

# *Tips for Managing Facebook*

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f you are like me you've experienced a Facebook overload now and then. Let's keep in mind this simple truth. We are freeloaders on Facebook, we are not their customers (unless you are buying FB ads right now). So we are fed what is in FB's best interests, not our own best interests.

Today I'm sharing a few tips for managing your network of Facebook friends, those people who are connected to you through your personal profile. I'm creeping close to the 5000 friends on FB limit. Sometimes I realize that I don't see people in my feed who I really want to connect with.

Here are some things you can do to make Facebook better - help it perform better and give you a better user experience.

First, though, did you know that you can create "Friend Lists" in FB for those you are friends with? You can set these up to be anything you like. For example, I have Friend Lists that are for business friends, personal friends, customers, travelers, and a few lists for geographic location

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for cities I (used to) often visit. You can send messages to just one certain list. You can edit, add, or remove people from these lists. For more about all the things you can do with your Friend's List go to this Facebook link: [www.facebook.com/help/204604196335128](https://www.facebook.com/help/204604196335128).

- If you notice that someone you like to engage with is "missing" from Facebook take a minute to search for her feed, find it, and spend a few minutes responding to 8 to 10 of her latest posts. Do that again the next day. (You can keep a list if it makes things easier to remember.) After a few days of this she'll magically start appearing in your feed again.

- Use the "birthday" list each day to clean up your FB friends and categorize them.
- First click on the little "friend" icon, which will have a check on it to indicate that the two of you are friends. Clicking this icon will bring up these choices:
- Favorites (indicated by a star icon)
- Edit friend list (see the paragraph above)
- Unfollow (or follow)
- Unfriend

If this person is someone you always want to see be sure to check on the "favorites." Then, click on the "edit friend list." Make sure you have added this person to one of your Friends List categories. As the year goes by you will slowly review and categorize every single friend you have on Facebook, and those who you no longer need to be connected to you can unfriend as you go along.

- Next, click on the 3 dots just to the right of the little "friend" icon, and you will see:
- Search profile
- See friendship
- Find support or report profile
- Block (click on this and you'll see that you have the options to block someone entirely or to "take a break")

The "search profile" is useful if you remember that person telling you something and you want to quickly find the thread. Like, "What did she say her favorite brand of jelly was?"

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The "see friendship" will show you how much you have interacted on Facebook. If you click on this and see no interaction at all you'll know that you probably can unfriend this person. (Note: This nudges Facebook's algorithm to show you different people in your feed.)

Before I decide to unfriend someone who has had no interaction with me I look at their friend's list to see if we have any mutual friends at all. Sometimes this jogs my memory that I met this person once a long time ago at a conference, but we haven't grown the relationship. Sometimes it reminds me why I wanted to connect with them, and I need to step it up.

As you can see, taking some time each day to use the "Birthday" list to check on and categorize your friend list lets you slowly clean up your Facebook feed. Don't stress that it will take a year - just do it a little bit at a time. Takes maybe 10 minutes a day.

**TIP:** Think through the "friend list" categorizes you want to create. You can make them anything you want, almost like list segmentation in an email autoresponder. This can really come in handy!

In the end you'll have taken more control of your personal Facebook feed, who you see, and who you connect with. It will slowly come to be a much better experience for you, and a real time saver, too.

To your sweet success,

Sue Painter

PS Did you see my interview about your confidence and your voice with vocal coach and Nashville songwriter Judy Rodman? Don't miss it! Here's the link:  
[confidentmarketer.com/building-confidence-with-your-voice-an-interview-with-singer-and-vocal-coach-judy-rodman](https://confidentmarketer.com/building-confidence-with-your-voice-an-interview-with-singer-and-vocal-coach-judy-rodman).