Facebook

Quick Facts
- Facebook is the most ubiquitous social media platform in America, with some 170 million users in the U.S. Facebook. About 4 million of these are in the Chicago area.
- Facebook initially rolled out only to students at select colleges and universities, establishing a strong presence in this age group. Over time, it became less restrictive and is now open to anyone age 13 or older.
- In 2013, many sources reported that teens and young adults were growing dissatisfied with Facebook and were choosing to engage via newer platforms such as Twitter and Instagram. [Some reported losses](#) of up to 3 million teen users between 2011 and 2014, while [others claim](#) that users may simply be spreading their social media time more broadly as new platforms arise.
- Most sources agree that Facebook use among older adults has increased, with some claiming Facebook users 55+ having almost doubled, to 28 million, from 2011-2014.
- According to Facebook, about half of its users use the site primarily on mobile devices.

Facebook as Organizational Information Resource

Users often look to organizations' Facebook pages as secondary websites that provide a wide variety of information about the organization. While offering many opportunities for direction interaction between the organization and its audience, Facebook also serves as an information repository.

Facebook's timeline feature enables organizations to display their past history, including milestones. In addition, Facebook pages serve as a de facto organizational archives, allowing users to see photos, albums, videos, updates, and other information dating back to the page's inception.

Types of Content

Facebook appeals to a large and broad audience and allows for the sharing of many types of content, from text-based status updates to links, photos, photo albums, and videos.

Facebook allows for instant feedback from users on content you share, in the form of likes, comments and shares. In general, visually appealing content including photos and videos receive more engagement. Page administrators can use Facebook Insights to see detailed information about which posts and types of posts appeal most to their audience.

At Dominican, we have noticed that images that span multiple generations and that provide a connection between the user and the university are especially popular, including photos of campus, historic photos, videos of campus life, and images that espouse our mission and accomplishments.

However, at times, the university uses its official page to communicate important information such as emergency closures and deadlines. In these instances, it can be best to share text-only updates, with links to additional information if necessary. These brief posts are easily shared and clearly read without distraction.

Facebook as Conversation Platform

In addition to likes and shares, Facebook's comments, wall post and messaging tools allow users to "speak" directly to organizations. For instance, users can ask a direct question about your organization privately though a message or publicly on your wall. In either instance, it is important to be prepared to respond to such inquiries quickly and accurately.

In general, it is best to respond publicly to public comments and privately to private messages. If matter posted to your wall is inflammatory, harmful or offensive, Dominican's social media policy allows for the deletion of such content. However, a central tenet of web culture is transparency, and the wholesale deletion of content, even if negative about Dominican, is not a best practice.

In cases that a disgruntled user posts to your wall, it is best to address the person's concerns publicly and encourage further private discussion if necessary.

On the flip side, there is great potential for positive interaction between users and organizations. Do not ignore comments and inquiries from your audience!

Contact

Contact omc@dom.edu with any questions about social media.