

## *How to Utilize Facebook for Your Chapter*

If your chapter is making a Facebook account to connect with alumni in the area, you'll have to decide whether to make a page or a group. Each has its pros and cons, so here's what Facebook says about the differences between the two:

Pages allow real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives. Groups provide a space for people to communicate about shared interests. Groups can be created by anyone.

Whether you choose to use a page or a group, please remember to add UGA Alumni Association Alumni Chapters staff as an administrator!

Other differences include:

### **Pages**

- **Privacy:** Page information and posts are public and generally available to everyone on Facebook.
- **Audience:** Anyone can like a page to connect with it and get News Feed updates. There is no limit to how many people can like a page.
- **Communication:** People who help manage a page can publish posts as the page. Page posts can appear in the News Feeds of people who like the page. Page owners can also create customized apps for their page and check page Insights to track the page's growth and activity. One downside to this format is that posts from group members appear in a small sidebar, so the page is not especially conducive to chapter-wide communication.
- **Alumni Association:** The feed from your chapter Facebook page can be embedded onto your chapter website online, which is not the case for groups.

### **Groups**

- **Privacy:** In addition to a public setting, more privacy settings are available for groups. As a note, all Alumni Association Facebook groups must be public.
- **Audience:** When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.

- **Communication:** In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events. Posts from group members are clearly visible on the group web page.

If you need help with anything to manage your chapter's Facebook page, please visit <https://www.facebook.com/help/> or e-mail [alumnichapters@uga.edu](mailto:alumnichapters@uga.edu).

This webpage includes information about basics like creating a login and password, getting started, and more. If you click more directly on the "Pages" link, there are several resources about managing and interacting with pages.

*All information has been adapted from [www.facebook.com/help/](http://www.facebook.com/help/).*