

Making a Difference



Growthtrac builds strong marriages through life-changing marriage resources offered through their website.



Should my hubby and I set up one joint profile or two individual profiles?



Jason & Kelli:

This isn't quite the equivalent of whether a bride should take her husband's last name, hyphenate, or keep her maiden name, but it's as close as you get on Facebook.

The vast majority of married Facebookers set up an individual account and then link their account with their spouse's account and mark themselves as "Married." We have seen a few couples create a joint Facebook account. Some have used both first names or they use the family's last name.

It's up to you to figure out the pros and cons of setting up a joint Facebook account and see what makes the most sense.

A joint account could limit the people you connect with on Facebook because the search engine on Facebook for people to find friends is built around past schools you've graduated from, companies you've worked for, and names of people. While we're big believers in "the two become one" idea of marriage, we each have our own histories and set of relationships that involve different people. It will make it more difficult for people to find you or your spouse with a joint account.



Also, a joint account could keep some FB Friends from freely corresponding with you because they don't know who is on the other side of the screen.



Kelli:

If you do set up a joint account, when updating your status or making comments on other people's posts, it is really helpful for readers if you add your name or your initials at the end of the message.



Jason:

BTW, according to Facebook, "Accounts can represent one person only. Accounts representing groups, families, or couples are not allowed." For whatever it's worth. It's up to you.

Numbers Don't Lie

Women make up nearly six-in-ten (57%) of the Facebook audience but males (ages 13-35) are growing as an audience faster than females in the same age range.

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