

Development CoP

Facebook: Ready, Set, Go!

Guests: Kevin Martone
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School Registrar and Alumni Relations, Abraham
Joshua Heschel Day School

Facilitator: Sheila Alexander
Date: May 7, 2009

Goals of the Call

- Understand the purpose of Facebook as a social networking tool.
- Review a specific school page for features.
- Learn how to create a Facebook page.

Agenda

- Welcome and Introductions
- Facebook: What Organizations Need to Know
 - Social Media Overview
 - Facebook – How it can Be Used?
 - Profiles, Groups, and Pages...Oh My!
 - School Example Facebook Page
 - Facebook Page Demo
 - How to Maintain

Meet Kevin

Kevin joined the Grinspoon Institute in September 2007. He manages the Technology Program, which helps Jewish nonprofit overnight camps and other organizations utilize technology to meet their outreach and fundraising goals. The Technology Program offers a monthly eNewsletter, a blog, and a website (<http://gijptech.org>) with additional resources and research to help nonprofit organizations make good technology decisions. Kevin also works with organizations to prepare a more formal Technology Assessment, which helps them to make informed technology decisions as part of their overall strategic goals. The Technology Program offers technology assistance with traditional data management and communications tools, as well as more recent web2.0 technologies.

Notes on Today's Session

- Today's Topic
 - Many schools realize Facebook and other social media sites are an important tool for reaching out to constituents.
 - Facebook has recently made major changes to their Organization Pages.
 - Each school needs to better understand how Facebook fits into their overall outreach and communications strategy...and how they can best implement it.
 - This presentation will give both an overview for beginners and some more in-depth assistance for more advanced users.

Social Media – What Is It?

- Thoughts? What IS social media?
- Difference between traditional websites and social media
 - Traditional: An organization posts information for others to read; no interaction is expected.
 - Social Media: Everyone can have a say!

Social Media – Why We Care

Both a Challenge and an opportunity

- **Challenge** – Your constituents may already be online discussing your organization, posting photos/videos. You can't control the discussion.
- **Opportunity** – Social media tools can be used to build community, reconnect with constituents, learn about concerns, and continue to build and update your constituent database. **For free.**



Lisa Simpson: “Do you know that the Chinese use the same word for crisis as they do for opportunity?”

Homer Simpson: “Yes – Crisitunity!”

Social Media – Important Consideration

- These tools are free or low cost, but...
- ...it takes time and resources to manage them effectively.
- Organizations must consider the use of these tools strategically, as part of an overall communication and outreach plan.

Social Media Tools

facebook

You Tube

myspace.com
a place for friends..

Ning

flickr®

podomatic

twitter



 Blogger™

And more...

Poll

How are you currently using Facebook?

Results:

Listen = 25.9%

Manage a Page = 22.2%

Manage a Group = 22.2%

Not using Facebook at all = 29.6%

Facebook – How It Can Be Used?

- Popular, fast-growing social media site
- People can group together on Facebook under the name of your organization.
- Listen: Where are your constituents? What are they saying? Posting?
- Engage with NO official presence
 - Leverage existing grass-roots Facebook groups
 - Post actionable news
- Engage with official presence
 - Post actionable news
 - Engage in discussions
 - Message constituents
 - Official presence can be managed by school, Alumni Association, Alumni Committee, etc.

Profiles, Groups, and Pages...Oh My!

- Personal Profiles
 - Must be an individual person
 - If an organization uses this, Facebook can delete at any time
 - Needed to create/administer Groups or Pages
- Groups
 - Anyone with a Facebook Profile can create a Group on any topic
 - Many Groups likely already created in your organization's name
 - Facebook user "joins" a group; becomes a "member"
- Pages
 - For organizations, brands/products, and public figures
 - Only official representatives can create/administer
 - Recently updated
 - More interactive
 - More like personal profiles
 - Facebook user becomes a "fan"

Facebook Groups



- What are Facebook Groups?
 - Facebook Groups allow users with similar interests to group together.
 - Any Facebook user can create a Group (Do not have to be an official representative of an organization).
 - Facebook users can join a Group, post photos, have discussions, etc..
- Pros
 - Send messages to up to 5000 Group members' Facebook inbox.
 - Can make a Group secret or closed to ensure members are legitimate.
 - Can remove a member from a Group.
- Cons
 - Limited customization – Facebook applications can't be added.
 - Limited news feed integration – difficult to spread the word virally.
 - There are no member/usage statistics.

Facebook Pages



- What are Facebook Pages?
 - Facebook Pages allow users with similar interests to group together .
 - Only the official representatives of an organization can create a Page.
 - Facebook users can become a fan of a Page, post photos, and have discussions, etc.
- Pros
 - Highly customizable. You can add tabs and applications.
 - Strong newsfeed integration (status updates, etc.) – viral outreach.
 - Offers member/usage statistics (if more than 10 fans).
 - Can restrict to specific ages or countries.
- Cons
 - Can't send messages to relatively prominent Facebook inbox.
 - Can't remove a fan from a Page.
 - Once Pages are published, they are available to all Facebook users (unless age or country restrictions imposed).

So...Group or Page?

- Page
 - For an organization’s official presence on Facebook, we recommend a Page.
 - Customizable
 - Takes advantage of viral aspects of Facebook
 - Only way for users to know it is the “official” presence on Facebook
 - However, Groups should still be reviewed and engaged. Passionate fans are administering and joining these Groups!

Discussion

- Should you have both the Page and a Group?
 - You should use the Page for the official presence. Groups (related to your school, communities in the area) may already be out there and you can engage with the members of the group.
 - How do you pass the word that you have a Page from your wall onto others?
 - The next step would be to create an official school Page and post the events and news of the school. You can post the link to the Groups that are related to your school. You will have a link that will be associated to your Page. As people become fans, it is posted on their wall and their friends can see that he/she became a fan.
 - If you have young alums, what should you do?
 - You can restrict the Page by age so that alums can't join until they turn 18.
 - Note, however, that young alums can always read the Page, they just can't become a Fan or post comments, videos, photos, etc. until they turn 18.
- Also note that often younger users put in false birthdates to get around this.

Vera Goldman

School Registrar ~ Alumni Relations
Abraham Joshua Heschel Day School,
Northridge, CA

Day School – Facebook Page

Abraham Joshua Heschel Day School- Alumni Network



Abraham Joshua Heschel Day School- Alumni Network Becon...
 Fan

Wall Info Photos Boxes

TRADITION ■ CHARACTER ■ COMMUNITY
 Become a Fan

View Updates

Information

Location:
 17701 Devonshire Street
 Northridge, CA, 91325

Phone:
 818-368-5781

Fans

6 of 276 fans [See All](#)



Eric
 Lowe



Alon
 Eitan



Jeff
 Rudman



Danielle
 Hay



Karen
 Greene



Lynne
 Deaton

Abraham Joshua Heschel Day School- Alumni Network [Just Fans](#)



Abraham Joshua Heschel Day School- Alumni Network

May 26, 2009 - Short Stories

At our last book group, we discussed Suite Francaise by Irene Nemirovsky. The group decided that at the next book group on May 26th, we would read several short stories. What follows is a list of the stories and online, full-text links to them...

Fri 2:11pm · Share



Abraham Joshua Heschel Day School- Alumni Network

April 28, 2009

Please join us on April 28, 2009 for a discussion of Irene Nemirovsky's novel, Suite Française. From the Washington Post: "This extraordinary work of fiction about the German occupation of France is embedded in a real story as gripping and complex as the invented one..."

April 1 at 9:25pm · Share



Abraham Joshua Heschel Day School- Alumni Network We have a special request for all Heschel Alumni... As some of you might know, Shirley Levine, our founding Head of School is in the hospital. We would love cards, notes, and your special memories of Heschel to lift her spirits. Rabbi Jan said she would so love to her from former students. Cards can be sent to her in care of Tarzana Hospital Room 115 or to Heschel and we will deliver it to her.

March 31 at 5:35pm

Questions

- How do you engage current students, yet separate the student profiles (which may contain content that is not appropriate) from the larger community?
 - When they become a fan, you do not see their personal profile.
 - There is no way to restrict who becomes a fan other than the age/country criteria.

Demo

Creating a Facebook Page

<http://www.facebook.com/pages/create.php>

Discussion

Refer to additional discussion document.

Fundraising on Facebook

- Not great \$ results...yet
- But...can engage and build base
 - Cultivate for other channels
- Use Actionable News to drive fans to Website
 - Online Giving
 - Event Registration
- Various tools
 - Causes
 - ChipIn



Collecting Constituent Data

- Privacy restrictions in Facebook
- No “magic bullet” for collecting contact info
- Use Actionable News to drive fans to Website
 - Form to enter data
- Add form directly in Facebook Page (FBML)
- eNewsletter signup widget

Thank you, Kevin and Vera!

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