Facebook

Facebook is a social networking site and the biggest and most influential 'Web 2.0' company. Through Facebook, one can 'friend' one's friends and monitor what they are doing by viewing a friend's status updates, photos, videos, notes, etc. The book of face also has 'fan pages' and 'groups' that are used by companies and organizations to raise awareness about its products and events.

Benefits

-Connect with members who otherwise might not know about JETAA
-Advertise events through 'group' and 'fan pages'
-Allow group members and page fans to connect with one another, and also see who is attending a certain event
-Post photos of events so people see how much fun the previous event was, thus convincing them to attend the next one

Challenges

-Decentralizes event RSVPs – this is a problem when RSVPs and money collection is required
-Not everyone who is a chapter member is part of the chapter's facebook group or fan page
-Trying not to spam chapter members (some members might receive information about an event through numerous sources, such as the chapter site, twitter, as well as facebook.

Goals

-Promote events
-Connect JETs with JETs

Getting Started

Creating a fan page: Go to facebook.com and select the 'create a page' option towards the bottom of the page.

Creating a group: Must already be signed up for facebook to create a group. Click on the 'groups' tab on the left side of the page (this will probably change as facebook has changed its layout twice over the past year). On the next page, click on the 'create a group' button towards the top of the page.

How to Find a Chapter

Recommended searches "JETAA [chapter name]" (i.e. JETAA Northern California) or "JET Alumni Association [chapter name]."

There are currently 51 JETAA groups on facebook, and 7 fan pages.

For more information, contact Rod McLeod- JETAA Northern California