

**Subject:** Creation of a Global Tobacco Control Network on Facebook

Dear Globalink Community,

Today, Simon Chapman and I are pleased to announce the launch of a new Facebook closed discussion group, information and strategy exchange site, the Global Tobacco Control Network.

By a “closed” Facebook group, we mean that all members need to be approved and all material posted to the group will not be visible to non-members nor searchable by outsiders. The group will be an English language group, but we enthusiastically encourage others to form Facebook groups in other languages that can be linked to the Global Tobacco control Network group.

Unlike Globalink, this group has no funding, no management committee, no constitution, no appeals mechanism for those we don’t allow to join and those we may have to exclude. We welcome anyone working toward tobacco control goals. We don’t welcome anyone with tobacco industry ties and those who are regularly offensive. If you would prefer a more bureaucratised, official discussion platform, then this group probably won’t meet your needs.

The Global Tobacco Control Network Facebook group can also be used like an email listserv (as happens now with Globalink). After you open a Facebook account, you will be able to both read and send messages directly via the Facebook group, or you can elect to send and receive messages to the group via email. This should be welcome news to those of you with restrictions on logging into Facebook while at work, but who still want to receive and send work-related content while on the job.

We apologise for this lengthy message but we have included a detailed Facebook Frequently Asked Questions (FAQs) below as there are many myths circulating about the limitations and uses of Facebook.

**To Join Now:** If you already have a Facebook account, click on this [link](http://www.facebook.com/groups/GlobalTobacco/) (<http://www.facebook.com/groups/GlobalTobacco/>) and then the “ask to join” button in the very top right corner. And, please share and invite other *genuine* tobacco control colleagues to join too. We will approve most of those who are already current Globalink members (we will look you up on the Directory to confirm your membership). Any new members who are not members of Globalink will require two Facebook group members to vouch for them. Please see the detailed FAQ below about how to manage your group message email notifications and how to post to the group through the listserv function. (See question #5 below for quick reference.) If you don’t have an account on Facebook you will need to open one before you can join.

**Some more background:** Over the past months we have all been alerted to the fact that Globalink will require new funding and administration in order to continue in 2012. We, like all of you, are hopeful that a solution can be found, particularly in order to retain the vital News & Information Monitoring Initiative (NIMI) and Medical Journal Update (MJU) that are so skilfully and reliably put together by Sonja and Stan. A service for which we cannot thank them enough!

This Facebook group is not proposed as a direct replacement of Globalink, but is more of an adjunct or an evolution of how the global tobacco community can readily network and share ideas. However, unlike the current Globalink service which only allows the sharing of links, it will be very easy to share multimedia content such as images, videos, documents, etc through the Facebook group which makes it a highly appealing forum. Many of you will belong to local tobacco control listservs and Facebook groups and this international Facebook group will be a complement to your more local networks.

Whatever form Globalink takes in the future we will be happy and excited to be a part of it – and equally we hope this new Facebook group will be highly useful and user friendly for many of you.

We look forward to networking with you soon!

**Becky Freeman and Simon Chapman**

### Facebook and Facebook Group FAQ's

**For total Facebook beginners:** This FAQ document you are now reading can also be found as a [downloadable PDF](#) which includes screenshots and images for instruction clarity. If you know absolutely nothing about Facebook then we suggest you start with this Facebook 101 link before you dive in, but Facebook is a very user friendly environment and you will find few problems. Facebook 101: <http://www.gcflearnfree.org/Facebook101>

**1. Why Facebook?:** Because 500 million + users can't be wrong! Facebook is the most popular global social networking site operating today. It is a rare news day when there is not a report about how Facebook is inexorably changing how we work, play, and socially connect. Regardless of whether you are an early adopter of new technology or someone who struggles to send a text message, it is virtually impossible not to have been exposed to Facebook in some way. Contrary to some views, not all content on Facebook is trite, short, or simple in nature. Facebook messages can be lengthy, detailed, filled with references – there is no limit to the amount you can say. You can also create collaborative, or wiki-style documents– see Q9 below for details.

Top ten visited websites (global)[1]

| Rank | Site         | Type                                |
|------|--------------|-------------------------------------|
| 1    | Google       | search engine                       |
| 2    | Facebook     | social networking                   |
| 3    | YouTube      | video sharing                       |
| 4    | Yahoo!       | web portal                          |
| 5    | Windows Live | search engine                       |
| 6    | Blogger.com  | blog publishing                     |
| 7    | Baidu.com    | search engine (China)               |
| 8    | Wikipedia    | encyclopaedia                       |
| 9    | Twitter      | social networking and microblogging |
| 10   | QQ.COM       | web portal (China)                  |

**2. Isn't everything on Facebook public content?** No! Facebook *pages* are public. But Facebook *groups*, which is what we have now set up, can be closed. This means only people who are part of the group can see what has been posted – even your other Facebook friends can't see what you have posted, *unless* those same friends are also part of the group. So you don't need to worry about your friends and relatives seeing the work related parts of your life. One caveat to this – the group membership list is public – so people can see who belongs to a group, but not what the members actually post.

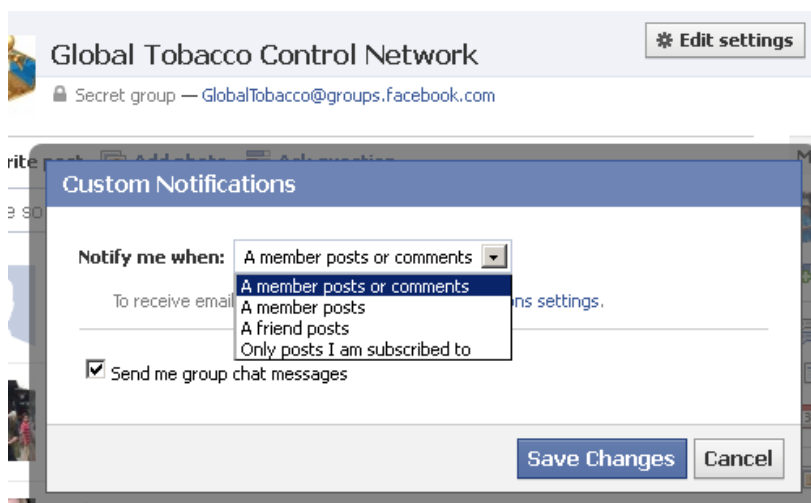
**3. Won't all the Group members see my personal Facebook content?** No! People who belong to the group *CANNOT* see any of your other Facebook content on your personal page unless you are Facebook "friends" with them. So you can still share your family and pet photos on Facebook without worrying that your international tobacco colleagues will be seeing what you got up to on your holidays last year. Be careful

though – anyone you choose to add as personal Facebook friend to your own page will be able to see your personal content, so be choosy about who you agree to be friends with if you like to share highly personal content online. It is perfectly acceptable to simply ignore friend requests from people you only know professionally.

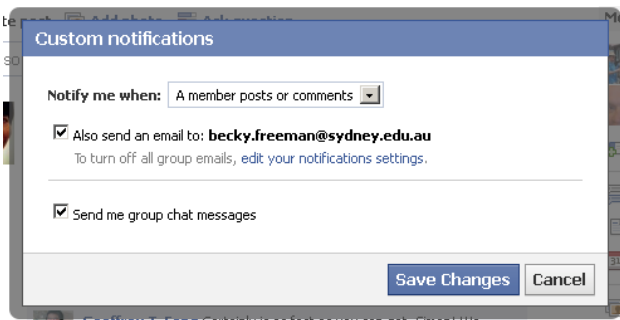
**4. How do we know tobacco industry moles are not members?** We will do all we can to ensure only those with known track records or employment in tobacco control are admitted to the site. But we know from tobacco industry documents that Globalink has long been infiltrated and that people forward Globalink content to non-members. So the rule, as always, is never write anything that you would not be happy to defend totally publicly. If you want to have deeply private and strategic discussions about people or events, do not have them on this Facebook group. Simple rule.

**5. My employer won't let me look at Facebook at work, so this group is a really terrible idea.** Ok, we understand that some of you have employers who think you will waste the day playing online games and gazing at your friend's baby photos unless your internet use is monitored or restricted. While we are happy to argue the merits of social networking as a legitimate and useful work tool we also recognise you need a practical solution. So here it is: we have set up the group with an email address so that it can act as a listerv, *just like Gobalink*. You will still need to open a Facebook account and then join the group – all that is required is an email address and a name. You don't even have to post any other information about yourself to the Facebook account or use it in the future if you don't want to do so, opening the account can be purely a means to join this group and then all your interactions can take place via email if that is your preference. It will be a richer experience logging on to the group through Facebook, but you will still remain informed through the email functions. Then you can send and receive Group content by email if that is your or your employer's preference. Once you join the group you can email your comments to this address and they will appear on the group wall: [GlobalTobacco@groups.facebook.com](mailto:GlobalTobacco@groups.facebook.com)

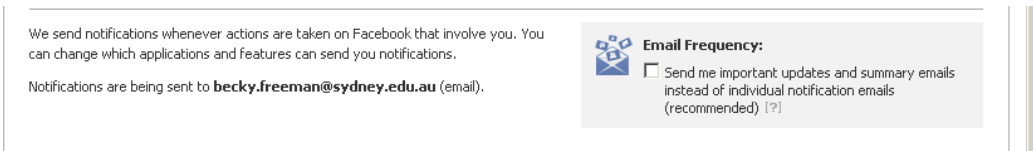
To do this, you will also need to make sure that you **turn on email notifications** for the group so you receive content: once you join the group, click on "EDIT SETTINGS" and then choose from the drop down menu "Notify me when" >> "A member posts or comments". And you will receive an email about all content posted to the group. You can also tick the group chat button if you like – this means you will receive all the messages for any live discussions too. See Image below for a screen shot of how to do this.



Next, you should also click on edit your notifications settings to ensure you have the email address selected that you want:



You may also need to uncheck the email frequency box, just to make doubly sure you get all notifications:



**Below is some more information about some unique features that all Group members will be able to use.[2]**

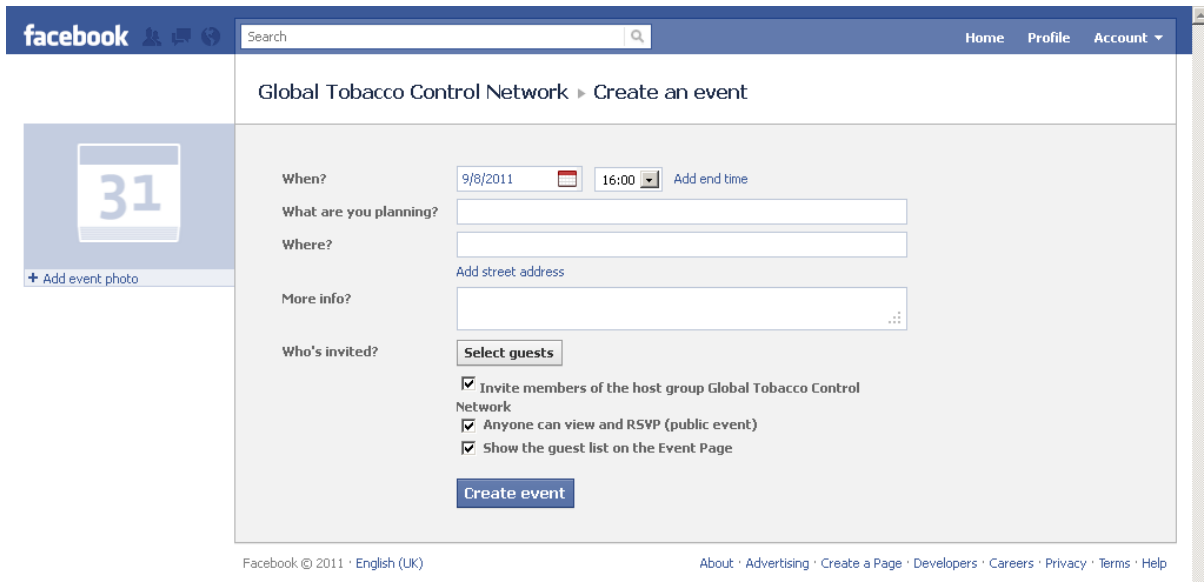
**6. Group Feed** A Group’s existing posts are shown in similar fashion to the personal Facebook news feed. Each time a member visits the Group page, they’ll see the posts made since their last visit above a gray line marked “Older Posts”, and content they’ve already seen below the line. Members can click a button on a post to subscribe to notifications of future Likes and comments to that post, or to unsubscribe if they prefer not to be part of a particular thread.



**7. Polling through ‘Post a Question’:** It is easy to post quick polls and questions to the group. Click on the “Ask question” and add your question and give people options to select as a response. You can also allow people to add their own responses by ticking the “Allow anyone to add options” . See image below.



**8. Group Events** Clicking the Create event link brings up the Group Event composer. Members can type in an event name, select a date and time, choose a location, and input context which will appear in the Group feed story about the Event. Members set whether the Event can be seen or RSVP'd to by only Group members and invitees (default), or by anyone. All Group members are automatically invited to a Group's Events, but this can be changed through the "Select Guests" link. Once created, a Group's upcoming Events are shown in the left sidebar of the Group page.



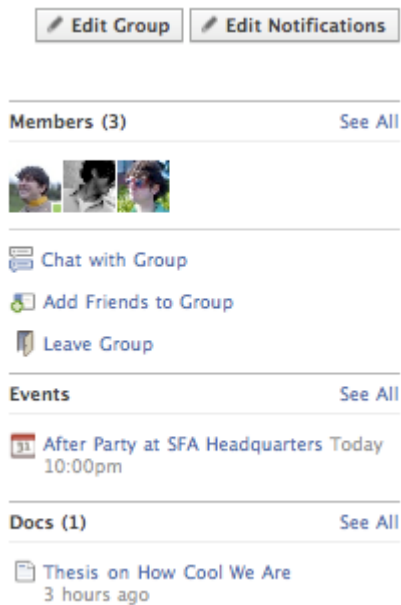
**9. Group Docs** If a member clicks on the Create Doc link, they're prompted to add a title and begin composing a collaborative text document. Members can use simple formatting tools like bold, italics, and numbered or bulleted lists. Once saved, the Doc is posted to the Group feed and shown in the Group page's right sidebar. Any member can then edit and save the Doc, while only the creator can delete it. Recent Changes are shown in the right sidebar of the Doc editor, and Members can use the arrow buttons below the Doc's text to cycle through the Recent Changes listed by author in the right sidebar. Comments can be posted at the bottom. Group Docs don't support simultaneous editing, so members won't be able to see changes happen in real-time and instead must refresh to see another member's edits.



**10. Group Chat** In the top of the Group page right sidebar, users see the profile picture thumbnails of all Group members who are currently online, with those who are active showing a green square in the lower right hand corner of the thumbnail, and those who are inactive but online showing a gray square. Users can click Chat with Group to open a Group Chat window at the bottom of the page. Typing a message and hitting enter pops up a Group Chat window on the screen of all online Group members, and once that Chat window is minimized but not closed, red counts denote additional messages. Users will see profile pictures

with status squares at the top of the Chat window, but won't see the "other user is now typing" icon as with one-on-one Facebook Chat.

Any group member can also schedule chat sessions – so if you publish a new paper and want to make yourself available for a question and answer session about it, you can send out a message advising people when you will be online for a "chat". There are many possibilities to use this tool.



## References

1. Alexa. Top sites. The top 500 sites on the web. 2011. <http://www.alexacom/topsites>. [accessed 04 March 2011].
2. Sourced from: <http://www.insidefacebook.com/2010/10/07/groups-walkthrough-docs-chat/>. [accessed 08 September 2011].