

## Facebook 101



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## Abstract

This poster describes how the RIT Librarians use Facebook to increase outreach to their community. Facebook creates a network of people who can then find contact information (IM email or videophone) and be informed about library services. Promotion occurs by advertising events, offering access to the RIT Library Catalog, creating and joining groups and friending. Librarians receive status updates. All of this is an inexpensive marketing tool to increase visibility.

## What is Facebook?

Facebook is a social networking tool that can be used to improve outreach and marketing efforts.



## Facebook Today: Facts and Statistics

- “ Over 2,000 colleges and universities (85%) and more than 25,000 high schools
- “ More than 11 million college student accounts already exist and it is projected that 20,000 profiles are added each day
- “ 85% of college students have a profile
- “ 69 million active users world wide as of January 2008 with more than 250,000 registrations daily
- “ 5<sup>th</sup> most visited site; #1 for photo -sharing (ahead of Flickr)
- “ 20,057 members in the RIT network

## Facts and Statistics

- “ Over 55,000 regional, work -related, collegiate and high school networks
- “ More than ½ FB users are outside of college
- “ Fastest growing demographic is those 25 years and older
- “ 45% of Facebook users log on everyday for 25 mins daily which adds up to about 2 hrs a week
- “ 85% log in once a week
- “ 65 billion page views per month

## Terms of Use

- “ Facebook is a third party service provider and you should honor their terms of use
- “ They can change those Terms at any time. Do not make this your only means of communicating and promoting your services or getting to know your students.
- “ This service may change over time but get to know it now so you understand how high school and college students are communicating

## Why Join?

People join Facebook because it is:

- . used as a website
- . a directory
- . an online community
- . an expression of self
- . share interests and hobbies
- . a social calendar
- . tap into and create networks
- . join and create groups

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- . Post info about events-track guest list, updates if place, date/time changes
- . Join and create groups
- . Make announcements and communicate with members
- . Post discussion of topics
- . Promote your organization
- . Recruit new members

## Marketing

- ☒ Reach campus community about upcoming programs and services on or off campus (boost event attendance)
- ☒ Inexpensive marketing tool
- ☒ Add to existing outreach efforts
- ☒ Create a group for your department with all or some members contributing
- ☒ Support learning communities
- ☒ Support professional development
- ☒ Post pictures and videos of events

## Anatomy of Facebook

- Ÿ Profiles
- Ÿ Status Updates
- Ÿ Groups
- Ÿ Discussion Boards
- Ÿ Events
- Ÿ Photo Albums
- Ÿ Applications aka APPS
- Ÿ Poke

## Status Updates

- " Status Updates - See what everyone is up to as they update their STATUS.  
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minds.
- " Can see if you are online, for IM
- " Students will post personal items here about their lives. In using this tool for work post things about availability, job tasks, generalized updates.

## Groups

- ☒ Organize a group of people with like interests
- ☒ Represent an entity or department on campus
- ☒ Group examples from the more than 500 at RIT:

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[ 5 g ] U b ' 8 Y U Z ' G h i X Y b h g [ ]  
[ 9 V c b m ' 7 ' i V [ ]  
[ 8 c j Y [ ]

## EVENTS

- ☒ Create EVENTS in Facebook. You can send invites to friends. By doing this you know how many people are interested in attending.
- ☒ EVENTS get added to the RIT Facebook calendar for others to see when you leave it Open.

## Real Life Examples

<http://rit.facebook.com/home.php?>

- “ Former students at Austine School in VT found me and are on my friends list
- “ Interpreter who is in England for the year found me and commented on library resources
- “ Students see I am online and can contact me via email or IM or videophone
- “ Keep up with campus events, ie NTID Alumni Reunion





