



USE FACEBOOK AND FREE APPS TO ENGAGE FAMILY

RootsTech 2018 Syllabus for RT9642

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Let's Make Some Memories!



Facebook Groups is a great vehicle to get folks talking and to share important family information.

This handout includes information on why Facebook and what Facebook Groups can do for you along with our recommendations for setup and a handful of attributes and limitations of Facebook and a number of third-party applications.

Thank you for letting our family help connect yours!



Share your experiences with us!
Click an image below.



What makes Social Media Social?

Interaction with others by sharing and receiving information

What is engagement?

The process of communicating in an on-line community¹

Engagement measures things such as: likes, shares, uploads, and comments

Why do we need engagement?

Through open communication we build relationships with others

Social media allows for the use of personality without using verbal cues

Why choose Facebook?

- Most people already use or are familiar with Facebook...and it's FREE!
- Since most people already use it, there isn't a new program to download or learn to use
- Allows for privacy setting of individuals and groups to protect self, minors, and family members
- Facebook allows customized use
- Used cross-generationally

What are Facebook Groups?

A customizable space for groups to exchange information in a controlled forum

Establish a Facebook Group in 2 steps, and then...

Adjust settings and personalize - See our recommendations on pages 5-6

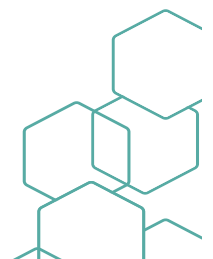
Invite members

Assign rolls

Post

Children's Online Privacy Protection Act (COPPA)- regulation imposing minimum age of 13 years old for registration on online forums that capture personal information.²

For more information on privacy considerations see:
<http://www.genibliss.com/privacy-considerations-in-social-media>



Exploring Facebook groups

Basic posting: writing, adding photo/video, poll, emotion to post, recommendations
"More" posting options: files, selling
Creating: photo albums, documents, events

Getting even more from your group

Adding a shortcut
Poll Analysis
Tagging people and photos
Membership management
Archiving group

How to increase engagement with my Facebook group

Post on-topic content
Keep it short
Include pictures or video with post
Incorporate emojis in text
Utilize Facebook's built in options (i.e.: polls, recommendations, etc.)
Frequent & Consistent posting - (pick a schedule and stick with it)
Include call to action - encourage people to share memory or picture
Reply or "Like" other's posts and user comments

Post Scheduling Software: Hootsuite & Buffer

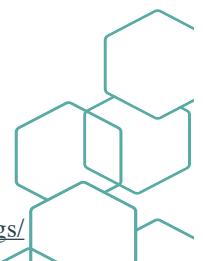
BONUS: FREE MONEY TRANSFER APPS

Some groups collect money for specific events (i.e. family reunion, wedding anniversary, etc) and there are a few ways to transfer money for FREE with a debit card.
Venmo (Owned by Pay Pal)
Square Cash (Owned by Square)
Apple Pay
Facebook Messenger

See <https://www.genibliss.com/rootstech2018> for more details

REFERENCES

1. <https://cxsocial.clarabridge.com/social-engagement/>
2. Federal Trade Commission-<https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule>



GeniBLISS Recommendations for Facebook Group Setup

Generally the defaults Facebook uses are great for family groups. There are however two items we recommend changing to make a family group a bit safer place to share sensitive information.




- 1. Security Setting:** This can be established when creating a group OR under “Edit Group Settings” (click the “...More” button immediately under the Group Cover Image.)

We recommend a “Secret Group” for a few reasons:

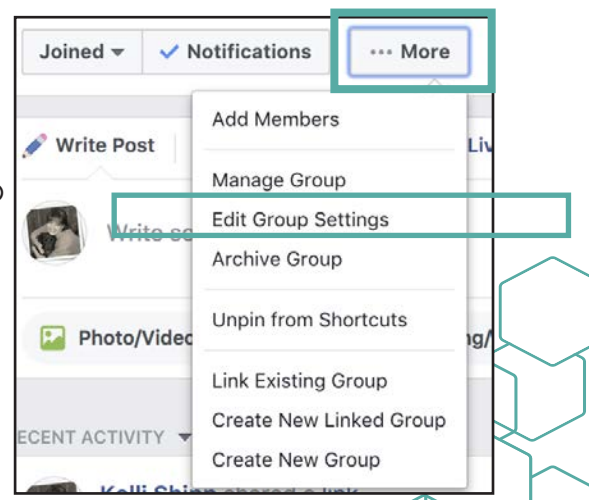
- If you have minors it helps to protect them a little bit better
- Protect sensitive family information such as members (we have some law enforcement in our family and wanted to help protect their families).
- We didn't want the group to be searchable on Facebook thus to help provide another layer of protection for our family members

Facebook Default: Closed Group

GeniBLISS Recommendation: Secret Group

	Public Group Anyone can see the group, its members and their posts.
	Closed Group Anyone can find the group and see who's in it. Only members can see posts.
	Secret Group Only members can find the group and see posts.

To find “Edit Group Settings” AFTER you created a group click the “...More” button just under the Group Cover Image and then “Edit Group Settings”.



GeniBLISS Recommendations for Facebook Group Setup (cont'd)

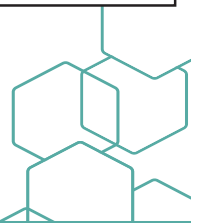
2. Membership Approval: This is how people get added to the Facebook Group. It can be found under “Edit Group Settings” (click the “...More” button immediately under the Group Cover Image.)

We recommend a changing this to “Only admins and moderators” so that you, as the administrator, know and can approve EVERYONE in your group. This way family members can recommend others not in the group but YOU have to approve them and add them.

Facebook Default: Anyone in the group

GeniBLISS Recommendation: Only admins and moderators

Membership Approval	<input type="radio"/> Anyone in the group
	<input checked="" type="radio"/> Only admins and moderators
Posting Permissions	<input checked="" type="radio"/> Anyone in the group
	<input type="radio"/> Only admins
Post Approval	<input type="checkbox"/> All group posts must be approved by an admin or a moderator.
Story Posting Permissions	<input checked="" type="radio"/> Anyone in the group
	<input type="radio"/> Only admins
Story Post Approval	<input type="checkbox"/> All group story posts must be approved by an admin or a moderator.
<input type="button" value="Save"/>	








Attributes & Limitations of Facebook and FREE Social Media Applications that Directly Interface with Facebook Groups

(Products Shown in RootsTech 2018 Presentation)

Attributes		Limitations
Facebook: A Social Networking Site		
	<ul style="list-style-type: none"> • Allows real-time communication and historical feeds • Privacy settings can be used • Commonly used-don't have to check something new • High % of population currently have accounts • User friendly • Versatile-Events, Pages, Groups, Fundraising, etc. • Cross generational • Some 3rd party companies have Facebook plug-ins 	<ul style="list-style-type: none"> • Uploaded photo quality is reduced so not a good option for permanent storage • Photos in group pages/albums can be challenging to download in mass volume • NOT for long-term storage, save off-line as needed
Hootsuite: Social Posting Scheduler		
	<ul style="list-style-type: none"> • Posts to Facebook on your behalf automatically at your programmed schedule 	<ul style="list-style-type: none"> • Max scheduling of 30 posts at a time • Limited to 3 social profiles
Buffer: Social Posting Scheduler		
	<ul style="list-style-type: none"> • Posts to Facebook on your behalf automatically at your programmed schedule 	<ul style="list-style-type: none"> • Links with one social media account per application for free. Additional account access may be obtained for a fee
Publizr: A PDF hosting company (Converts PDF into Digital Magazine)		
	<ul style="list-style-type: none"> • Allows embedding in website • Viewing on desktop or mobile device • Unlimited pages and on-line publications • Auto detects URL links in the PDF 	<ul style="list-style-type: none"> • Free account is ad supported • Free account includes extensive FAQs but no e-mail support
Flipagram: Make Movies With Images & Video		
	<ul style="list-style-type: none"> • An application that combines video and photos into video with added features like music 	<ul style="list-style-type: none"> • Post doesn't show native to Facebook, opens in window outside of Facebook • Mobile only
Boomerang: Make Short Movies with Photo Burst (Kelli's favorite right now!)		
	<ul style="list-style-type: none"> • Simple to use and easy to share to Facebook • Shows directly on Facebook Newsfeed/Discussion • Post shows native to Facebook 	<ul style="list-style-type: none"> • Photo only, doesn't take video • Mobile only
Clips: Give Motion to a Static Photo		
	<ul style="list-style-type: none"> • Lots of filters to change image • Easy to figure out • Post shows native to Facebook 	<ul style="list-style-type: none"> • Only for Apple iOS product • Adding text is a bit clunky by voice • Mobile only

Additional Third-Party Apps that interface directly to Facebook Groups



(Not illustrated in the RootsTech 2018 Presentation)

Attributes		Limitations
Adobe Spark-Post: Customize images for all Social Postings		
	<ul style="list-style-type: none"> • Lots of programmed images, styles, fonts, overlays • Quick and easy to see changes as you go • Templates for all types of social media 	<ul style="list-style-type: none"> • To make a Facebook post image fit need a custom size (1200px x 630px) • Static images only no movement • Opens image outside of Facebook
YouTube: Post Videos to Facebook		
	<ul style="list-style-type: none"> • Can share your content or that of other people • Can set video to play at a certain point rather than have manually adjusting player 	<ul style="list-style-type: none"> • Opens in window outside of Facebook
Pic Collage: Photo collage app		
	<ul style="list-style-type: none"> • Photo grids, cards, freestyle options • Photo cropping, doodle, text, stickers can be added • Variety of layout options • Choose pictures first then layout or "Skip" to choose layout first • Basic backgrounds and stickers available for free 	<ul style="list-style-type: none"> • Mobile only • Apple iOS only • Final result shared to your Facebook Group has advertising on it
LiveCollage: Photo collage app		
	<ul style="list-style-type: none"> • All-in-one photo editor, collage maker, video editor • 5000 collage layout options • Customized layout options • photo editor basic features such as filters, brush up, textures, stickers, and backgrounds • Choose layout first then add pictures OR video • Fun unique shapes for collages (puzzle, hexagons, etc.) • Shapes organized by number of pictures • Can delete part of the layout, apply effects to one or all photos at same time 	<ul style="list-style-type: none"> • Mobile only • Apple iOS only • Video collage included with fee
Snapseed App (by Google)		
	<ul style="list-style-type: none"> • Choose from different filters each with custom effects and then further edit with a plethora of "Tools". Each tool can be further tweaked. • Allows saving your creation as a separate image or as one where the changes can be undone 	<ul style="list-style-type: none"> • Mobile only • Single image edit (no collage & no video)

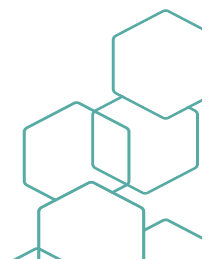
Additional Third-Party Apps that interface directly to Facebook Groups

(Not illustrated in the RootsTech 2018 Presentation)

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Attributes		Limitations
Viva Video App		
 <ul style="list-style-type: none"> • Creates videos from static and video's taken on a smart phone • There are a lot of features to edit, apply filters, add music, adjust video speed • Customize all aspects of the video from adding text, splitting, speeds, and transitions • Free app has a lot of features with the option to upgrade to more advanced features depending on the needs of the user. • Add music to the theme selected 	<ul style="list-style-type: none"> • Mobile only • Post doesn't show native to Facebook, opens in window outside of Facebook • Generating the videos is done exclusively from a mobile device. • Customization options like ad removal that can be added for a fee • There are multiple steps involved to generate the video and is a bit more involved time wise • 	
Filmmaker App		
 <ul style="list-style-type: none"> • Split, duplicate, or adjust video or photos • Customization with playback speeds and apply filters in addition to splitting, speeds, and transitions • Video output can be selected as portrait or landscape • Text overlays • Voice over or music options • Post shows native to Facebook 	<ul style="list-style-type: none"> • Mobile only • Final has advertising on it 	

There are so many different FREE apps that post directly into Facebook Groups that this is just touching the surface but a fun place to start.



Attributes & Limitations of Six Social Media Applications

(Included in Original Handout)

Attributes	Limitations
Snapchat: Send Videos & Pictures That Self-destruct	
 <ul style="list-style-type: none"> Usable on mobile devices Sends photos or videos up to 10 seconds in length Chat stories can be viewed for 24 hours only 	<ul style="list-style-type: none"> Content disappears seconds after being viewed Screen shot can be taken of each snap Only works with mobile devices Does not interface directly to Facebook Groups
Instagram: Sharing Photos & Videos	
 <ul style="list-style-type: none"> Can send posts to individuals or groups Individuals may follow users and be followed Can view and interact with post via computer and mobile devices 	<ul style="list-style-type: none"> Typically for use with mobile devices Computer use doesn't allow for new posts Does not interface directly to Facebook Groups
Twitter: Post & Message Interaction	
 <ul style="list-style-type: none"> Twitter feed is public unless specified in privacy settings Groups are made dynamically using hashtags (#) 	<ul style="list-style-type: none"> Tweets are limited to 140 characters and a picture (is that really a limitation?) Does not interface directly to Facebook Groups
Pinterest: Bookmark To Upload, Save, Sort, Discover, Share, & Manage Ideas	
 <ul style="list-style-type: none"> Users may have public or secret boards Great search capabilities Link sharing and boards Interfaces directly to Facebook Groups 	<ul style="list-style-type: none"> Not very social; limited to comments, but improving social aspects Facebook Group post is a link back to Pinterest
Whatsapp: Messaging & Calling (Audio & Video)	
 <ul style="list-style-type: none"> Works across portable devices and computers & syncs seamlessly All messages encrypted Send documents up to 100MB Uses internet for phone or video calls versus cellular so great for across country borders 	<ul style="list-style-type: none"> Group limit is 256 people Backup chat manually, can be messy Data is stored on the device and is not conveniently transferrable to a new device Uses internet, so if the user is offline it cannot be accessed
Joomag: Online Digital Publishing Tool	
<ul style="list-style-type: none"> Works with portable devices & computers Offers templates for DIYers without design experience Allow private digital publishing Allows for actual paper production Joomag Academy with written and video tutorials 	<ul style="list-style-type: none"> Requires more advanced software design skills if creating from scratch Program user interface not simple to use Printed versions are expensive but nice Was free, now monthly subscription required
1 Second Everyday: Piece Together 1 Second Video Clips To Tell A Story	
 <ul style="list-style-type: none"> Covers any length of time from one day to many years Great FAQs and help files online Allows 1 second from each video from any day 	<ul style="list-style-type: none"> Only for mobile devices (not computers) Not free; paid app (\$5) Manually upload into Facebook

Connect with GeniBLISS

We would LOVE to hear your stories and share in your success of using Facebook and Facebook Groups to help connect your family. Please share your experiences with us and you may even be featured on our site!

Click the link to connect with us

RootsTech 2018 Presentation: <https://www.goo.gl/4E4XH2>

Connect with us on Social Media:

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Pinterest: <https://www.pinterest.com/geniBLISS>

YouTube Channel (with videos from presentation): <https://www.goo.gl/DSEgh1>

