Creating a Chapter Facebook Group

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What are the benefits?

• A chapter Facebook group can:
  ◦ Encourage networking among chapter members.
  ◦ Provide news to members, including alumni who are off-campus.
  ◦ Advertise chapter events and allow members to RSVP.
  ◦ Host photo albums and documents.
  ◦ Introduce new chapter leaders to alumni and new members.
Groups vs. Pages

Facebook “groups” and “pages” differ:

- **Facebook groups:**
  - Names of officers and administrators are visible to members.
  - Unauthorized users can be blocked from joining and seeing postings in the group.

- **Facebook pages:**
  - Administrators’ names are hidden.
  - Unauthorized users can join without permission.
  - Anyone can see the page’s content.
Groups vs. Pages

• Why should CSI chapters create a group instead of a page?
  ◦ CSI’s Social Networking Policy states that chapter sites must be “closed” (restricted to members of the chapter).
  ◦ Pages can be seen by anyone on Facebook and there is no way to block unauthorized users from joining.
  ◦ In a Facebook group, it is easier for members to contact site administrators and officers.
How to Create a New Facebook Group
Step 1: Create the Group

- Go to www.facebook.com
- Log into your Facebook account
  - You need a personal account to set up a group for your chapter.
  - Facebook accounts are free.
- Click on “Home” (top toolbar) if you are not directed there automatically
- Click on “Create Group” (left toolbar)
Step 1: Create the Group

• **Enter the Group Name**
  - Identify both your chapter name and its affiliation with CSI (e.g. “Alpha Chapter of Chi Sigma Iota”).

• **Create a list of Group Members**
  - Only add “Facebook friends” who are active members of CSI, including your current leaders.
  - You will need to add at least one other member besides yourself to create the group.
  - You will be able to add more members later.
Step 2: Restrict Access

• All CSI Facebook sites are “closed”:
  ◦ “Closed” is now the default Privacy setting for new Facebook groups, so you can leave it as it is.
  ◦ The group will still appear in Facebook searches.
  ◦ After you create the group, check “Group Settings” to make sure that the Membership Approval section says: “Any member can add members, but an admin must approve them.”
  ◦ To get an email when someone asks to join, go to “Account Settings” and adjust “Notifications.”
Step 3: Group Info

- Click “Edit Group Settings”
- The optional “Set Up Group Address” option creates a Facebook.com email address for your group.
  - If you use this option, remember to use your chapter name and not simply “Chi Sigma Iota.”
  - CSI International’s email (info@csi-net.org) should be posted separately in the Group Description. Specify that users can contact CSI with any concern.
Step 3: Group Info

- Enter a Group Description, including this text with the chapter and university name:
  - A group for members of the _____ Chapter of Chi Sigma Iota, “the counseling academic and professional honor society international,” at _____ University. This will be a place for us to post events and share information regarding _____ Chapter of Chi Sigma Iota activities and counseling in general. Chi Sigma Iota International is not responsible for the content of this site.
Step 3: Group Info

- Include links to CSI’s website and central Facebook page in the Group Description.
  - CSI International website: [www.csi-net.org](http://www.csi-net.org)
  - CSI International Facebook page: [www.facebook.com/pages/Chi-Sigma-Iota/385421170164](http://www.facebook.com/pages/Chi-Sigma-Iota/385421170164)

- Links to other CSI sites can also be included:
  - LinkedIn: [www.linkedin.com/groups?gid=2045993](http://www.linkedin.com/groups?gid=2045993)
  - Twitter: [twitter.com/chisigmaiota](http://twitter.com/chisigmaiota)
Step 4: Add a Banner

• A CSI chapter banner can be added.
  ◦ The banner can replace the row of group members’ photos that appears at the top.
  ◦ To add a banner, move your cursor over the row of member photos and select “Change Group Photo.”

• CSI’s logo is trademarked, so a request form for a banner must be submitted.
  ◦ Go to csi-net.org > Chapters > Development > Chapter Logos
Step 5: Add Features

- **Use the upper toolbar to add features:**
  - **About:** This section includes your Group Description and list of members.
  - **Events:** Notify members of chapter events and allow them to RSVP via Facebook.
  - **Photos:** Post photos of your chapter initiations, service projects, and other important events. This tab can also be used to add Videos.
  - **Files:** Type a detailed note to group members (Create Doc) or upload a file from your computer.
Step 6: Wall Postings

• Post on the “Wall.”
  ◦ Anyone who visits the site will see the Wall first, so you can use it for announcements and links.
  ◦ To add text or links, type them into the “Write Post” box.
  ◦ Anyone who joins your group will be able to post on the Wall.
  ◦ If you add an item to the site (a photo album, an event, etc.), this is automatically announced in your group members’ “News Feed.”
Step 7: Invite Members

- Invite other chapter members to join the group.
  - Use the “Add People to Group” box (right toolbar) and select prospective members from a list of your Facebook friends.
  - If a chapter member is not your “Facebook friend,” you will not be able to add them this way.
  - Many chapters email the link to other members, including alumni, so that they can request to join the group.
How to Report a New Group to CSI Headquarters
Reporting the Group

• If your current chapter leaders have Facebook accounts, they should be given administrative access.
  ◦ If your President, President-Elect, Past President, and Chapter Faculty Advisor join the site, locate them on the list of members and click “Make Admin.”
  ◦ Having multiple group administrators is encouraged.

• Report the site on both the chapters Annual Plan and Annual Report.
Reporting the Group

• Complete a review rubric available on the CSI website:
  ◦ Visit csi-net.org > Chapters > Internet Presence > Social Networking.
  ◦ Complete the online form for Facebook groups. Other rubrics are available for other types of social networking sites (LinkedIn, Twitter, Google+).
  ◦ If you have not created the group yet, the rubric can help you set it up.
Reporting the Group

• CSI’s Social Networking Consultant will receive your rubric and review the site.
  ◦ The Social Networking Consultant will send you an email when requesting to join the group.
  ◦ To approve a membership request for a Facebook group, look for the request on the right side of the group.
  ◦ The Social Networking Consultant should be added as a group administrator to ensure that the group can be removed or edited if all other administrators leave.
Reporting the Group

• Once approved, your chapter’s site can be listed within your chapter group at csi-net.org

• Your site will be reviewed annually by the Social Networking Consultant.

• Chapters can set up other Social Networking Sites (e.g. LinkedIn, Twitter, Google+) using the same policies.
For More Information…

• If you have any questions about creating or editing a chapter Facebook group, contact CSI’s Social Networking Consultant:

  social.networking@csi-net.org