

Technology Tools: Facebook

If Facebook was a country, it would be the third largest nation in the world. With usage growing hourly, it's a tool that your worship group or meeting might want to use. It's free and has a variety of benefits.

Your group can set up a Page. Pages can be visited and viewed by any Facebook member and can display links, photos, events, documents and invite responses to surveys. You can even buy ads on Facebook directing people to your Page – and you can target the people you'd like to see the ad (for example: who live with 25 miles of your zip code, are interested in spirituality, etc).

Things you can do on a Facebook Page include:

- Feature a map to your meeting place.
- Have all relevant contact information – including times of regularly schedule events such as meeting for worship.
- Post meetings for worship and other gatherings (special speakers, Quaker Quest, and so forth). You can then invite Facebook friends to these events and/or publicize them via Facebook ads.
- Use the status update to keep Facebookers apprised of work in which your group is involved. This includes community vigils, soup dinners, volunteer efforts, etc.
- Post links of interest from related organizations such as your yearly meeting, local food pantry, American Friends Service Committee and so on.
- Use photos to showcase your group's activities.
- Post videos about your group or which relate to your group's interests.

Learn more at <http://facebook.com/>

Connect

Connect with FGC:

- FGC has resources to support new and existing groups
- FGC can help a group connect with other local Quaker groups
- FGC can help you get listed on QuakerFinder.org to help others find you

FGC staff and volunteers are happy to talk with you about this, or any other issue, your meeting or worship group is facing. Please contact us by emailing us at friends@fgcquaker.org or phoning 215-561-1700. This piece was downloaded from fgcquaker.org