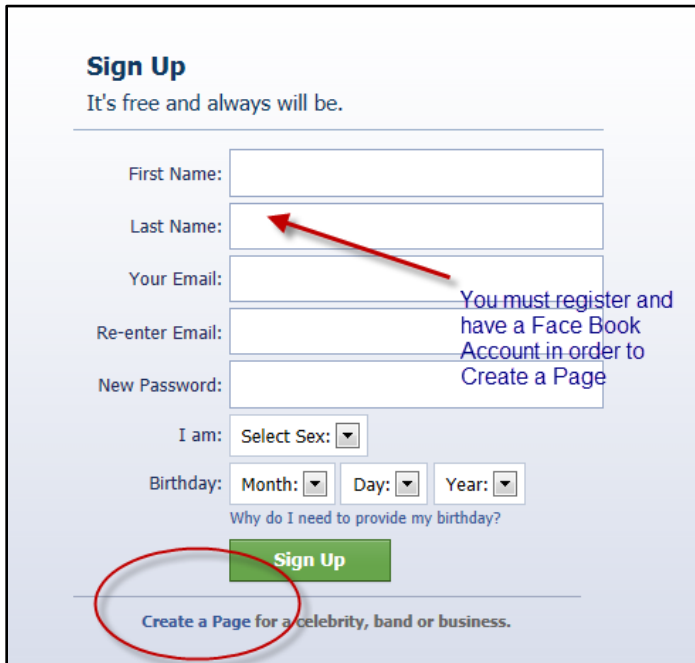


How To Create a Facebook Page

In an educational setting (course, department, clubs)

1. In your Web Browser's search window, type in the address:
<http://www.facebook.com/>
2. You will see a sign-in or sign-up block. If you do not have a Facebook Account, we recommend you create an account.
3. At the bottom of the sign-up screen, click "Create a Page" for a celebrity, band or business.



Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthdate:

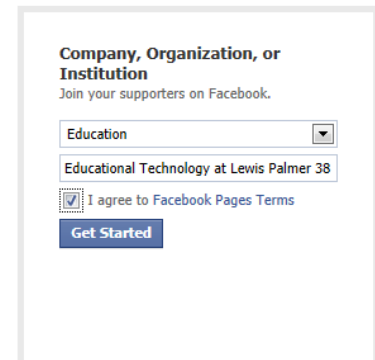
Why do I need to provide my birthday?

[Create a Page for a celebrity, band or business.](#)

Note: A red arrow points to the Last Name field, and a blue text box says "You must register and have a Face Book Account in order to Create a Page".



4. Select a page for Company, Organization, or Institution
5. From the pull down menu, select Education
6. Create a name for your page in the second window.
7. Click "I agree to Facebook Pages Terms"
8. Click the Get Started button
9. Once you've created your page, we recommend that you immediately change the notifications and security settings by clicking Edit Page:



Company, Organization, or Institution
Join your supporters on Facebook.

Education

Educational Technology at Lewis Palmer 38

I agree to Facebook Pages Terms



Confirm Your Page Category
Your page's category is now featured at the top of your page. Please check it for accuracy.

Companies & Organizations Education [?]

Note: A red arrow points to the Update Category button, and a blue text box says "After adjusting profile, you can alter and then Update Category".

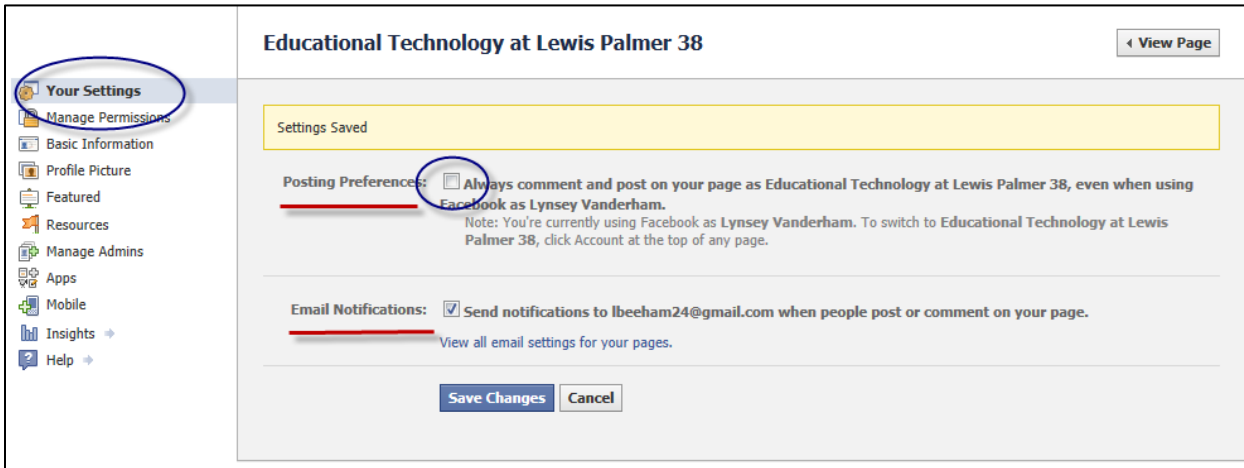
Start here with Edit Page to adjust notifications and security settings

Educational Technology at Lewis Palmer 38 ▶ **Get Started**

⚠ This Page has not been published. To make this Page public, **publish this Page.**

10. From Your Settings in the left hand menu, select **Posting Preferences** to **un-check** “Always Comment as _____ (this page’s administrator).

11. Set Email notifications to be sent to the correct email address.

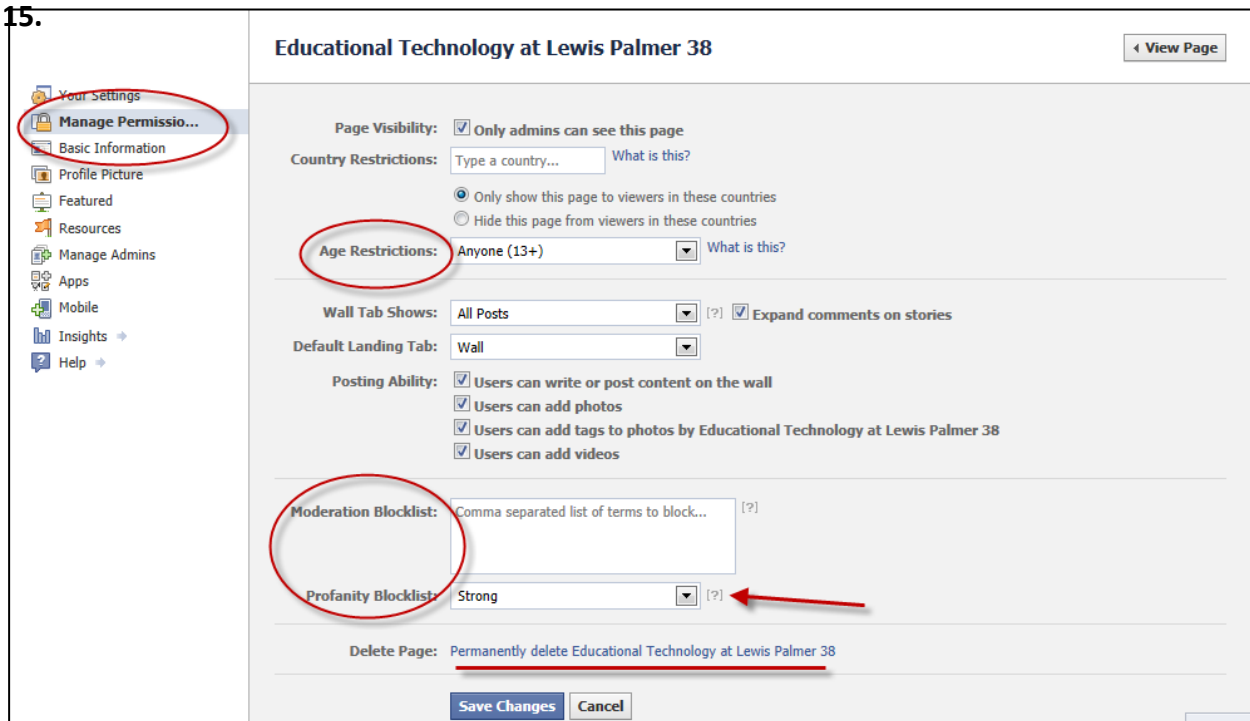


12. Select **Manage Permissions** from the left hand menu. Select Age Restrictions appropriate for your students. In the **Moderation Blocklist**, you may select terms that can’t be used on your page. In the **Profanity Blocklist**, select “Strong” from the pull down menu.

13. Please note the location for Deleting the Page, if necessary.

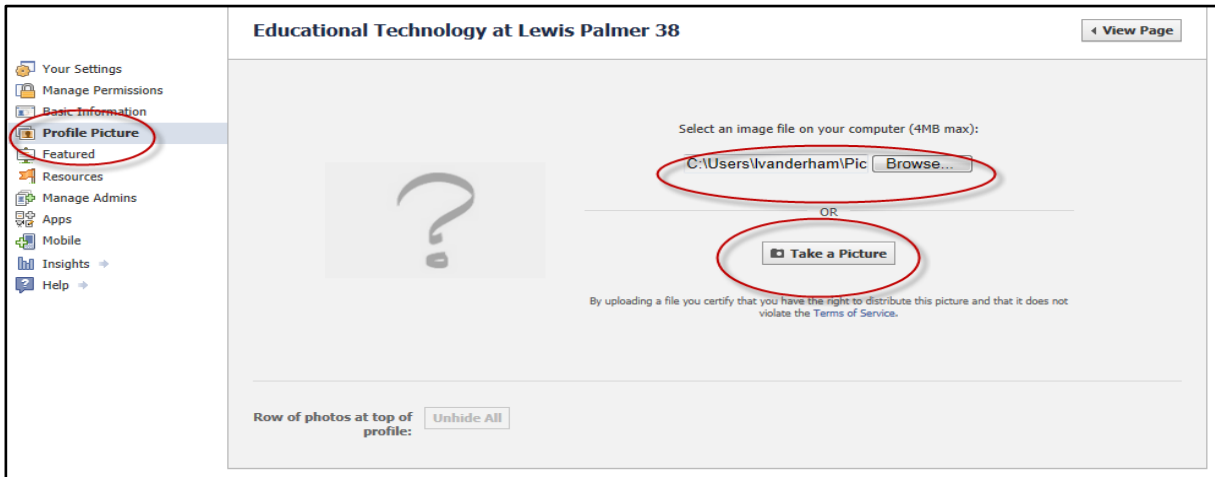
14. Save Changes.

15.



16. Select **Basic Information** from the left-hand menu. Complete this form, keeping safety and privacy in mind when completing contact information.

17. Select Profile Picture to change the Profile Picture for this page:



18. Now you are ready to Publish this Page by clicking the red text at the top of your page:



19. Move through the guide to invite friends, import contacts, advertise your Face Book Page on other web pages, like your School Fusion page.

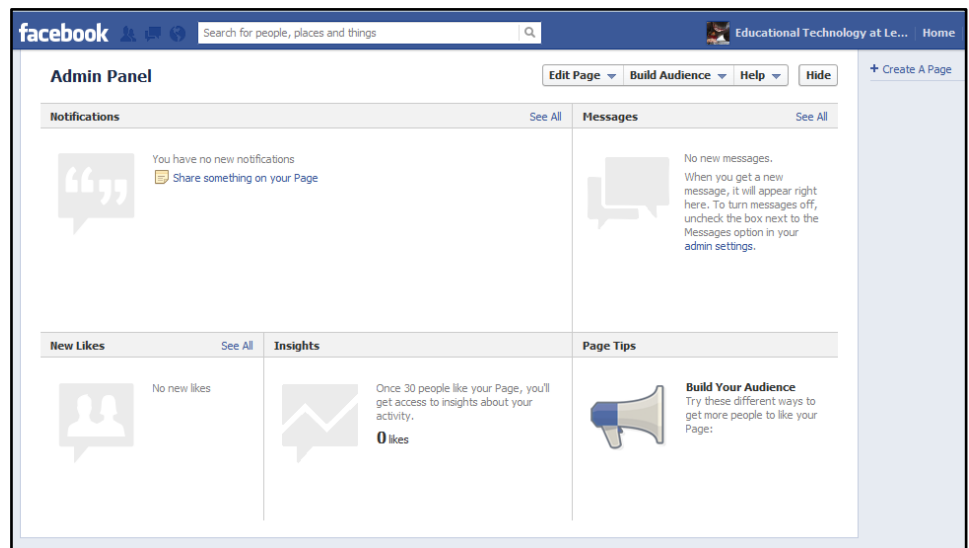
How to Manage a Facebook Page

In an educational setting

Once you have created a page and published it, be sure to switch your user ID to “be” that community ID, rather than your personal profile.

You should always interact with your community members using this ID by posting on the page. We strongly recommend that you DO NOT send messages to members. These messages then become private and can be manipulated. Keep all correspondence between you and the members of your page PUBLIC and displayed on the community page.

As the administrator on the page, you will see the following Administration panel above your page when you are logged in:



Edit Page: Here, you can Update Info, Manage Permissions, Manage Notifications, Use Activity Log, See Banned Users, switch to use Facebook as a Person – rather than a Page.

Assign Admin Roles using email addresses:

- **Managers:** Manage roles, send messages, create posts as the Page, create Ads, and view insights
- **Content Creator:** Edit the page, send messages, create posts as the Page, create ads, view insights
- **Moderator:** Can respond to and delete comments on Page, send message as the Page, create ads, view insights
- **Advertiser:** Can create ads and view insights
- **Insights Analyst:** Can view insights

Build Audience: Here you can Invite Email Contacts or Create an Ad

Help: Here you can access good resources for Help, Getting Started, and Send Feedback to Facebook

Notifications: You as an Administrator can Share something on your Page – you can associate Photo, Video, Events/Milestones, Locations

Messages: Always communicate with students as your “Page”, not with your personal account. Message options can be changed here.

New Likes: Track members who “Like” your page and will now receive notifications.

Insights: Once 30 members like your Page, you’ll get access to insights about your activity.

- **More Resources for Facebook in Education**

In addition to our Facebook for Educators Guide, we have created a series of step-by-step ([free](#)) [handouts](#) to help you learn how to get the most out of [Facebook Pages](#) and [Facebook Groups](#), along with ‘Pro Tips’ to teach you how to use the many features on Facebook in your classroom.

We also invite you to join the conversation and share your best practices for using social media in the classroom with educators from around the world on our [Facebook for Educators Page](#).

Example Places:

Lewis-Palmer Elementary School: <https://www.facebook.com/lewis.palmer.elementary.school?ref=ts>

Example Pages:

AP Calculus: <https://www.facebook.com/pages/Bousquets-AP-Calculus-Class/256416461044196?ref=ts>

Physical Science: <https://www.facebook.com/pages/Physical-Science-101-Mrs-Brown/276651705734474?ref=ts>

Example Groups:

AP Environmental Science: <https://www.facebook.com/groups/132224813503063/?ref=ts>

Please read the following considerations for safety and privacy when using a Face Book page in education:

Safety Considerations when using Facebook in Education

From Facebook Help for Parents & Educators: <https://www.facebook.com/help/?page=937>

Educators

▼ As an educator, how can I maintain a professional presence on the site separate from my personal profile?

Facebook offers several options that will allow you to do this:

- [Create a friend list](#) specifically for your students. This will allow you to control which parts of your profile are visible to your students, keep track of the list's activity separately, and send bulk messages — like homework assignments and invites — to the group all at once.
- [Create a page](#) — *Ms. Smith's 9th Grade Science Class*, for example. Pages are great for broadcasting information to people on Facebook. Pages are free, you can control them with your personal profile, and they keep your profile separate from your students. Anyone who "likes" your page will automatically receive updates.
- [Create a group](#) where you and your students can connect, share, and collaborate — *American Literature 101 Discussions*, for example — or a group where educators in your department can collaborate on lesson plans and share ideas.

▼ What kind of privacy settings do you offer?

Every Facebook user has the ability to customize his or her privacy settings. To edit the privacy settings for your own Facebook account, choose the "Privacy Settings" option from the Account drop-down menu available from the top right corner of every page.

- Control who can see your information from the Basic Directory Information section.
- Control who can see the content you share by selecting one of the four global privacy setting groupings (Everyone, Recommended, Friends of friends or Friends only) in the "Sharing on Facebook" section. If you'd like to further customize these settings, click the "Customize settings" link.
- Control how your information is shared externally from the "Applications and Websites" section.
- Block specific people or applications from interacting with you on Facebook from the "Block Lists" section.
- Learn more about your privacy on Facebook [here](#).

▼ How can I help my teen use Facebook wisely?

Depending on your teen's age, you might go through Facebook's [privacy settings](#) together and select levels you're both comfortable with. No matter how old your child is, we recommend that you make using Facebook responsibly part of an ongoing conversation about the internet and technology. Talk about your expectations about how they will behave, help them understand what's safe and what they need to be aware of, like [bullying](#) and inappropriate [content](#). And be sure your teen understands these basics of internet safety:

- Never share your password.
- Think before you post.
- Accept friend requests only from people you know personally.
- [Report](#) messages or profiles that look suspicious.

▼ How do I report abuse to Facebook?

Pornography, hate speech, threats, graphic violence, bullying, and spam are not allowed on Facebook. Please note that we will only remove content that violates the [Facebook Terms](#). For information about what we allow and don't allow on Facebook, please read our [Community Standards](#).

To submit a report, find the **Report** link that is nearest to what you want to report.

- [Report a fake or impostor profile](#)
- [Report a photo or video](#)
- [Report a page](#)
- [Report a message](#)
- [Report a group](#)
- [Report an event](#)
- [Report a post](#)
- [Report an ad](#)

Find more information about [reporting content](#).

Other tools for addressing abuse

Our community is diverse, and it's possible that something could be disagreeable or disturbing to you without the criteria for being removed or blocked. For this reason, we also offer tools to give you more control over what you see.

- [Send a message](#) to the person responsible for posting
- [Unfriend](#) the person to remove them from your friend list
- [Block](#) the person from contacting you
- [Use privacy settings](#)

Facebook for Educators

<http://facebookforeducators.org/educators-guide#intro>

1. Help Develop and Follow Your School's Policy about Facebook

We believe it's important that you be a part of developing your school's Facebook policy.

At Stanford University in 2008, virtually every undergraduate student was active on Facebook. Despite that fact, there was no policy about Facebook on campus, and there was no ongoing conversation among staff and teachers about how to best use Facebook to enhance learning at Stanford.

That year, Stanford rose to the challenge and brought stakeholders together across campus—teachers, administrators and researchers—in a series of meetings to discuss how to use Facebook and other social media to achieve university goals. Today, this social media group continues to meet four times a year, updating approaches to the emerging realities of social media.

- **Creating a Social Media Policy**

We think the Stanford team has created the right formula: Bring together a group of stakeholders at your school and meet regularly to stay updated. Your use of Facebook may be different from a university like Stanford, but the overall purpose is the same: To determine how Facebook and social media can help achieve the goals of your school, instead of detracting or distracting from those goals.

We encourage you to make sure that your policy is current. A policy written years ago may be outdated. Even a policy from last year could be outdated. The social media landscape is changing quickly, and your school policy needs to change with it.

"Thoughtfully constructed social media guidelines for parents, students and teachers can help establish and foster a dynamic social learning environment that showcases responsible use."

Jennifer Ralston, Teacher, Dallas, TX

If your school doesn't yet have a Facebook policy, why not help create one? You will be doing a service to your school and your students.

We can't give you a "one size fits all" Facebook policy, but we can recommend elements you should consider when developing (or updating) your own school policy. For more information, including examples of Facebook policies from a wide variety of schools, see www.FacebookForEducators.org/policies.

2. Encourage Students to Follow Facebook's Guidelines

In addition to developing and following your school's policy on Facebook, it's important to encourage students to follow Facebook's guidelines. Below we highlight a few key issues.

- **How Facebook Protects Minors**

First of all, to be eligible to sign up for Facebook, people must be 13 years of age or older. As you might expect, since Facebook is a U.S.-based company, it complies with United States privacy laws, including the Children's Online Privacy Protection Act (COPPA) (<http://www.ftc.gov/privacy/coppafaqs.shtml>)

This law requires web sites to get parental permission before collecting personal information about children under the age of 13. If you live outside the United States, we encourage you to learn more about the laws that apply to children and their use of the Internet in your country.

To be clear, Facebook doesn't collect information from young children; instead, it prohibits them from using the service. If you have students that are under the age of 13, they will not be able to create an account or access any groups or pages on Facebook.

Facebook, as a company, has always believed that fake names and hidden identities are a bad idea in social networks. We agree. Facebook's policy states that people who register must use real names. We think that's good. Facebook's "real identity" culture means the site is more likely to be a trusted community of friends, family, coworkers, and classmates.

"I think establishing guidelines for using Facebook would be useful. In my experience children are not that savvy when it comes to safeguarding personal details and information. Some sort of guidelines on the optimum settings would be great."

Matt, Sports Teacher, London, UK

- **Facebook Community Standards**

Facebook has outlined standards for content in an online resource called "Facebook's Community Standards" ([facebook.com/communitystandards](https://www.facebook.com/communitystandards)). We encourage you to review these standards and share them with your students as part of a larger discussion about appropriate online behavior.

The ever growing number of people who use Facebook are, in some ways, part of the world's largest "neighborhood watch." "Report Abuse" buttons are located on nearly every page of Facebook. If users report offensive or abusive content such as photos, someone on the Facebook safety team will investigate and remove it from the site, if needed. For information on how to report violations, see the Facebook Statement of Rights and Responsibilities ([facebook.com/terms.php](https://www.facebook.com/terms.php)).

We encourage you and your students to report offensive content to help keep Facebook a safe and positive place for everyone. To learn more about Facebook's rules and how to resolve problems, please visit the Facebook Safety Center (www.facebook.com/safety)

3. Stay Up to Date with Safety and Privacy Settings on Facebook

The next action we advocate is to stay current with safety and privacy settings on Facebook.

A priority at Facebook is giving everyone control over their privacy. This helps create an online environment where teachers, parents, and students can connect and share safely. We encourage you to review the Facebook privacy settings (www.facebook.com/settings/?tab=privacy) to understand which settings are right for you and which are right your students. Below we explain some of the key issues.

In our view, Facebook does a good job of addressing online safety and privacy for students and educators. But the tools Facebook has created can't help you if you don't use them. That's why in our own work, teaching and training about social media, we devote a lot of time to explaining safety issues and how to use Facebook's privacy settings effectively.

- **Navigating Privacy Settings on Facebook**

When you first set up a Facebook account, you will get default privacy settings. These settings are different for adults and for people that are under the age of 18. (As you might imagine, the privacy settings for those under 18 are stricter. We'll explain more about this soon.)

Whether you are an adult or a minor, here are the steps for adjusting your privacy settings:

- Navigate to “Account” in the upper right hand corner of any page on Facebook.
- Click on the down arrow to reach the drop-down box where you'll find “privacy settings” in blue letters.
- By clicking on those words, you will then be taken to the Choose Your Privacy Settings page, where you have the ability to control what information you share and with whom.

Once inside your privacy settings, you can review or adjust your settings for four categories:

- a. Connecting on Facebook
- b. Sharing on Facebook
- c. Apps & Websites
- d. Block Lists

Below we explain each of the four categories briefly. For more details, including step-by-step guidance, see www.FacebookForEducators.org.

a. Connecting on Facebook

The “Connecting on Facebook” section controls who can see the information you've filled out in your profile, and how people can find and connect with you on Facebook. From this page you can use the handy “Preview My Profile” tool, which shows you how your profile will appear to people who aren't your Facebook friends, as well as to any specific friend whose name you enter.

b. Sharing on Facebook

Under the “Sharing on Facebook” section there are nine general areas to help you set who has access to information about you and what you share. Here you have the choice to set your privacy to “Everyone,” “Friends of Friends,” “Friends Only,” “Recommended” (which is the default setting), or “Custom.” We recommend your students choose the “Friends Only” setting.

c. Apps and Websites

This section controls what information is shared with the companies who create Facebook apps (e.g. games like Farmville). It also controls what other websites, including search engines like Google, can find out about you. You can view your apps, remove any you don't want to use, or turn off platform completely.

d. Block Lists

This section lets you block people from interacting with you or seeing your information on Facebook. You can also choose to ignore app invites from specific friends, as well as see a list of apps and people that you've blocked from accessing your information and contacting you.

- **Special Privacy Settings for Your Students and Other Minors**

Most people don't realize that Facebook's privacy settings work differently for people under the age of 18. Basic information about adults and people under 18 will appear when people navigate to their profile, including name, profile picture (if posted), gender and networks.

Adults and those under 18 appear when people on Facebook search for them, but young people under 18 do not have a public search listing. In other words, you can't find people under the age of 18 who use Facebook by searching on Google, Bing or other search engines.

We think that's a good thing.

Also, the "Everyone" setting works differently for those under 18 than it does for adults. When people that are under 18 years of age set information like photos or status updates to be visible to "Everyone," that information is only visible to their friends, friends of friends, and people in any verified school or work networks they have joined, not "Everyone" who has access to Facebook.

There's one other restricted area related to the privacy of people under 18 years of age: Facebook Messages. If they choose the "Everyone" setting for "Send me messages," only messages from their friends and friends of friends are delivered to them, not from "Everyone" on Facebook as it is for adults.

There's an exception to the "Everyone" setting for those under 18, and it's an important one for parents and educators to understand. Your students can be found on a public search on Facebook if they change their default setting and select "Everyone" in these two areas: "Search for me on Facebook" and "Send me friend requests." (Sound complicated? It's really not so bad. Learn more at www.FacebookForEducators.org.)

If young people misrepresent their age when they register on Facebook and enter a birth year that identifies them as an adult based on the information that they provided rather than someone that is actually under the age of 18, these additional privacy settings will not kick in. So it's important that students register with the correct birth year.

We hope this helps you see why knowing about privacy settings is extremely important. For a video tutorial that will walk you through Privacy Settings step by step, go to www.FacebookForEducators.org.

4. Promote Good Citizenship in the Digital World

As technology becomes more and more infused into our lives, students need guidance from adults on how be respectful and courteous to each other online as well as off line.

The educators we have spoken to have told us that developing a culture of compassion within the physical walls of their school during the school day sets the expectation for a culture of compassion to be exhibited by students in their online associations outside of school.

As an educator, you not only need to teach and model this behavior, but students need to know that you expect this behavior. Educators that are willing to build a sense of online community and instill responsibility for good digital citizenship in their students find that they are empowering their students with valuable skills that benefit them beyond the physical or virtual classroom.

- **Teaching Students to be Good Citizens in the Digital World**

Learning how to become a responsible digital citizen isn't just a school related issue. In our increasingly 'flat world' developing digital literacies, such as learning what it means to be a good digital citizen, will be a key to success in the 21st Century workplace. It's important that students begin to develop and refine their online communication skills as soon as possible.

There are many ways to define "digital citizenship", but we feel that it comes down to three main components:

1. Conducting yourself in a civil manner in the online world just like you would be expected to behave in offline world. Universal rules of social conduct apply in both environments.
2. Behaving responsibly and compassionately with your online actions.
3. Watching out for each other in your online community much like you would in your 'real world' neighborhood. By doing so, you are promoting a healthy and safe online community

In our discussions with educators, we have found that teachers who have been successful in developing a culture of good digital citizenship have done so by creating classroom scenarios where they can have ongoing discussions regarding what is and isn't appropriate online behavior with their students.

- **Facebook Social Reporting Tools**

Perhaps one of the most important ways that students can be good digital citizens is by reporting bullying, abusive or inappropriate comments. If the abuse is happening in a school-related Facebook Group or on a Facebook Page, students should be encouraged to immediately inform their parents, teacher or principal.

That said, it's also important to remember that in order for Facebook to assist you on digital citizenship issues, you have to report abuse to them as soon as it happens. You can learn more about social reporting tools in the Facebook Safety Center

(<http://www.facebook.com/safety>).

- **How Educators Can Combat Cyberbullying**

Good digital citizenship means thinking about the effects on others before posting content or sending messages. It also means standing up for anyone they may see being targeted by bullies—online or off. This may be difficult for students. But with teaching and encouragement, we believe young people can rise to the challenge.

Recent media attention to cyberbullying (which includes harassment via texts, email, and social media) sometimes implies that bullying is new. As you know, it's not. Bullying has long been a problem.

In today's world, online bullying is often a reflection of what's going on offline. Because online bullying can happen faster and travel farther, it requires quick acts of good online citizenship from educators and from students themselves to prevent—or at least reduce—the problem.

In March 2010, Facebook employees and others joined President Barack Obama and First Lady Michelle Obama at the White House to discuss how educators, parents, and community members can work together to prevent bullying. You can watch a message from President Obama about preventing bullying at [Facebook.com/StopBullying.gov](https://www.facebook.com/StopBullying.gov) or [Facebook.com/fbSafety](https://www.facebook.com/fbSafety).

The video from President Obama is something you can share and discuss with your students. Whether you use this video or not, we feel that it's important that educators and parents help young people be good citizens and take a stand against bullying.

- **Teaching Digital Responsibility**

As educators and parents, you can make clear to students that what they post online is traceable; it is not as anonymous as they might think. In the event that legal action is taken, online services and Internet Service Providers can be required to provide identity information to the proper authorities. These online traces can be used as evidence against students if they are involved in cyberbullying.

We want to emphasize the need for educators to talk with their students about appropriate online behavior, and to take rapid action to head off instances of bullying online, just as they would if they saw inappropriate behavior in the cafeteria or school hallways. If it takes place on Facebook, you can report it. If physical threats are made, you should immediately notify appropriate law enforcement agencies.

Responsible digital citizenship is no different than the responsibility that we have offline to be good citizens and protect the welfare of our students when emotional or physical harm is being inflicted.

Facebook Pages Bullying Resources

Facebook Safety	http://www.facebook.com/fbsafety
StopBullying.Gov	http://www.facebook.com/StopBullying.Gov
No Name Calling Week	http://www.facebook.com/nonamecallingweek
Beat Bullying (UK)	http://www.facebook.com/Beatbullying
GLSEN	http://www.facebook.com/GLSEN
BullyBust	http://www.facebook.com/upstander
BullyingUK	http://www.facebook.com/BullyingUK
Cyberbullying Research Center	http://www.facebook.com/cyberbullyingresearch
Bullying Canada	http://www.facebook.com/BullyingCanada.ca
The Trevor Project	http://www.facebook.com/TheTrevorProject

5. Use Pages and Groups Features to Communicate with Students

We recognize that as an educator, you are concerned about appropriate and inappropriate methods of communication between you and your students. In this section we outline how you can use Pages and Groups to communicate with students in a manner that we feel is appropriate and professional.

For people new to Facebook, it may seem a little confusing. Here we want to make it easier to understand. You'll get more clarity if you understand these four Facebook features:

- “Home” – This has your own News Feed, which includes updates from friends.
- “Profile” – This shows a person's photo and their information.
- “Groups” – This is a good tool for projects. Groups can be closed, open or private.
- “Pages” – This is used by brands and celebrities. You can create one for your class.

We'll explain these in order. The purpose isn't to explain all of Facebook but to show how you can use Groups and Pages to connect with students without needing to “friend” them on Facebook..

a. **Home on Facebook** (this shows your News Feed) – www.facebook.com/help/?topic=newsfeed

When you log into Facebook, you will first see your “Home” page. This has your News Feed, which are mostly updates from friends.

Your “Home” page on Facebook is unique to you. Each person sees a different News Feed on his or her Home page. The News Feed is a running stream of updates, photos, links and check-ins from your friends. It also shows updates from Pages you “like” or Groups you belong to. For example, if you “like” the CNN Page (we'll talk about Pages in a moment), then updates from CNN will go into your News Feed on your Home page.

People on Facebook spend much of their time browsing their own Home page because that's where all the new information about their friends comes together. It's like a launch pad to everything else. (More at www.FacebookForEducators.org.)

b. **Profile on Facebook** (person's photo and information) -- www.facebook.com/help/?topic=profile

“As a teacher, you need to make sure your privacy settings are very high and considering the appropriate profile picture is important.”

Kim, Teacher, London, UK

Your Profile is different from your Home page. When you first create an account on Facebook, you'll be prompted to create a Profile for yourself, with information like your hometown, your education and work background, what sports you like and your favorite music, as well as movies and television shows. (Note that providing this information is optional and the availability of the information to other people on Facebook is dependent on your privacy settings)

Your Profile is what people see on Facebook when they're searching for you, or when a Facebook friend types your name or clicks on a link to your Profile. When you post something on Facebook, it gets added to your Profile, so people can see what's on your mind, what you're doing, and how you're interacting with other friends on Facebook.

Remember that you can control most aspects of what you share about yourself via the privacy controls (<http://www.facebook.com/settings/?tab=privacy>).

When you become friends with people on Facebook, they typically gain access to your Profile. And you can see their Profile as well.

Most educators don't want students to browse their Profile. Why? Because your Profile can have a lot of personal information about you, including photos posted by other people (like your little sister in Miami). By the same token, most educators don't seek to browse Profiles of their students. We advocate this approach. It's a good way to respect student privacy—and to have students respect your privacy. (More at www.FacebookForEducators.org.)

Here's a key point: **You don't need to "friend" students (or say "yes" to friend requests from them) to interact on Facebook.** Instead, we encourage teachers to set up Facebook Groups and Pages for these interactions, which we explain next.

c. Groups on Facebook -- www.facebook.com/help/?topic=groups

Facebook Groups are an online space where people can interact and share with others. This is a great way for students to work on collaborative projects with each other and with you. Again, you don't need to be Facebook friends with someone to interact with them in a Group.

In an educational setting, we suggest you create Groups that are "closed," not "open." This means that while the list of group members is public, the content of the Group is private, available only to members of the Group. This helps protect the privacy of your students.

"Lots of teachers are talking about setting up Facebook groups for students which would be really useful for giving kids information and for them to have a forum. I think understanding social networks is such an important skill nowadays."

Tim, Teacher, London, UK

When a Group member posts something in the Group, such as a link to an article, other members will receive a Facebook message or text message from Facebook with that update. For example, you, as the teacher, could post a study question to a class project Group. All students who are members would get notified.

Think of this as an opportunity for you to extend learning outside the walls of the traditional classroom. When you use a Facebook Group to complement what you teach in the classroom, you are providing students with on-demand learning opportunities.

If you're like most teachers, your students are already using a Facebook app on their mobile phones while at home or when riding the bus. Your teaching can reach them at these moments. That opens new doors for teaching and learning. (More at www.FacebookForEducators.org.)

d. Pages on Facebook -- www.facebook.com/help/?topic=pages

*“We use Facebook to teach our students ESL. Facebook is the “mothership”...and we use it to communicate to our students. I just did a presentation at the IATEFL – TESOL International Conference here in Santiago, Chile on Facebook. “
Engua Inglesa, Santiago, Chile (via Facebook Stories)*

In an educational setting we believe that interaction between students and teachers should be open, transparent and secure. Pages on Facebook are good for this.

Pages allow you to interact with a specified set of other Facebook members. For a teacher, this could include your students and their parents. A Facebook Page is public facing; anyone can “like” the Page and get updates in their News Feed from the Page administrator (in this case, from you, the teacher).

Pages create an easy way for both teachers and students to share relevant links, like newspaper articles, online videos, or RSS feeds from your class blog or school website. Facebook Pages also have collaborative features, including Notes (these are like blog entries) and comments. These features of Pages allow you to extend teaching beyond the classroom. For example, you can continue a discussion that started in the classroom. (More at www.FacebookForEducators.org.)

On one hand, you can create a Page for your class. On the other hand, you can have students “like” a Page that others have created. “Liking” a Page subscribes you to its new content. For example, if everyone “likes” a Page created by NASA, you will all get updates from the NASA Page delivered to your News Feed (remember: this is on your Home page).

For example, there are Pages on Facebook created by Pulitzer Prize-winning journalists, politicians, museums, and the National Geographic Society and thousands more that students can “like” in order to have relevant content delivered to their news feed.

In your teaching, you can also include Facebook Pages in your list of recommended websites that you provide students. The chart below includes examples of Pages relevant to learning.

Facebook Pages for Educators

National Geographic Education	http://www.facebook.com/natgeoeducation
British Museum	http://www.facebook.com/britishmuseum
Girl Up (UN Foundation)	http://www.facebook.com/girlup
NASA	http://www.facebook.com/natgeoeducation
Smithsonian Institution	http://www.facebook.com/SmithsonianInstitution
Youth Olympic Games	http://www.facebook.com/youtholympicgames
Library of Congress	http://www.facebook.com/libraryofcongress
Musee du Louvre	http://www.facebook.com/museedulouvre
PBS Kids	http://www.facebook.com/PBSKIDS
Kabul Museum	http://www.facebook.com/pages/Kabul-Museum/317714056516

Discovery Channel Global Education <http://www.facebook.com/DCGEP>

Scholastic Teachers <http://www.facebook.com/ScholasticTeachers>

Facebook in Education <http://www.facebook.com/education>

Encyclopaedia Britannica <http://www.facebook.com/BRITANNICA>

Facebook for Educators <http://www.facebook.com/fb4educators>

As you can see, Pages can open new opportunities for teaching and learning. Like Groups, the content from Pages can reach your students when they are outside the classroom. Most young people are already accessing Facebook using their mobile phones when not at school. Now the learning opportunity can reach them where they live and play online. This is the focus of the next section.

6. Embrace the Digital, Social, Mobile and “Always-On” Learning Styles of 21st Century Students

Facebook can help educators embrace the digital, social, mobile, and “*always-on*” learning styles of today’s students. Mobile technology has changed the landscape.

According to a Pew Internet study, 75% of American teens have a mobile phone (<http://bit.ly/ggMkqf>). This shift in how teens connect to the Internet provides teachers with an opportunity: To bring instant access (even to those students whose only Internet access is via a mobile device) to learning through teacher-moderated Facebook Pages, Groups and Chat, and keep students in “learning mode” outside the classroom.

- **Teaching Digital Natives**

Raised in the “always-on” world of interactive media, the Internet, and social media technologies, students today have different expectations and learning styles than previous generations. The ubiquitous use of social and mobile technologies gives teens an unprecedented opportunity to use tools like Facebook to create self-organizing learning communities or Personal Learning Networks (PLN).

When the curriculum allows for self-directed online learning, students can learn more than what is taught in class because they are able to create meaning for themselves beyond the intent of the teacher.

Understanding and incorporating these digital learning opportunities into your coursework will increase student motivation and enhance learning, while better meeting the needs of today’s students and their digital learning styles. Below we give an overview of these new learning attributes and highlight how Facebook can bring these elements to the learning environment.

Digital Learning Experience Attributes

- **Interactive:** Students who create their own content and interact via social media can express their identity and creativity.

“Even in a small island community such as Saipan it is important for students to stay connected with their teacher and coursework. Since almost all island students own mobile devices to stay in touch with their circle of friends on Facebook, it is an ideal way for teachers to be able to meld formal and the informal learning.”

MaryAnne Campo, M.A. International Educator &- Learning Technologist

- Student-Centered: Shifts the learning responsibility to the student, requiring students to take a more active role in their own learning process and emphasizes teachers as providers of help as needed to overcome difficulties.
- Authentic: Teachers should find ways to reconcile classroom use of social media to the authentic way teens are using them outside of the classroom. The use of social media and technology should be tied to a specific learning goal or activity.
- Collaborative: Learning is a social activity, and many students learn best through working with a group of peers. This collaboration and peer feedback can take place in either a virtual or in-person environment.
- On-Demand: Course content should be made available “on-demand” so the learner can view course materials when, where, and how they want to view the content, whether on a desktop computer, mobile phone or handheld device.

When carefully integrated, these web-based learning communities on Facebook can support a new level of social exchange and interaction that will, in turn, promote and foster student motivation.

Social technologies like Facebook can help students compare their understanding of the current course topic with their peers. Moreover, as students share their thought processes with their peers online, they are able to help each other work through difficulties, while also building a collaborative peer support system.

“As educators and parents work to learn more about the ways in which social networking sites, like Facebook, can be a catalyst for learning in the classroom, teachers can still use its power of relevance to create meaningful experiences in the classroom.”

*After a semester of studying heroes from **Greek mythology**, my colleague Rachel Mullen and I wanted to offer a different kind of final exam that challenged students to modernize the hero. We devised a culminating unit that asked students to create their own modern-day superhero, synthesizing those qualities we’d explored throughout the semester.*

Although this was a three-pronged project — students would create their superhero, nominate him or her for a “Hero of the Year” award, and finally deliver an acceptance speech as that hero — we knew how crucial a total understanding of this character would be to successfully engaging in the subsequent parts of the project.

The answer came in the form of a Facebook Page. As students developed their characters they did so via the Facebook format, determining their character’s profile, their Wall posts, the kinds of people they would friend and even what music they enjoyed.

Using this process not only helped students to formulate, in an authentic way, the persona of their superheroes, but it also opened the door for an important discussion about online personas, how they are created and the responsibility that we all must assume when socially networking. This first step in the project proved to be both successful and crucial to fulfilling the goals of the rest of the experience.”

*Sarah Brown Wessling,
2010 United States National Teacher of the Year*

Facebook Mobile as a Learning Tool

The use of Facebook as a mobile learning environment should be designed to encompass the best aspects of the traditional classroom along with the benefits of real time and mobile technology.

Facebook automatically converts the web-based content you share on your Facebook Pages and Groups into a mobile format. That means without any additional work from you, students can access your content on-the-go through tablet computers or mobile phones.

Moreover, a mobile learning platform provides members of the class with on-demand opportunities for further participation and reflection. This approach also gives students the freedom to use technology in a way that best fits with their individual learning styles.

When thinking about using Facebook for mobile learning (mLearning) opportunities, it's also vital that educators have a better understanding of how minority and urban youth connect and interact on the web so that they can create more inclusive digital experiences.

In his keynote at the *Digital Media Learning 2010 Conference*, University of Texas, Austin professor S. Craig Watkins presented a number of emergent patterns on African-American and Latino youth and their use of mobile phones. His key finding was that for many urban and minority youth, a mobile device is their primary access point to the Internet.

This isn't just the case in the United States. According to [OnDevice](#), a mobile research company, in many developing nations the majority of mobile Web users are mobile-only, highest include Egypt at 70 percent and India at 59 percent.

In many developing nations, the mobile-only tend to be under 25. This is an important consideration to keep in mind when asking students to access web-based learning experiences.

7. Use Facebook as a Professional Development Resource

If you're like most educators, your busy schedule makes it challenging to find time to connect with your colleagues. Facebook can make the challenge easier. In this section we highlight some ways you can use Facebook as a resource for professional development.

First and foremost, you can use the Facebook in Education Page ([facebook.com/education](https://www.facebook.com/education)) as a place to learn about and share best practices, teaching strategies, or tips on how to use Facebook and other social technologies in the classroom. This Page has become a professional development hub where thousands of educators share ideas, inspiration, and solutions.

“With the web influencing all facets of contemporary life, the line between the virtual and real is disappearing, leaving new opportunities for today's students to acquire knowledge and share valuable information.

There is a need for guiding best practices that enable a much-needed common sense approach about the right strategy. The help for teachers is timely and important as engaged participants. The best practices guide connects the teachers and students in a genuine trustworthy tone to help them succeed.”

Mercedes Fisher, PhD., Associate Dean MATC, Fulbright Senior Scholar (2002)

Another way to use Facebook in professional development is to “like” the Facebook Pages that relate to your subject matter. This includes your professional association and conferences you attend. When you “like” Facebook Pages that are relevant to you, it will save you time by delivering resources of interest to you directly to your Facebook News Feed.

You can also create a Group on Facebook for the teachers in your school, district or subject matter association. Doing so provides on-demand opportunities for professional development, knowledge exchange and the ability to easily share content or even your Microsoft Office files with the Docs.com Facebook App.

- **Share Your Story: Facebook in Education**

Each week educators are creating new ways to use Facebook to enhance teaching and learning. You'll find a collection of examples from around the world at the Facebook Stories Page (stories.facebook.com/).

You can add your own experience to that collection. You can also email your experience to us at stories@FacebookForEducators.org. Your experience will then be added to an Educators Community Blog on www.FacebookForEducators.org for other educators to reference.

- **Professional Development Resources on Facebook**

Teachers.TV	http://www.facebook.com/TeachersTV
National Science Teachers Association (NSTA)	http://www.facebook.com/group.php?gid=4734309314
National Council of Teachers of English (NCTE)	http://www.facebook.com/ncte.org
National Council of Teachers of Mathematics (NCTM)	http://www.facebook.com/TeachersofMathematics
National Council for the Social Studies (NCSS)	http://www.facebook.com/socialstudies.org
U.S. Department of Education (DOE)	http://www.facebook.com/SecretaryArneDuncan
International Reading Association (IRA)	http://www.facebook.com/pages/International-Reading-Association/81491751082
National Parent Teachers Association (PTA)	http://www.facebook.com/ParentTeacherAssociation
National School Board Association (NSBA)	http://www.facebook.com/pages/The-National-School-Boards-Association/11810947910
National Art Educator Association (NAEA)	http://www.facebook.com/arteducators
American Library Association (ALA)	http://www.ala.org/
United Nations Educational Scientific and Cultural Organizations	http://www.facebook.com/pages/United-Nations-Educational-Scientific-and-Cultural-Organization-UNESCO/51626468389
International Society for Technology in Education (ISTE)	http://www.facebook.com/pages/ISTE/8828374188