

Development CoP Call - Facebook: Ready, Set, Go!  
May 7, 2009  
Additional Discussion Questions

- What do you do when negative information is posted?
  - o You can simply remove them using the remove button associated with the item. All administrators have access to remove content on the Page.
  - o Note that you may want to leave negative comments up to allow an open discussion develop. But truly hateful information should not be allowed.
  
- Wouldn't a group be better since you can remove people?
  - o Although it IS a negative of Pages that you can't remove fans or make the Page closed, we still feel the positives (customization and viral outreach) of Pages outweigh this negative.
  - o That said, although we recommend a page as the official presence on Facebook, a well-run Group is also great! Do what you think is best for your organization.
  
- What is the difference between a personal profile and a Page? Do I need to have a personal Profile to create a Page?
  - o A personal profile is your personal identity on Facebook; a Page is the official presence of the organization on Facebook.
  - o You must have a personal Profile on Facebook to create a Page. Your personal profile will be hidden to Fans of the page (administrators are only shown on Groups, not Pages), but you need the profile to administer the Page.
  
- I mistakenly created a personal profile for my school. How can I migrate my friends to a Group or Page when I create them so that I don't lose contact with these friends?
  - o There is no automated way to do so.
  - o Simply send a message to all your friends to let them know that you mistakenly created the Profile and have been told by Facebook that you can't use that profile any longer. Direct them to the Page or Group you create and ask them to become a fan of the Page/ join the Group.
  - o Note that there is also a "Suggest to Friends" option in the left-hand navigation of the Page. You can use this send an invitation to all of your personal profile friends.
  
- Do you have to join a Group to listen?
  - o You can read/view all information on public Groups.
  - o If the admin created a Private/Closed Group, you will have to join to read the information. In that case, be as transparent as possible of your role at the school, thank the admin for building the Group, and ask if you can join the Group. Most will welcome you.

- When a Page is unpublished, does it go away when you leave it?
  - o An unpublished Page is saved and available to all administrators. Nobody else can see it until it is published, even your friends.
  - o To find the unpublished Page, click on the link in the bottom Facebook bar for “Ads and Pages.” There is a link at the top of that page that says “Pages.” Click that to see any pages you are an Admin for.
  - o The Page will only go away if you click “Delete Page.”
  
- If I already have a Group, should I delete it and make a Page instead?
  - o I wouldn’t recommend deleting the Group. Some members may never join a Page you create, so you want to leave the place they feel comfortable with.
  - o And I can’t say definitively that you should have a Page instead of a Group. That will depend on your situation. If you have a highly-engaged Group with lots of members, it may be fine for your needs. If you just started the Group, or have a specific need for some of the additional functionality a Page offers, you may want to create a Page.
  - o You’ll want to only manage one presence consistently, however, so be sure to be as clear as possible to the Group Members that you will be posting new information only on the new Page if you go that route. You’ll still want to listen to the conversations on the Group as well just to hear what people are saying.
  - o You may want to ask the Group members what they would like. Maybe they’d prefer a Page. Or maybe they are very happy with the Group and want to stay. Use Facebook to reach out to them and listen to what they say!