RUSH UNIVERSITY

# Rush University Facebook Group Guidelines

**Overview**

The following guidelines are provided to Rush University faculty, staff or students that have already informed the appropriate contact person for a desired presence on Facebook. Appropriate contacts are:

**Faculty & Staff:** Mary Katherine Krause (Mary_K_Krause@rush.edu or 312- 942-5551) or Ken Quandt (Kenneth_Quandt@rush.edu or 312-942-6846)

**Students:** Laura Rademacher (laura_d_rademacher@rush.edu or 312-942-6302)

The official presence of Rush University remains through the Rush University Facebook page – www.facebook.com/rushuniversity.

Those who have received approval from Mary Katherine, Ken or Sara should follow the steps below to properly set up a Facebook group.

**Steps to Set Up a Facebook Group**

**Basics**

**NOTE –** In order to set up a Facebook group, you must first be a Facebook user.

1. Log in to Facebook and visit http://www.facebook.com/grouphome.php
2. Click on "Create a New Group."
3. Provide a Group Name
   *Keep in mind that this is how users will find your group in Facebook's search engine, so keep the name simple and direct. Please format your group name by including "Rush University XX " in the beginning. Example: "Rush University Class of 2016"*
4. Provide a Group Description.
   *At the end of your description, please include the following:*

   ***"To visit and become a fan of the official Rush University page, please visit http://www.facebook.com/rushuniversity. The postings on this site are those of particular members of this group and do not necessarily represent Rush's positions, strategies or opinions."***

5. Select a Group Type (e.g., common interest) and subtype (e.g., academic groups) that fits your needs
6. For "Office" enter "Rush University."
7. Enter your email as the contact email.
8. Enter the Rush University address and Chicago, IL for Street/Town.
9. Create group.

**Group Customization**

1. Keep all default settings that Facebook suggests for permissions on the group except the setting for "access" which should be closed.

2. Under the tab for, "officer," list the officers are core members of the group (e.g., officers of a student organization for example).

3. Create any group relevant photo albums and upload relevant photos/videos. Please note picture permission must be checked for all students before their pictures are to be uploaded to facebook. Picture permission can be checked by contacting Mary Katherine Krause (mary_k_krause@rush.edu or 312-942-5551).

4. Ensure you add the following so that all tabs display across the group navigation bar: Wall, Info, Discussions, Video, Photos, Events.

5. In box below group logo, add the following: Become a fan of Rush University at http://www.facebook.com/rushuniversity.

6. Please note the Rush University logo may not be used on any group facebook pages.

**Group Promotion**

1. Make sure you send the group URL to Mary Katherine Krause (Mary_K_Krause@rush.edu) and Ken Quandt (Kenneth_Quandt@rush.edu) so that we can be kept abreast of all existing Facebook Rush groups and can also help promote your group by providing a status update via the official Rush Facebook page.

2. Invite people to join your group. Share the link with department/program staff and students.

3. Group URLs tend to be long. Feel free to use www.tinyurl.com to create a custom url for free by pasting the group url in and customizing the end portion of the URL. Example: you will be able to create a custom url that reads www.tinyurl.com/emrginghlthprofessionals.This smaller URL is a "cleaner" URL that is better for passing around via email and other promotion channels.

**Group Administration Tips**

1. Monitor Your Group Regularly – As the group admin, be sure to check your group regularly to monitor wall posts, address questions, review event attendees, etc. Facebook does not automatically notify group administrators when a new post goes up, so you will need to monitor if you have an active group.

2. Use the Event Tab – Use the events tab to create new events and invite members to attend. When a Facebook user RSVPs that they will be attending an event, that information is fed out through a user's news feed, informing their network that they will be in attendance. This is great for word-of-mouth promotion.

3. Use Status Updates – Status updates are the most powerful tool in your group. Use updates sparingly as updates feed directly into members' "news streams." You want to provide attention-grabbing updates that are relevant to your members. You should also not do more than three

updates per week. Including an image in a status update also helps to grab the attention of users. If you are providing a link to a URL, Facebook will automatically pull images from that URL and provide you with options for images to include with the link.

4. Tag Photos/Video – If you are posting photos or video from a program/department event, tagging the photos/video will help promote the content in a user's news stream. Note, you will have to be friends with the person in order to be able to tag them.

5. When the group has disbanded or has run its course, please remove the group.

**Questions**

Please do not hesitate to contact Mary Katherine (Mary_K_Krause@rush.edu or 312- 942-5551), Ken (Kenneth_Quandt@rush.edu or 312-942-6846) or Laura Rademacher (laura_d_rademacher@rush.edu or 312-942-6302) should you have any questions.