

# Facebook for Educators



## Fast Facts

- Can be used as a website or downloaded as an app for smartphones and iPad
- Join education pages and groups on Facebook. This will help bring educational trends, topics, and news to you without having to hunt for it. Use the chart below to determine which is best for you.

Groups vs. Pages	Groups	Pages
Publish to users' live streams	✓	✓
Share photos, videos, and events	✓	✓
Include discussion forums and comments	✓	✓
Make group private and manage members	✓	✗
Allow/limit messaging between group members	✓	✗
Edit group docs wiki style	✓	✗
Group chat all at once	✓	✗
Maintain complete control of what is posted	✗	✓
Use widgets on your blog/website to promote	✗	✓
Choose from thousands of 3rd party apps	✗	✓
Automatically publish blog posts and tweets	✗	✓
Access "insights" or user stats	✗	✓

- Share educational information through your status posts. You can use Facebook to share lesson plans, brainstorm classroom activities, and promote a positive work environment.

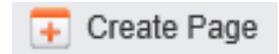
## Why Every Educator, School, and Organization Needs a "Fan" Page

- Fan pages allow you to distribute announcements, blog posts, events, assignments, and more right into the "live streams" of those that "fan" your page.
- This is better than using your personal profile because there is no need for parents or students to be your friends to get the updates, and it can really be used to develop an online community around your class or school.
- It is important to only post things such as names and photos if permission is granted, and announcements will want to be more generic in nature.
- Pages to check out:
  - [Brentwood FCCLA](#),
  - [American Association of Family and Consumer Sciences – AAFCS](#), [Pennsylvania Association of Family and Consumer Sciences – PAFCS](#) – check for your affiliate

- [Family Career and Community Leaders of America](#)
- [familyconsumersciences.com](http://familyconsumersciences.com)
- [Acorn FCCLA](#)

## How to Create Your Own Fan Page

- Log into your Facebook account and click the create page icon on the left side of the screen. If logging on through the app you will need to click more and then the pages section to expand your options. You should see the same icon.
- You will then have the option to create a name for the page and you will be prompted to select a category. You most likely will be selecting “Companies & Organizations.” Click get started and follow the instructions.



## Promote Your Page by Adding the Facebook Plugin to Your Blog or Website



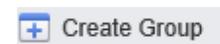
- Click [here](#) to be linked to the Facebook Page Plugin. Make sure that you know the Facebook Page URL to create your plugin. You do not need to add anything to the width or height; Facebook will automatically adjust the dimensions.
- Instructions on this page will tell you exactly how to add the plugin to your page.
- As you can see from my example plugin anyone can “like” and “share” your Facebook page directly from your website or blog. It will also show the Facebook page’s most recent activity.

## Using Facebook Groups for Networking Opportunities

- Facebook groups have privacy settings to become public, closed, or secret. Most groups will set their privacy settings to closed so that anyone can find the group and see who’s in it but only members can see posts within the group. Try searching “Iowa FCS Teachers” as an example of a public group for you to join.
- Before starting your own group search and see if there is already an existing group. All you have to do is click the “Join Group” to become a member or have someone within the group add you as a member.
- A great group to join is the [Family and Consumer Science Teachers](#) group which will allow numerous networking opportunities. The group has also started their very own google drive account dedicated to the resources created by their members.

## Starting Your Own Facebook Group

- Similar set up to Facebook Pages only you will select create a group link



## **References:**

The Why and How of Using Facebook For Educators – No Need to be Friends At All! - The Edublogger. (n.d.). Retrieved from <http://www.theedublogger.com/2011/05/11/the-why-and-how-of-using-facebook-for-educators-no-need-to-be-friends-at-all/>