

# facebook

## Pages & Groups for Educators



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*The results of a recent Babson survey show that:*

## Facebook



61% of educators say they have a Facebook account.



18% use their account to communicate with fellow educators.



12% use it to communicate with students.

# What is Facebook?

 Update Status  Add Photo / Video  Ask Question

**Facebook** is a [social networking service](#) and Web site launched in February 2004, operated and privately owned by Facebook, Inc.<sup>[1]</sup> As of July 2011, Facebook has more than 800 million active users.<sup>[6]</sup> Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Really Good Friends". (Source: Wikipedia)



Mobile



Friends ▾

Post

## Facebook in Education Resources

[Facebook in Education](#)

[Facebook for Educators](#)

[Facebook for Schools](#)

[100 Ways to Use Facebook in the Classroom](#)

[50 Reasons to Invite Facebook into your Classroom](#)

[Your School Needs a Facebook Page](#)



## What is a Facebook Page?

<https://facebook.com/pages>

Great for  
SCHOOLS!

 Update Status  Add Photo / Video  Ask Question

Pages are for organizations, businesses, celebrities, and bands to broadcast great information in an official, public manner to people who choose to connect with them. Similar to profiles (timelines), Pages can be enhanced with applications that help the entity communicate and engage with their audiences, and capture new audiences virally through friend recommendations, News Feed stories, Facebook events, and beyond. [\(Source: Facebook.com\)](#)

Pages are a great way to communicate with parents and students about what is happening at the school. You can share links, share photos and videos from school events, and make announcements. Any Facebook member can “like” a published Facebook page and see its updates without having to be friends with the creator of the page. [View Collier Elementary School’s page.](#)



Mobile



Friends ▼

Post

Great for  
TEACHERS &  
CLASSROOMS!

## What is a Facebook Group?

<https://facebook.com/groups>

 Update Status  Add Photo / Video  Ask Question

Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content. Facebook Groups can be secret, open, or public, so you can control your audience. [\(Source: Nick Pineda, Facebook.com Blog\)](#)

Groups are perfect for teachers who wish to share assignments with students/parents on Facebook without becoming “friends” with them. This keeps the information you post on your personal profile separate from the Group you create.



Mobile

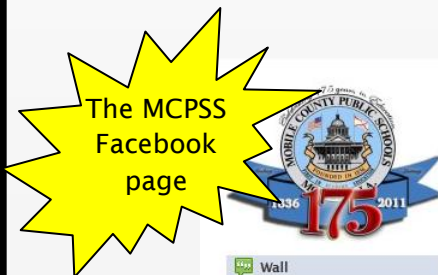
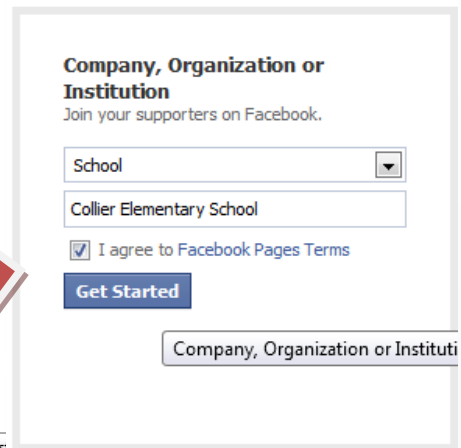
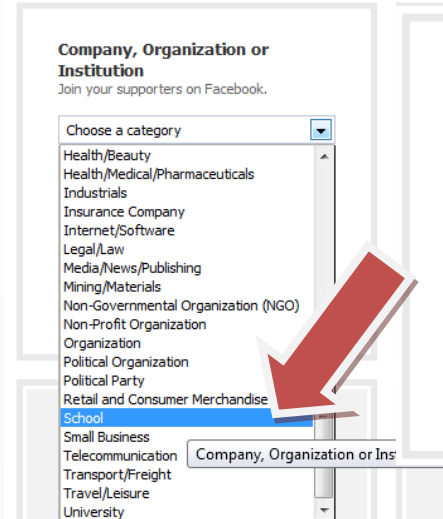
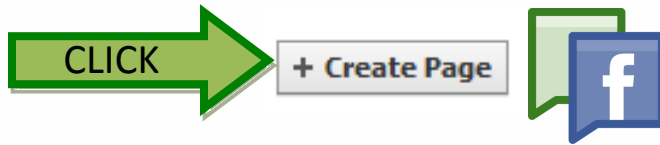


Friends ▼

Post

# Creating a Facebook Page

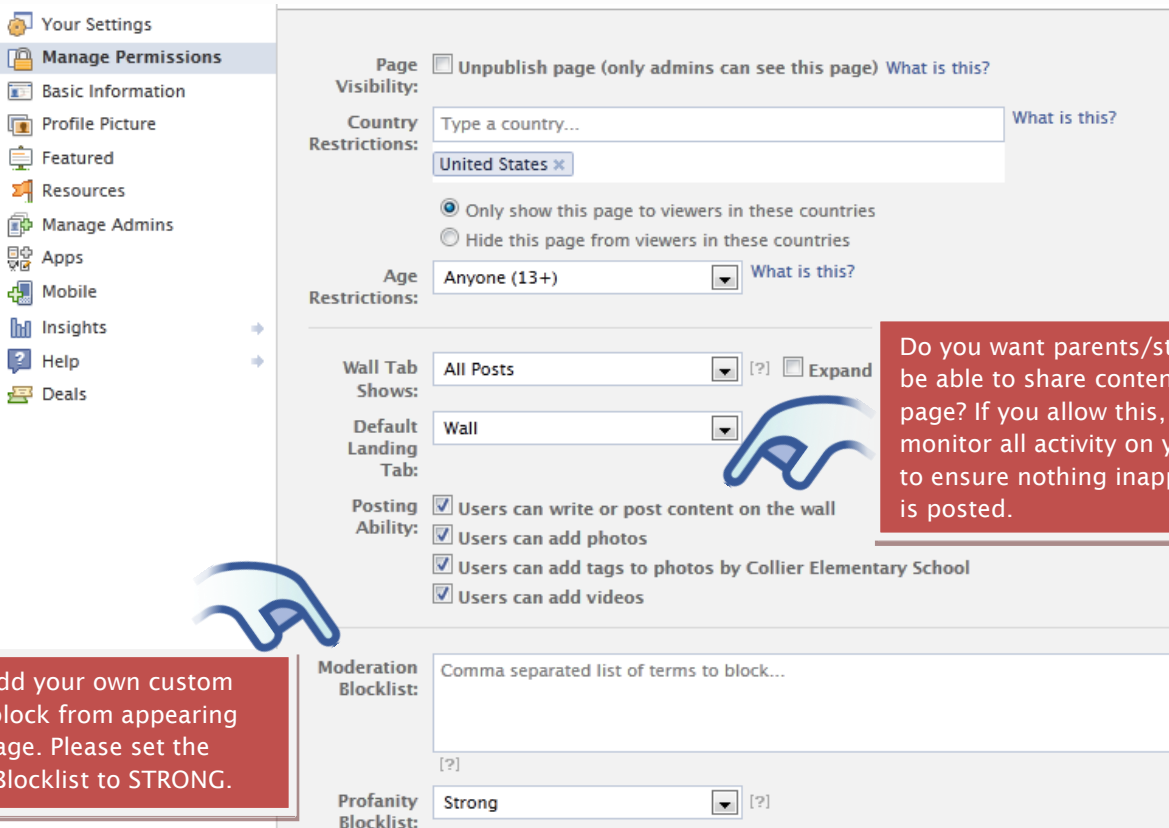
<https://facebook.com/pages>



# Facebook Page Settings

Once your Facebook page is created, it is very important that you update your page's settings. This includes managing what can be posted to your page by other users and also age restrictions. You should also add a profile picture (photo of school, school logo, etc.), and may consider adding another person in your school to be an administrator of the page. To access your page's settings, please click:

 Edit Page



The screenshot shows the Facebook Page Settings interface. On the left is a navigation menu with options: Your Settings, Manage Permissions (highlighted), Basic Information, Profile Picture, Featured, Resources, Manage Admins, Apps, Mobile, Insights, Help, and Deals. The main content area is divided into sections: Page Visibility (with an 'Unpublish page' checkbox), Country Restrictions (set to 'United States'), Age Restrictions (set to 'Anyone (13+)'), Wall Tab Shows (set to 'All Posts'), Default Landing Tab (set to 'Wall'), Posting Ability (with checkboxes for 'Users can write or post content on the wall', 'Users can add photos', 'Users can add tags to photos by Collier Elementary School', and 'Users can add videos'), Moderation Blocklist (with a text input field), and Profanity Blocklist (set to 'Strong'). Blue hand icons point to the 'All Posts' dropdown and the 'Moderation Blocklist' field.

Do you want parents/students to be able to share content on your page? If you allow this, you must monitor all activity on your page to ensure nothing inappropriate is posted.

You can add your own custom terms to block from appearing on your page. Please set the Profanity Blocklist to STRONG.

You should also consider selecting a username for your Facebook page, just as you may have for your personal Facebook profile. This will give you an address to your Facebook page that is easy for others to remember. For example: <http://facebook.com/collierelementary>. But be careful: you *will not* be able to edit or transfer this username once you set it.

Go here <https://www.facebook.com/username/> to set your page's username.

# Creating a Facebook Group

<https://facebook.com/groups>



## Groups

Share with the important groups in your life.

Create Group

CLICK

### Create a private space

Have things you only want to share with a small group of people? Just create a group, add friends, and start sharing. Once you have your group, you can post updates, poll the group, chat with everyone at once, and more.

### Share different things with different people

Groups let you share things with the people who will care about them most. By creating a group for each of the important parts of your life — family, teammates, coworkers — you decide who sees what you share.



The screenshot shows the 'Create Group' dialog box with the following fields and options:

- Group Name:** A text input field with a dropdown menu icon on the left.
- Members:** A text input field with the placeholder text 'Which friends do you want to add to the group?'.
- Privacy:** A dropdown menu currently set to 'Closed'. Below it, a description reads: 'Anyone can see the group and who's in it. Only members see posts.'
- Buttons:** 'Create' and 'Cancel' buttons at the bottom right.

1. Name your group.
2. Choose an icon.
3. Add members to the group (you can add more later).
4. Select your privacy level:
  - Closed:* Anyone can see the group and who's in it. Only members see posts.
  - Open:* Anyone can see the group, who's in it, and what members post. (NOT RECOMMENDED!)
  - Secret:* Only members see the group, who's in it, and what members post.

# Use TweetDeck or HootSuite to Update Facebook (and/or Twitter)

You don't have to just use Facebook.com to update your Facebook page. There are several programs (and even apps) available for managing your page.



TweetDeck is a program that can be downloaded and used to organize Twitter feeds and Facebook profiles. Multiple columns can be organized to follow and monitor conversations with groups, topics of interest, or #hashtags. One of the major benefits of TweetDeck is that you can post updates to Twitter and Facebook at the same time. Visit [Tweetdeck.com](http://Tweetdeck.com) to get started.

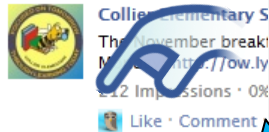
With [HootSuite.com](http://HootSuite.com), you can manage Facebook accounts and other social media profiles such as Twitter and Foursquare within your Internet browser. You can also pre-schedule updates and add custom streams. TweetDeck and HootSuite are similar, so we recommend trying both out before you commit.



Once you setup your TweetDeck or HootSuite account, you will need to add the Social Networks you wish to connect to it (Twitter, Facebook). Then you can post to both sites at the same time! This is a real time-saver! Most people find they rarely visit the Facebook.com or Twitter.com websites after using these simple programs.



MCPSS uses TweetDeck!



Collier uses HootSuite!

## Guidelines and Best Practices

Board policy prohibits Employees from communicating with individual or small groups of students outside of System owned means and resources. Mobile County prefers that its Employees utilize only school owned resources to communicate and interact with students. It is recognized however that the proper use of social networking sites to communicate with students may have a valid place in today's educational environment. To that end, employees shall comply with the following:

Do not mix personal and school profiles. Employees should not utilize their personal social network profiles to interact with any student. Teachers should keep their personal Facebook accounts separate from their professional profiles. Instead of "friending" students on Facebook, have them friend the school's Facebook page or join a class Facebook group that you have created.

Any written text, whether in a text message, an email or posted on a Facebook or Twitter page, can easily be taken out of context or misunderstood. Always use appropriate language. Avoid inappropriate language, exaggeration, provocation and sarcasm.

Think twice before posting. Privacy does not exist in the world of the internet and social media. Consider what could happen if a post (including posts on personal profiles) becomes widely known and how that may reflect both on the employee and MCPSS. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you wouldn't say something in your classroom, at a conference or to a member of the media, consider whether you should post it online. Remember, whatever gets put on the Internet stays there forever. There is no delete key once you've posted.

Remember that anyone can access the Internet and view what you write on a blog or, in many cases, your personal social network profile. Please make sure your settings on your personal Facebook profile are set to only allow "Friends" to view the content you post.

"On Facebook, 273 people know I'm a dog.  
The rest can only see my limited profile."



Be fair and accurate. Avoid online fights. Be respectful. Don't use social media for personal attacks or inflammatory arguments.

### MCPSS Policies and Procedures

To gain access to Facebook at school, please have your Principal send a request to Sharee Moore at [smoore@mcpss.com](mailto:smoore@mcpss.com).