

Face(book)ing Your Institution

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Front Range Community College

Outline of Presentation

- Where are schools on the internet?
- Facebook terminology and demographics
- Research
- How can Facebook benefit your institution?
- Our process
- Oppositions
- FRCC's Guidelines

Who has a Facebook profile?

Where are schools already on
the internet?

Wikipedia

[article](#)[discussion](#)[edit this page](#)[history](#)

Front Range Community College

From Wikipedia, the free encyclopedia

Front Range Community College (FRCC) is a two-year institution of higher learning located in [Westminster, Colorado](#) that is the largest [community college](#) in [Colorado](#)^[4]. FRCC traces its heritage to the founding of the State Board for Community Colleges and Occupational Education in 1967, which in 1968 established the North Campus of the Community College of Denver as its first new creation.^[5] In 1984 the North Campus was renamed as Front Range Community College and spun off as an independent institution in 1985. In 1988, the Larimer County Voc-Tech Center was incorporated as the Larimer Campus of FRCC.^[5] The college was accredited by the [The Higher Learning Commission](#) of the [North Central Association of Colleges and Schools](#) in 1975.^[6]



Aerial view of the Westminster Campus

Today FRCC maintains campuses at [Fort Collins, Colorado](#), [Longmont, Colorado](#), and [Brighton, Colorado](#) in addition to the main campus in Westminster and a highly developed online learning program. Recently the online learning program was noted for attracting more students to its summer class program than at any of the physical campuses.^[7] This continues a nationwide trend towards increased enrollment in distance learning programs.

FRCC manages the Stargazer Observatory in Stargazer Village as part of its astronomy program.^[8] This observatory is the first part of a planned 50 million dollar cosmic ray observatory in Southern Colorado.^[9]

In 2008, the college awarded 1,038 [associate's degrees](#) and an further 1,333 certificates. The student body is 58% female and 42% male, with most students studying part-time and pursuing programs in liberal arts and nursing.^[2]

References

[\[edit\]](#)

- ↑ "[Carnegie Classification](#)". Carnegie Foundation. 2009. Retrieved 2009-03-24.
- ↑ *2007-08 Fact Book*. FRCC. 2008-06-30. Retrieved 2009-03-24.
- ↑ "[Front Range Community College](#)". College Board. 2009. Retrieved 2009-03-24.
- ↑ Wong, Clarence (2003-04-25). "[Largest Lease in Longmont](#)". *CoStar Group*. CoStar Realty Information. Retrieved 2009-03-24.
- ↑ *A Short History of FRCC...*. FRCC. 2009. Retrieved 2009-03-24.
- ↑ "[Higher learning commission](#)". Retrieved 2009-03-24.
- ↑ Angelo, Charlie (2008-08-10). "[More opt for online classes from Front Range Community College](#)". *The Reporter-Herald*. Daily Reporter-Herald. Retrieved 2009-03-24.
- ↑ Miller, Nate A. (2003-08-27). "[Close encounter](#)". *The Tribune*. Retrieved 2009-03-24.
- ↑ "[Lamar hopes to find relief with \\$50 million cosmic ray observatory](#)". *The Gazette*. 2005-06-08. Retrieved 2009-03-24.

Front Range Community College



FRCC logo

Established:	1968
Type:	Community college ^[1]
Officer in charge:	Michael Kupcho (interim)
Faculty:	196 (full time), 739 (part time) ^[2]
Staff:	338
Students:	15,270 ^[3]
Location:	Westminster, Colorado 39.8996810°N 105.0380710°W﻿ / ﻿
Former names:	North Campus of the Community College of Denver; Larimer County Voc-Tech Center
Affiliations:	Colorado Community College System

RateMyProfessors.com

RATE MY PROFESSORS Over 6,000 Schools, 1 million professors, 8 million opinions

Home | Forum | Tell a Friend Hi, Guest! [create account | login]

Enter keywords (e.g. Sam Smith Ball State University)

Home » United States » Colorado » Front Range Community College

ADVERTISEMENT



ROLL OVER TO SEE MORE

Legos

Front Range Community College

School's Webpage: <http://www.frontrange.edu/>
Westminster, Colorado

Wrong school? [Find your school](#)

Total professors: **99**

Find professor by department:

10 Million
COMMENTS ON RATE MY PROFESSORS

ADVERTISEMENT

BACK TO SCHOOL
Twin Mattress Special!

ADVERTISEMENT



A cartoon Earth character with a smiling face, arms, and legs, holding a lightbulb. A banner around its waist says "EARTH IS OUR HOME".

Front Range Community College

School's Webpage: <http://www.frontrange.edu>
Boulder, Colorado

Wrong school? [Find your school](#)

Total professors: **29**

Find professor by department:

HOLY S#*@!

ADVERTISEMENT

BACK TO SCHOOL
Twin Mattress Special!

ADVERTISEMENT



A cartoon Earth character with a smiling face, arms, and legs, holding a lightbulb. A banner around its waist says "EARTH IS OUR HOME".

Front Range Community College

School's Webpage: <http://www.frontrange.edu>
Fort Collins, Colorado

Wrong school? [Find your school](#)

Total professors: **149**

Find professor by department:

10 Million
COMMENTS ON RATE MY PROFESSORS

ADVERTISEMENT

BACK TO SCHOOL
Twin Mattress Specials!
NO Payments &

MySpace

Front Range Community College



Male
41 years old
WESTMINSTER, Colorado
United States

Last Login: 1/7/2008

Mood: accomplished
View My: [Pics](#) | [Videos](#)

Contacting Front Range Community College

-  [Send Message](#)
-  [Forward to Friend](#)
-  [Add to Friends](#)
-  [Add to Favorites](#)
-  [IM / Call](#)
-  [Block User](#)
-  [Add to Group](#)
-  [Rank User](#)

MySpace URL:
www.myspace.com/fronrangecc

Front Range Community College's Interests

Front Range Community College's Details

Status:	Single
Zodiac Sign:	Pisces

Front Range Community College is in your extended network.

at 2:17 PM Jan 7, 2008

[view more](#)

Front Range Community College's Latest Blog Entry [[Subscribe to this Blog](#)]

[[View All Blog Entries](#)]

Front Range Community College's Blurbs

About me:

Who I'd like to meet:

Front Range Community College's Friend Space (Top 1)

Front Range Community College has **1** friends.

Tom




View Front Range Community College's Friends: [All](#) | [Online](#) | [New](#) | [Mutual](#)

YouTube

You Tube Broadcast Yourself™ [Home](#) [Videos](#) [Channels](#) [Shows](#) [Create Account](#) or [Sign In](#) [Subscriptions](#) [History](#)

Band at FRCC




0:05 / 1:37

☆☆☆☆ 0 ratings 91 views


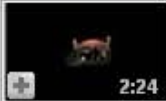

[Favorite](#) [Share](#) [+ Playlists](#) [Flag](#)

[MySpace](#) [Facebook](#) [Twitter](#) [\(more share options\)](#)

 **EmotionalDepthCharge**
November 15, 2007
[\(more info\)](#)
for some unknown reason, this band was playing in the commons during my entire lunch hour
URL
Embed

More From: EmotionalDepthCharge

Related Videos

-  **Psalm 23 FRCC 2007 10-28**
1,186 views
hungry4grace 1:46
-  **FRCC 2008 Student Video Expo**
153 views
S00603999 2:24
-  **Frcc 1**
194 views
RCxDriftxKing 1:22
-  **Drum Class 07-07-17 22**
260 views
arthurwang

Facebook

 **Front Range Community College**
Global

Basic Info

Name: Front Range Community College
Category: Student Groups - Academic Groups
Description: Proud to be FRCC - cheap and transferable :)

Contact Info

Website: <http://www.frontrange.edu>

Recent News

Lets get more people into this group it could be fun!

Members

Displaying 8 of 280 members

[See All](#)

Discussion Board

Displaying 3 of 8 discussion topics

[See All](#)

Diploma

2 posts by 2 people. Updated on June 7, 2009 at 1:00pm

SSDP Chapter

1 post by 1 person. Updated on December 5, 2008 at 12:02pm



[View Discussion Board](#)

[Join this Group](#)

Share [+](#)

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Rob Young (Colorado State) (creator)

Related Groups

I Dont care How Comfortable Crocs Are, You Look Like A Dumbass. ->fan FHS

Common Interest - Philosophy

If you remember this you grew up in the 90's ... ->hahagreat.com
Just for Fun - Totally Random

When I was your age, Pluto was a planet.

Common Interest - Science

We Will Not Pay To Use Facebook

Schools on Facebook

Official FB pages/groups

- CSU Academics
- CSU: Athletics
- CU: Academics/athletics
- Colo Christian University
- CMC
- CCD
- ACC
- MSCD: Athletics
- Many more...

Unofficial FB pages/groups

- CSU
- FRCC
- MSCD
- RRCC
- CCA
- Most schools have unofficial FB pages or groups.

Facebook Terminology and Demographics

Example profile

facebook Home Profile Friends Inbox Frcc Hannah Settings Logout

Frcc Hannah (Hannah Brown)

Wall Info Photos + Edit Information

Contact Information

Email: hannah.brown@frontrange.edu
Phone: 303.404.5234
Current Address: 3645 W. 112th Ave.
Westminster, CO 80031
Website: http://www.frontrange.edu

Education and Work

Grad School: Colorado State '07
Masters of Science, Student Affairs in Higher Education
College: Colorado State '05
Bachelors of Science, Psychology, Asian American Studies, Honors Program
High School: George Washington High School '01
Employer: Front Range Community College
Position: Outreach and Recruitment Specialist
Time Period: October 2007 - Present
Location: Westminster, CO
Description: I help prospective students get started at FRCC. I also represent FRCC at various community events, college fairs and other functions in Adams County. Additionally, I give presentations on a variety of topics and conduct campus visits and campus tours.

Pages See All (6)

- Front Range Community College Education
- CESDA (Colorado Educational Services & Development Association) Other Business
- Colorado Council on High School & College Relations Education
- CollegeInvest Non-Profit
- Goodwill Industries International, Inc. Non-Profit

Information

Current City: Westminster, CO

Friends 36 friends See All

I work in Outreach and Recruitment at Front Range Community College - Westminster Campus and Brighton Center.

View Photos of Me (10)
Edit My Profile

Example group

Colorado State University (CSU) Alumni

Global

Basic Info

Name: Colorado State University (CSU) Alumni
Category: Student Groups - Alumni Groups
Description: A group for CSU alumni or current students. A place to catch up with old friends! Upload photos of your days at CSU or talk about news since leaving the campus. Just a site for those that loved being a Ram and living in Ft. Fun.



Members

Displaying 8 of 3,046 members [See All](#)



Davy Malinsky



Karin Wollenhaupt Brehm Jones



Christine Auburn



Leanne Tabone



Craig Divine



Terri O'Connell Leichtweis



David McKean



Nicole Baumann Douglas

[View Discussion Board](#)

[Join this Group](#)

[Share](#) +

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Ed Arnold (Orange County, CA) (creator)

Related Groups

- Colorado State University MBA Organizations - Academic Organizations
- Six Degrees Of Separation - The Experiment Just for Fun - Facebook Classics
- One Body of Christ Experiment (all Christians on Facebook) Common Interest - Religion & Spirituality
- Colorado State PLP Organizations - Academic Organizations

Discussion Board

Displaying 3 of 7 discussion topics [See All](#)

Name your Fav food place in Ft Fun.

27 posts by 27 people. Updated on August 18, 2009 at 8:23pm

Research Analyst position in NYC

1 post by 1 person. Updated on August 18, 2009 at 7:31pm

CSU 2009 Alumni Directory

1 post by 1 person. Updated on July 5, 2009 at 6:10am

The Wall

Displaying 5 of 52 wall posts. [See All](#)



Sandy Larsen (Boise, ID) wrote at 11:06pm on September 7th, 2009

Awesome win against the Buffs this weekend. Keep it up!

[Report](#)



Leah Holiman wrote at 2:29pm on August 27th, 2009

Check out this video. An office rivalry has resulted in a challenge to the University of Colorado from Colorado State University. Will CSU beat CU by bringing the largest amount of participants to the Kidney Awareness Run/Walk on September 13th? <http://bit.ly/Vjink>

[Report](#)



Example page

facebook Home Profile Friends Inbox Front Range Hannah Settings Logout

Colorado Council on High School & College Relations At the Counselor workshops, what makes an excellent college update? on Wednesday

Suggest to Friends
Add to my Page's Favorites
Subscribe via SMS

Colorado Council on High School/College Relations is a volunteer member organization comprised of Colorado high school counselors and college admission staff who work together to help educate and assist students in achieving their higher-ed goals.

Fans
6 of 14 fans See All

Ryan McCoy-frcc
Ann Studwell
Bill Hathaway Clark
Arapahoe communit ycollege Chris
Krista Summers Berner
Amy Kopkin

Events
65 upcoming events See All

Johnson and Wales Counselor Wo...
Johnson and Wales
Tomorrow, September 25 at 2:25pm

Clear Creek HS D/N Fair
Clear Creek HS
Monday, September 28 at 1:00pm

Coal Ridge HS D/N Fair
Coal Ridge HS
Monday, September 28 at 6:00pm

Mesa State College Area Fair
Mesa State College

Write something...

Attach:

Share

Colorado Council on High School & College Relations Just Fans

Colorado Council on High School & College Relations At the Counselor workshops, what makes an excellent college update?
Yesterday at 11:38am · Comment · Like

Front Range Hannah humor and teamwork
Yesterday at 11:39am · Delete · Report

Write a comment...

Colorado Council on High School & College Relations
Adams City HS D/N Fair
Time: 11:30AM Thursday, November 12th
Location: Adams City HS
August 25 at 1:01pm · Comment · Like · Share · RSVP to this event

Colorado Council on High School & College Relations
Arvada West HS D/N Fair
Time: 6:00PM Wednesday, November 11th
Location: Arvada West HS
August 25 at 12:46pm · Comment · Like · Share · RSVP to this event

Colorado Council on High School & College Relations
Sand Creek HS D/N Fair
Time: 1:00PM Wednesday, November 11th
Location: Sand Creek HS
August 25 at 12:29pm · Comment · Like · Share · RSVP to this event

Colorado Council on High School & College Relations
Springfield HS D/N Fair
Time: 6:00PM Tuesday, November 10th
Location: Springfield HS
August 25 at 12:27pm · Comment · Like · Share · RSVP to this event

Other Facebook Components and Tabs

- Photos
- Wall
- Messages
- Events
- Boxes
- Videos
- Discussions
- Notes
- Info

Facebook is...

5 years old

The largest social networking site

Facebook is...

Used by more than 300 million people

(307 million = number of people living
in the US)

Facebook Statistics

50% of the active users log into Facebook on any given day

More than 6 billion minutes are spent on Facebook each day (worldwide)

More than 10 million people become fans of pages each day

Facebook is...

GROWING!

Fastest growing demographic is people older than

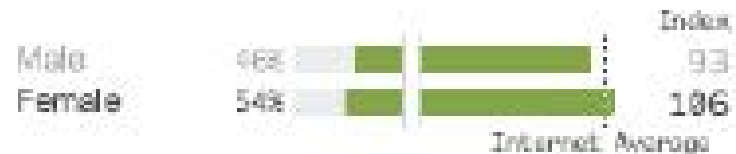
35!

Demographics

Data as of May 2009



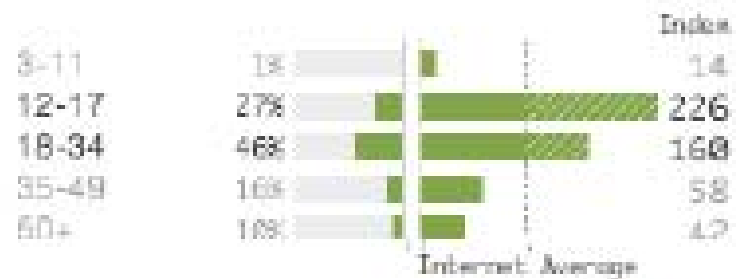
Female



Embed



Teens



Embed

Increasing Yield and Enrollments Using Facebook Webinar – Brad J. Ward

Demographics



Top Sites in United States

The top 100 sites in United States

1. **Google**

google.com 


Enables users to search the Web, Usenet, and images. Features include PageRank, caching and translation of results, and an option to find similar pages. The company's focus is developing search technology.

2. **Yahoo!**

yahoo.com 

Personalized content and search options. Chatrooms, free e-mail, clubs, and pager.

3. **Facebook**

facebook.com 

A social utility that connects people, to keep up with friends, upload photos, share links and videos.

4. **YouTube**

youtube.com 

YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your videos worldwide!

5. **Myspace**

myspace.com 

Social Networking Site.



Increasing Yield and Enrollments Using Facebook Webinar – Brad J. Ward

Demographics (con't.)

“First-year students of color use social networking sites more frequently than their White counterparts.”

~Strayhorn, T. L., 2009

**98% of students participate in
social networking.**

- Noel Levitz 2009 E-Expectations Survey

Time spent on Facebook is up 700%.

- Nielsen, April 2008 - April 2009

Increasing Yield and Enrollments Using Facebook Webinar – Brad J. Ward

Student Success Research

- “Positive interactions within formal and informal academic and social systems leads to greater integration and persistence.”
- “Interactive experiences further academic and social integration.”
- “Daily interactions between faculty and staff enhance student success.”
- Conditions for success:
 - “Powerful connections between students and faculty, staff and peers are orchestrated by the institution. (Pascarella & Terenzini, 1991; Astin, 1993; Light, 2001)”
 - “Faculty and staff make efforts to maintain contact with students (Hossler, Bean, & Associates, 1990)”

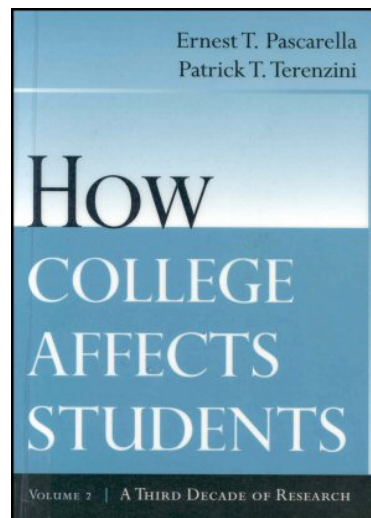
Dr. Jim Black (Increasing Enrollment and Retention via Technology Conference) – Creating Student Connections that Matter

Astin's Student Involvement Theory

“Frequent interaction with faculty is more strongly related to satisfaction with college than any other type of involvement or, indeed, any other student or institutional characteristic. Students who interact frequently with faculty members are more likely than other students to express satisfaction with all aspects of their institutional experience...”

Pascarella & Terenzini

“ ...student contact with faculty members outside the classroom appears consistently to promote student persistence, educational aspirations, and degree completion, even when other factors are taken into account.”



Web 2.0 Generation

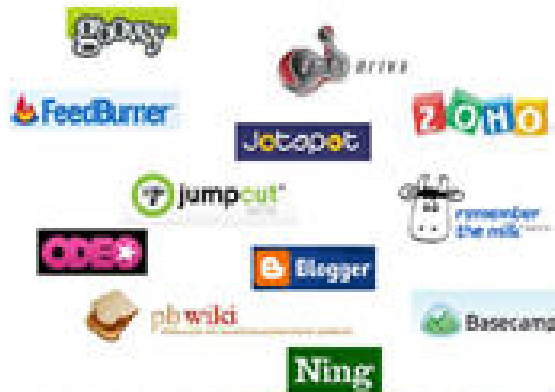
- How this generation communicates:
 - Internet has always been a part of their lives
 - Demand primary sources and credibility; ignore what they perceive as engineered marketing
 - Prefer to receive info in “real time”
 - The unfiltered conversation surrounding your school will happen with or without you. Therefore, the question is not “should we do this” but “should we be a part of what’s already happening?”

Ben Jones (Increasing Enrollment and Retention via Technology Conference) – Responding to the Demands of the Web 2.0 Generation

Web 2.0

WEB 2.0 Landscape

Widget/
component



WEB APPLICATION

Aggregation/
recombination



CONTENT
SHARING



RECOMMENDATIONS/
FILTERING



Rating/
tagging

SOCIAL NETWORK

Collaborative
filtering



How can Facebook benefit you?

- First ask yourself: What is the purpose of our FB page? Is it:
 - Target messaging?
 - Community building?
 - Reaching out to prospective students?
 - All of the above?
 - Something else?
- Effective use will keep your audience engaged and members growing
 - You want it to be organic
 - What schools are currently effectively and ineffectively using FB?

CSU is effectively using FB

facebook Home Profile Friends Inbox Frc Ryan McCoy Settings Logout Search

Colorado State University [Become a Fan](#)

Wall Info Photos YouTube Boxes Video >>

Abner Portillo If your in the Denver area Sunday night and need a place to get your beer pong fix and free latin food while supply last. No cover so just come hang out at one of the best dive bar www.DirtyDuckBar.com Sunday Nights starting @7pm.

The Dirty Duck Bar | Denver, Colorado
www.DirtyDuckBar.com
The Dirty Duck Bar serves the cheapest drinks in a not so cheap environment. Come in today and see what the buzz is all about.

3 hours ago · Share · Report

Viki Boviatsis Great to be a fan of Colorado State University!

By the way, snow is coming down in Beaver Creek; get ready for some skiing/snowboarding.

Follow Vail Beaver Creek Resort Properties now!
<http://www.facebook.com/pages/Beaver-Creek-Lodging/156486839821?ref=ts>

Beaver Creek Lodging
Vail Beaver Creek Resort Properties offers the finest in luxury home, private residence, and lodging or condo rentals. If you're planning a special event, wedding reception, banquet, or group vacation- you will enjoy our private Beaver Creek vacation homes, Beaver Creek condos, villas and town home rentals. The ducks

Colorado State University graduates more Coloradans than any other university!

Information
Location:
Fort Collins, CO, 80523
Phone:
(970) 491-6444

Fans
6 of 15,444 fans See All

Create an Ad

Black Friday ×
black friday 2009
Your official headquarters for Black Friday 2009.
[Become a Fan](#)

Connect The Royal Dotty ×
FishVille
Do you know your tropical fish? Then you'll love playing FishVille, where you can grow, buy and sell your own tropical collection.
[Like](#)

Applications Chat (4)

CMC at this time is effectively using FB

Photos

2 albums

See All



Wall Photos

Updated about a month ago



Photos from some of our students...

Created about 5 months ago

4 of 31 fan photos

See All



steamboatcmc-bobbie.blogspot.com

Mon at 8:24am · Share

Tiffany Aline Stone likes this.



Jirka Myers When does the registration for next semester start? Can't find it on the web site. Thanks.

Mon at 7:05am · Report



Colorado Mountain College Hi Jirka - registration begins Dec. 7. You should be getting the spring 2010 class schedule in your mailbox soon!

Mon at 8:22am · Report



Colorado Mountain College Hope everyone has a wonderful Thanksgiving! Enjoy the time off!

November 24 at 9:36am



Colorado Mountain College Alpine blogger Bobbie Jo also went to the hypnotist show, and she took some videos of the shenanigans:



Rockin "The Boat": Hypnotist Frederick Winters

steamboatcmc-bobbie.blogspot.com

On Tuesday night Student Activities brought Frederick Winters, a comedian/hypnotist to Colorado Mountain College for entertainment. It was a packed house and everyone was laughing hysterically as he convinced ...

November 24 at 8:37am · Share

Eli Greening likes this.



Colorado Mountain College Alpine campus blogger Jake fills us in on his adventures (plus video!):



The Collarbone Chronicles: Summit County Shred.

steamboatcmc-jake.blogspot.com

CU is ineffectively using FB

University of Colorado - Boulder [Become a Fan](#)

Wall Info Photos Boxes

University of Colorado - Boulder Just Fans

University of Colorado - Boulder SUPPORT BUFF FOOTBALL! They're off to a rough start, but let's band together and get the Buffs back on track! Who's with us?

Sep 6 - Colorado State (Loss)
Sep 11 - at Toledo (Loss)
Sep 19 - Wyoming (Win)
Oct 1 - at West Virginia (Loss)
Oct 10 - at Texas (Loss)
Oct 17 - Kansas
Oct 24 - at Kansas State
Oct 31 - Missouri ...

Football - Schedule/Results - CUbuffs.com—Official Athletics Web site of the University of Colorado
www.cubuffs.com
The Official Online Source for All CU Buffs Athletics and Sports Information
See More

October 15 at 10:40pm · Share

179 people like this.

View all 84 comments

University of Colorado - Boulder Welcome students, alumni, and friends!
BLEED BLACK & GOLD. Become a fan of CU-Boulder!

Steal a Car x
Crime pays big in Mobsters 2. Play now!
Like

Bored? Go Fishing x
Fish Wrangler is a fun and addicting game. Compete in fishing tournaments and win cash prizes!
Like

Omerta Spoken Here x

People were communicating on the wall, but CU's last posting was October 15

UNC is ineffectively using FB

facebook Home Profile Friends Inbox Frcc Ryan McCoy Settings Logout Search

University of Northern Colorado [Become a Fan](#)

Wall Info Photos Boxes Events

University of Northern Colorado Just Fans

University of Northern Colorado Convocation is the academic welcome ceremony for the campus—faculty, students, and family members. Students are introduced to our traditions and what it means to be a Bear.

Convocation
A university tradition
Time: 4:30PM Friday, August 21st
Location: Cranford Park (Central Campus south of Frasier Hall)

July 20 at 1:35pm · Share

Ginger Ayton Bryan likes this.

Univ Zackly welcome welcome !!!!!!!!!!!!!!!!!!!!!!!
October 22 at 11:52pm · Report

Univ Zackly Uzackly.com will revolutionize the way students communicate and accomplish their social and academic goals
Usource- Students can upload notes, papers, past quizzes, etc. Not for plagiarism or cheating, just a helping hand for students to share info. Classes Last Minute- is a calendar feature that allows students to send out last minute invites to friends for those times when there may be nothing to do.
October 22 at 11:52pm · Report

University of Northern Colorado Enjoy free ice cream and get to know your classmates!
Ice Cream Social for Students

Information
Location:
501 20th Street
Greeley, CO, 80639
Phone:
970-351-1890

Fans
6 of 1,995 fans See All

Brenda Gray Diane Lee Taryn Mallia

Create an Ad

Grab your gun ×
Test your aim in Mobsters 2. Play now!
Like

Game Tester Get \$97/Hr? ×
You love playing video games so why not get paid for it! Free Information.
Like

Denver's Deal-of-the-Week ×

Applications Chat (3)

Our Process

- Research Facebook and other social media
- Get approval from appropriate channels
- Draft guidelines
- Main page up for a month
- Email to internal staff and faculty about approval procedure
- Additional pages can be added with approval from Cabinet
- Provide training for staff that would like pages

Opposition

- “Losing Control” of postings and overall content management
- Legal Issues
 - Incorrect information
 - Defamation
 - Threats

“Losing Control”

- “Monitor discussions as marketing research but don’t try to fight every ‘non-PR’ item”
- “You can influence but not control the social media world...best to let real people speak for you”
- Examples of moderation:
 - Hallway conversations
 - Ohio State University
 - LGBT Book example from FRCC Westminster Campus

From Crafting a High-Impact Student Recruitment Website Webinar – Bob Johnson

Managing Comments

- Managing comments
 - Steer the conversation without censoring
 - Self moderation by community
 - Establish the rules of your community
 - Make expectations clear and let people know that we have the right to take posts down
 - Creating an environment of respect
- Have procedures in place to deal with inappropriate postings
 - Post in several places the page is moderated in accordance of the Student Code of Conduct

FRCC Guidelines

Staffing and Resources

- Have 1 person in charge of the page – must keep it current
- May have a couple of students also “work” on the page by making comments and provide feedback
- Free – don’t have to hire anyone
- Provide training and written standards for staff who monitor the FRCC page and for people who want to start their own page

FRCC's Suggested Standards

- Link to FRCC pages and other professional pages.
- Keep profile professional with updated and relevant information.
- Select profile picture carefully.
- Photos in the album should be of work/college related events.
- Use a general departmental FRCC email address for pages. Use a professional email address for profile.

FRCC's Suggested Standards

- FRCC official pages and profiles are subject to the Code of Conduct, Catalog policies, and Faculty and Staff Handbook Guidelines and must follow FERPA at all times.
- If a comment, discussion, or post is inappropriate and violates the Student Code of Conduct, it may be deleted. The site administrator will contact the poster with the reason for removal. In the event of questionable conduct, print conversation and speak with immediate supervisor or dean. Use extreme discretion before deleting any posts.

Future Plans

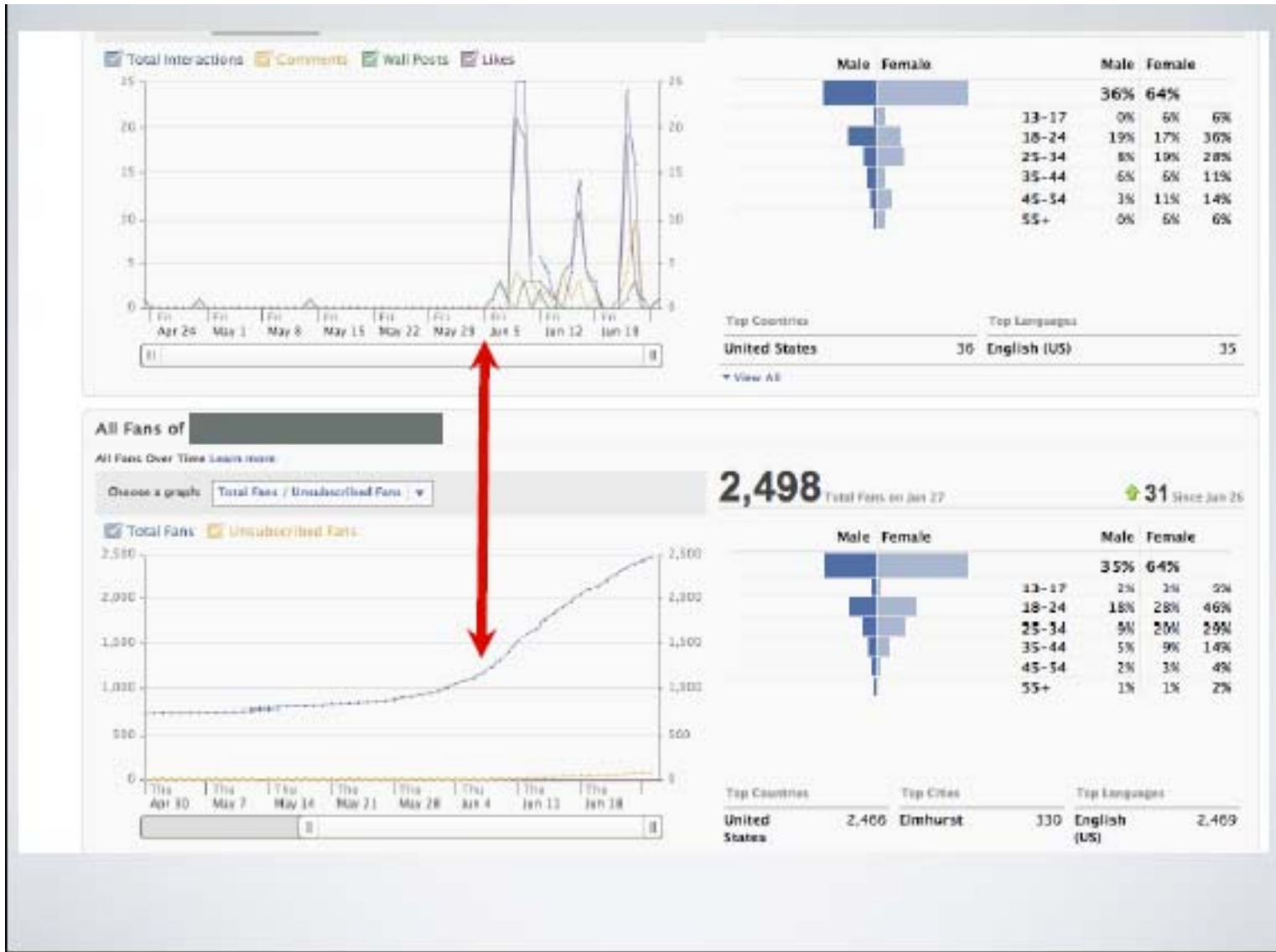
- Approval process for Web 2.0
- Start small with 1 general page → individual department pages
- Clubs, events, etc. are groups and can be linked to main page
- Employee profiles – standards
- Advertise Facebook page on all campuses, website, and recruiting material
- Evaluate Facebook page using various forms of assessment

Assessment

Use the Data!!!



Increasing Yield and Enrollments Using Facebook Webinar – Brad J. Ward



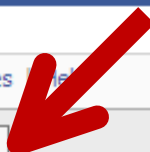
Increasing Yield and Enrollments Using Facebook Webinar – Brad J. Ward



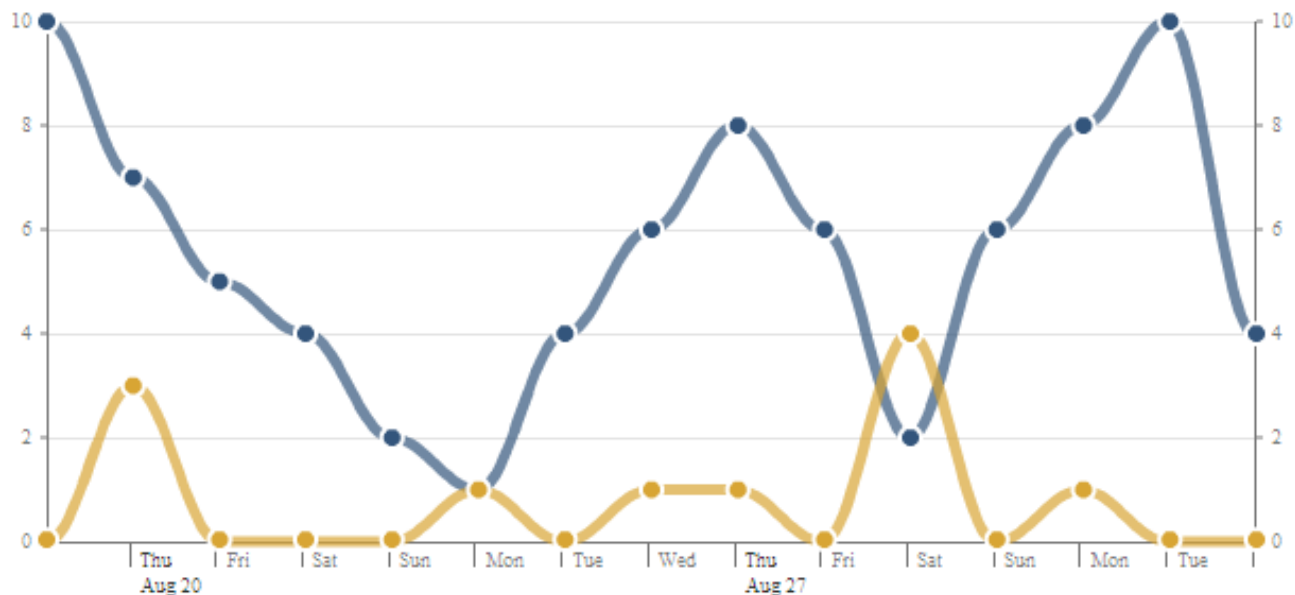
Ads Manager | Pages

Create an Ad

Choose a graph: Page Views



CESDA (Colorado Educational Services & Development Association) Grace House



Boost your activity with Facebook Ads

Create an ad campaign to drive traffic and engagement with your Website, Application, or Facebook Page.

Advanced Targeting

Target by age, gender, location, interests, and more.

Recent Page Activity

[see all](#)

CESDA (Colorado Educational Services & Development Association)

4 ↓

Insights | Page Views:

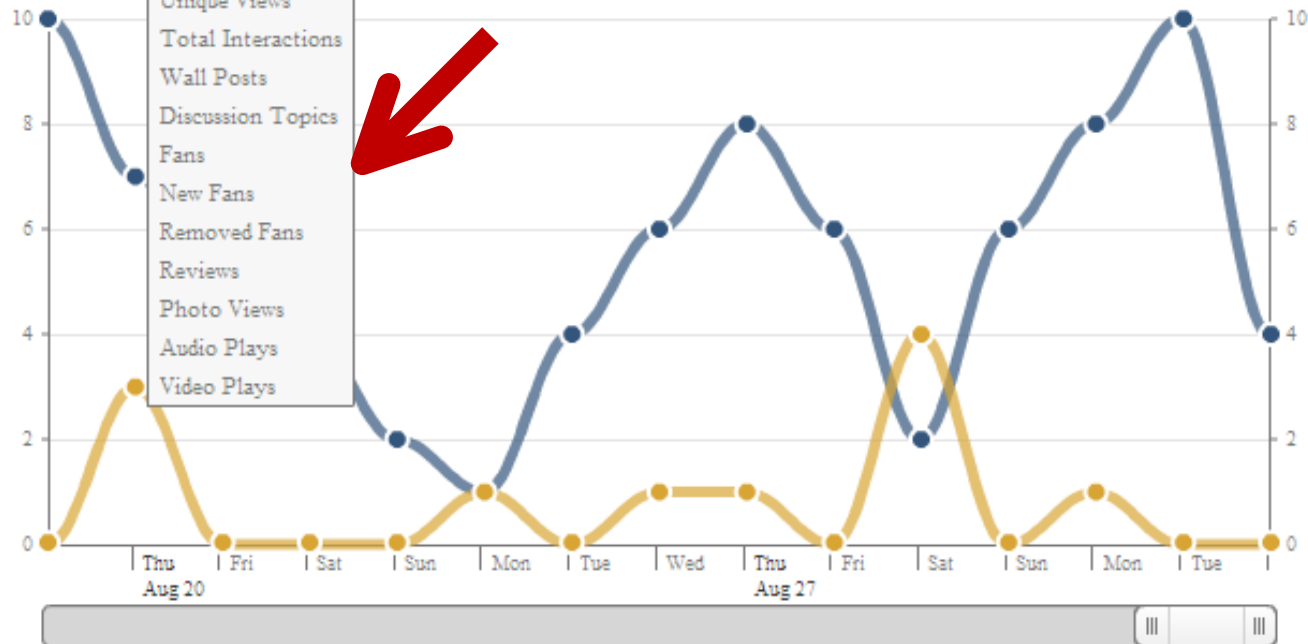
Grace House

Choose a graph:

- Page Views
- Unique Views
- Total Interactions
- Wall Posts
- Discussion Topics
- Fans
- New Fans
- Removed Fans
- Reviews
- Photo Views
- Audio Plays
- Video Plays



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4 ↓ -6

Insights | Page Views:

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Suggest to Friends

Add to my Page's Favorites

This Page shares news, best practices, and examples for admins of Facebook Pages.

Fans

6 of 77,924 fans

See All



Robert Smartt



Syafiq Iqbal



Pri At Moko



Danae Valle



Caitlin Edgar



Mel Liley Rom

Favorite Pages

Facebook Pages / Public Profiles

Become a Fan

- Wall
- Info
- Photos
- Discussions
- Boxes
- Notes

Facebook Pages / Public Profiles Just Fans



Facebook Pages / Public Profiles For an example of how to use the Notes application to share a special offer with your fans, check out TurnHere.

The offer? For a limited time, they'll produce a free custom video on your business for your Facebook Page.



Turn Fans into customers by adding video to your Page. Get a free custom video of your business from TurnHere.

TurnHere creates videos for companies of all sizes, from global brands like Audi, InterContinental Hotels & Resorts and Simon & Schuster to thousands of small businesses across the country...

By: TurnHere

GET YOUR FREE VIDEO NOW

September 17 at 10:31am · View Feedback (93) · Share



Facebook Pages / Public Profiles you can now tag your favorite Pages, friends, events, and groups in your status update using the "@" symbol. e.g., Facebook, Facebook Ads, Celebs on Facebook, Facebook Marketing Solutions. Which are your favorite Pages?

September 14 at 2:00pm · View Feedback (225)



Facebook Pages / Public Profiles



Do you want to target ads to fans of your Page?

Well now you can. Facebook Ads are a great way to reach your exact audience on Facebook. We're happy to announce the ability to target Facebook Ads only to users who have become a fan of your Page with connections targeting.

Create an Ad

Rich Dad Poor Dad Denver



Rich Dad Education is coming to Denver. Free financial workshops: Oct. 7th - 9th. Uncover the secrets of Rich Dad Poor Dad.

Like

Free Destination Wedding



We're giving away a FREE all-inclusive wedding photography package valued at \$6000! Colorado based photographers! Enter to win today!

Colleges and Universities

[Become a Fan](#)

Wall Info Links Notes Boxes

Filters

Create an Ad



Suggest to Friends

Add to my Page's Favorites

Do you have a suggestion for the October Fan Page of the Month? Post it in the thread on the wall!

Fans

6 of 724 fans

[See All](#)



Vimala Phongsavanh



Teresa Koltzenburg



Tracey Eastman



Andy Barty Leon click on the link and tell me what you think



www.footballtents.com

Source: www.footballtents.com

Yesterday at 12:31pm · Share · Report



Other Side Group Colleges and Universities posted a good article on how colleges are accepting social media into their institutions



Colleges learn to live with social media -- baltimoresun.com

Source: www.baltimoresun.com

The newly admitted Johns Hopkins freshman discovered that he was the only member of this year's class from Arkansas. So he joined the university's Facebook site for recently enrolled students, where he mentioned often that he loves sweet tea. ...

Fri at 12:57pm · View Post



Aaron M. Mayo who is the October winner?

October 1 at 2:01pm · Report



Colleges and Universities We'll announce it next week!

Fri at 12:21pm · Report



Colleges and Universities Are you learning to live with social media? Or are you fully embracing it? Lots of info from discussions at last week's Nacac Conference in

David Sedaris Denver



Best selling author and NPR contributor returns to Denver for one show only on October 26! Click here to purchase your tickets today!

Like

NURSES ARE NEEDED



Are you 25-28? We Need Nurses. In just 24 months you can be working as a full-time nurse. Earning up to \$50/hour.

Like

Closing Thoughts

- Don't give up
- Do your research
- Find allies
- Start small
- Give it time!
- Know it is a time commitment
- Understand the difference between a website and a community
- Determine the intended audience of page but allow it to be organic

And in the end...

“The student, not the institution, will define what learning is, how it is to happen, and when and where it occurs. Students with increased alternatives for learning will also have higher expectations for the level of individualized service provided by the non-teaching staff and regarding the services surrounding the learning.” – Community College of Baltimore County

Dr. Jim Black (Increasing Enrollment and Retention via Technology Conference) - Marketing Reach and Penetration in a High-Tech, Marketing-Saturated World