eAdvocacy: Basics, Best Practices and New Tools

Introduction to Facebook

These training materials have been prepared by Aspiration in partnership with Radical Designs and ScoutSeven

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Facebook Basics: What is it?

A semi-private, semi-public online network made up of online real estate in the form of Profiles, Pages & Groups

You can connect to friends, orgs and celebrities through messaging, photos, status messages and more







Facebook Basics: What Does it Look Like?



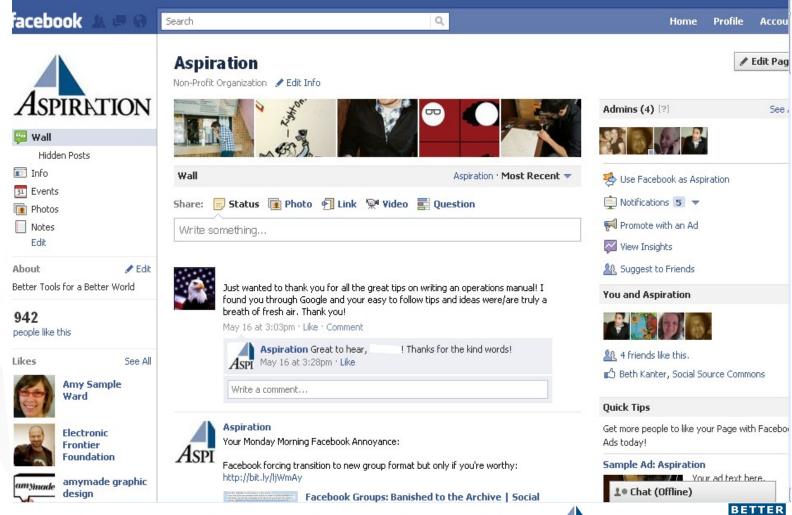






A Facebook Page

Admin View









Facebook News Feed

News Feed

Top News · Most Recent 🕜



- Top News (default)
 - Weighted status posts from users you follow based on amount of interaction
- Most Recent
 - Un-weighted status posts chronologically
- May contain some Facebook Conventions
 - Likes
 - Comments
 - @ Mentions



Austin

I'm selling my mom's old Blazer for her. It's a 2000, 4x4, V6. 220k miles, but it runs like a top. Full maintenance records, fresh oil change. We're looking for \$2800 OBO. Call, text, email, or send me a message here on FB if you'd like a test drive.







Amber I might know someone... I'll let you know if he's interested. Is your mom in Ann Arbor?

46 minutes ago · Like



Austin The car is at my place, and I'm in Ypsi.

38 minutes ago · Like · 1 person

Write a comment...







Facebook Wall



- Change your status
- Add a Video/Link/Photo
- ► Tag Photos
- Default Private (Hard to Search)







Facebook Properties

	Profile	Page	Group
Example	Susan Garcia	The Red Cross	School Alumni
Viewable	Depends on Privacy Settings	Public	Private or Public
Connection	Friend	Like	Join
Approval to Connect	Need approval to friend	Unlimited Likes	Invite only or unlimited
Post Representation	Person	Organization	Person
Contact Supporter	Message	Update	Message
Where to Create	facebook.com	facebook.com/pages/create	facebook.com/groups
Insights	No	Yes	No
Custom URL	Yes	Yes, After 25 Likes	No







Facebook for Organizing

- ► Events
- ► Tag Photos
- Threaded
 Conversations
- Facebook "Insights"
- Engage contacts



Aspiration

Hey Nonprofit-ers, anybody know of organizations that have made the switch to electronic medical records or specialize in supporting organizations that are making that transition?

1,655 Impressions · 0.30% Feedback February 25 at 2:52pm · Unlike · Comment





Dan MacNeil Rich Cowen is doing something in that space, but he's a bit hard to reach these days.

February 25 at 4:18pm - Like



Tim Bishop Full Circle Projects in SF specializes in supporting orgs transitioning to EHR. Good peeps. Contact me off Facebook for details.

February 25 at 11:04pm · Like



Shawn Lewis Thanks very much. I'm emailing them now and mentioning your name as well as Aspiration.

February 28 at 9:59am - Like



Aspiration Dan, Tim - Thanks so much for helping Shawn out! Crowdsourcing for the win!

February 28 at 10:23am - Like

Write a comment...





Summary

- Facebook is a social network.
- Facebook is useful for community-building around your base
- "Social" networks mean interacting like you're talking to someone (rather than an official voice)
- Support your network and have fun!







End Of Section

- Questions?
- ► Comments?

Thank You!

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