



Workshop 2D

Find Them on Facebook: Using
Facebook to Reach Students Where
They Already Go

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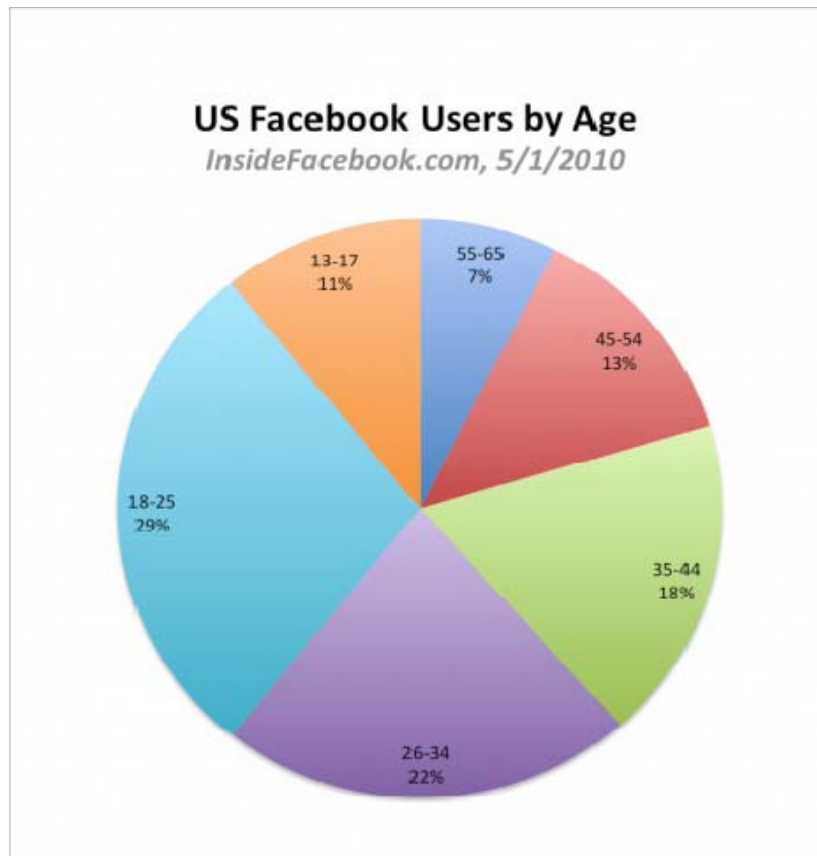
Using Facebook to Reach Students Where They Already Go

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Why use Facebook?

- There are more than 400 million active users.¹
- The largest group of users is 18-25, closely followed by the 26-34 age group² – which encompass the average age of incoming law students at McGeorge (23),³ Washburn (25),⁴ and presumably most other law schools.⁵



¹ Facebook, *Press Room*, available at www.facebook.com/press/info.php?statistics (last visited May 3, 2010).

² Eric Eldon, *Facebook's April 2010 US Traffic by Age and Sex: A Return to Strong Growth*, available at <http://www.insidefacebook.com/> (last visited May 3, 2010).

³ University of the Pacific, McGeorge School of Law, *Incoming Class Profile*, available at http://www.mcgeorge.edu/About_McGeorge/Incoming_Class_Profile.htm (last visited May 25, 2010).

⁴ Washburn University School of Law, *Student Body and Entering Class Profiles*, available at <http://www.washburnlaw.edu/admissions/aboutus/studentlife/profile/index.php> (last visited May 25, 2010).

⁵ See StateUniversity.com (last visited May 3, 2010); In Legal Color, *6 EXCELLENT Reasons Why You Should Attend Law School*, available at <http://www.inlegalcolor.org/consideringlawschool.php> (last visited May 3, 2010).

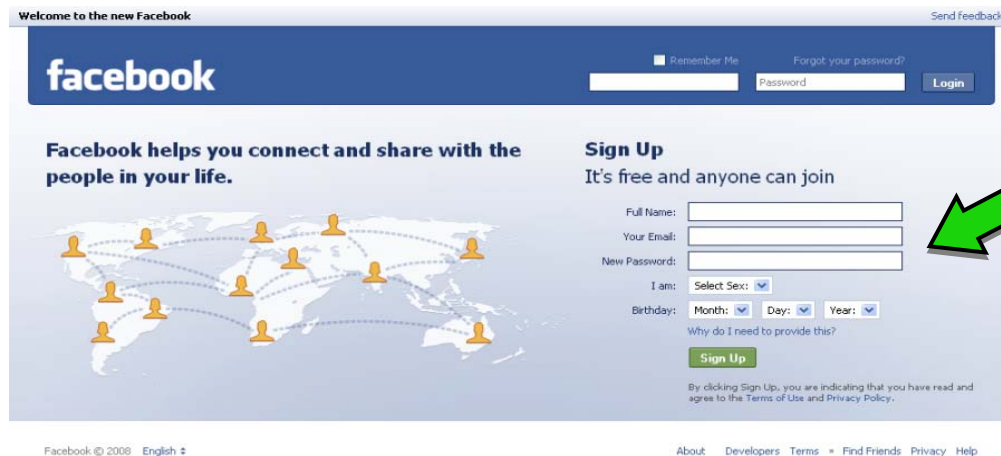
Regarding students:

- Facebook originated as a tool solely for students.⁶ Today, anyone can create a profile; but students are still extremely active. In one of my spring 2010 classes at McGeorge, 101 of 132 students have a Facebook page (77%), as I determined simply by searching each name. (This does not account for students who have a Facebook page but use a pseudonym, so the number could be higher.)
- Facebook may allow greater access to students than more traditional means of communication (e.g., campus email, “snail” mail, posted flyers, etc.). It may also help students feel more comfortable reaching out to communicate with you.

How do I get started?⁷

Create a Profile

- Point your browser to www.facebook.com, and provide the required login information.



- Once you have an account, you can make your profile as detailed (contact information, photos, etc.) or as vague (name and gender only) as you like. Facebook will then help you find users you may know so that you can send them “friend requests.” Once you are “friends” with another user, you can communicate with him or her by posting comments and/or other items (links, photos, etc.) on his or her main profile page, or “wall.”

⁶ David Kirkpatrick, *Help Wanted: Adults on Facebook*, available at http://money.cnn.com/2008/03/21/technology/kirkpatrick_facebook.fortune/index.htm (last visited May 3, 2010).

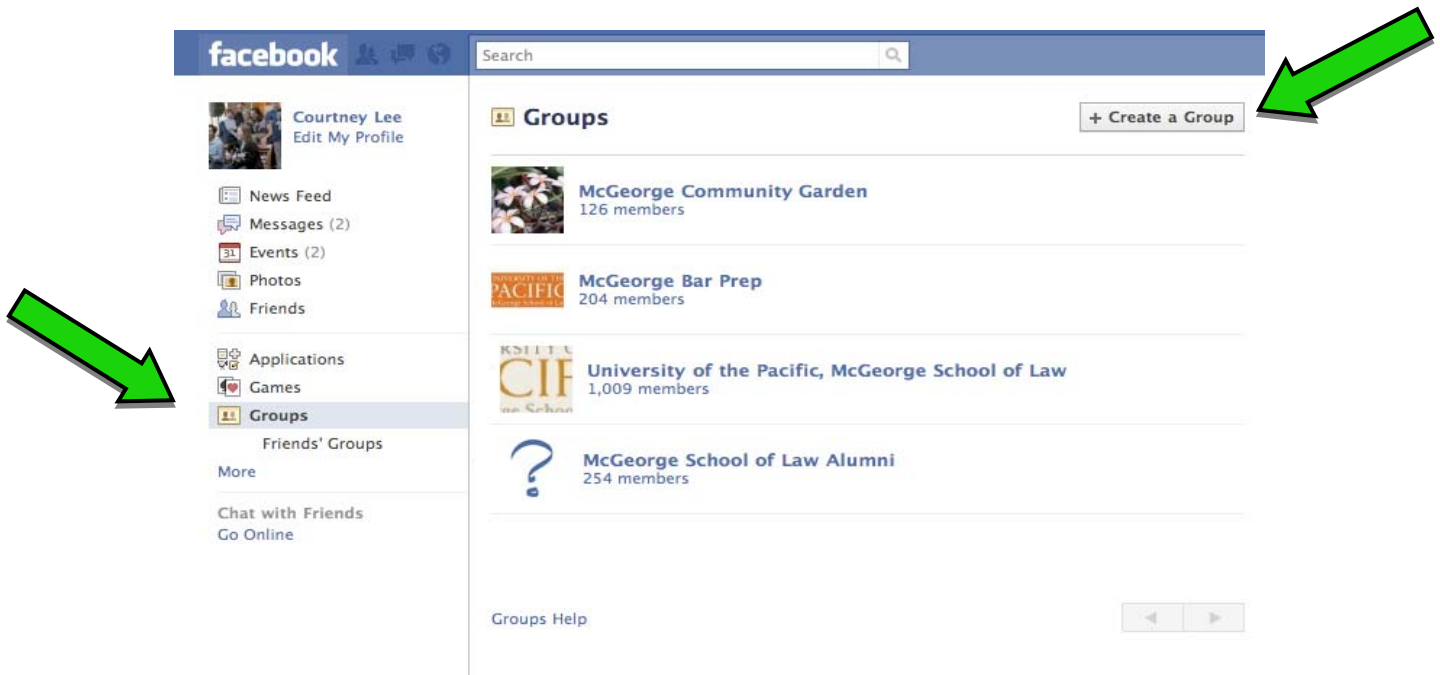
⁷ See Facebook, *Getting Started*, available at <http://www.facebook.com/help/?guide> (last visited May 4, 2010).

- An easy way to communicate with all of your friends at once is through status updates, which are short messages that appear on your and your friends' home screens in a continuously updated list called the "news feed." You may also reply to your friends' status updates (see below). This is an excellent way to share quick study tips, morale boosts, news stories, and more.

The screenshot shows a Facebook News Feed interface. At the top, there is a search bar and the Facebook logo. On the left side, there is a navigation menu with options like 'News Feed', 'Messages (2)', 'Events (2)', 'Photos', 'Friends', 'Applications', 'Games', 'Groups', and 'More'. Below the navigation menu, there is a section for 'Chat with Friends' and 'Go Online'. The main content area is titled 'News Feed' and has a sub-header 'Top News · Most Recent'. Below this, there is a text input field with the placeholder 'What's on your mind?'. The first post is from 'Pacific McGeorge' and is an announcement for a 'Legal Research and Writing Principles and Strategies Program' on campus on May 26. The post includes a small image of a book and text about the program's details, including contact information for Jane Watkins. The second post is a text-based discussion starting with 'OMG! Did anyone look at the first week Barbri schedule? I want to cry.' It includes two replies: one from 'Barbri' saying 'I went through it and its not so bad' and another from 'Courtney Lee' providing advice on how to handle the schedule. The third post is a photo album tag for 'PLSS 2010 Live & Silent Auction', featuring a photo of a group of people at an auction. The interface includes standard Facebook interaction elements like 'Comment', 'Like', and 'Share' buttons.

Create a Group

- Facebook groups are online gathering places for like-minded individuals. Groups can be used for entire universities, specific classes, field placement seminars, bar prep, alumni, study groups, research assistants, student organizations, etc.
- The “Create a Group” function will walk you through the steps.⁸ To get there, click “Groups” from the vertical menu on the left side of your home screen, then click the “+ Create a Group” button that appears on the following page.

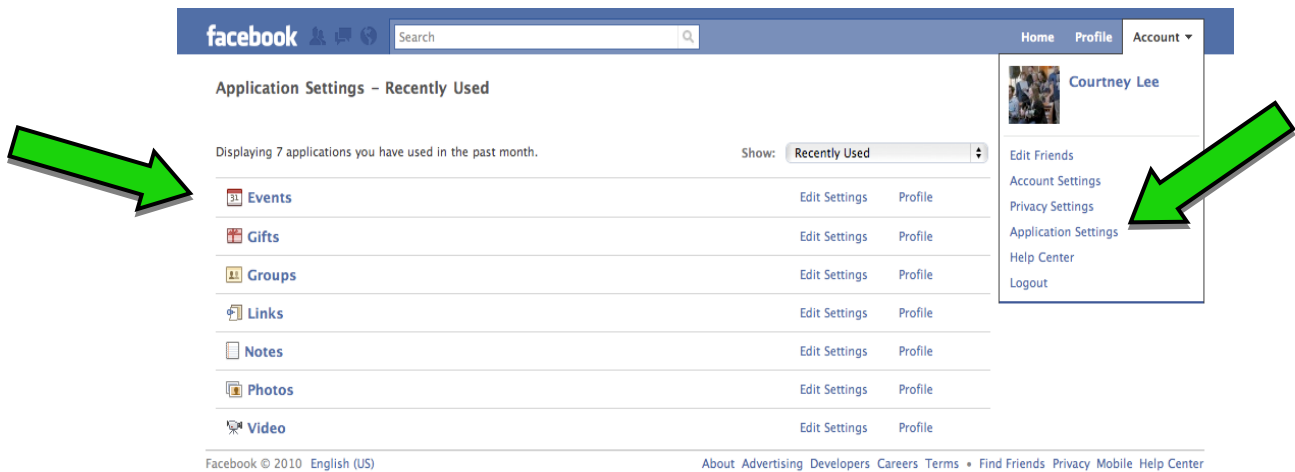


- Groups can be set to “open” (public), “closed” (only the group description is available publicly, and members must request or be invited to join), and “secret” (visible only to users you invite).
- Users can become members of your group without becoming friends with you on your individual profile.
- Once you create a group, you can post short comments, photos, videos, and links on the group wall, as well as longer notes on the “Discussions” page. You can also control whether group members have the ability to post these things.
- Unlike TWEN, Facebook does not allow users to post documents. You can, however, post information on the “Discussions” page, although formatting is limited (no bold, no underlining, etc.). Another option is to post a flyer or one-page document that does not have a large amount of text as a photo: just save that page as a .pdf and then as a .jpeg, and it is ready for posting under the “Photos” tab. Both methods allow for a comment exchange beneath the posting.

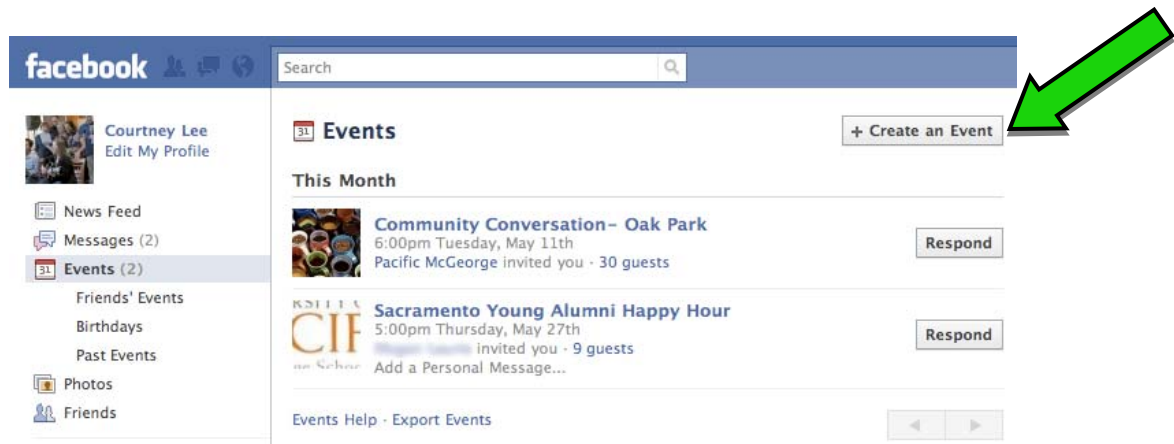
⁸ See Facebook, *Create a Group*, available at <http://www.facebook.com/groups/create.php> (last visited May 4, 2010).

Create an Event

- Facebook events allow users to create online invitations that can be public, sent to specific individuals, or both. The events function can be used for practice exams, makeup classes, guest lectures, meetings, social gatherings, etc.
- Creating events through your own profile allows you to publish the events to those with whom you are friends on your individual profile. To do so, click “Application Settings” from the “Account” drop-down menu on the upper right of your home screen, and then click on “Events” from the vertical menu that appears on the left of the screen.⁹



- After clicking “Events,” click the “+ Create an Event” button at the top of the following screen. The software will then walk you through the steps to name, describe, and invite others to your new event.



⁹ See Dave Taylor, *How Do I Create a New Event in Facebook?*, available at http://www.askdavetaylor.com/how_to_create_a_new_facebook_event.html (last visited May 4, 2010).

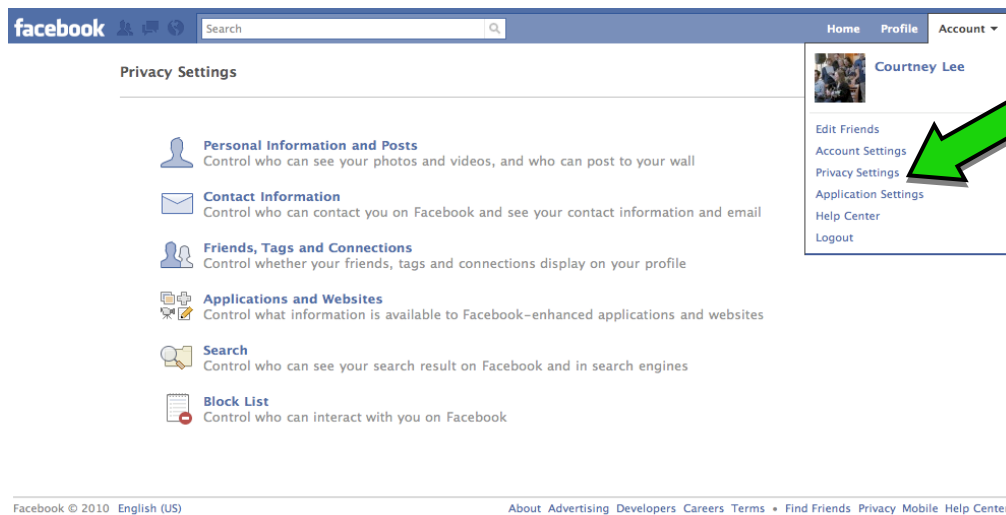
- You can also create an event through your group, which allows you to publish the event to members of your group even if they are not friends on your individual profile. To create an event through your group, access your group page, and then click on “Create Group Event” from the vertical menu that appears on the left of the screen. The rest of the process is the same as it would be if you created an event from your personal profile.



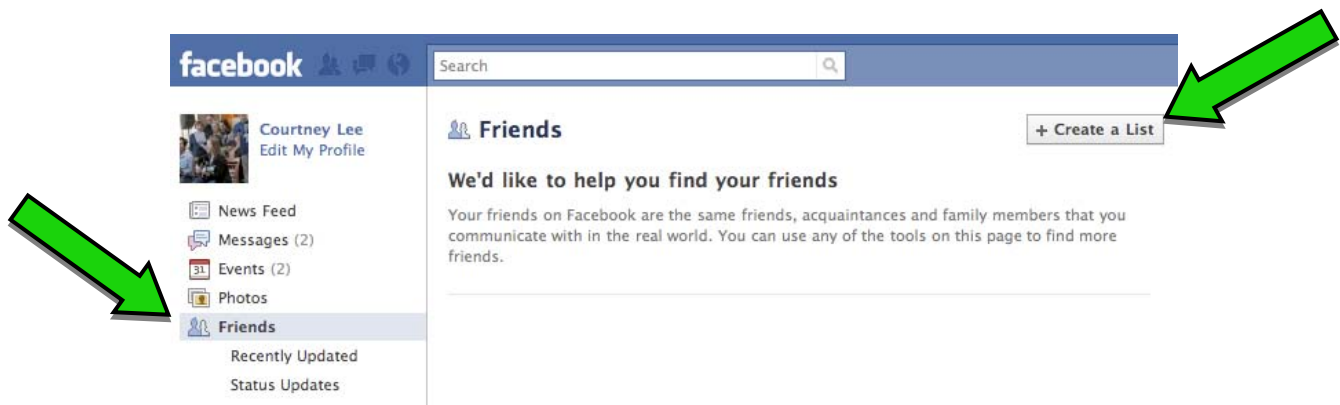
- Users who view your event page have the option to RSVP. Depending on the level of privacy you selected for your event (“open,” “closed,” or “secret,” just like groups), once someone RSVPs that he or she is attending a message with a link to your event page will appear on that person’s wall as well on his or her friends’ news feeds. That person’s friends can then click the message and view your event, and the domino effect begins. Facebook practically does the marketing for you.

What about my privacy?

- Certainly there are privacy concerns whenever sharing information on the Internet, and Facebook is no exception. Users should be proactive in monitoring what they share and in protecting that information by regularly reviewing their privacy settings. To do so, select the “Privacy Settings” option under the “Account” drop-down menu at the top of your home screen.¹⁰



- You can also create “Friend Lists,” which allow selected friends to only see certain aspects of your profile. For example, you may choose not to allow students to see your personal photos. To create a friend list, click on “Friends” from the vertical menu on the left side of your home screen, and then click the “+ Create a List” button in the following window. A popup window will then appear that allows you to choose which friends are on the new list. You may then apply your list to various aspects of your profile (photos, videos, status updates, etc.).



¹⁰ See also Nick O’Neill, *10 New Privacy Settings Every Facebook User Should Know*, available at <http://www.allfacebook.com/2009/12/facebook-privacy-new/> (last visited May 4, 2010).