

# Facebook Group Administrator Guidelines

## Alumni and Parent Programs

Updated September 4, 2009

### Facebook Group Administrator

Social networking tools like Facebook have created incredible opportunities for alumni, students, faculty, parents, staff and friends of Middlebury to connect and engage with the Middlebury community. The alumni office has set up region and class specific groups to foster these connections and bring relevancy to online engagement. One of the key elements for the success of these groups is an active administrator – this is where you come in!

Being a Middlebury group Facebook administrator requires a minimum commitment of 1-2 hours per month. It is important to note that the more time you put in to the group the more vibrant and useful it will be for the group members.

Here are the main tasks that an administrator performs (all done using the simple tools on Facebook):

- Create Facebook event pages for Middlebury events and invite group members
  - When a Middlebury event is happening in/near your region OR a major on campus event like Homecoming or Reunion OR a class specific event (mini-reunions) you will supplement the email announcement from the alumni office with a Facebook event.
- Upload videos and photos from Middlebury events (provided by the alumni office and event attendees)
- Message the entire group and post to the group wall
  - When there is a Middlebury announcement or news piece, the alumni office will email you the details with the hope that you will pass it on to your group members by messaging them or posting to the wall.
- Add new (and remove old) Middlebury-related content to keep the group fresh
- Encourage other alumni, parents, friends etc to make use of the Facebook group for posting classifieds, advertising their own events, uploading Middlebury related photos & videos, discussing Middlebury/region/class related topics etc.

If you have any questions on any of these tasks or if you would like to further discuss the role of a Middlebury group Facebook admin please contact [chapters@middlebury.edu](mailto:chapters@middlebury.edu)