

## Use Facebook and FREE Apps to Engage Family

RT9643  
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### Today's Topics

- Facebook Jargon and Groups
- Engagement
- Facebook Group Features
- Third-Party Applications

### Raise Your Hand If...

- You've heard of Facebook or seen it before.
- You have a Facebook account.
- You have ever posted something on Facebook.
- You are comfortable replying and commenting to posts.



### Why Facebook?



7.5 Billion

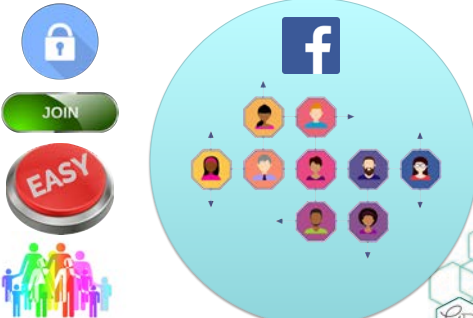

> 25% of world use 

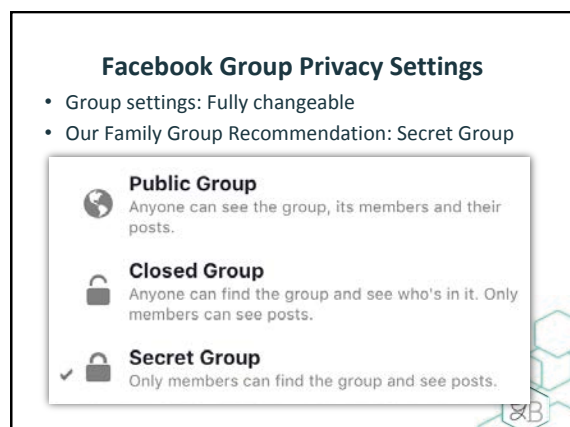
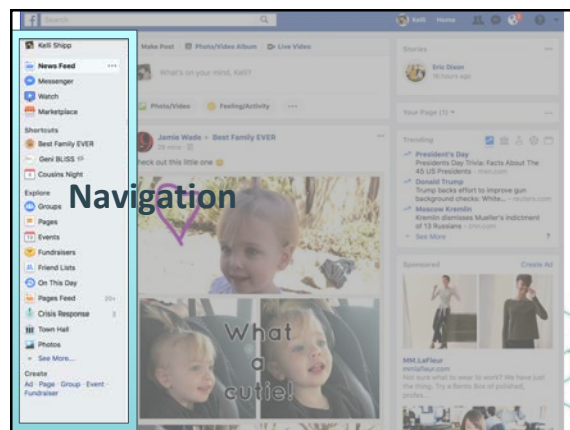
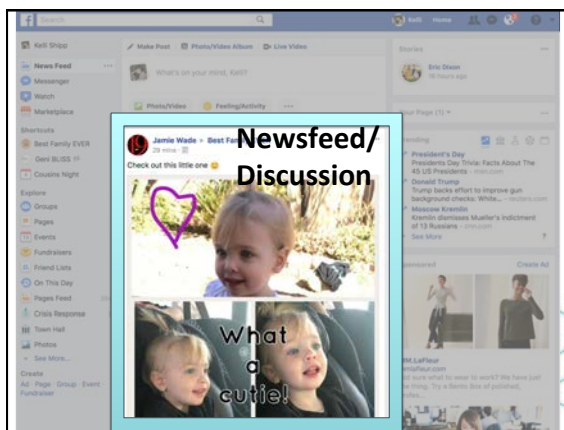
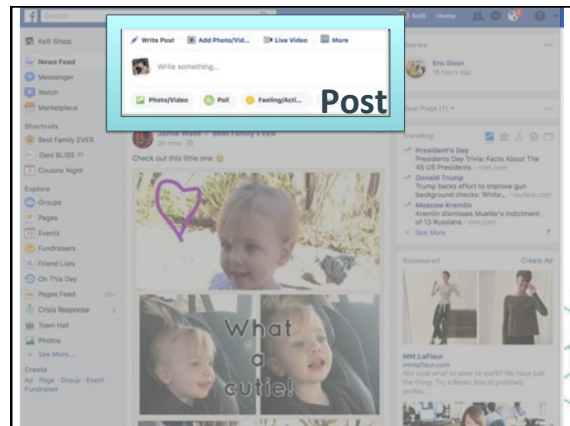
US >200m FB account, nearly 2/3 adults

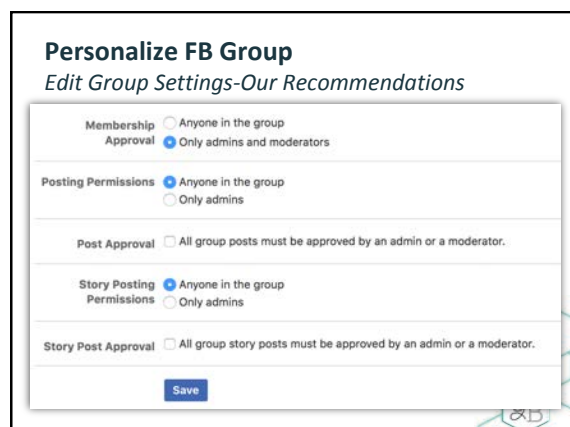
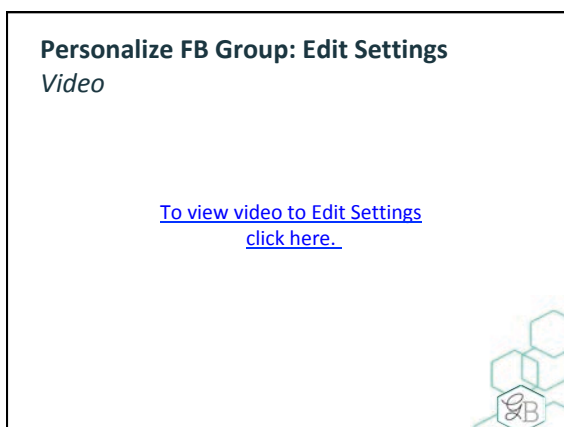
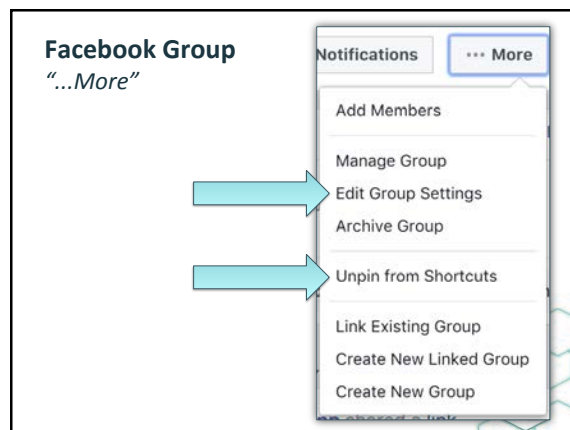
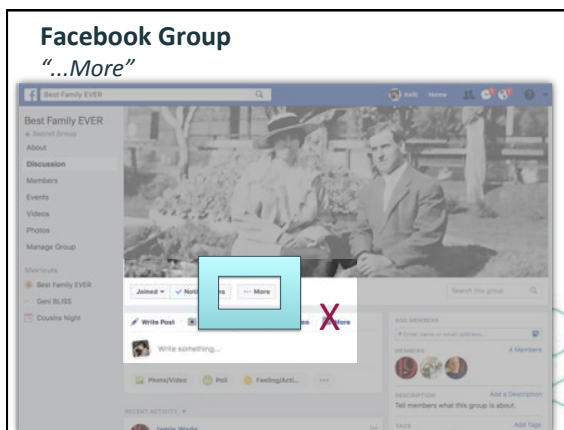
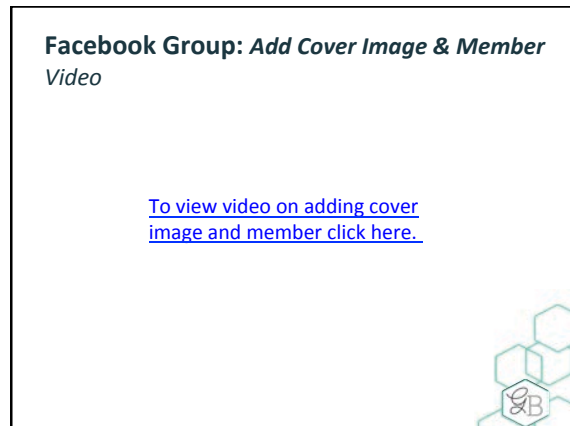
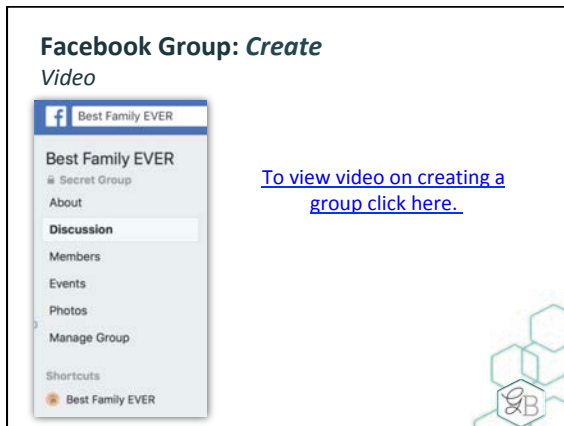
Source: <https://www.reuters.com/article/us-facebook-users/facebook-hits-2-billion-user-mark-doubling-in-size-since-2012-idUSKBN19026>  
Source: <http://www.pewinternet.org/2016/11/11/social-media-update-2016/> (chart)

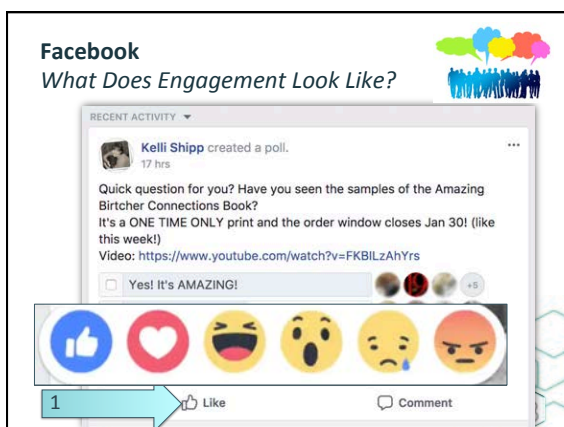
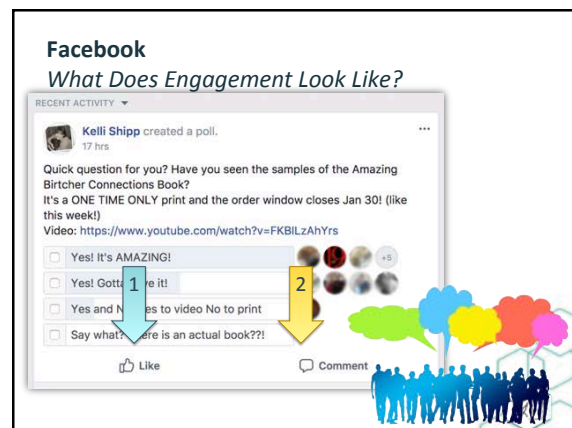
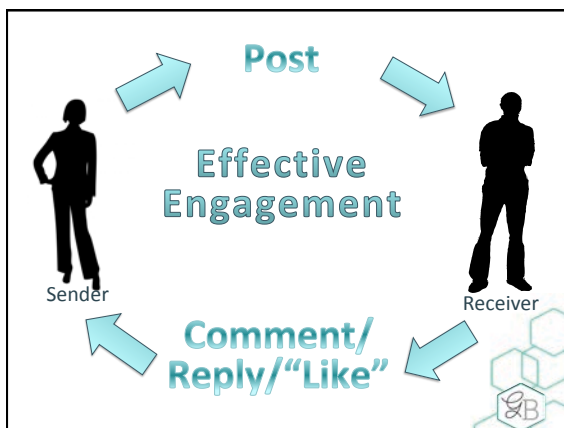
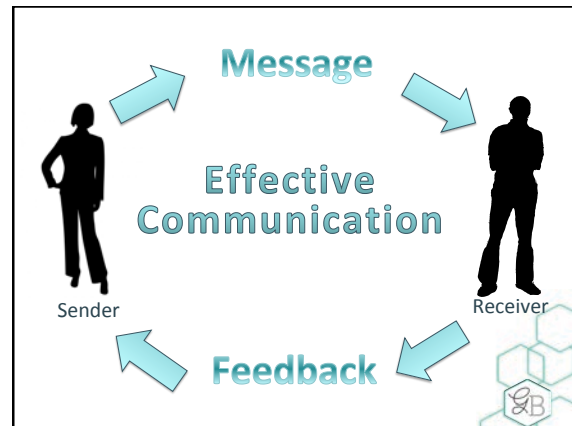
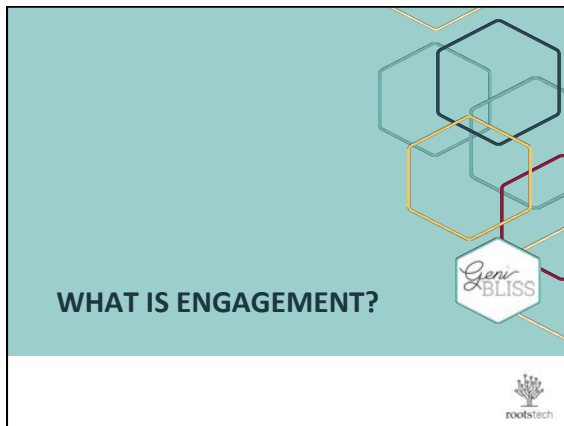


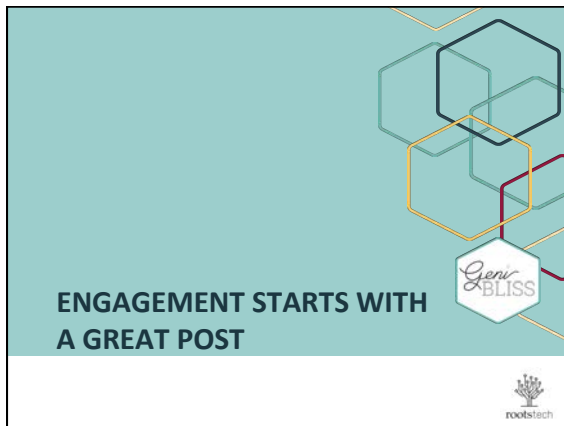
### Why Facebook Groups?









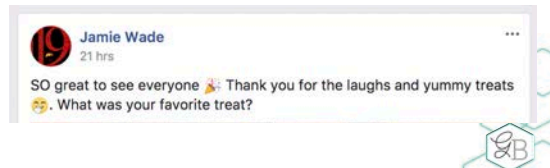
## Posts That Encourage Engagement Are...

- Relevant information-on topic



## Posts That Encourage Engagement Are...

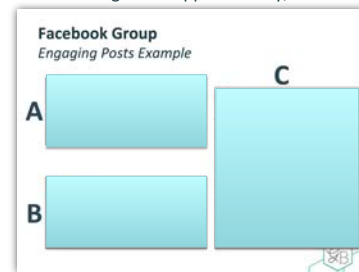
- Interesting
  - short, emoji 🤔 😊 😄 😁, meaningful video or photo, even Facebook Live
  - Ask Questions
  - Encourage responses



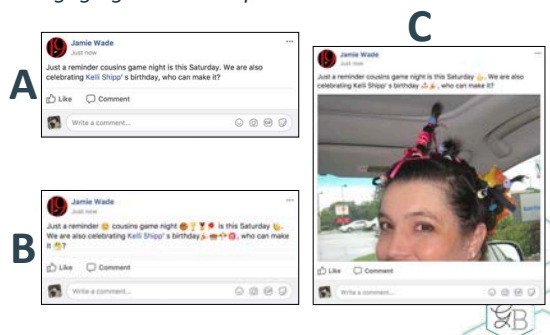
## Facebook Group

### Engaging Posts Example

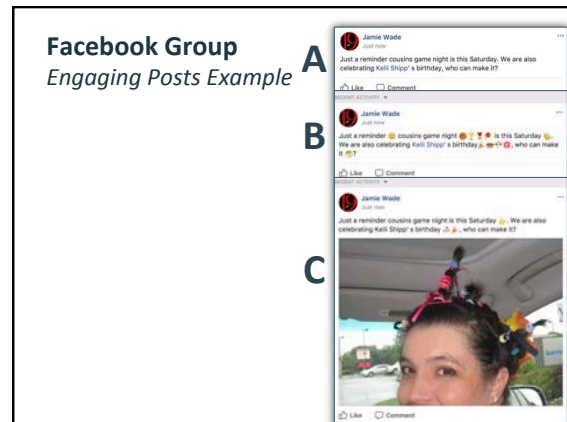
- Just a reminder cousins game night is this Saturday. We will also be celebrating Kelli Shipp's birthday, who can make it?



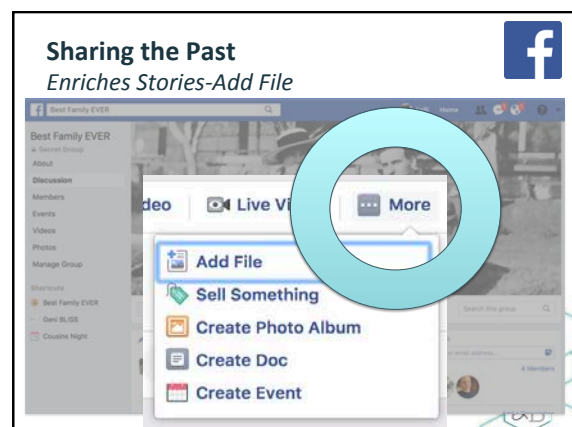
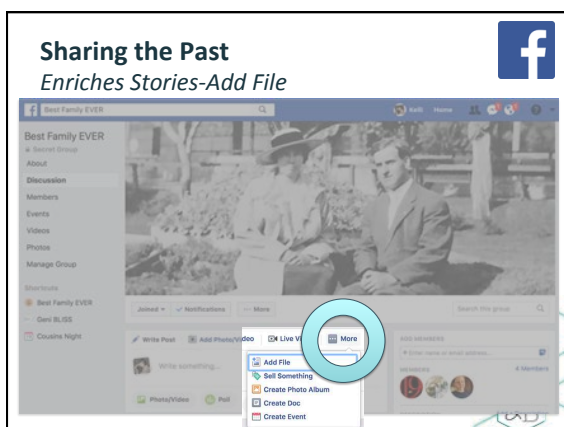
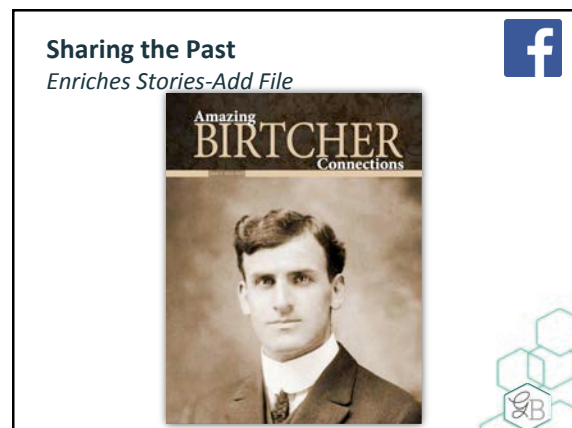
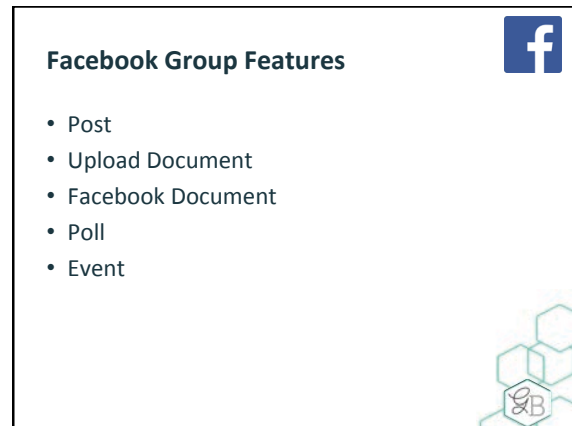
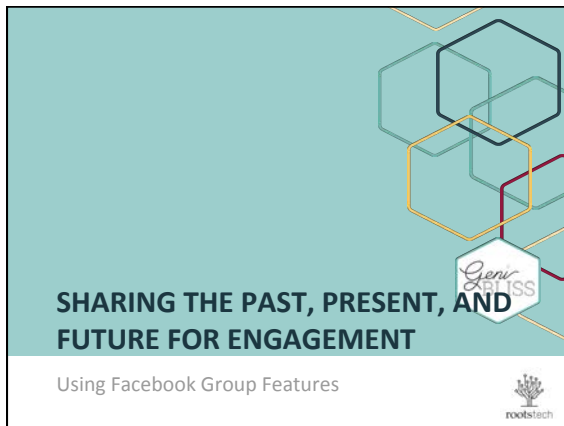
## Facebook Group Engaging Posts Example

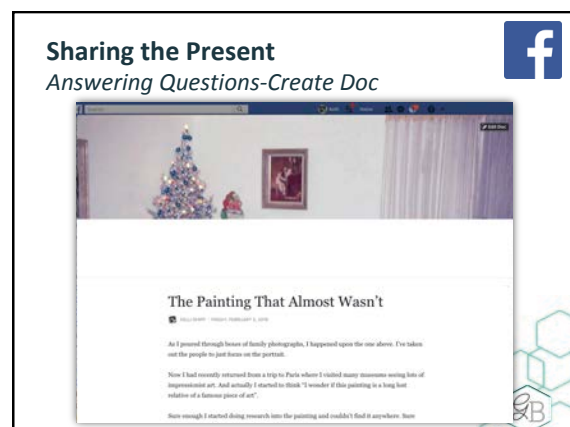
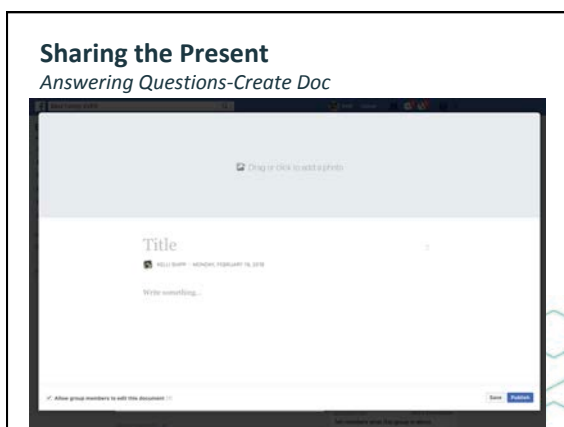
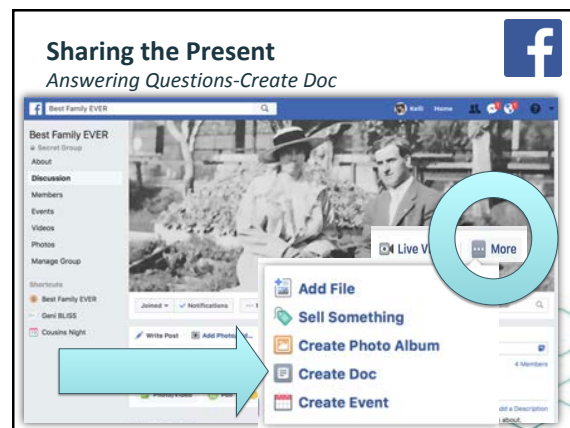
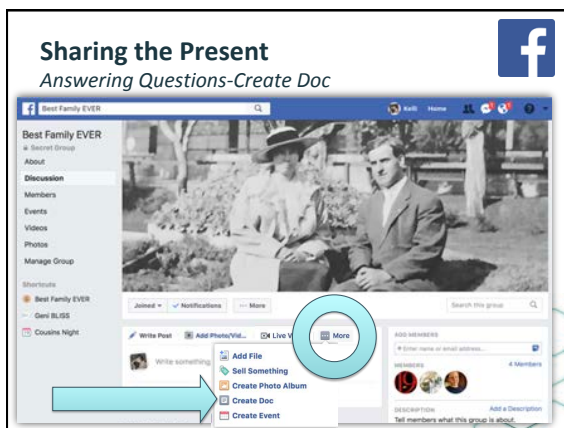


## Facebook Group Engaging Posts Example









### Sharing the Present

#### Answering Questions-Create Doc

Recent Activity

Kelli Shipp edited a doc.

Just now

The Painting That Almost Wasn't

As I pored through boxes of family photographs, I happened upon the one above. I've taken out the people to just focus on the portrait. Now I had recently returned from a trip to Paris where I visited many museums seeing lots of impressionist art. And actually I started to think "I wonder if this painting is a long lost relative of a famous piece of art". Sure enough I started doing research into L...

See More

Like Comment

### Sharing the Present

#### Survey the Family-Use a Poll

Genibless Rootstech 2018

Secret Group

About

Discussion

Members

Events

Photos

Manage Group

Search this group

Join

Notifications

More

Write Post

Add Photo/Vid...

Live Video

More

Photo/Vid...

Poll

Feeling/Acti...

...

ADD MEMBERS

Enter Family Group Na...

Family Name HERE

Amazing Birtcher Conn...

DESCRIPTION

Tell members what this group is about.

3 Members

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DESCRIPTION

Tell members what this group is about.

3 Members

### Sharing the Present

#### Survey the Family-Poll Video

[To view video about creating a poll click here.](#)

### Sharing the Present

#### Survey the Family-Use a Poll

Recent Activity

Kelli Shipp created a poll.

17 hrs

Quick question for you? Have you seen the samples of the Amazing Birtcher Connections Book? It's a ONE TIME ONLY print and the order window closes Jan 30! (like this week!)

Video: <https://www.youtube.com/watch?v=FKBILzAhYrs>

☐ Yes! It's AMAZING!

☐ Yes! Gotta have it!

☐ Yes and No! Yes to video No to print

☐ Say what? There is an actual book??!

Like Comment

### Sharing the Present

#### Survey the Family-Use a Poll

Recent Activity

Kelli Shipp created a poll.

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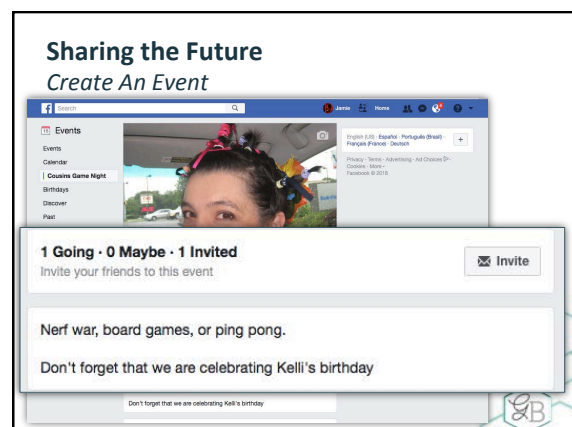
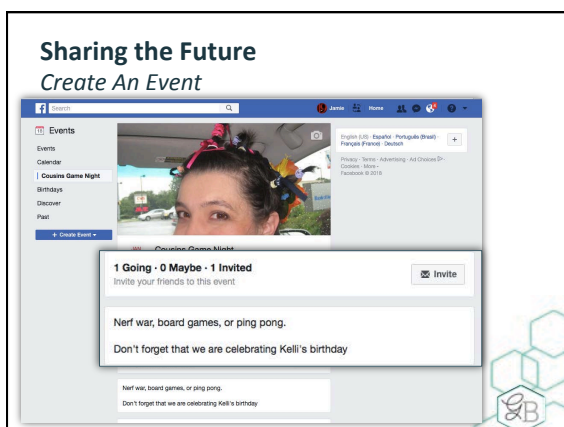
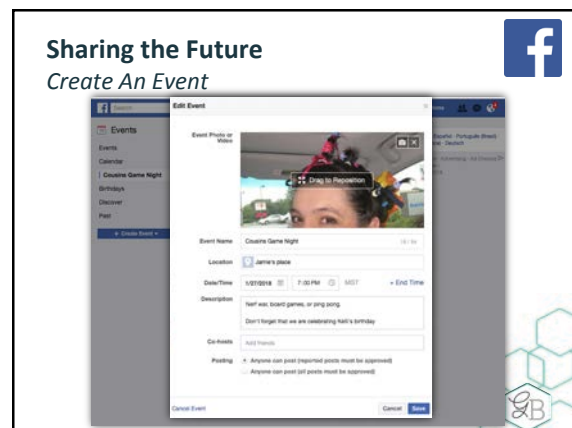
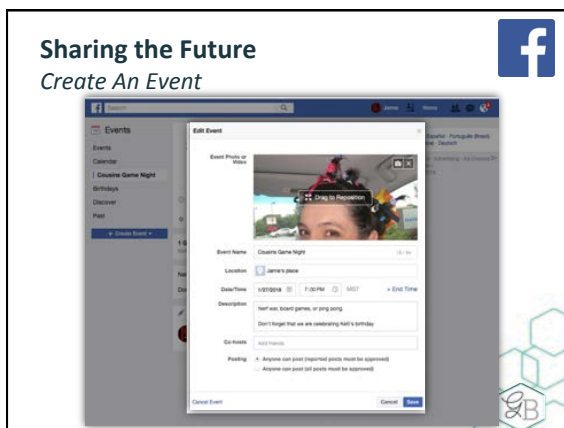
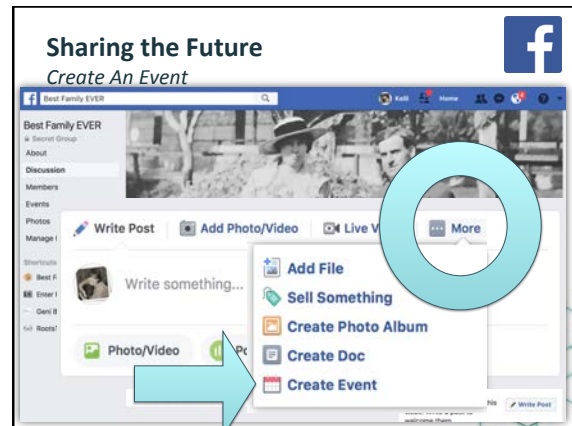
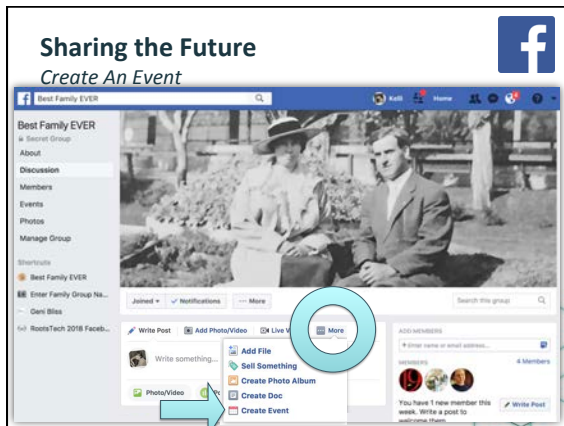
☐ Yes! Gotta have it!

☐ Yes and No! Yes to video No to print

☐ Say what? There is an actual book??!

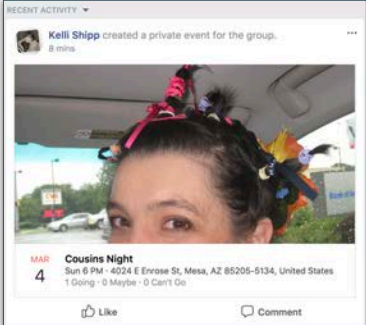
Like Comment





### Sharing the Future

Create An Event



RECENT ACTIVITY

Kelli Shipp created a private event for the group. 8 mins

**Cousins Night**  
Sun 6 PM · 4024 E Enrose St, Mesa, AZ 85205-5134, United States  
1 Going · 0 Maybe · 0 Can't Go

Like Comment

## Additional Ideas for Using Facebook Features In Your Family Groups

### Sharing the Past



Birth Certificate: By Anonymous (State of Mississippi) [Public domain], via Wikimedia Commons

### Relate the Past to the Present




Kelli Shipp · April 1997

Have the fish really gotten smaller over time OR has my family's ability to fish diminished that much?? 🐟🐟

Like Comment

### Get Input Today

Date for next doughnut night (or any family event)  
Menu options  
Reunion locations



Jamie Wade created a poll. 2 mins

Vote on your favorite treat for Jamie's graduation celebration? 🎓

☐ cupcakes

☐ brownies

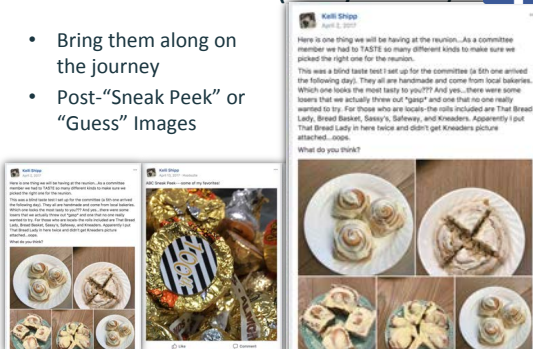
☐ ice cream

+ Add option

Like Comment

### Build Excitement: Event (Family Reunion)

- Bring them along on the journey
- Post "Sneak Peek" or "Guess" Images

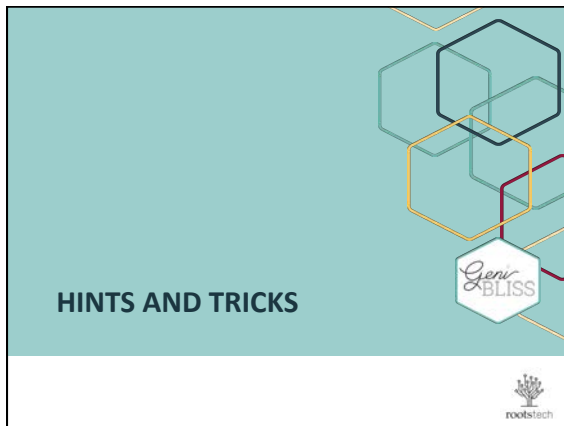


Kelli Shipp · April 5, 2017


Here is one thing we will be having at the reunion...As a committee member we had to TASTE so many different kinds to make sure we picked the right one for the reunion.

This was a blind taste test I set up for the committee to Sin one arrived the following day). They all are handmade and come from local bakers. Which one looks the most tasty to you??? And yes...there were some losers that we actually threw out "loser" and one that no one really wanted to try. For those who are local-the rolls included are That Bread Lady, Bread Basket, Sassy's, Saffron, and Kneaders. Apparently I put That Bread Lady in here twice and didn't get Kneaders picture attached...oops.

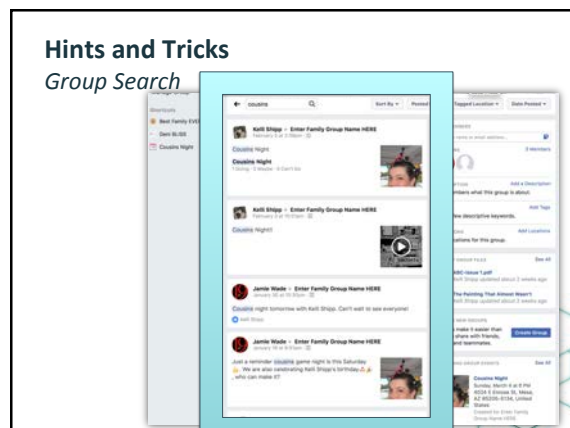
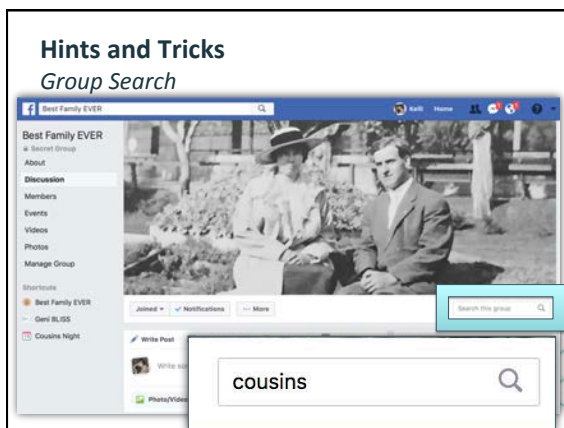
What do you think?



### Hints and Tricks




- Group Search
- Frequent & Consistent Posting
- Scheduling



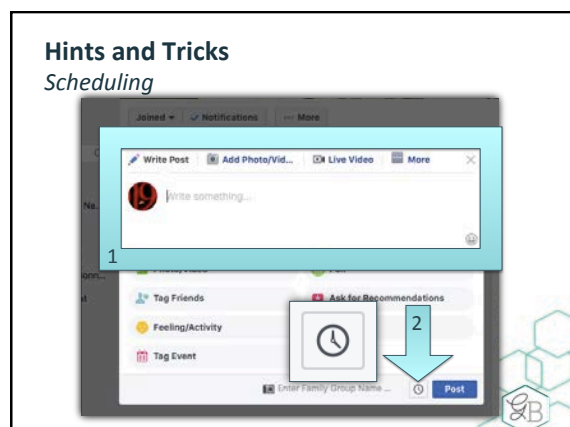
### Hints and Tricks

#### Frequent & Consistent Posting



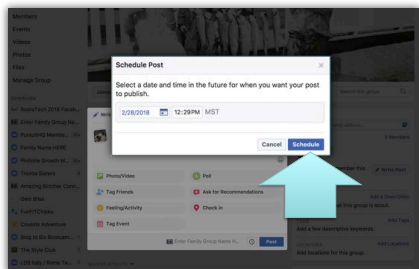
Pick a Schedule & Stick With It  
Note: No magic formula

**FINISH**



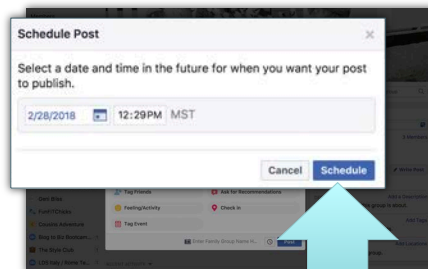
## Hints and Tricks

### Scheduling



## Hints and Tricks

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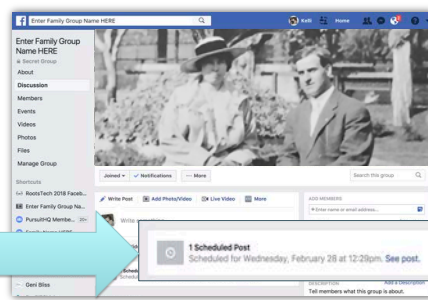
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## Hints and Tricks

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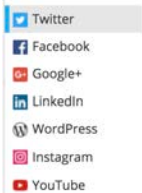
## Hints and Tricks

### Scheduling: Third-Party Scheduling Apps

**buffer**  
buffer.com

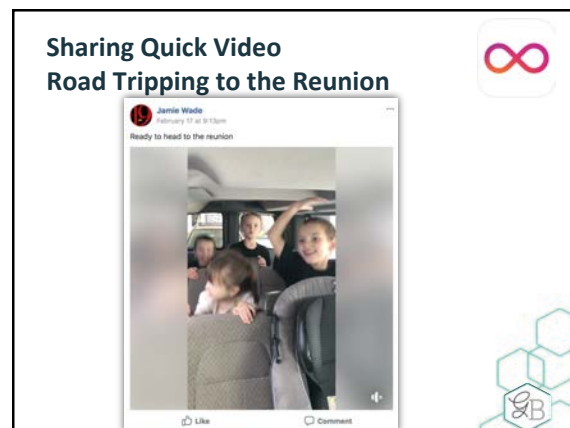
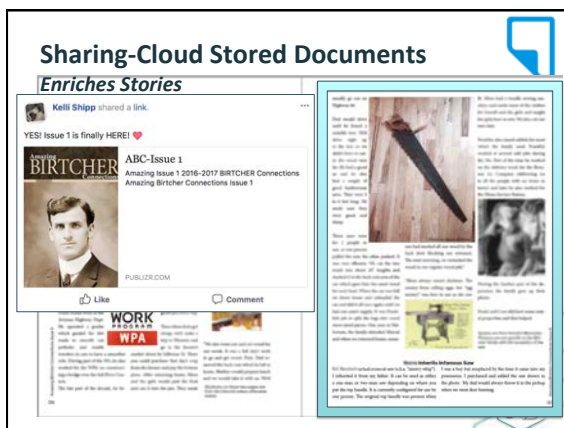
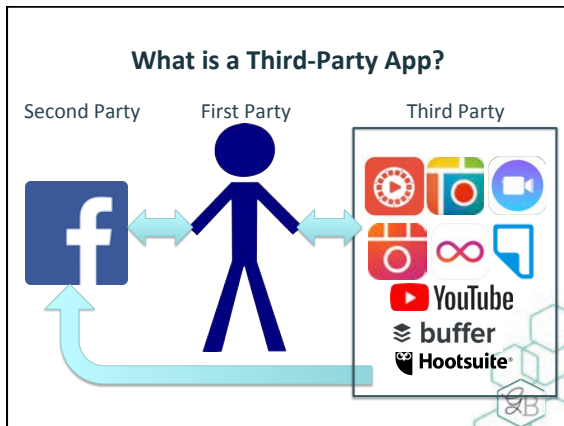


**Hootsuite®**  
hootsuite.com

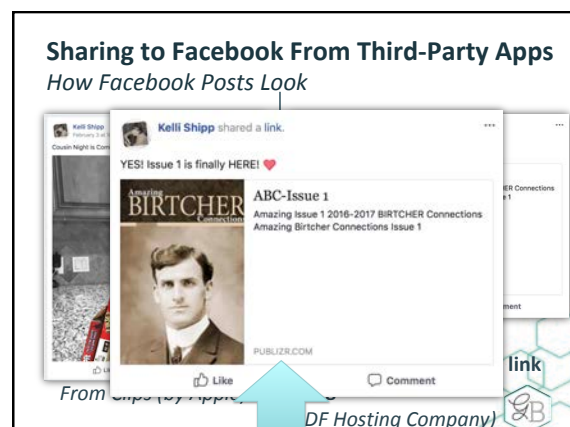
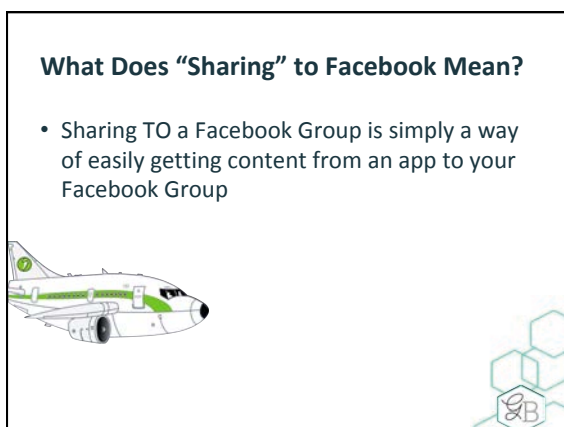
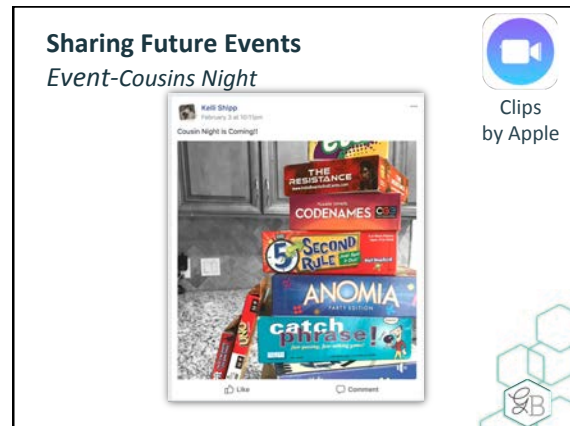


SHARING THE PAST, PRESENT, AND  
FUTURE WITH THIRD-PARTY APPS










### Sharing to Facebook From Third-Party Apps

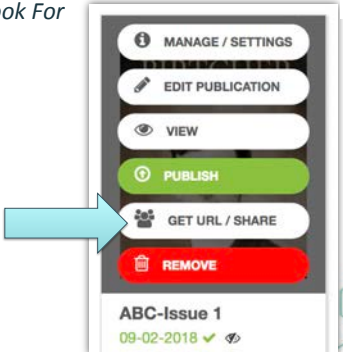
*What to Look For*

- “Share Icon” 1 person telling 2 or megaphone
- Arrow OUT
- Word “Share”



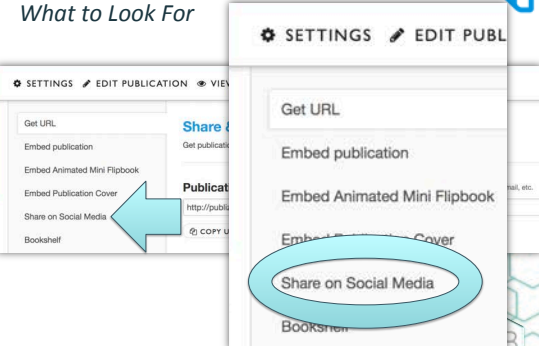
### Sharing to Facebook From Publizr

*What to Look For*




### Sharing to Facebook From Publizr

*What to Look For*




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*What to Look For*



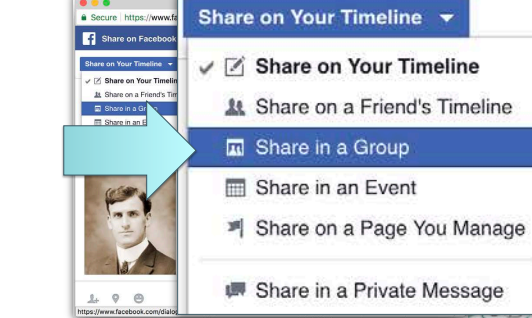
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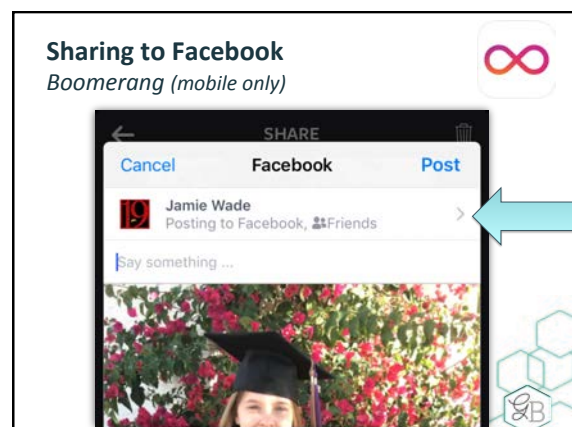
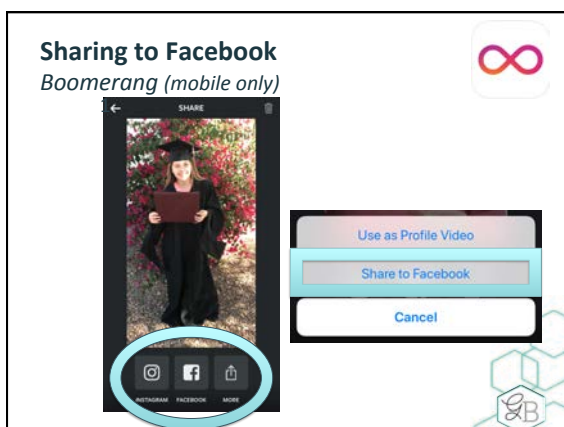
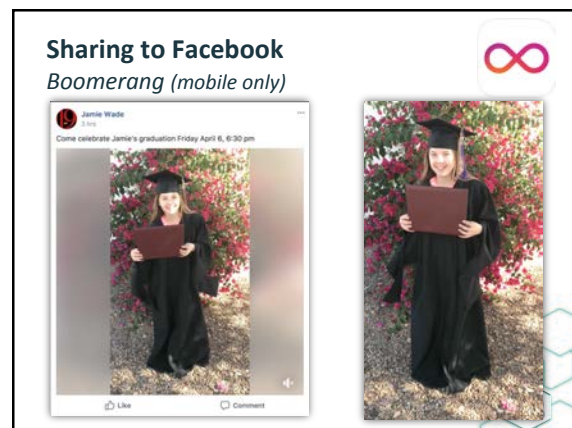
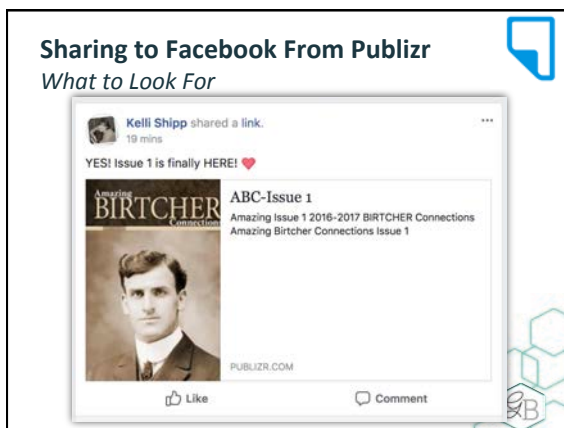
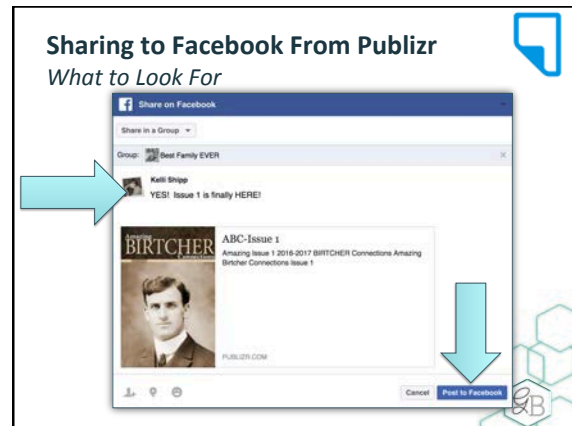
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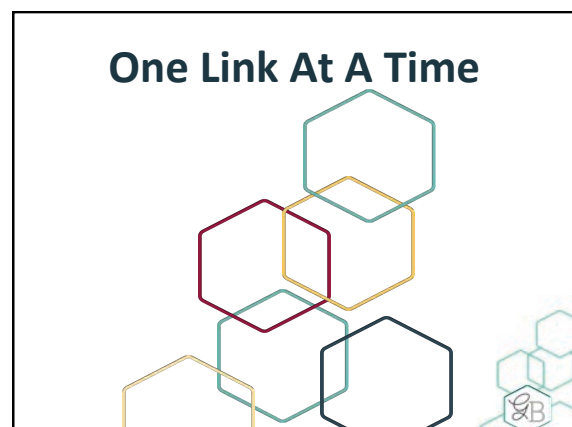
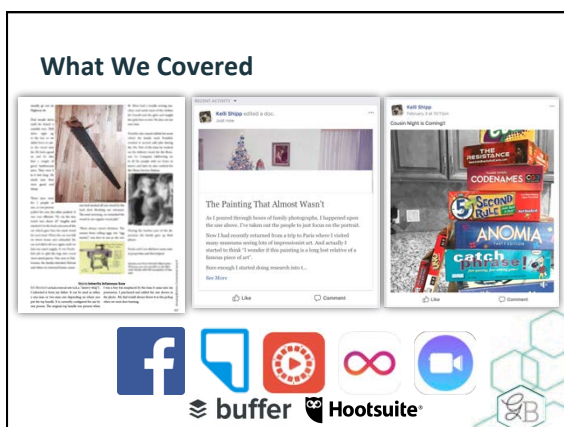
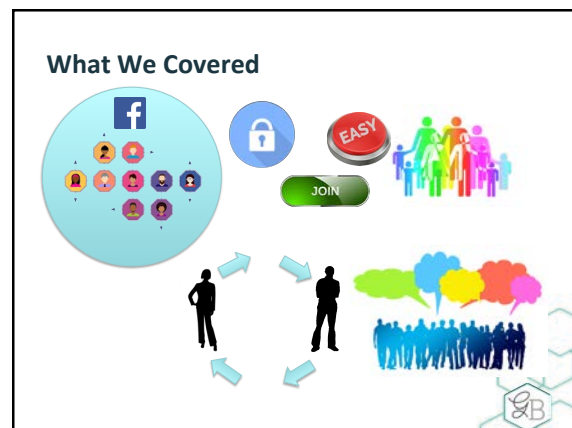
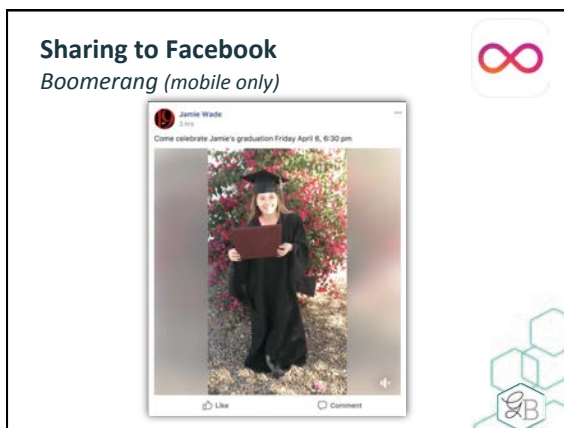
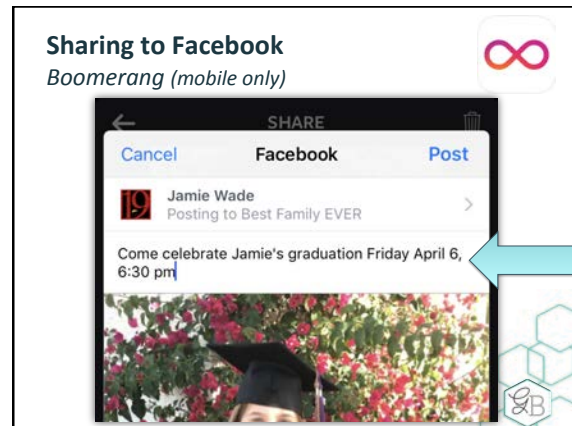


### Sharing to Facebook From Publizr

*What to Look For*







# THANK YOU

Downloads may be found at:  
[www.genibliss.com/rootstech2018](http://www.genibliss.com/rootstech2018)  
(Available Mid-March)

