

Oh My Goodness: My Advisor is on Facebook?

By: Karyn Brown
Department of Communication
Mississippi State University
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What is Facebook?

- **Facebook** is a social networking Web site. It was launched in February of 2004.
- Facebook was founded by Harvard graduate Mark Zuckerberg and was initially restricted to Harvard University.
- Currently, the Web site has the largest number of registered users among college-focused sites with more than 34 million active members worldwide (also from non-collegiate networks).

What is Facebook?

- According to [TechCrunch](#), "about 85% of students in [previously] supported colleges have a profile [on the site]. [Of those who are signed up,] 60% [log in](#) *daily*. About 85% log in at least once a week, and 93% log in at least once a month." According to Chris Hughes, spokesman for Facebook, "People spend an average of 19 minutes a day on Facebook."

What I hope to accomplish in this workshop:

- You know what Facebook is and have an understanding of how to have a page
- Understand how you can effectively use Facebook as an advisor and/or faculty member
- Advantages and Disadvantages of Facebook

A great way to “reach” our students

- We always need to be adapting to our audiences. What has worked in the past may not work in the future.
- If more than one half of our students use this site on a daily basis--doesn't seem like it is the best tool to reach them? And...it is a vehicle of communication they are comfortable using; therefore, might be an effective tool.

So What is Stopping You?

Are you thinking:

- I don't want my personal information on the Web
- I don't want students knowing that much about me
- I don't want students to think of me as a “friend”
- I don't want another Internet entity to keep up with (my e-mail is enough)
- Facebook is for students

The point to remember about anything
you put on the internet...is the word
“YOU”

YOU have the control to:

- Put what you want on the Web for the world to see
- How much you want students to know about you
- Whether students see you as a “friend”
- Combine accounts for simplicity
- Install privacy devices for your information

My Many uses of Facebook:

- Classes & Groups
- Information access
- Platform for interaction
- Follow-up during internships & after graduation
- Birthdays & other significant events
- Knowing more about our students (interests, hobbies)

Classes & Groups

- It's a great way to keep students informed and updated, and provides a link to help students find each other through common interests:
- Classes
- Advisees
- Student organizations
- Interest groups

Information Access

- Students can find me and I can find them (and provides me a photo)
- Able to search ANY student & alumni
- Allows me to keep track of student's activities and lifestyle
- I can better tailor interactions with my advisees because I know them better
- I can keep my students informed of my schedule, activities, etc.

Platform for Interaction

- Students seem to open up in Facebook like no other medium I have ever used!
- Students are able to see me as a person with interests, skills, etc.
- Knowing more about me allows my students to strike conversations--gets the dialogue started

Follow-up during internships, semester breaks, and after graduation

- If I need to reach students during this time, Facebook provides me instant access no matter where they are.
- Can know about their experiences through their profiles

Birthdays & Other Significant Events

- Facebook lists birthdays (adds a special touch when I can wish them a happy birthday)
- Students post: accidents, break-ups, family problems, activities, pregnancy, etc.
- The “news feed” on Facebook gives me a daily summary of the lives of my students and fellow co-workers

Knowing more about our students

- The key to audience adaptation is knowing our audience
- Facebook is sometimes the tool I need to see potential problems with our students

Some Problems

- Certain information and photos can ruin reputations and personal relationships.
- Access to information such as phone number, address, and class schedule, etc may lead to stalking, sexual harassment and abuse (Bugeja, 2006)
- Student Affairs professionals such as career counselors and academic advisors must deal with parents and employers who view students behavior on Facebook (Bugeja, 2006)
- Authorities such as police and college administrators use Facebook to find illegal behavior
- Students DO NOT understand the dangers

In Conclusion...

Facebook is not for everyone, but is a wonderful way to interact with your students. Just like any tool...it is all in how you use it. Let's take a look at Facebook!