OPTIMIZING FACEBOOK PAGE

--- PERSONAL PROFILE

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WHAT IS FACEBOOK?

- Social networking website connecting people across the street, country and world

- Focuses on building and relating social relations among people who share common interests, activities and experiences

HISTROY

- Facebook was founded in 2004 by Harvard student Mark E. Zuckerberg with help from his roommates Dustin Moskovitz and Chris Hughes

- Facebook was originally for Harvard students then expanded to colleges in the Boston area

- Since 2006, anyone who is at least 13 years old was allowed to become a registered user of the website

RELATIONSHIPS WITHIN THE ENTERPRISE

- Promote mutual understanding among co-workers, reduce conflicts

- The distance between executives and employees can be effectively narrowed

- Enhance employees' sense of belonging and recognition

USE VOICE MESSGES TO BUILD BUSINESS RELATIONSHIP
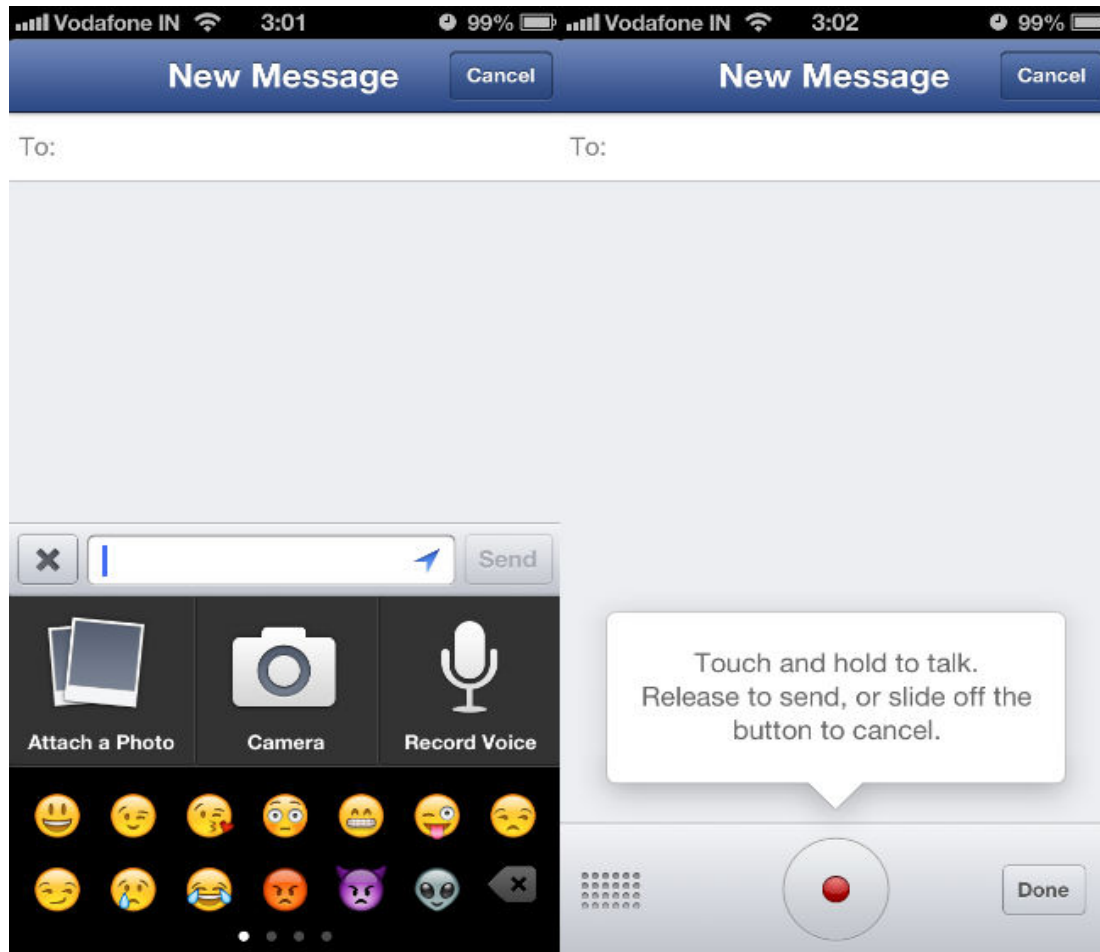
- Send a short message to thank new followers for connecting with you

- Use voice messages to surprise a few of your business connections with free product and a personalized recording from the CEO

Advantage:

Instant and Feasible
Employees do not need to frequently check their mailbox, and the announcement publicized through Facebook are rather direct and clear to everyone, employees can even use their cell phones to get this information

Disadvantage:

1. Overuse or improper use of Facebook at work can get you quickly fired – or keep you from being you from hired in the first place, it also can cause privacy problems
2. Preference of CEO
Some surveys have showed that the CEO of top companies all over the world have fewer interests in Facebook

RECOMMENDATION

- ## Find the balance

Facebook: Add detailed information on people's work experience and abilities

Users: Build two Facebook page, one for personal friends, another for business associates

- ## Facebook and self-presentation

Proper use of identity categories can help people to present their abilities, personalities, hobbies and so on.

A clear and well-defined self-presentation can enable supervisors or management personnel provide more suitable position or jobs to their employees

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