



Don't Fear the FAFSA!

How FAME tackled FAFSA completion on Facebook Live

- Finance Authority of Maine (FAME)
 - Quasi-state agency
 - Former guarantor
 - State grant administrator
 - FAFSA Completion lead organization

- Maine has just under 14,000 high school seniors
- FAFSA completion rate by May 1 is about 60-62%
- Move to October 1 - positive, but people are deadline driven so less sense of urgency
- Event participation had dropped
- Minimal coverage in traditional press

One Solution – Don't Fear the FAFSA!

The image shows a Facebook post from the page "FAME Education". The post features a video of two women sitting at a table, one in a pink shirt and one in a blue FAME shirt, engaged in conversation. The video player shows a progress bar at -26:45. Below the video are "Like", "Comment", and "Share" buttons. The post text reads: "FAME Education was live. about 2 months ago · Don't Fear the FAFSA: What is the FAFSA & How to Get Prepared". Engagement statistics show 117 likes, 92 shares, and 18K views. The comments section is active, with the most recent comment from Kelly J. Burk asking about using FAFSA funds for room and board. FAME Education replies that yes, if financial aid is left after tuition and fees, it can be used for those expenses. Another comment from Kelly J. Burk asks about an information meeting in August or Waterville, Maine, to which FAME Education replies that the fall round of Financial Aid Nights has just finished and the next round will start in winter, providing a link to a webinar.

FAME Education was live.
about 2 months ago ·

Don't Fear the FAFSA: What is the FAFSA & How to Get Prepared

117 92 Shares 18K Views

Like Comment Share

Comments Up Next

Comments (57) Most Recent

Kelly J. Burk · 19:48 Can I use money from fafsa to pay for room and board and cost of living
Like · Reply · Message · October 22 at 9:23pm

FAME Education · Yes, if you have financial aid left after the tuition and fees are paid, those funds can be used for room and board, even for off campus expenses.
Like · Reply · 1 · Commented on by Jana McQuilkin [?] · October 23 at 8:41am

Kelly J. Burk · 21:52 When will Fame have a information meeting and where in Augusta or Waterville Maine ???
Like · Reply · Message · October 22 at 9:25pm

FAME Education · Hi Kelly- unfortunately we have just finished our fall round of Financial Aid Nights - sorry we missed you! They will start again later this winter. Here is a link to a webinar with the same information: <https://youtu.be/hr6TjdYZYqo>



FAME Live Café

Don't Fear the FAFSA

Sept 26 | Oct 10 | Oct 24 | Nov 7



- Four Facebook Live events:
 - *What is the FAFSA & How to Get Prepared*
 - *Filling out the FAFSA: Tips and Tools*
 - *Busting FAFSA Myths: What's Holding You Up*
 - *FAFSA Complete, Now What?*

Works for ME ✓

Why Facebook Live?

- Build buzz around FAFSA
- Reach people where they are
- Live videos 3x more engaging than traditional videos



Video Details



FAME Education

Don't Fear the FAFSA: What is the FAFSA & How to Get Prepared

26:58 · Was Live: 09/26/2017 · Owned · Appears Once

Total Video Performance



👁️ Peak Live Viewers	26	>
🕒 Minutes Viewed	8,533	>
🎬 Video Views	18,941	>
🎬 10-Second Views	4,492	>
📺 Video Average Watch Time	0:11	>
👤 Audience and Engagement		>

This video is used in 1 post

Posts ⓘ

	Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Post Engagement	Video Avg. Watch Time
 FAME Education Don't Fear the FAFSA: What is the...	● 09/26/2017 7:33pm	20K	18K 100%	4.4K 100%	10K	449	0:11 / 26:58

Video

Post


Shares BETA

 **FAME Education** was live.
September 26 · 🌐

Don't Fear the FAFSA: What is the FAFSA & How to Get Prepared



26:59

 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

20,707 people reached

Boost Post

  117

57 Comments 92 Shares

 Like  Comment  Share

Performance for Your Post

20,707 People Reached

18,942 Video Views

449 Reactions, Comments & Shares 

239  Like	132 On Post	107 On Shares
17  Love	8 On Post	9 On Shares
94 Comments	78 On Post	16 On Shares
99 Shares	92 On Post	7 On Shares

778 Post Clicks

135 Clicks to Play 	3 Link Clicks	640 Other Clicks 
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NEGATIVE FEEDBACK

- 10** Hide Post
- 3** Hide All Posts
- 0** Report as Spam
- 0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

- \$4,500 total:
 - \$1,500 for Mila's co-presenter
 - \$1,500 planning and support during event
 - \$1,500 promotion

- Before event:
 - Planning/scripting
 - Practiced
 - Created Facebook event
 - Promotion: via email, on FAMEmaine.com & on Facebook

- Day of:
 - Set up
- Broadcast:
 - Posted relevant links per script
 - Transcribed questions for Mila and Karen
 - Replied to comments during event - Mila paused to take questions

- Post event:
 - Posted to Facebook
 - Replied to questions
 - Promoted
 - Monitored comments/questions

■ Script

- Question & answer format
- Planned for 15-20 minutes
- Included places for breaks
- Included links

Introduction: FAME Live Café: Don't Fear the FAFSA, 4 of 4
FAFSA complete. Now what?

PROP #1: Event Sheet

M: We're back! Re-intro: role at FAME

K: quick re-intro: Mom, comedian, etc.,

BOTH: Please ask questions in the comments and we will do our best to answer everyone

Part One:

K: By now, lots of people have filed the FAFSA. What should they do next?

- FAFSA takes 2-3 days to process
- Next step is to review the Student Aid Report, referred to as the SAR
- The SAR is a summary of all of info provided on the FAFSA
- Typically receive an email
- Can be found at [FAFSA.gov](https://fafsa.gov)

K: What should we be looking for when we review the SAR?

- Make sure everything is accurate
- You can make corrections (or add schools) but don't make updates as you go through the year (like to savings accounts)
- Also, read the information on the first page to see if additional steps or information is needed.
- For example, if the student is selected for a process called verification, it will say that on the SAR and help the student know that the school is going to need them to provide some additional information.

Commented [MT1]: Review your SAR at fafsa.gov with your (the student) FSA ID.

- What you need
 - Facebook account
 - Camera & power supply
 - Tripod & mount
 - Audio
 - Wifi
 - Comfortable location
 - White board

- Staffing – 4 total
 - Team approach keeps things light and fun
 - Other staff:
 - Tech person in charge of broadcast
 - Another content expert manages comments/questions

- Testing, especially if different staff
- Replicating lighting/look was a challenge
- Follow up after
- Do fewer sessions (2-3)
- Helpful to have other staff ask questions
- It was worth doing and we will be doing more in the future



Questions?

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Works for ME ✓