

Why I Like Facebook

A 5 minute ignite talk YouTube video

Rotarian [Don Higgins](#)

October 27, 2014

www.don-higgins.com/videos/

www.facebook.com/don.higgins

Overview of why I like Facebook

- Stay in touch with Facebook Friends you like – 460
 - Family and close friends
 - Acquaintances from neighborhood, work, school, Rotary
- Engage in Facebook Discussion Groups - 52
 - Rotary, neighborhood, work, school, hobbies
- Support your favorite Facebook Fan Pages – 15
 - Rotary club, fellowships, action groups, work, school
- Engagement with family, friends, and the world we all share

Facebook family and close friends

- My two daughters invited me to join Facebook in 2009
- I enjoy seeing pictures of family posted during or after events
- I enjoy seeing posts of their friends and adding my own posts
 - Heather and family posted picture from UF/KY Gator football game
 - Holly posted picture of Luke on his 5th birthday in soccer outfit
- I enjoy seeing status updates from family relatives
- You can look at the friends of your family friends and add relatives
- Be sure to like posts you enjoy and add any specific comments



Don Higgins

Update Info

View Activity Log

Other actions

Timeline

About

Photos

Friends 470

More ▾

Friends

+ Find Friends

All Friends 470 Recently Added College High School Current City More

h

Top 20 results for: h



Holly Higgins Carter

★ Friends ▾



Charlotte Turano Higgins

★ Friends ▾



Heather Higgins Disler

★ Friends ▾



Holly Minarik-Collins

★ Friends ▾



Melissa Honeycutt

Friends ▾



Helen Reisler

Friends ▾



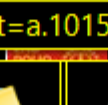
Ellen Haggerty

★ Friends ▾



Jamie Hubbard Mick

Friends ▾



Sarah M. Howell

Friends ▾



Michael Henry Day

Friends ▾

The Definitive Guide to Writing
a Programmatic RFP



20 CUSTOMER
SERVICE
BEST PRACTICES

Delight your customers
www.salesforce.com
Get new customer service
ideas under your belt! Learn
the top 20 best practices.

89&set=a.10150494932879489.387984.587594488&type=1



Facebook acquaintances

- Over 1 billion people (1 in every 6) are on Facebook
- The average Facebook user has over 300 friends
- Over 57% of adult Americans are on Facebook
- You can become friends with neighbors, co-workers, classmates
- You can become friends with Rotarians all over the world
- Acquaintances are an opportunity to make friends and serve others
- You can promote projects and events by sharing updates



Don Higgins



Don

Home

1 99+



Don Higgins

Update Info

View Activity Log

Other actions

Timeline

About

Photos

Friends 460

More



Friends

+ Find Friends



All Friends 460 Recently Added 3 Followers 122 Following 4

b

Top 20 results for: b



Rey Brown

★ Friends



Tekoa Tyner Bean

★ Friends



Christina Boys

★ Friends



Fred Brisard

★ Friends



Eugene Beil

★ Friends



Mitch Biba

★ Friends



Bruce Sobut

★ Friends



Jack M. B. Selway

★ Friends



Brian Hall

★ Friends



Laure Murray Blume

★ Friends



Laura Brickey

★ Friends



Buck Roberts

★ Friends

Sponsored



Don't wait! Trade in your o...
money.cnn.com

How badly do you want the
iPhone 6? Sell your old one to
Gazelle.com to get a great
deal.



Turnkey Legal Websites
evermo.re

Don't just build a website. Get
a platform to power your legal
business.

Facebook discussion groups

- You can join open or closed groups
- You can start a new topic
- You can share comments on existing topics and like other posts
- Posts with comments and link to picture or website work best
- You can choose to receive email notifications or not
- You can leave group at any time



Don Higgins

[Edit Profile](#)

News Feed



Messages

20+



Events

4



Rotarians on Social...

3



Rotarian Action Gr...

PAGES



Rotarian Action Gro... 14



Rotarian Astronome... 1



Rotary Club of Pinel... 3



Rotarian Fellowship... 1



Like Pages

5



Pages Feed

20+



Create Page



Create Ad

GROUPS



My Rotary/rotary.or... 1



RAGFP SM Commi...



Rotarian Middle Ea...



Peace RAG Board



Rotarian Astronom...



The ROTI Tower

6



D6950 Area 2 PR/...



World Peace Progr...



z390 and zcobel p...

rotarian **action**
group for **peace**

Joined ▾

➦ Share

🔔 Notifications



Peace RAG Board

Members

Events

Photos

Files



Write Post



Add Photo / Video



Ask Question



Add File

PINNED POST

**Erin Corrigan Thomas** uploaded a file.

September 18 at 5:12pm

We will discuss the Sao Paulo Peace Symposium and our role in depth at the September Board meeting. Please look this over and let's begin to deal with the ideas & questions here to make sure it is a productive discussion at the Board meeting. *This is an internal document that should not be shared beyond the RAGFP Board and Committees. IT SHOULD NOT BE POSTED ON SOCIAL MEDIA unless it is in a closed RAGFP committee. (Thank you!)

Sao Paulo Symposium Draft Agenda - RAGFP Board

ABOUT

14 members

**Closed Group**

Closed group for RAGFP board discussion and sharing of documents. · [Edit](#)

14 members · [Message](#) · [Invite by Email](#)

What is this group about?

[Set tags](#)

CREATE NEW GROUPS



Groups make it easier than ever to share with friends, family and teammates.

[+ Create Group](#)

SUGGESTED GROUPS

[See All](#)



Don Higgins

[Edit Profile](#)



News Feed



Messages

20+



Events

4



Rotarians on Social...

3



Rotarian Action G...

PAGES



Rotarian Action Gro... 14



Rotarian Astronome... 1



Rotary Club of Pinel... 3



Rotarian Fellowship... 1



Like Pages

5



Pages Feed

20+



Create Page



Create Ad

GROUPS



My Rotary/rotary.or... 1



RAGFP SM Commi...



Rotarian Middle Ea...



Peace RAG Board



Rotarian Astronom...



The ROTI Tower 6



D6950 Area 2 PR/...



World Peace Progr...



z390 and zcobel p...



rotarian action group for peace

Joined ▾

➦ Share

✓ Notifications



Rotarian Action Group For Peace...

Members

Events

Photos

Files

Search this group



Write Post



Add Photo / Video



Ask Question



Add File

Write something...

PINNED POST



Erin Corrigan Thomas

September 15 at 5:08pm

How will you celebrate Peace Day on September 21? Get some ideas here!



Celebrate Peace Day - 2014

2014 United Nations Peace Day Theme: The Right of People to Peace

ABOUT

384 members

🔒 Closed Group

Get involved in the Rotarian Action Group for Peace at: RotarianActionGroupforPeace.org - and st... [See More](#) · [Edit](#)

384 members (25 new) · [Invite by Email](#)

+ Add People to Group

What is this group about?

[Set tags](#)

CREATE NEW GROUPS



Groups make it easier than ever to share with friends, family and teammates.

+ Create Group

SUGGESTED GROUPS

[See All](#)



Don Higgins

[Edit Profile](#)

News Feed



Messages

20+



Events

4



Rotarians on Soci...



Rotarian Action Gr...

PAGES



Rotarian Action Gro... 14



Rotarian Astronome... 1



Rotary Club of Pinel... 3



Rotarian Fellowship... 1



Like Pages

5



Pages Feed

20+



Create Page



Create Ad

GROUPS



My Rotary/rotary.or... 1



RAGFP SM Commi...



Rotarian Middle Ea...



Peace RAG Board



Rotarian Astronom...



The ROTI Tower 6



D6950 Area 2 PR/...



World Peace Progr...



z390 and zcobel p...



Rotarians on **SOCIAL NETWORKS** Fellowship

Please apply to **join ROSNF** online at www.rosnf.net/register/first and then ask to join this group!

Joined ▾

➔ Share

✓ Notifications



Rotarians on Social Networks Fell...

Members

Events

Photos

Files

Search this group



Write Post



Add Photo / Video



Ask Question



Add File

Write something...



Melissa Ward shared Rotarians on Social Networks Fellowship's event.

2 hrs

Our live webinar is TOMORROW - Thursday 9/25 at 9pm CDT (check for local time in your area) - it will be recorded



Topic:



ABOUT

1,042 members

Closed Group

This is a closed group which acts as a communication channel for ROSNF members.

***** ... [See More](#)1,042 members (29 new) · [Invite by Email](#)

+ Add People to Group

CREATE NEW GROUPS



Groups make it easier than ever to share with friends, family and teammates.

+ Create Group

SUGGESTED GROUPS

[See All](#)

Rotary Zones 33/34



Don Higgins

[Edit Profile](#)

News Feed



Messages

20+



Events

4



Rotarians on Social Media



Rotarian Action Group

PAGES



Rotarian Action Group 14



Rotarian Astronomer 1



Rotary Club of Pinellas 3



Rotarian Fellowship 1



Like Pages

5



Pages Feed

20+



Create Page



Create Ad

GROUPS



My Rotary/rotary.org 1



RAGFP SM Committee



Rotarian Middle East



Peace RAG Board



Rotarian Astronomer



The ROTI Tower

6



D6950 Area 2 PR



World Peace Program



z390 and zcobel project

Rotary



Joined

Share

Notifications



Rotary District 6950

Members

Events

Photos

Files



Write Post



Add Photo / Video



Ask Question



Add File



Don Higgins

9 hrs

Let's have a discussion about Rotary speakers, politics, and hot topics. I woke up to this headline in the Tampabay Times this morning:
<http://www.tampabay.com/news/humaninterest/john-morgan-invokes-dads-death-in-pitch-for-medical-marijuana/2199084>



ABOUT

482 members

Public Group

Rotary District 6950 serving the west coast Tampa Bay Florida USA area. This is also known as th... [See More](#)

482 members · [Invite by Email](#)

CREATE NEW GROUPS



Groups make it easier than ever to share with friends, family and teammates.

[+ Create Group](#)

SUGGESTED GROUPS

[See All](#)

Florida Based Businesses.
Keeping it local

Facebook pages

- You can create your own Facebook page for visiting fans to “Like”
- Fans will receive notifications of postings on pages they like
- Be sure to post updates about events and other news
- You can “Like” your favorite pages and receive updates



Page


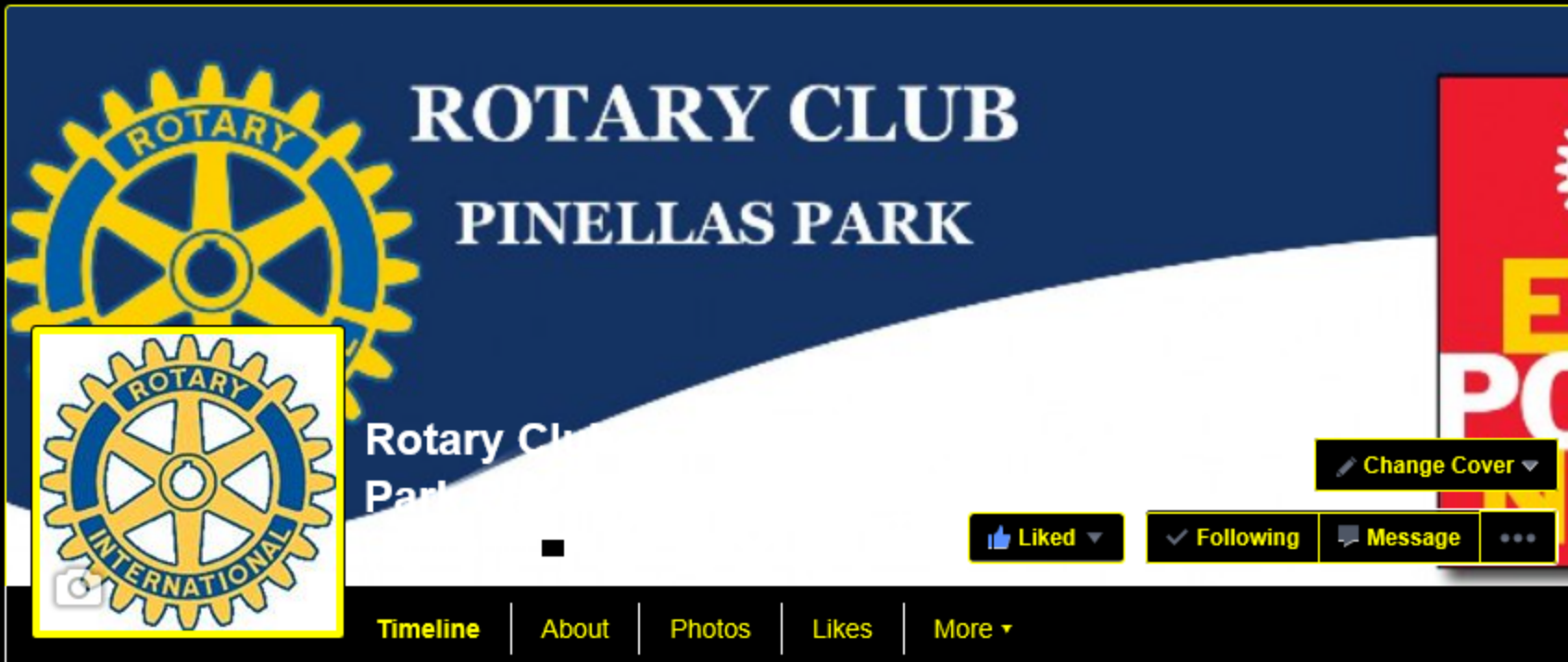
Activity 3

Insights

Settings

Build Audience ▾

Help ▾



Change Cover ▾

Liked ▾

Following

Message

⋮

Timeline

About

Photos

Likes

More ▾

THIS WEEK

1

Page Like

15

Post Reach

UNREAD

3

Notifications

0

Messages

Recent

2012

2011

2010

Founded

PEOPLE



121 likes

Joan MacFarlane, Holly Higgins Carter and 25 others like this.



+22



Promote Your Page

Connect with more of the people who



Post



Photo / Video



Write something on this Page...



Rotary Club of Pinellas Park Page shared a link.

Posted by Don Higgins · September 5 · Public

On November 6 the Rotary Club of Pinellas Park will be the host club for this district 6950 event. Everyone is welcome: <http://www.rotary6950.org/an-evening-with-michael-caruso>



Page

Activity 14

Insights

Settings

Build Audience ▾

Help ▾



Rotarian Action Group For Peace Organization

Timeline

About

Photos

Likes

More ▾

Change Cover ▾

Liked ▾

Following

Message

THIS WEEK

25

Page Likes

505

Post Reach

UNREAD

13

Notifications

1

Message

Recent

2014

2013

Launched

PEOPLE



2,077 likes

Mel Powell, Melissa Ward and 71 others like this.



+68



Find New Customers

Connect with more of the people who matter to you



Status

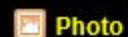
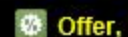


Photo / Video



Offer, Event +



What have you been up to?



Rotarian Action Group For Peace shared a link.

Posted by Dennis Wong · September 21 · Public

After more than a decade of work, the new Canadian Museum of Human Rights officially opened in Winnipeg —the only museum in the world dedicated to human rights.



**Rotarians on Social
Networks Fellowship**
Non-Profit Organization

THE WORLD NEEDS MORE
#ROTARIANS

Like

Following

Message



Timeline

About

Photos

Merchandise

More

PEOPLE



13,594 likes

Melissa Ward, Philip Merritt and 113 others like this.



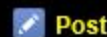
+110

Invite your friends to like this Page

ABOUT



ROS NF is an official Rotary International Fellowship open to Rotarians, spouses and Rotaractors. To join



Post



Photo / Video



Write something on this Page...



Rotarians on Social Networks Fellowship shared Rotary Club of Pine Rivers's photo.
18 hours ago · Public

How to use social media to promote your club and the many important things it supports, including Rotary New Gen projects like RYLA. A nice pic and informative description gives others something to share. So we have! #Rotary #Youth #RYLA #future

At our regular meeting last night, our Guest Speaker was Miss Kelly Radl...

Create Page

Recent

2014

2013

2012

2011

2010

Founded

Sponsored

Search Genealogy
Records
genealogybank.com



Small town and big
city newspapers 1690-
today: Obituaries and
More!
www.GenealogyBank.
com



Page

Activity 15

Insights

Settings

Build Audience ▾

Help ▾



Florida Power Corporation Retiree Association

Non-Profit Organization

+ Add a Cover ▾

Like ▾

Following

Message



Timeline

About

Photos

Likes

Manage Tabs

THIS WEEK

0

Page Likes

5

Post Reach

UNREAD

8

Notifications

7

Messages

PEOPLE



255 likes

Julie Plata, Patty Phillips and 8 others like this.



+5



Find New Customers

Connect with more of the people who matter to you

Promote Page

Invite your friends to like Florida Power Corporation R



Jonni Mills

Invite



Status



Photo / Video



Offer, Event +



What have you been up to?



Florida Power Corporation Retiree Association

July 9, 2012 Public

So what do you all think about FPC now being part of Duke Power? I wonder what changes FPC Retirees will see and when? Don Higgins

Like · Comment · Share

9

6

1 Share



111 people reached

Choose whether to like and comment as yourself or as one of the Pages you manage.



Florida Power Corpor

January 3, 2012 Pub

Post Attribution Settings

OK

Patty Phillips has made reservations for another FPC IT luncheon on January

Recent

2011



DISCOVER
AND CELEBRATE
DIVERSE
PERSPECTIVES.

www.facebook.com/rotary



Rotary International
Non-Profit Organization

Like

Following

Message



Timeline

About

Photos

Tweets

More

Create Page

Recent

2014

2013

2012

2011

2010

2009

2008

2007

2006

2002

1999

1985

1972

1968

1962

1945

1943

1917

1912

Founded

PEOPLE



321,089 likes

7,101 visits

Melissa Ward, Joan MacFarlane and 171 other friends like this or have been here.



+168

Invite your friends to like this Page



Post



Write something on this Page...



Rotary International shared a link.
12 hours ago · Public

Social media is about reaching out and having a conversation.

Make your social media jargon free. Talk about how your #Rotary club or organization benefits the community, and show it with active and interesting photos.

My Facebook Timeline

- 2009 Two daughters invited me to join Facebook
- 2009 Simone Collins, Philip Merritt, and I founded ROSNF
- 2010 Created my first Facebook app – ROSNF Global Club Directory
- 2011 Sold ROSNF “Like” buttons at RI New Orleans Convention
- 2011 Served as Chair of ROSNF 2011-2012
- 2011 Joined board of RAGFP as social media manager
- 2012 Bought first shares of FB stock on IPO opening day at \$42
- 2014 Attended first Build Peace Conference at MIT Media Lab



Facebook Used to Mobilize Against FARC

Come Together

Facebook is proud to play a part in promoting peace by building technology that helps people better understand each other. By enabling people from diverse backgrounds to easily connect and share their ideas, we can decrease world conflict in the short and long term.

[Learn More about Peace Innovation](#)

Friendships on Facebook

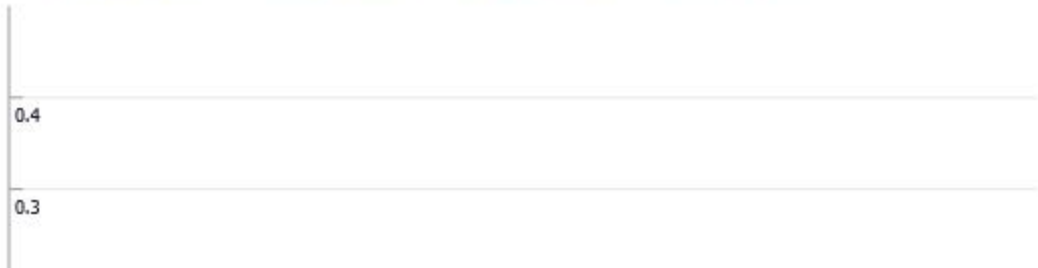
Below are the friend connections created each day between people of different regions, religions, and political affiliations.

Note: Daily friending numbers for Albania and Serbia include Kosovo.

Geographic Religious Political

+ 19,846 Israel-Palestine Connections in the Past 24h

☒ Israel-Palestine ☒ Albania-Serbia ☒ India-Pakistan ☒ Greece-Turkey



Share Your Thoughts

What do you think about peace and technology? Do you think we are moving towards a better place?

1,321 comments

[Add a comment](#)



Clara O'Donnell · Atherstone, Warwickshire

anyone my age will know throughout our lifetimes we have constantly been at war somewhere, i spent a lot of my childhood wondering how to protect my family from war, and watching the news last night made me so sad at the world. i dont know how people can be so accepting that killing people solves anything? how does bombing somewhere solve anything? how does terrorism solve anything? imagine living somewhere and waking up to violence every single day, to death, distruction, for your children, grandchildren, or just kids you know witnessing death daily? i cannot imagine what it would be like to be in one of those places, to watch a family member die at the hands of

I encourage you to join Facebook

- Signup at www.facebook.com with your email address
- Make friends with your family members and other close friends
- Make friends with your neighbors and other associates
- Find special interest discussion groups and engage members
- Find your favorite organization pages and like them
- Share updates and pictures with friends and like theirs
- I hope you enjoy connecting with friends all over the world