Maintaining a Business or Group Page on Facebook

SA Division Meeting
Weber State University
January 2012
Let’s start at the beginning to provide some context for our discussion ...
What is social media?

- Facebook, YouTube, Twitter ... and much, much more
- A way to communicate
- A way to find answers
- A way to stay connected

(In case you didn’t know ... Facebook is kind of totally winning in the social media game)
How Big is Social Media?

- Social Media is now the No. 1 activity on the web
- Facebook tops Google for weekly traffic in the U.S.
- Facebook has more than 800 million users
- YouTube is now the second largest search engine in the world
Is This Just Some Fad? Or is it Sticking Around?

• It’s not a fad ... rather a “fundamental shift in how we communicate”

• Social media = “user-generated content” = advertising = business = $$$
Therefore What?

YOU SHOULD BE USING THIS STUFF!

...

In some way, shape or form
Social Media at WSU
What We’re Learning
WSU on Facebook

- Official Weber State University site began July 2009.
- 7,000+ Likes in first year
- 18,000+ Likes today
- Users come from 18+ different countries
- Users speak 19 different languages
WSU on Facebook

• We’re interacting with people in a way we couldn’t otherwise
Demographics of FB Fans

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>6%</td>
</tr>
<tr>
<td>18-24</td>
<td>45%</td>
</tr>
<tr>
<td>25-34</td>
<td>27%</td>
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<td>35-44</td>
<td>12%</td>
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<tr>
<td>45-54</td>
<td>5%</td>
</tr>
<tr>
<td>55</td>
<td>3%</td>
</tr>
</tbody>
</table>

Male 43%  Female 55%
Location of FB Users by City

- Salt Lake City – 5,416
- Ogden – 3,852
- Denver – 407
- West Jordan – 290
- Sacramento – 263
- Dallas – 233
- Layton – 173
- Phoenix – 146
- Logan – 121
How are we using data from social media?

- Learn more about our audience
- Insights tell us where we have geographic clusters of interest
- Insights tell us what users are interested in – what they respond to
- Story ideas for magazine
- Feedback from students, alumni, community
- Customer service
WSU Facebook Examples
Things That Have Worked for Us
Add a caption

In this photo: Emily Leckie (remove tag), Abbey Henry (remove tag)

Added August 23
VIDEOS

Weber State University
In case you missed Gene Sessions's presentation as part of WSU's Last Lecture Series, it's now on our YouTube channel. http://www.youtube.com/WeberStateU

Gene Sessions - "You Can't Make This Stuff Up; or Why the Wrestling Coach Failed"
gdata.youtube.com
Weber State University history professor Gene Sessions presents "You Can't Make This Stuff Up; or Why the Wrestling Coach Failed," Oct. 21, 2010 as part of WSU's Last Lecture Series.

12,824 Impressions · 0.17% Feedback
October 27, 2010 at 10:59am · Like · Comment · Share

14 people like this.

View all 8 comments

Kathy Stay I can't wait to get home tonight to listen so this entire lecture! He made a POSITIVE impact on my College Life as well as well as well as My life overall!
October 27, 2010 at 2:10pm · Like

Peter Owen Thank you for putting this up!
October 27, 2010 at 8:20pm · Like

Write a comment...
**Weber State University** If you're going to be a new freshman this semester and haven't made it to orientation yet, there will be one, final orientation session tomorrow. Be there!

**Orientation – Weber State University**

www.weber.edu

Orientation is hands-down the best way to get started at WSU. You find out who and what you need to know and how to do the important stuff. You'll even have a chance to get some of that essential stuff, like registering for classes, done at orientation.

13,679 Impressions · 0.06% Feedback

📅 August 19 at 2:04pm · Comment · Like · Share · Promote · Report

íc 2 people like this.

- **Jenni Carpenter** I'll be there!
  August 19 at 2:52pm · Like · Delete · Flag

- **Royce Fhan** I'll go again
  August 19 at 3:19pm · Like · Delete · Flag

- **Patrick Kaffton** it alot of fun! ill be there tomorrow but not for orientation.....
  August 19 at 4:56pm · Like · Delete · Flag

- **Yosef Ben David** For the online classes do we have to refresh the browser some way? It shows only the classes I've taken.
  August 20 at 6:54am · Like · Delete · Flag

- **Jim Hutchins** Online classes will open Aug 23.
  August 20 at 7:05am · Like · Delete · Flag

- **Jare Boyden** I Missed It ....
  August 20 at 1:37pm · Like · Delete · Flag

Write a comment...
Weber State University Question of the day: What's the best class you've ever taken at Weber State?
19,183 Impressions · 0.51% Feedback
May 13 at 10:46am · Comment · Like · Promote

View previous comments 50 of 97

Chelsea Layne Cassel Baker Philosophy with Prof. Miller. Definitely made me think more than any class I've taken thus far.
May 13 at 12:14pm · Like · Delete · Flag

Andrea Slager Abnormal Psych with Dr Horvat or Black & White Film Photography with Ripplinger! :D
May 13 at 12:15pm · Like · Delete · Flag

Sheila Overdorf Hunter Astro Physics with Dr. Carroll.. He was the best teacher ever and had us laughing every class.
May 13 at 12:17pm · Like · Delete · Flag

Rick Stanley You guys have some crazy answers. Hopefully the staff isn't watching, seen too many mis-spelled names lol.
May 13 at 12:25pm · Like · Delete · Flag

Amanda Chugg I may be crazy, but I loved Biomed 1110 & 1111. All of the Health Science prof's are so awsome!
May 13 at 12:59pm · Like · Delete · Flag

Bernie Bringhurst Drunkered 101 with Matt H. and Chris M. in the Browning Centres Basement!
May 13 at 1:05pm · Like · Delete · Flag

Denise Michele Nelson I've loved all my classes – the professors I've had are awesome ;)

# MORE QUESTIONS

Which of the following have you done at Weber State?

- Bowled at Wildcat Lanes
- Met a Friend Who You Still Keep in Touch With Today
- Attended the Fireworks and Pops Concert in July
- Listened to KWCR
- Had a Job on Campus
- Got a parking ticket
- Been interviewed by The Signpost
- Got Lost in the Social Science Building
- Attended a Football Game in the Rain
- Graduated
- Attended a Big Sky Championship Basketball Game
- Met a liberal
- Been a member of the Greek system
- Became a "True Wildcat"
- Graduated from High School
- Swam in the Duck Pond

+ Add an option...
Weber State University WSU Facebook fan Tesia Rook wants to know what she should remember to bring for the first day of class. What do you think, WSU Facebook community?
19,049 Impressions · 0.36% Feedback
August 16 at 11:12am · Comment · Like · Promote

👍 2 people like this.

View previous comments 50 of 67

James McDermont Something to carry all of her Syllabus'... syllabi? in.  
August 16 at 11:34am · Like · 1 person · Delete · Flag

Julia Smith A good attitude!  
August 16 at 11:34am · Like · 2 people · Delete · Flag

Kaelee Crosby An open mind positive attitude maybe a pen and paper for notes but first day is just syllabus day. however, be prepared to be overwhelmed and remember that its ok you will get through it and do great:)  
August 16 at 11:37am · Like · 1 person · Delete · Flag

Tyler Hess Don't effing worry about it!  
August 16 at 11:37am · Like · 1 person · Delete · Flag

Nancy Funes Caffeine.  
August 16 at 11:39am · Like · 2 people · Delete · Flag

Eric Aragon Nice Julia! I thought laptops and/or smartphones were required! Pens, Paper & notebooks are still available? :-)  
August 16 at 11:43am · Like · Delete · Flag
HEATED SUBJECT MATTER

Weber State University

It's a hot topic on campus right now. Let the student senate know your thoughts about a tobacco-free campus on March 10. But you can let us know your thoughts about this today. QUESTION OF THE DAY: Are you for or against a tobacco-free campus? Why or why not?

Campus Tobacco Policy Initiative
www.weber.edu

Please join WSU for a discussion on the pros and cons of becoming the first tobacco-free campus in the state of Utah this coming Thursday, March 10th.

18,238 Impressions · 1.22% Feedback
📅 March 4 at 9:39am · Like · Comment · Share

👍 9 people like this.

💬 View all 213 comments

Write a comment...
Weber State University WSU FB fan Shawna Code Rowley asked an interesting question. She wants to know what you think of the W that is lit on the mountain for homecoming. Would you like to see it lit more often? Would you like to see it visible during the day and/or all year? Is it pretty cool? Not that great? Let us know.

21,737 Impressions • 0.40% Feedback

Date: July 27 at 11:06am • Comment • Like • Share

👍 23 people like this.

💬 View all 64 comments

Write a comment...

18,449 Impressions · 0.33% Feedback
June 2 at 11:26am · Comment · Like · Promote

👍 2 people like this.

View previous comments 50 of 58

Teagan Norseth The bus! 455!
June 2 at 11:36am · Like · Delete · Flag

Darren Baird Fly Duh!!!
June 2 at 11:36am · Like · Delete · Flag

Curtis Lynn Blackley Bus 455! Unless it's nice enough to take my Motorcycle.
June 2 at 11:38am · Like · Delete · Flag

Steven Lee My scooter haha
June 2 at 11:39am · Like · Delete · Flag

Paige Alsup I teleport.
June 2 at 11:42am · Like · Delete · Flag

Lex Evans I wake up. Tada, I'm on campus! (Living in Promontory Tower) ;)
June 2 at 11:43am · Like · Delete · Flag

Emily Warburton I leave a giant carbon footprint in my Dodge pick-up.
June 2 at 11:43am · Like · Delete · Flag
BABY DUCKS ... unique stuff

Weber State University If you like baby ducks and you like heroic rescues, check out what happened in the parking lot between Promontory Tower and the Hurst Center this morning.

Weber State Duckling Rescue
www.youtube.com
A group of Weber State University Facilities Management employees work to rescue a group of ducklings who had fallen into a storm drain.

21,801 Impressions · 0.49% Feedback
📅 July 15 at 1:43pm · Comment · Unlike · Share · Promote · Report

👍 You and 72 others like this.

💬 View all 33 comments

Write a comment...

http://www.youtube.com/watch?v=fXoBvYZpKi0&p=8B84D1916EF9C933&playnext=1&index=22
Weber State University It's time to play Write the Photo Caption. We don't know anything about this photo other than the fact that it was taken at WSU a while ago. Feel free to write a caption for the photo about what you think is going on here.

Tagged: Jessica Miller, Ashley Salvador

19,057 Impressions · 0.29% Feedback

April 27 at 2:28pm · Comment · Like · Share

Judith Wright Joy likes this.

View all 54 comments

Write a comment...
REAL LIFE STUFF ... GET OUT THERE

Weber State University
Remember to check us (and a ton of other departments) out at the Block Party tomorrow from 9 a.m. – 2 p.m. Then check out the foam party going on tomorrow night.

WSU Foam Party
Friday, August 26 at 8:00pm

90,628 Impressions · 0.02% Feedback

Like · Comment · Share · August 25 at 1:10pm

15 people like this.

Rob Walker Those of us who also have full time jobs will not be attending......
August 25 at 6:10pm · Like

Megan Marie BLOCK PARTY IS AWESOME!!!)
August 26 at 9:56am · Like

Sarah Elisabeth Lowe Free shirts!!
August 26 at 10:27am · Like

Write a comment...
Weber State University added 160 new photos to the album First Day of Fall Semester 2011 – Album 1 of 2.

First Day of Fall Semester 2011 – Album 1 of 2

67,099 Impressions - 0.04% Feedback

Like · Comment · Share · August 22 at 2:33pm

👍 22 people like this.

View all 4 comments

Ceci Moya lol
August 22 at 5:01pm · Like

Kathleen Trewet Hess thanks for the pictures
August 22 at 6:36pm · Like

Write a comment...
TIMING IS EVERYTHING

Weber State University
Welcome back!!!
55,422 Impressions · 0.18% Feedback
Like · Comment · Share · August 22 at 8:10am via mobile

77 people like this.

View all 22 comments

Jessica Anderson The key to parking is be on campus by 8, 8:30 at the latest. After that, prepare for disappoointment and/or walking. Or a bus ride. :)
August 22 at 5:27pm · Like

Eric Stockmaster Ain't that the truth, bad thing is my earliest class starts at 9:30 :(.
August 22 at 6:22pm · Like

Write a comment...
SUCCESS?:
New Facebook friends now WSU roomies

Last updated Friday, August 20, 2010 - 11:40pm

OGDEN -- Kelly Reiss isn't creepy -- she promises. The 20-year-old from Lehighton, Pa., found her three roommates at University Village at Weber State University for this fall in an unlikely place: Facebook.

"I knew absolutely no one in Utah," Reiss said. "I really wanted to start meeting people. I asked a couple of my friends at home if it would be weird if I just started Facebooking random people that I look like I'd be friends with.

"They said no. I didn't believe them. I did it anyway, and it worked out really well. I was just looking to make friends."

Reiss' search for friends who would be going to the same university as she was led her to a group Facebook page for Weber State University. There she met Shreya Patel, a 22-year-old transfer student from Fremont, Calif.

The two decided to room together and started "stalking" the WSU page looking for other roommates. Ultimately, they found Anisa Ferguson, 19, from Las Vegas.

"It was nice to know that we had a support system already here," Ferguson said. "We're guaranteed three friends."

A fourth roommate, Jessica Baker, from Alberta, Canada, was assigned to room with the others through university housing.

"Thank goodness for Facebook," Reiss said. "(Baker's) from Canada, and we had no one way of getting ahold of her. That's the only way we could contact her."
Should my Group or Organization have a FB Page (or Group)?
(Page vs. group)

- Page = for large audiences or small
- Group = just for small
- Page = for information you want posted and shared everywhere
- Group = for private or internal communication
- Page = users get your post on their news feeds
- Groups = post only in group page
• 3 questions to ask yourself about if you should have a presence on Facebook ...
1. What do you want to accomplish?

- Spend some time thinking about goals/purpose
- What’s the end result that you want?
- Better advertising?
- Better participation?
- Better customer service?
- Better feedback?
- Better communication?
2. Do you have the time and resources?

- Doing this EFFECTIVELY takes time and resources
- Creating/finding content
- Editing content
- Posting content
- LISTENING
- “Opportunity cost”
- More than a student worker/intern to run it
3. Are YOU interested?

- 3 a. Are you (or the person you have running the page) interested enough in social media that this would be something that you’d be willing to put forth the time and effort necessary to make it great?

- If “no”, then it probably isn’t worth the effort
3. Are YOU interested?

3 b. Do you have content to post that would actually be interesting to YOU as a user?

If it wouldn’t interest you, it’s not going to interest others.
Some Do’s and Don'ts
Proofread your posts

• Pay attention to spelling, grammar and spacing
• Take out unneeded URLs
• Know that silly little errors can end up making a big difference
  – Can skew meaning
  – Can draw a lot of unwanted attention from users
• Know how to use the medium!
• For example ...
Consistency of voice

• Don’t have too many people posting as admins on your page
• Figure out what style of writing you want on your page and stick with that (more informal writing may be best)
• Figure out your pronoun – “We” is probably better than “I”
Mix up the content

- Don’t just pump out information
- Ask questions
- Get feedback
- Post photos
- Post videos
- Link to things
- Aim for variety (and figure out what works best for you)
Pay attention

• Take time to read through what your users are saying
• Be a social media “reader”
• Figure out what they like and dislike (literally and figuratively)
• Utilize your insights
• Take constructive criticism
### Page Posts

<table>
<thead>
<tr>
<th>Message</th>
<th>Posted</th>
<th>Impressions</th>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's nearing the lunch hour and we're getting hungry...</td>
<td>May 25 at 10:42am</td>
<td>16,187</td>
<td>0.39 %</td>
</tr>
<tr>
<td>Fellow WSU Facebook fan Alice Evangeline Abril Hazelton...</td>
<td>May 20 at 12:50pm</td>
<td>13,954</td>
<td>0.31 %</td>
</tr>
<tr>
<td>We came up with a crazy idea while off on a tangent in a...</td>
<td>May 27 at 9:59am</td>
<td>9,747</td>
<td>0.19 %</td>
</tr>
<tr>
<td>Congrats to all of you future Wildcats from Weber and Ben...</td>
<td>May 24 at 8:50am</td>
<td>14,080</td>
<td>0.18 %</td>
</tr>
<tr>
<td>WSU on President's Community Service Honor Roll Again</td>
<td>May 23 at 9:23am</td>
<td>19,484</td>
<td>0.087 %</td>
</tr>
<tr>
<td>The Weber State University Microbiology Department is...</td>
<td>May 26 at 11:32am</td>
<td>14,060</td>
<td>0.078 %</td>
</tr>
<tr>
<td>Some pretty cool paper marbling photos from the Weber State...</td>
<td>May 17 at 12:20pm</td>
<td>24,779</td>
<td>0.056 %</td>
</tr>
<tr>
<td>WSU Hosts Music and Medicine Conference</td>
<td>May 16 at 11:18am</td>
<td>15,937</td>
<td>0.056 %</td>
</tr>
<tr>
<td>Yesterday we linked to a press release about a student...</td>
<td>May 19 at 11:33am</td>
<td>13,081</td>
<td>0.054 %</td>
</tr>
<tr>
<td>Student's Research Seeks Prescription for Pharmacy Fatigue</td>
<td>May 18 at 9:05am</td>
<td>18,853</td>
<td>0.042 %</td>
</tr>
</tbody>
</table>
Frequency of posting

- Don’t post so much that you get annoying to your users
- Don’t post so little that people forget you’re there
- Have a POSTING CALENDAR
- How often do YOU think you should post?
  - We’d suggest no more than three times a day and no less than once a week
Tagging

- Tag businesses, users, any other FB page
- Tag in photos, videos and posts
- When you tag a person or a page, your post also shows up on their wall
• For example ...
Negative Feedback

- Don’t be afraid of it
- It can actually be beneficial
  - Helps you learn something about your users
  - Makes your page look credible and authentic to other users
- Just make sure you learn from it
- Reply respectively – “Thanks for the feedback!”
Getting More Fans

• It’s a chicken-egg scenario
• “If you build it, they will come.”
Getting More Fans

• First: Post stuff that people would want to see (would you Like this page if you weren’t an admin?)
• Link from your external pages
• Giveaways
• Invite YOUR friends
• Facebook Ads
Questions?

jonathanmcbride@weber.edu
A few from the survey ...

- How can I use Facebook to better reach students?
- Why doesn’t anyone comment on my posts?
- Timeline?
- Format changes?