

## Georgia ACRAO

**The company uses Demand Marketer software to do Facebook posts for them. They still monitor comments, questions, etc. themselves.**

## Middle States ACRAO

The use of social media by MSACROA has been discussed for two years, maybe more. The initial push was to create a LinkedIn site for the members to facilitate discussions and professional development. **Though a MSACROA LinkedIn group exists, it was felt that LinkedIn was too limiting for creating a relevant social media presence.** We then discussed creating a Facebook page and utilizing Twitter. During these discussions, I discovered paper.li and bufferapp.com. paper.li allows us to automatically scan twitter and other media for education related stories. This is done every morning. An automatic tweet is created which is also copied to our Facebook page. I choose stories that I think are interesting and schedule tweets with headlines and links which are sent at predetermined times throughout the day. This is so members, friends and followers do not get a barrage of tweets at one time. **All tweets are automatically posted to Facebook.**

The goal is to create a **meaningful source of information for our members.** At the same time, it

needs to be manageable for the person responsible for the content. These tools have make this possible. We seem to have reached a plateau in new Facebook “likes” and Twitter followers. **The people who are active online are the same people who are typically active in the organization.**

In the future, I'd like to see more discussion and posting of pictures from MSACROA events on Facebook. Job postings and the newsletter would work well with social media. I'd like to see if we can get folks tweeting at the conference. I tried to get some traction with #msacroa2012 on Twitter for our annual conference. No one really caught on. Unfortunately for our organizations, the **people who are active in the profession are not necessarily using these tools or they simply don't understand them.**

There is a level of active participation by the membership that is necessary for any social media plan to be relevant. The key is finding or creating the content to get the members interested in participating.



## Alabama ACRAO

At this time Alabama ACRAO **doesn't have a Facebook presence, but our members have been requesting that opportunity** for a year or so now. Since I took over as News & Web Editor for ALACRAO in 2011, I've been looking at a way to implement that, but at this particular time we don't have a way forward that completely satisfies our desires.

Because we charge membership fees for access to most of our pertinent information and our state's college fair calendar, **we have a strong desire to keep our online data behind a paywall — almost all of the member-specific data on our website, [www.alacraoweb.org](http://www.alacraoweb.org), is password-protected.** For us, that means a publicly-viewable Facebook Page is not the best choice. A Facebook group, while a better option in terms of privacy, would be challenging for an organization of our size to manage. Simply put, all of our executive members are pulling double duty in other full-time capacities, so approving and disapproving group membership requests would be too time-consuming right now.

We do have a **Twitter** presence, @alacrao, as Ronnie already mentioned. Only a few dozen of our members follow us, though we push that outlet at meetings and in newsletters, and we remind members that they do not have to be Twitter account holders to view the page. **It is an efficient way for us to get reminders to our connected members, though we still rely on standard email to get in touch with most people.** We've found the Twitter presence to be a great addition to our annual meeting. In June of this year I live-blogged our keynote speaker, Alabama's superintendent of education (changes to secondary schools is a hot-button issue here right now), along with a couple of other conference events for those who couldn't attend. We interacted with a number of people via Twitter at that time.

What could happen in the near future is the creation of an **ALACRAO Facebook Page that simply reposts what we send out on Twitter (by using a social media dashboard like HootSuite).** **It seems inevitable that we will have to build some kind of ALACRAO Facebook presence,**

simply because the majority of our members are on there. But, the pessimistic side of me already sees us having trouble when someone asks on our Facebook Page when and where a college fair will be held, and another member responds publicly. As soon as that happens, we'd have to take measures to start clamping down again, lest our main revenue generator (our college fair calendar) gets devalued by well-meaning admissions representatives.

So that's where we stand right now. **Do the benefits of expanding our social presence to Facebook outweigh the possibility of our member-exclusive data being compromised? Or are we hurting ourselves simply by not being on all social outlets in some capacity?** We'll keep investigating and asking questions as we move forward.