

FACEBOOK AND FAMILIES: MEETING FAMILIES WHERE THEY ARE

Arie Gee

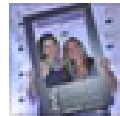
Assistant Director, Family Programs and Engagement

University of Florida

Background Information

- 1st year we have been a part of this group
- Started by #UF19 Family Member
- 1500+ Members now
- 2 staff members responding

Setting Expectations



Dawn Schaeffer Gaynor

August 21 · Boca Raton, FL

I started this group for my friends and their friends who had students going to UF this year could meet and exchange info. I never thought it would grow to over 1400 members, I was hoping for 100 or so. That being said, it has taken a life of its own. All I ask of you is that PLEASE be respectful and courteous to each other, we all have different beliefs and opinions. If I only wanted my opinion here a lot of the posts would have been removed. I am not on all the time so if you see something that needs to be removed or see someone that needs to be blocked PLEASE private message me. I am just a parent like you with 2 kids at UF. Thanks and we are all in this together. Have a great Weekend and IT'S GREAT TO BE A FLORIDA GATOR!!!!

Don't let it become 24/7



Arie Gee

September 6

Happy Sunday Gator families! I will be out of the office this week for a friend's wedding festivities in North Carolina! Some of my colleagues will be checking in on the page while I'm away, but likely not as frequently as I am usually on here. I hope everyone has a great week and Go Gators!

103 Likes 23 Comments

Make it Private

Facebook Group Privacy Settings

	Open	Closed	Secret
Who can join?	Anyone can join or be added by a member	Anyone can ask to join or be added	Anyone, but they have to be added
Who can see the group name and who's in it?	Anyone	Anyone	Only members
Who can see the group description?	Anyone	Anyone	Only members
Who can see the group tags?	Anyone	Anyone	Only members
Who can see what members post in the group?	Anyone	Only members	Only members
Who can find the group in search?	Anyone	Anyone	Only members
Who can see stories about the group on Facebook (like in News Feed and search)?	Anyone	Anyone	Only members



CHRISTIAN K.
SOCIAL MEDIA | MARKETING | RESULTS

UF UNIVERSITY of
FLORIDA

The Foundation for The Gator Nation

Personal vs. Professional Profile



Vern Rogers

September 25

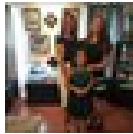
Hi Everyone - I finally took Arie's **lead** and created another Facebook account so I could manage things a little easier. If any direct messages could be directed to this account that would be great. Thanks!

30 Likes 6 Comments

Track Your Data to Tell Your Story

Month	Number of Interactions
July	8,008
August	8,569
September	8,346

Let them vent and help one another



Christy Lewis Cory

September 7 · Cape Coral, FL


Just spoke on the phone with my son for the first time since dropping him off! He sounds good but he's frustrated with his roommate. Lol! He says he never shuts up so he can't get any homework done. He has to leave the room to concentrate. I explained that it's difficult to live with someone in such close quarters but he'll be ok. Bet he wishes he had that pop up tent now! 🙄

Determine Roles


- Who starts it?
- Who has admin status?
- What is everyone's role?


Members 1,547 Admins 2 Blocked 25

Default ▾ + Add Find a Member




Arie Gee
Assistant Director for Family Programs
and Engagement at University of Florida
Added by Arie Maraee Gee about 3
months ago





Dawn Schaeffer Gaynor
Vice President at Dia-Foot
Joined about 8 months ago



Controlling the Message

- When something happens, know that the rumor mill is starting. Controlling the message is critical.
- Establish the trust. Families will wait for you to chime in before determining their truth.

Share the Love

- Don't feel like you have to do it alone. Bring in campus partners to help!



A E Tobin Kurtz

September 25 at 2:40pm

I want to say a Great Big Heartfelt THANK YOU to Vern Rogers and Arie Gee! I want you to know how vital you have been in the transition process of my student. You have, by being accessible, vigilant and patient, created a firewall that allows my student the space he needs to focus on being a Gator without mom needing to call a million times. I will forever be grateful. You need to know that you are a valued lifeline. Go Gators!

Get Results

- Increase engagement and participation
- Family Weekend Attendance
 - Increased by 20%
- Newsletter Open Rates
 - Increased by 10%
- Care Packages
 - 2014 – 49 care packages purchased
 - 2015 – 530 care packages purchased



Questions?