW can post its status updates, and there are tabs for our Info, Photos, Discussions, and Events. Some of the items beneath our logo on the right may not be visible to you, however, because you are not an administrator of the page.

To get you started as an active fan, we want to make you aware of how you can interact with us on Facebook.

Below every image is a timestamp (Mon at 4:05 PM, to use the Serpent Wisdom blog update as an example), along with links to Comment, Like, or Share a particular wall post.

Facebook added the Like option to eliminate comments that simply showed approval of Facebook wall posts. If you think something is insightful but have no further comments, use this to show your support.

Clicking on Like, which is in blue text, will make that area look like this:



To comment on a post, press "Comment." After you click the link, a text box should appear that looks like this:



**Institute for Circlework** New blog post from Jalaja about serpents, wisdom, and living in India.

**Circles Work: Serpent Wisdom**  
Source: [www.circleswork.org](http://www.circleswork.org)  
Serpents evoke both fear and wonder. Fluid, undulating, they are the primordial wave pattern in motion, graceful, beautiful, and sometimes lethal. Judeo-Christianity portrays them as the very embodiment ...

Mon at 4:05pm · Comment · Like · Share

You like this.

This is an example of a post. I can respond to the link above with my thoughts, and others can respond as well.

Comment

Click on the blue "Comment" button at the bottom of the text box to finish commenting. Once completed, Facebook should load your comment onto the page for everyone to see and discuss.



**Institute for Circlework** New blog post from Jalaja about serpents, wisdom, and living in India.

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Mon at 4:05pm · Comment · Like · Share

You like this.

**Institute for Circlework** This is an example of a post. I can respond to the link above with my thoughts, and others can respond as well.  
2 seconds ago · Delete

Write a comment...

Once someone has commented on a Wall post, a "Write a comment ..." box will automatically appear. Click anywhere in the white box to activate it for writing.

Clicking on the "Share" button will allow you to copy a post to your own personal wall, spreading the word about something you find particularly interesting on our page. A pop-up box will appear. You have the option of adding your own comments in the "What's on your mind?" box. When done, click "Share." (Note: Sometimes, you may have to perform an anti-spam check in another window.)



Post to Profile

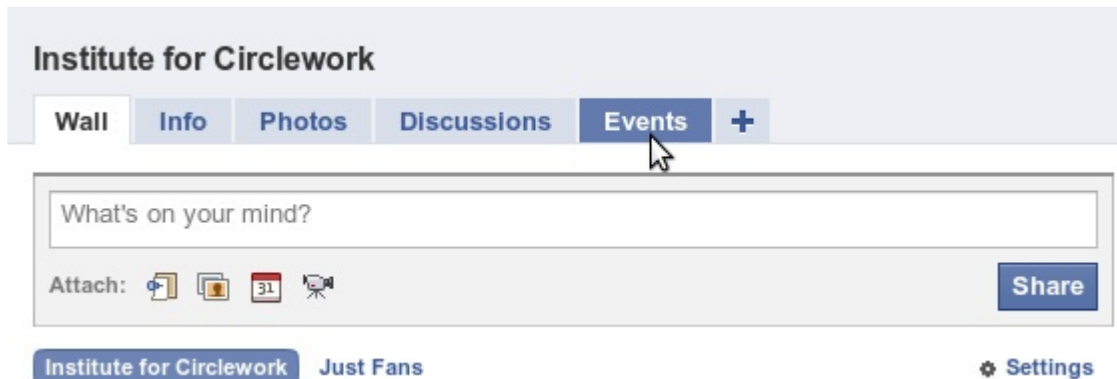
What's on your mind?

**Circles Work: Serpent Wisdom**  
<http://www.circleswork.org/2009/11/serpe...>  
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Send as a Message instead

Share Cancel

## Part Four: RSVPing to ICW Events on Facebook



Look at the top where the Institute for Circlework has its Wall, Info, Photos, Discussions, and Events tabs. Click on the Events tab.

When you click on the Events tab, you will be taken to a page that lists the upcoming and past events of the Institute for Circlework. You can click on any of the events' names to read more or RSVP directly on the page if you already know that you are coming to an event.

**Institute for Circlework**

Wall Info Photos Discussions **Events** +

+ Create Event

**Today, November 18**

**A Very Special SoulCollage Circle**

Type: Causes - Fundraiser  
Where: The Roundtree Community Room  
When: Today from 7:00 pm to 10:00 pm

RSVP  
View Guest List  
Cancel Event

**Saturday, November 21**

**Fundraising Circle**

Type: Causes - Fundraiser  
When: Saturday, November 21 from 3:30 pm to 5:30 pm

RSVP  
View Guest List  
Cancel Event

Show Past Events... ▾

When you RSVP to an event, you may choose between Attending, Not Attending, and Maybe. You may also go to the event's page and post questions on its Wall or change your RSVP answer in the righthand column on the event's page.

*Thanks for your interest in becoming our Facebook fan.*

**We hope that this information was helpful. If not, please E-mail us at**

**info @ instituteforcirclework . org**

**with your questions and frustrations. We can help you solve the problem or direct you to someone who can!**

