

Facebook for Professional Use



Friday, Oct. 12, 2012

Cindy Jones, University Advancement

Brandon Kirkley, University Advancement

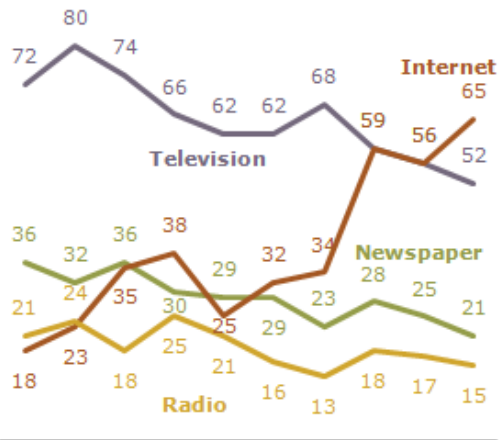
Agenda

- **Why should you use social media?**
- **Policies, procedures and best practices**
- **Creating a Facebook account**
- **A tour of Facebook's settings**
- **Tips & techniques for effective networks**
- **Time commitments & efficient time-use**
- **Dynamics of public interaction**
- **Wrap Up and Next Steps**



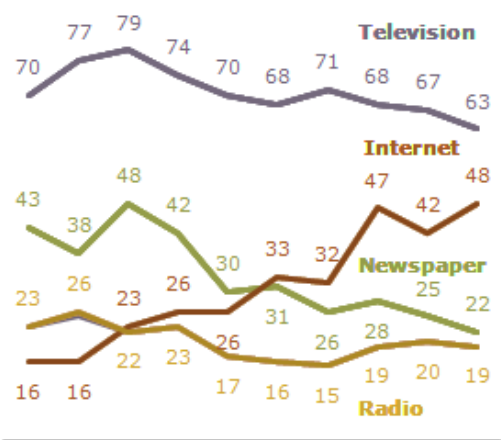
Main News Source, By Age

18-29 Year-Olds



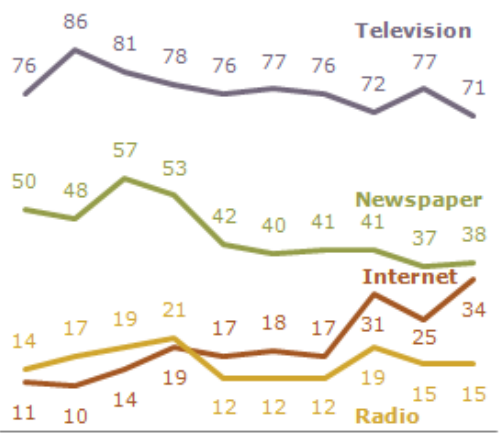
2001 '02 '03 '04 '05 '06 '07 '08 '09 2010

30-49 Year-Olds



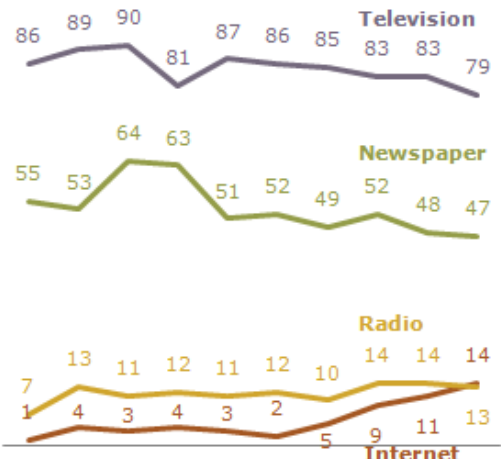
2001 '02 '03 '04 '05 '06 '07 '08 '09 2010

50-64 Year-Olds



2001 '02 '03 '04 '05 '06 '07 '08 '09 2010

65 Years Old and Over



2001 '02 '03 '04 '05 '06 '07 '08 '09 2010

PEW RESEARCH CENTER Dec 1-5, 2010. Figures add to more than 100% because respondents could volunteer up to two main sources.

Pew 1/2011

For other detail see:

http://pewinternet.org/~media/Files/Reports/2009/PIP_Generations_2009.pdf



UNC CHARLOTTE

Why Should You Use Social Media?

Social Media



Why Should You Use Social Media?

Social Media

Information

Instruction

Direction

Communication

Source



Audience



Why Should You Use Social Media?

Social Media

Personal

Information

Interactive

Instruction

Entertaining

Direction

Engaging

Communication



Issues with Social Media

Social Media

Personal

Information

Unreliable

Instruction

Crowd Sourced

Direction

Multi-Directional

Communication



Policies, Procedures, and Best Practices

- **State of North Carolina Best Practices**

- Highlights

- Be clear as to identity
- Do not assume privacy
- Abide by Terms of Service
- Use discretion when posting and commenting

- Required Language

- The Office of Legal Affairs has approved language for use on social media sites. See the About tab on the University's Facebook page.



Policies, Procedures, and Best Practices

- Policy Statement #302, Web Communications <http://legal.uncc.edu/policies/up-302>
- Requests for social media sites should be submitted in writing to the Web Comm. Mgr.
- Shared administrative access with the Web Comm. Mgr. is recommended.
- The state disclaimer is required.
- Best practices for managing social media: <https://mediamine.uncc.edu/social-media-best-practices>



UNC Charlotte's Facebook Page

facebook Brandon Kirkley

You are posting, commenting, and liking as UNC Charlotte — [Change to Brandon Kirkley](#)

UNC Charlotte Timeline Now [Manage Page](#)



UNC Charlotte
22,304 likes · 2,385 talking about this · 28,475 were here

College/University
Located in the state's largest metropolitan area, UNC Charlotte is North Carolina's urban research university. Stake your claim and go Niners!

About Photos Map Likes Videos



22,304

Highlights

Creating a Facebook Account

facebook

Email or Phone Password [Log In](#)

Keep me logged in [Forgot your password?](#)

Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

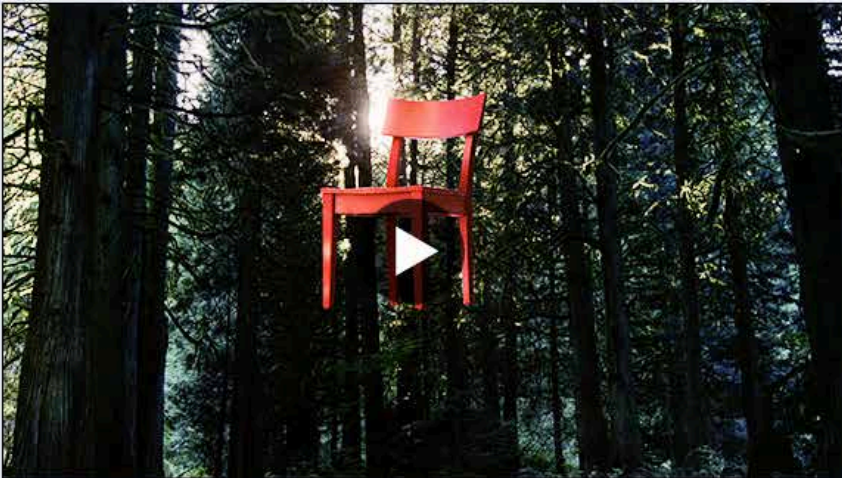
Birthday:

Why do I need to provide my birthday?

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

[Sign Up](#)

[Create a Page](#) for a celebrity, band or business.



Things that connect us

We honor the everyday things that bring us together and celebrate people everywhere opening up and connecting. [Share](#)

Creating a Facebook Page

Create a Page


Create a Facebook Page to build a closer relationship with your audience and customers.



Local Business or Place

Company, Organization or Institution

Join your supporters on Facebook.

Choose a category 

Company Name

I agree to Facebook Pages Terms

[Get Started](#)



Brand or Product



Artist, Band or Public Figure






Entertainment



Cause or Community



Settings

facebook  Search for people, places and things   Brandon Kirkley Home

UNC Charlotte [View Page](#)

- Your Settings
- Manage Permissions**
- Basic Information
- Profile Picture
- Featured
- Resources
- Admin Roles
- Apps
- Mobile
- Insights
- Help
- Deals

Page Visibility: Unpublish page (only admins can see this page)
[What is this?](#)

Country Restrictions: [What is this?](#)

Only show this page to viewers in these countries

Hide this page from viewers in these countries

Age Restrictions: [What is this?](#)

Posting Ability: Everyone can post to UNC Charlotte's timeline

Everyone can add photos and videos to UNC Charlotte's timeline

Post Visibility: Show the box for "Recent Posts by Others" on the top of UNC Charlotte

Default visibility of posts by others on UNC Charlotte's timeline: [\[?\]](#)

Tagging Ability: People can tag photos posted by UNC Charlotte

Open Graph Content: Show Top News about UNC Charlotte on its timeline

Show Top Videos about UNC Charlotte on its timeline

Messages: Show "Message" button on UNC Charlotte

Moderation Blocklist: [\[?\]](#)

Scheduling and Reporting

- **It takes time and commitment!**
- **Two Primary Tools**
 - Google Spreadsheet for master schedule development
 - Tracks data such as date posted, day of week, text of post / media (photo, video), URL, channel, client, status, # of fans, posted by, and notes
 - Spreadsheet can be shared to individuals who are not page administrators
 - Hootsuite to schedule outgoing posts



Website Integration

- **Examples of websites that feature social media prominently**
 - UNC Charlotte Alumni: <http://alumni.uncc.edu>
 - University Career Center: <http://career.uncc.edu>
 - Center for Graduate Life: <http://gradlife.uncc.edu>
- **MediaMine: Social Media Database**
 - <http://mediamine.uncc.edu>



Wrap Up & Next Steps

- **Social Media is Always Changing**
- **Don't Get Overwhelmed – Explore!**
- **Other Tools to Consider**



Q & A

- Questions or thoughts?

