

# Memo

To: Becky Mullen, Ben Franklin Academy Board  
From: Andrea Day, Parent Advisory Committee (PAC)  
CC: All PAC Officers  
Date: August 28, 2011  
Re: Facebook Proposal

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Networking via Facebook can occur through two mechanisms -- a **Group**, and a **Page**. Currently, BFA maintains a Facebook *Group* for parents to communicate, collaborate, provide feedback, and ask questions. A Facebook *Group* is different from a Facebook *Page* in the following ways:

- **Group** – a Group is great for special interest groups, and for leading a quick and active discussion. It works to facilitate interaction around a specific cause. Members must ask permission to join and may be “Added” by administrators. Each time a member posts on the wall of a Group, the message will arrive in all Group members’ Inboxes.
- **Page** – a Page is usually better for long-term relationships with members, and for permanent entities. Users must “Like” a Page to become a member. Wall posts *can* be limited to official posts only. Wall posts are reflected on members’ Newsfeeds but are not delivered to their Inboxes.

The PAC is proposing the following changes to BFA’s relationship with Facebook effective September 6, 2011:

- 1) **Keep the current Facebook Group, but rename it to the “BFA Parent Forum.”** Permissions in this Group will not change, and it will continue to offer a way for parents to interact and receive immediate feedback. PAC officers would continue to monitor discussion, answer questions, and re-direct parents to the appropriate resource when necessary. *The PAC proposes that official BFA updates and announcements not be posted in the BFA Parent Forum.*

→ **WHY?** Parents need to continue to have a forum to connect, vent, and get their questions answered. If the administration does not provide a forum for this, parents will create their own. Official updates will not be made here – they get lost in the conversation strings.

- 2) **Create a new Ben Franklin Academy Page.** The Page would serve as the “official” presence of Ben Franklin Academy on Facebook. We propose it also be moderated/maintained by the PAC, and all updates and announcements would be posted with an official Ben Franklin logo (and not the member’s personal FB profile picture). All PAC officers – and anybody else deemed appropriate – would be given administrative capabilities.

To join, members must “Like” the Page. With 25 “Likes” the school will get a personalized URL (i.e., [www.Facebook.com/Benfranklinacademy](http://www.Facebook.com/Benfranklinacademy)). Once BFA has a URL, it will be searchable in the Facebook search engine. *The PAC proposes that the Page would be limited to “official” BFA posts (parents would not have the ability to post on this wall).*

→ **WHY?** Ben Franklin needs an official, permanent presence for marketing and posterity purposes. It also needs a forum to make official announcements, updates, post pictures, and video feed. The Page can link to the official BFA website. It also allows parents to connect to the school via Facebook without necessarily being a part of the BFA Parent Forum *Group*.

Subject to Board approval, the PAC is willing to plan and implement all technical changes outlined in this proposal, and to be responsible for ongoing maintenance.

Let us know if you have any questions, thank you!