

Facebook

By Beverly Denver

Several months ago, a friend and public relations professional suggested I post a personal profile on Facebook and start a group on the site for the readers of Houston Woman Magazine.

Thinking only about how swamped I always seem to be, I asked why she thought getting on Facebook was such a good idea, such a good use of my limited time and decreasing level of energy.

With a smile, she said, "Just do it. You'll see."

"But, I'm already connecting with people on LinkedIn and Plaxo." I said. "What's so different about Facebook?"

Again, she smiled knowingly and said, "Just do it. You'll see!"

Still not sold, I started asking others about Facebook and its value.

Each said (basically) the same thing: "Oh my gosh, Facebook is fabulous; I just love it. Yes, you've got to get on Facebook."

Once again, I asked, "But, why? What's so great about Facebook?"

The all-too-familiar refrain came back: "Just do it. You'll see!"

Finally, back in November, I took the good advice (of so many) and logged into the free-access site. I registered, posted a photo (a younger, better-looking one, of course) and quickly figured out the importance of "updating my status."

"Beverly is up with the roosters."

"Beverly is working like a dog."

"Beverly is counting sheep."

It was fun. No matter what I wrote, comments from Facebook friends popped up: "Why are you up so early? Don't work too hard? Hope you get a good night's rest."

In the beginning, I connected on Facebook with a dozen or so people I knew well — family members, best friends, long-time business associates. So, it wasn't surprising to see those folks express interest and concern about my daily activities.

But, before long, I was making lots of other connections — with friends of friends and with strangers that (for a variety of reasons) wanted to connect too. My list of Facebook

friends was growing, and so was the number of daily comments showing up on my “wall.”

“Happy Birthday!”

“Have a great holiday.”

“How was that meeting? The play? Your trip?”

As the number of comments increased so did the self-imposed pressure to post something clever, interesting, unique — to be viewed by all my Facebook friends (and friends to be) as clever, interesting and unique myself! Talk about one tough assignment! It was much like stepping on stage (at a comedy club) on amateur night! Yikes!

Despite personal limitations, my social network — thanks to Facebook — is growing by leaps and bounds, and the relationships I have with those in my circle have strengthened quickly and in ways I never imagined. Because of Facebook I can find out what my friends are up to. I get to read their thoughts on topics of interest, learn about their friends and families, the causes they support and the activities they enjoy and participate in.

I now have more than 550 Facebook friends and the group, Readers of Houston Woman Magazine, now has more than 300 members. Both lists grow daily as we friends find each other and connect.

I could go on and on about Facebook and why, I believe, any woman in business ought to sign up immediately. Instead, I’ll simply tell you, “Just do it. You’ll see!”