

FACEBOOK TIPS FOR SPACE GRANT

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Goals for Facebook in SG

- To inform fans of new projects/programs
- To increase awareness of space grant throughout the state and beyond
- To bring students into the network
- Promote (brag) about existing students
- Promote SG & STEM events
- Tie in NASA to local efforts



10. Intern Exploitation

- Find a marketing student from your school of business
- Responsible for:
 - Page Development
 - Page Management
 - Reporting on Measurement Analytics
- FREE?! – tuition credit



9. Logistical Nightmares

- ◎ Profiles – Person; Page - Business
- ◎ Profile Photo – SGC Logo
- ◎ Unique Facebook URLs – claim yours at facebook.com/username
- ◎ Analytics
 - www.facebook.com/insights
- ◎ SGC staff as Page Owner
- ◎ Monitor page activity daily



8. Content Conundrums

- Info Page
- Discussion Threads
- Posting Questions



7. Status Sticklers

- ◎ Daily Updates
- ◎ Update Worthy Items:
 - Awards/Recognition
 - Videos
 - Photos
 - Links
 - Blogs
 - NASA news
 - Events
 - Competitions



6. Cross-pollination

- ⦿ Promote your friends
- ⦿ “LIKE” related pages
 - NASA Centers
 - Other SGCs
 - Other STEM
- ⦿ Mention their current news and activities
 - NASA activities
 - Other events & programs



5. Treasure Hunt: Fans

- Facebook invites
- Flyers
- Email signatures
- Whiteboards on each campus in consortium
- Websites
- Newsletters



4. Media Mayhem

- ⦿ Posting photos
 - Create albums related to specific categories
 - Tag people in photos
 - Notifies students of new photo
- ⦿ Videos
 - Balloon/rocket launches
 - Robotic Competitions
 - Student interviews



3. Bragging Rights

◎ Info Page

- Customizable Landing Page
- Leave no doubt to what your consortium does!
- Introduce your team
- Self-promotion is a good thing here.



2. Social Butterflies

- Communicate regularly
- Use @ tags strategically
- Spur on discussions
- Respond to fans' posts promptly and personally



1. Don't stop believing

- You CAN build a network of students, parents, educational personnel and other fans
- Facebook is constantly changing. Don't stop learning.

