

Suggested Guidelines for Alumnae Clubs, Classes, or Groups Using Facebook

Facebook has become an important tool in connecting and communicating with fellow alumnae. The Alumnae Association of Smith College encourages any alumnae class, group, or club to establish a presence on this popular social networking site. In that spirit, here a few guidelines for setting up a Facebook page.

Search Facebook to make sure that a page doesn't already exist for your class, club, or group.

Meet with appropriate class, club, or group officers to **decide how you will use your page**, what sort of information will be posted, how often you'll post, and how you'll publicize your page.

Decide who will serve as administrators of your page. Facebook allows you to have multiple administrators. Administrators should be responsible for keeping content fresh, sending messages to members of your group, and occasionally monitoring posts and removing members or inappropriate posts if necessary. Please remember that your club, class, or group is representing Smith College, so any lewd, profane, or derogatory content should be removed.

Determine whether you want to set your page up as a Group or Fan site. Facebook allows either. There are pluses and minuses to both. Basically, group pages allow you to send bulk messages directly to the inboxes of members of your group all at once; however, they won't see any news or information updates made directly to the page unless they visit the page or are sent a message telling them to go there for information. Fan pages are different in that you can't send out bulk messages directly to your fans, but any messages, news, information posted on your wall will appear on your fans' walls (unless they decide to "hide" you). Fans can also leave comments and "likes," which creates some nice interaction and engagement. Fan pages are also visible to unregistered people, but they can't post or comment to the page unless they join Facebook.

Be sure to **include "Smith College" in your group or fan name.** This makes searching easier.

Once your page has been set up, **let the Alumnae Association know about it** so that we can post an appropriate link on our clubs, groups, and classes pages on our Web site. You may send links or other information to your staff liaison.

Post updates regularly, but try not to inundate your fans or group members. Studies have shown that people begin to ignore you if you post more than twice a day.

In addition to using your own club, class, or group content, you can **pull news and information from existing Smith sites** (see list below). These “official” sites are updated almost daily with news about Smith and its alumnae. You should feel free to take this content and use it on your page; it only serves to keep alumnae informed about what’s happening at Smith and in the lives of alumnae. Feel free, as well, to post information about your upcoming events on the Alumnae Association’s Facebook page (<http://www.facebook.com/smithcollegealum?ref=ts>).

Have fun! Remember, sites like Facebook are used to engage people and make them feel part of a network of like-minded friends. Keep things upbeat, use accurate content, and post regularly.

List of Smith sites for news and information:

Alumnae Association of Smith College: <http://alumnae.smith.edu>

AASC on Facebook: <http://www.facebook.com/smithcollegealum?ref=ts>

Smith College Gate: <http://www.smith.edu/news/>

Smith College home: <http://www.smith.edu/>

Smith College on Facebook: <http://www.facebook.com/smithcollege?ref=ts>

* Please note: The Alumnae Association cannot offer any technical support for setting up Facebook or LinkedIn pages, and the association will not manage pages created by alumnae.