



Digital Platform Tip Sheet: Facebook

Tips, instructions, & resources for using Facebook with LBS learners.

facebook



Danke, dass du mal wieder vorbeigeschaut hast!

Wir hoffen, dass du dich bald wieder anmeldest.

Deutsch (A) English (US) Polski Türkçe Français (France) العربية Español Port



Acknowledgements



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Introduction

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Tips, Instructions, & Resources for Using Facebook with LBS Learners

Community Literacy of Ontario has developed three tip sheets to support community-based LBS agencies learn more about using digital platforms with adult learners. The three technologies covered are Facebook, Google Classroom and ZOOM. Each contains tips, resources and success stories on using these technologies in LBS agencies.

These three Digital Platform Tip Sheets can be accessed on CLO's [website](#).



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Using Facebook with LBS Learners

What is Facebook?

Facebook is a popular social media platform that works on any computer browser as well as Android and iOS smartphone apps.

Facebook is one of the most widely used social media platforms and has been in existence since 2004. Over the years, Facebook has released many new features such as private messaging, Groups, Live Streaming and more. Many of these features have been helpful for LBS organizations to provide service delivery remotely.

While some features like viewing a Facebook Business Page can be done without a Facebook account, most features of Facebook require the user to have a personal account.

For organizations, the most popular functions of Facebook are:

- Pages, or Business Pages
- Groups and Private Groups
- Facebook Messenger
- Facebook Live

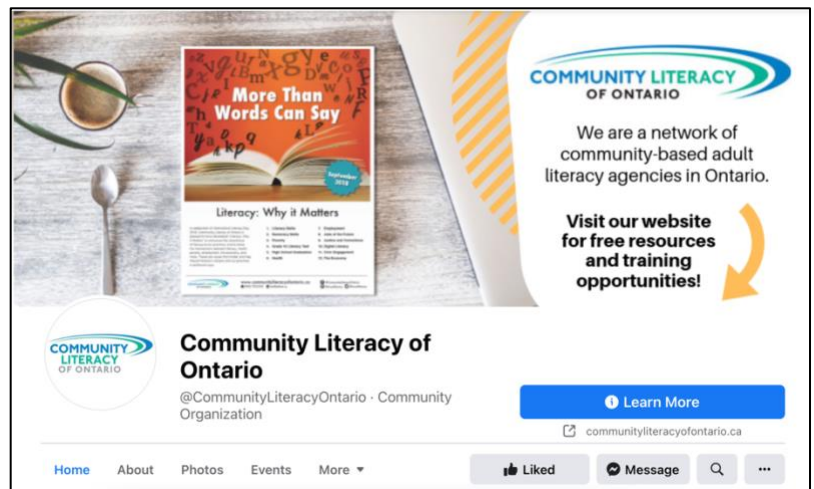
Facebook Tips for LBS:

The Basics:

Facebook is a free social media platform that is already very popular with most of the world's population. Many Literacy and Basic Skills (LBS) learners will be familiar with the Facebook platform or already have a Facebook account. Because of this, it has been a popular choice for communicating with adult learners in LBS programs.

The many features of Facebook: Profiles, Pages, Groups, Facebook Messenger, Events, and Live

Facebook has a myriad of features that keep people connected in different ways. Every user will have their individual *Facebook Profile*. With their Facebook account, learners can “Like” an LBS organization's *Facebook Business Page* and can also send private messages back and forth with administrators of the Facebook Business Page.





Messenger

Using *Facebook Messenger* is a popular choice because it is similar to texting, but does not require a cell phone plan, just WiFi. With Messenger, participants can send text messages, images, videos, links, and more. Facebook Messenger is usually used between two individuals, but group messages can be sent as well. LBS agencies can even message learners as their organization's Page so as to not use the staff or volunteer's personal Facebook accounts. Also, many LBS organizations set up staff Facebook accounts to avoid blurring lines between the personal and professional.

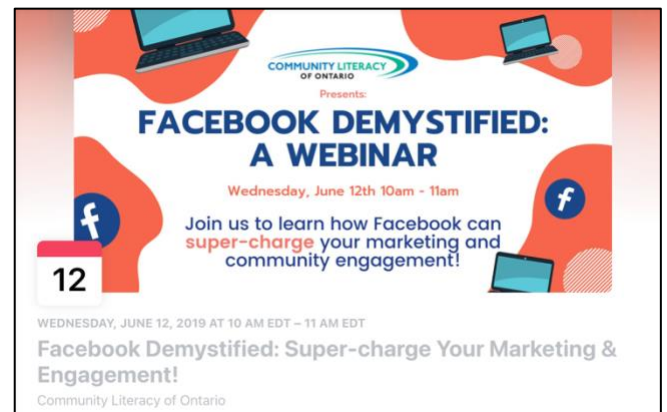


Facebook Groups

Facebook users can also create public or private *Groups*, which is another popular way to stay connected with LBS learners. Groups can be created to bring together people around a particular topic. For example, they could be used for one cohort of a class, or for one subject. Making a group private means that anyone can find the group, but only members of the group can see what's being posted in the group. This feature can protect learners' privacy. Click [here](#) to learn more about setting up public or private Groups.

Facebook Events

Facebook Events are similar to a Group, as individuals will RSVP to sign up for notifications from the event page. Events are generally used just as they're named - to advertise an event. They are great for sharing the details of a new program and getting people to sign up in advance. Events are also useful for fundraising, celebratory or social events. Learn how to set up a Facebook event [here](#).



Facebook Live

Facebook Live is a feature that can be used by an individual's account or an organization's Page. The user will stream a live video that can then be saved as a post on the organization's Page's timeline. Live streaming is a popular way to connect with all the followers of an organization's Page. You can easily share a short message, market fundraising or special events, or program updates, like announcing new service offerings. Follow [this link](#) to learn how to use Facebook Live.



Security and Confidentiality:

Facebook has many security and confidentiality risks, especially concerning the personal information and posts that any user may share on their personal Facebook account. Remember to review your personal privacy settings to ensure you are only sharing your posts and personal information with people you are comfortable doing so with. Facebook has excellent resources to help you do a privacy check-up, and these resources can be found [here](#).

Top Tips for LBS:

As previously mentioned, Facebook is a very popular choice for linking with learners in LBS programs because learners are often familiar, comfortable, and confident with the platform. As many LBS practitioners have shared, remote service delivery can be difficult when the learner is learning both the core lesson, as well as a new digital platform. Using a platform that the learner is already confident in using could increase their success with the core lessons.

Two LBS examples of Facebook in action:

Prince Edward Learning Centre (PELC) - Facebook Live:

LBS Instructor, Ellis Greenberg, and his colleagues at the [Prince Edward Learning Centre](#) wanted to make their Financial Empowerment courses as accessible as possible. To do this, they decided to offer the courses over Zoom and share Zoom in real time via Facebook Live.

This allowed students to participate in the courses via Zoom, but also meant the courses were permanently available on PELC's Facebook page for students that couldn't access Zoom or weren't able to attend the courses at the time they were offered. They can now refer students to the courses on an individual basis as needed via their Facebook page. Ellis found using Facebook Live to be a very efficient way to engage the maximum number of students with little extra effort.



Haldimand Norfolk London Learning Centres (HNLLC) - Facebook Groups:

Executive Director, Anita Hillis-Krause, shared that [HNLLC](#) had been using Facebook Groups well before the pandemic affected her region of Ontario. Prior to COVID, the agency used Facebook Groups as a means of communication for a class. The learners could let their instructor know if they were unable to attend or were going to be late. Some learners also used the Groups to share ride sharing information - for learners who were in need of a ride to class, or could offer a ride to class.

Before, during, and after the pandemic, HNLLC learners, tutors and staff have been very adept at delivering and receiving instruction on a variety of devices and through a variety of applications and platforms.

After the pandemic forced service delivery online only, the Facebook Group format was temporarily suspended and one-to-one lessons were provided online. Because of this, the Facebook Groups were not used as much and other apps and platforms were tested to better serve the one-to-one online delivery model. HNLLC tried Facebook's video chat as a platform for program delivery, as well as Zoom. But, Google Meet has proven to be the app of choice for most of the staff. Additionally, the cost effectiveness and ease of access of the Google products appeals to the learners.

"I am very proud of our staff and their creativity related to still providing excellent and caring wraparound services while pivoting to adapt to the restrictions of the pandemic." - Anita Hillis-Krause

Resource Links:

GCF Global has an excellent online (and free) tutorial called Facebook 101. This helpful resource covers a wide variety of topics, including setting up and managing your Facebook Page, privacy settings, Facebook Groups and more.

<https://edu.gcfglobal.org/en/facebook101/getting-started-with-facebook/1/>

GCF Global also has tutorials on how to use **Facebook Live**:

<https://edu.gcfglobal.org/en/thenow/what-is-live-video/1/> and **Facebook Groups**:

<https://edu.gcfglobal.org/en/facebook101/facebook-groups/1/>