Facebook group and pages

Facebook offers many valuable tools for Learn Local organisations such as Facebook pages and groups. Which tools should you use and when? What is the purpose of each tool? These questions and more will be answered in this fact sheet.

Facebook pages

Learn Local organisations can set up a Facebook page to promote events, courses and programs. Individuals can become a 'fan' of the Facebook page, which may mean they will see posts from your Learn Local's Facebook page in their newsfeed when they are logged into their Facebook profile. Like a website, what is posted on a Facebook page can be viewed publicly. Posts on a Facebook page can only be made by administrators of the Facebook page, which are usually staff or volunteers of a Learn Local organisation.

Carlton Neighbourhood Learning Centre is one example of a Learn Local organisation that has set up a Facebook page to promote events, courses and programs to the local community.

Facebook groups

Facebook groups are the place for small groups and individuals to share information, exchange ideas, and provide support to one another. A Facebook group can be made publicly available for anyone to join, require administrator approval for members to join or be kept private with membership by invitation only. Posts uploaded to a Facebook group are seen in members' newsfeeds, and members can interact and share information and resources with one another from within the Facebook group.

As a Learn Local organisation, a Facebook Group might be set up for students studying the same course. The Group could provide a forum for students to help each other and/or for the teacher/tutor to communicate important information to students.

Learn Local has up a Facebook Group for managers, coordinators and staff of Learn Local organisations. This Group provides a forum for networking, sharing information and resources, and asking questions. Members post information about courses they are running, job opportunities, and have asked their peers about student enrolment systems. The administrators of the Learn Local Group use it to update members on various Learn Local advertising campaigns and to share tip sheets and resources.

Comparing Facebook Groups and Facebook pages

	Facebook page	**Facebook group**
Access	• Any Facebook user can become a 'fan' of a Facebook page • If a fan of the Facebook page, posts may appear in the newsfeed of the Facebook user when logged into Facebook.	• Facebook users can become members by invitation only or by requesting to join.
Posting	• Only the administrator/s of a Facebook page can post on the page.	• Only members of the Facebook group can post to the page.
Visibility	• Posts are visible even if a Facebook user is not a 'fan' of the Facebook page.	• Depending on privacy settings, posts may only be visible to group members.
Information posted/shared	• A Learn Local organisation might post information about events, courses and programs on their Facebook page. The information posted is likely to be of interest to a wide audience, and is not private/internal in nature.	• A Learn Local organisation is more likely to use a Facebook Group to communicate with specific students undertaking the same course. Managers of a Learn Local organisation may also use a Facebook Group to communicate and share information and resources with their peers from another Learn Local organisation.

Find out more

Facebook Group Basics: https://www.facebook.com/help/162866443847527/

What is a Facebook Page: https://www.facebook.com/help/174987089221178