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An excellent communication tool!

Instructional Technology Departmet



How Schools Can Use Facebook to Build an Online Community

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HOW CAN WE USE FACEBOOK SCHOOL PAGES?

Share School News

Facebook is an excellent opportunity for a school to connect with families and share information rapidly. If a school is consistent in keeping the information updated and accurate, **students and families will likely come to rely on the Facebook Page as a resource to find information** about what's going on at the school. There are many different types of information that a school could choose to share on its Facebook Page.

Share What's Happening

A Facebook Page is a great place to post noteworthy happenings around the school via a status update that posts on the Page's wall. This is an easy way to keep families informed as to what's going on during the school day. Additionally, it only takes a moment to do (which in a school is always a good thing). If an event is particularly exciting, take some photos to share.

Share Upcoming Events

A Facebook Page is an excellent opportunity for a school to post upcoming events using the Facebook Events app. This app not only allows people to RSVP, but also makes it easy for them to share that they're attending. Utilizing Facebook Events can potentially lead to increased attendance at school functions. A school can also update attendees about any change in plans and send out a reminder as the event approaches.

Use link posts to drive people to your website

Post your school website link to drive parents to it to download forms, calendars, school supply lists, etc.

Make School Announcements

Facebook is a great space for schools to make announcements to parents and students. For instance, if there is an ever-coveted snow day, announce it on the Facebook Page. If a school shares the snow day on its Facebook Page, the news will be sent to the walls of everyone that has liked the page. Consistency is the key here. If the page is consistently updated with school news, followers will develop an

expectation that they can count on the Facebook Page when they want to learn about something concerning the school. I'd also bet that news like a snow day will get plenty of Likes, which will spread the news quickly across the community's social graph.

Use Media to Showcase School Culture

Many schools pride themselves on creating a unique culture that promotes not only academics but also the social development of its students. Facebook provides an opportunity to showcase this unique culture with those who can't be in the building during the school day.

Share Photos

Photos are an excellent way to showcase school culture. A school may choose to use photos to highlight a variety of aspects of the school, including:

- Students exhibiting values the school encourages
- Celebrations of student work
- Field trips
- Experiential learning activities
- Assemblies or school-wide celebrations
- Recognition of individual students for excellence

Share Videos

Videos can be an incredible way for a school to personalize its online presence and actually demonstrate what it is that makes it special. A school may add videos that showcase a lot of different things, including:

- A variety of learning, including different subjects and age groups
- Assemblies or school-wide events
- Community meetings
- High caliber teaching and student engagement
- Students, teachers, and members of the community discussing what makes the school special
- Share songs, chants, or cheers that are used as a part of school culture or academics
- Sporting events
- Plays, concerts and other performances

Sources:

For more info please go to: <http://mashable.com/2011/04/26/facebook-for-schools/>

To see a detailed Facebook tutorial please go to: <https://www.facebook.com/help/330313507048422/>

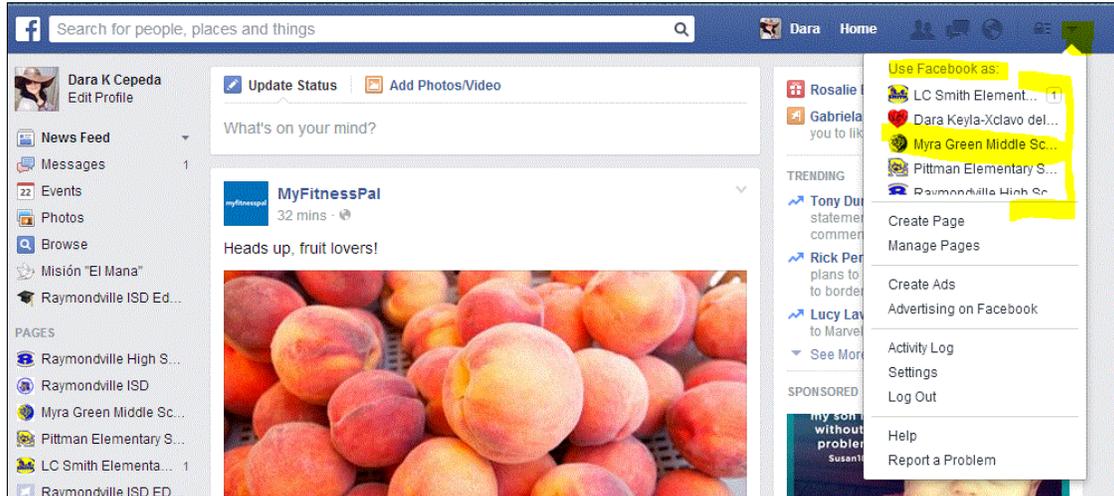
As a page administrator you can...

Edit the Page and add apps	✓
Create and delete posts as the Page	✓
Respond to and delete comments and posts to the Page	✓
Send messages as the Page	✓
Create ads	✓
View insights	✓
See who posted as the Page	✓

HOW TO UPDATE SCHOOL FACEBOOK PAGE WITH YOUR COMPUTER



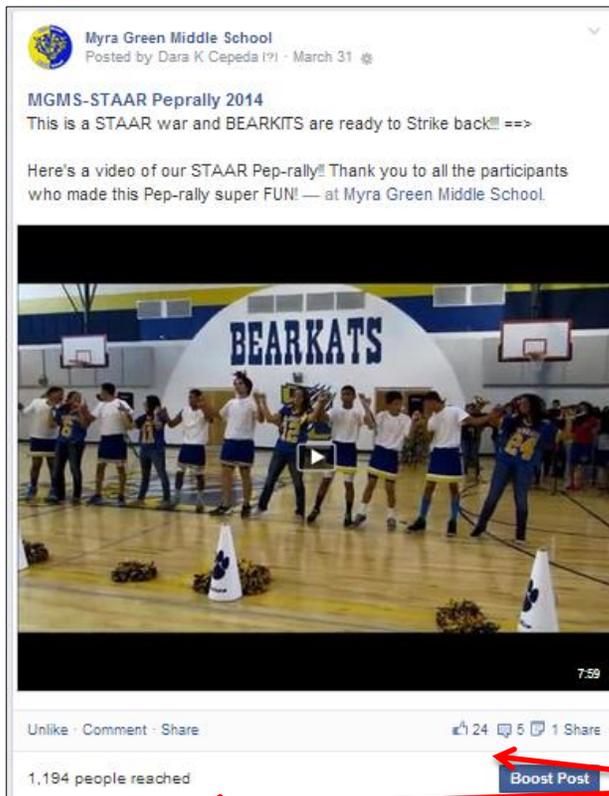
1. Log in with your **personal Facebook account**
2. Go to drop **down arrow** on the right hand corner, next to the **lock icon** and select **Use Facebook as:**
3. Select your **school page name** i.e. *Myra Green Middle School*



4. Once you are using Facebook as your school then you can start updating status, uploading pictures, videos, announcements to school events, educational website links, words of encouragements before exams etc. You can do all of these through the window located on the right hand corner.



- If you know you'll get busy later in the day, you can also **schedule posts** to remind of school events, such as "Meet the Teacher Night", "Open House", etc. Just add desired date and time that you would like your post to be published on Facebook and ready!

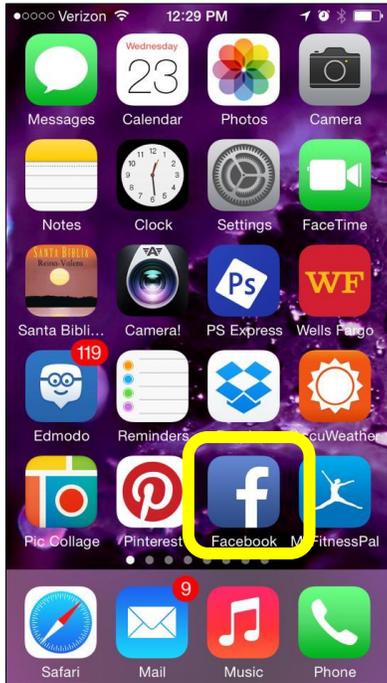


6. As a Facebook Page administrator you can see the insights of the page which will provide you with information about your page's performance. For instance, in this MGMS post made in March we could see that **24 users liked** the video; it doesn't mean that only **24 people** watched the video. Instead with the insights we can see that **1,194 users watched** the video. *Insights* help us to see how many people we reached with our school event announcements and motivated them to participate.

HOW TO UPDATE SCHOOL FACEBOOK PAGE WITH YOUR MOBILE DEVICE



1



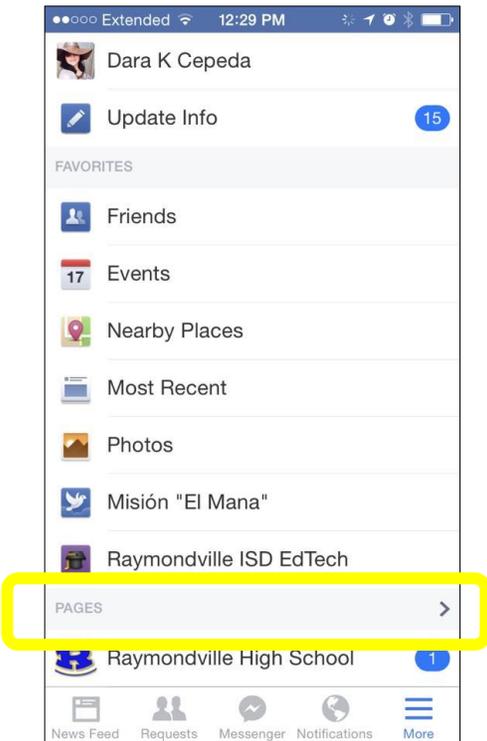
Access Facebook App on your mobile device

2

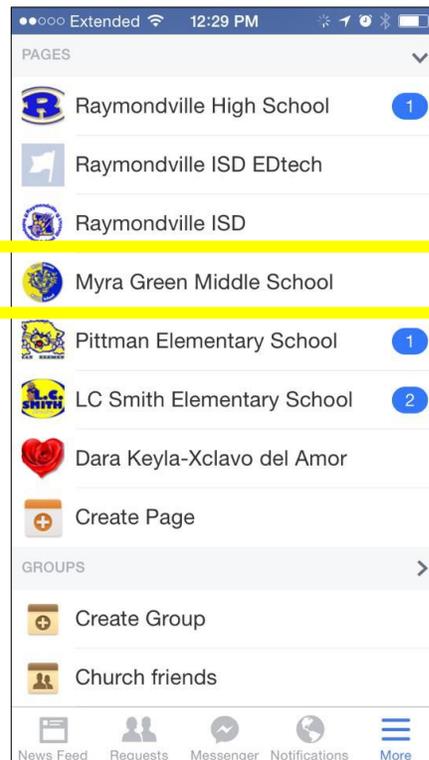


Access the *More* button on the right hand bottom corner

3



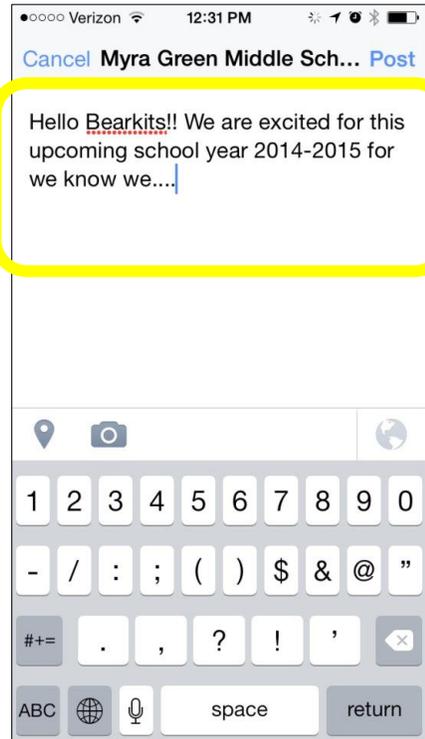
Access your school page





4

Once you access your school Facebook page, you can update posts with pictures, videos, announcements, links etc.



Facebook created another App exclusively for Facebook Pages it is called *Pages*. You may install this app and use it instead of the Facebook App. You still have to sign in with your personal Facebook account though.

