The Ten Rules of Facebook

DO use Facebook to keep in touch with friends, colleagues, former colleagues, family members and everyone else in the world.

DO NOT use Facebook blatantly to seek out new people and potential business contacts. Facebook is designed as a reflection of your existing social network and should be restricted for the most part to people you have met in person. (Twitter is for meeting new people.)

DO set up your profile reflect the image you want to project as a professional. Oftentimes, this means making your profile as simple as possible.

DO NOT sign up or install applications constantly. Especially, don't invite your Facebook friends list to sign up for applications and send requests to them.

DO set up segregated friends lists to control the flow of information to your friends. Colleagues, employers and the general public should have restricted access to your profile. Only allow full access to those you know and trust.

> - To set up privacy lists, go to the "Edit Friends" option under the Account tab. Make new lists, i.e. colleagues, college, family, etc. Go through your friends list and sort it.

> - Go to Privacy Settings, choose Custom Settings and then wall off each of your lists according to the parts of your profile you'd like them to see.

DO NOT post disparaging or private comments about your colleagues, sources or your opinions on topics you cover.

DO share your work, photos, favorite news stories or videos and anything else you find interesting with your friends. This is the most important part of social media for an information professional. Get your link count up!

DO NOT be a downer. Don't post about your break-up with our significant other or your bad day at work. Bring these problems to your real friends instead of spouting them off into cyberspace.

DO attach your Twitter to your Facebook and to your Tumblr and to your Flickr and to your Vimeo so you can broadcast on as many platforms as possible. The best application for this is "Selective Tweets." It allows you to post from Twitter to Facebook with the hash tag #fb.

Oftentimes, people post more to Twitter than they do to Facebook. You should think about the difference between the two platforms and consider tailoring messages specifically for both. Think of your audience.

DO NOT write on somebody's wall when you should be sending them a private message. Private messages are better almost all the time.