U of A | **DIVISION OF AGRICULTURE**
RESEARCH & EXTENSION
University of Arkansas System

Community & Economic Development
Strengthening Arkansas Communities

United States Department of Agriculture, University of Arkansas, and County Governments Cooperating

Quiz: Are You Facebook-Savvy?

Boasting over half a billion members, Facebook has grown to be the top social networking web site on the Internet. But Facebook isn't just for college students looking to stay in touch any more – it plays a vital role in the marketing industry and has become increasingly important to businesses worldwide. Take this quiz to test your knowledge of essential Facebook terms and applications.

1. This is a profile specifically made for businesses, brands, celebrities, etc, that allows fans to follow what is going on with them through statuses, links and updates that appear in their news feeds.

2. This is someone who "likes" a particular page.

3. This is the area on a profile or page where friends and fans can post their thoughts, views or criticisms for everyone to see.

4. This is the feature that allows users to show their support for specific comments, pictures, wall posts, statuses or fan pages.

5. This is the feature that allows a user to access Facebook from their cell phone through text messages, emails, downloaded applications or a web browser.

6. Similar to a tweet on the social networking site Twitter, this Facebook update feature allows users to discuss their thoughts, whereabouts or important information. It can be posted by both regular users and page representatives, and it is posted on both their profile and their friend's news feeds.

7. This is a page created for an organization or business to promote activities. Users can join it and post their thoughts and interact through discussion threads.

8. This utilizes single sign-on to allow users to sign on other web pages with their Facebook account. It also allows the web page to collect information from the user and post information from the web site on Facebook for their friends to see.

9. This is Facebook's version of web page analysis, which allows a user to keep track of information such as page views, unique views, fan statistics, wall posts, video and audio plays, photo views and so on.

10. This is a calendar-based resource that can be used to notify users of upcoming occasions. The RSVP feature also allows the organizer to get numbers of possible attendees and people who are interested in it.

Source: http://whatis.techtarget.com

Prepared by Kim Magee, Program Associate (kmagee@uaex.edu), Community and Economic Development, University of Arkansas Division of Agriculture