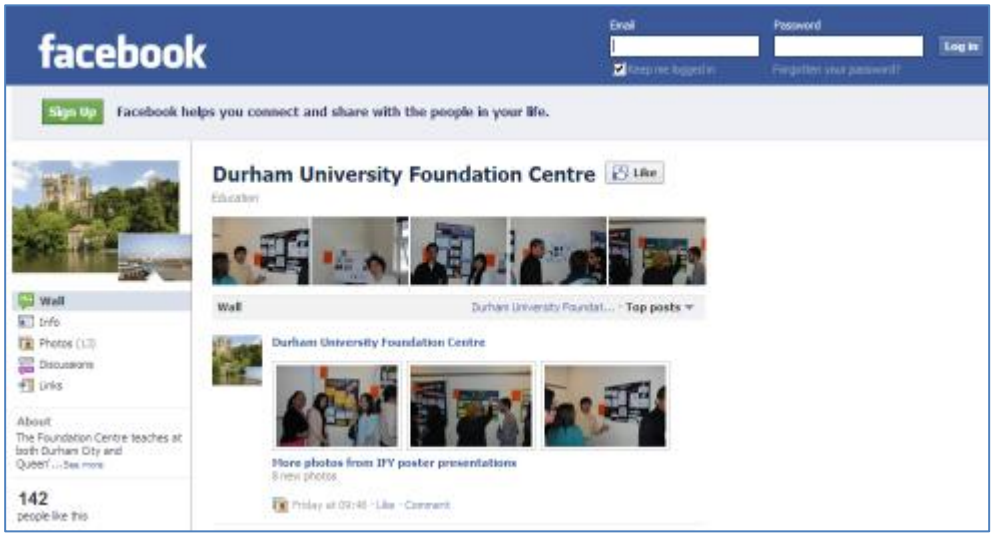
Foundation Centre on Facebook: A Case Study



Nick Pearce

@drnickpearce

http://digitalscholar.wordpress.com/

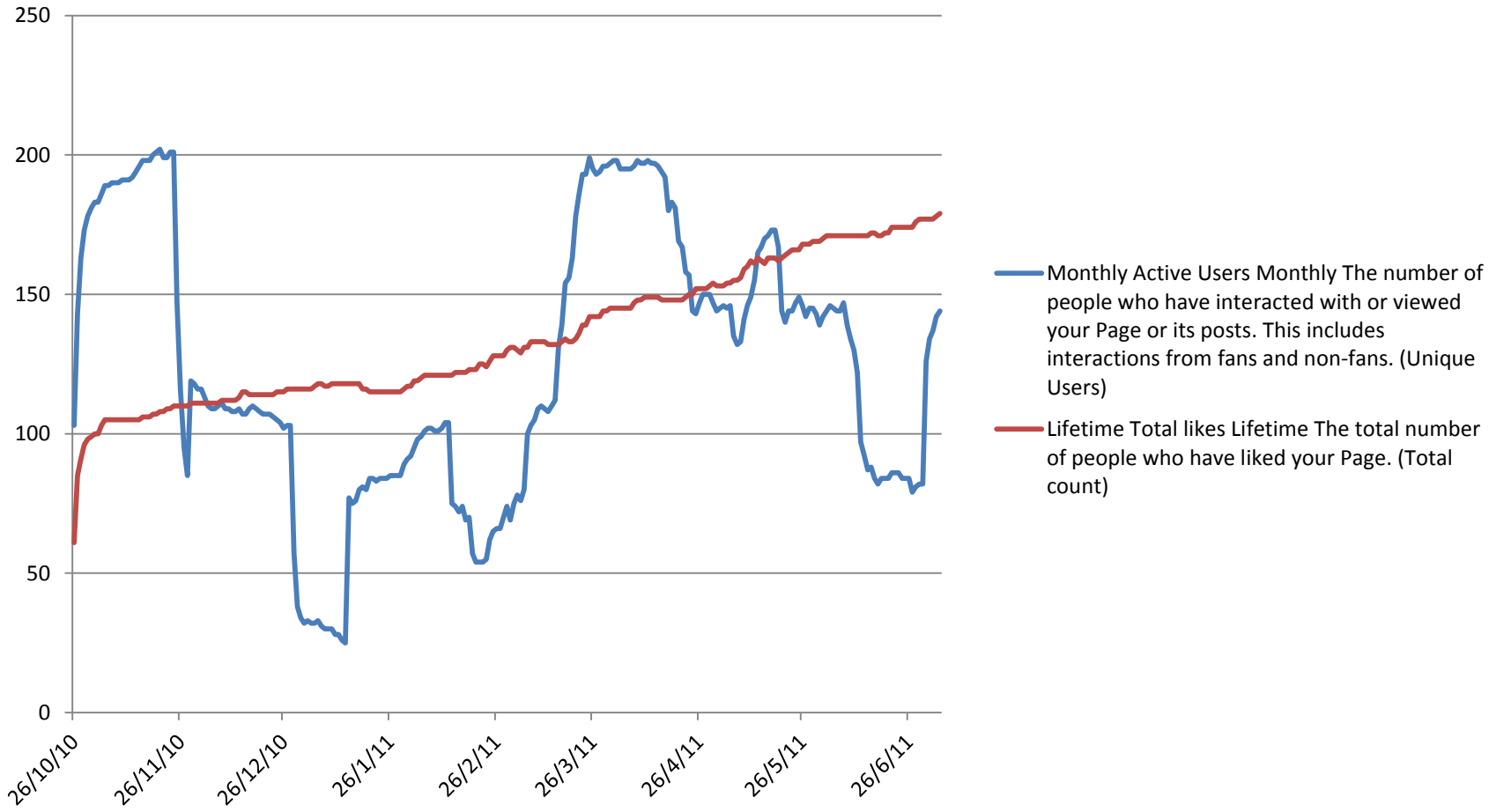
Introduction

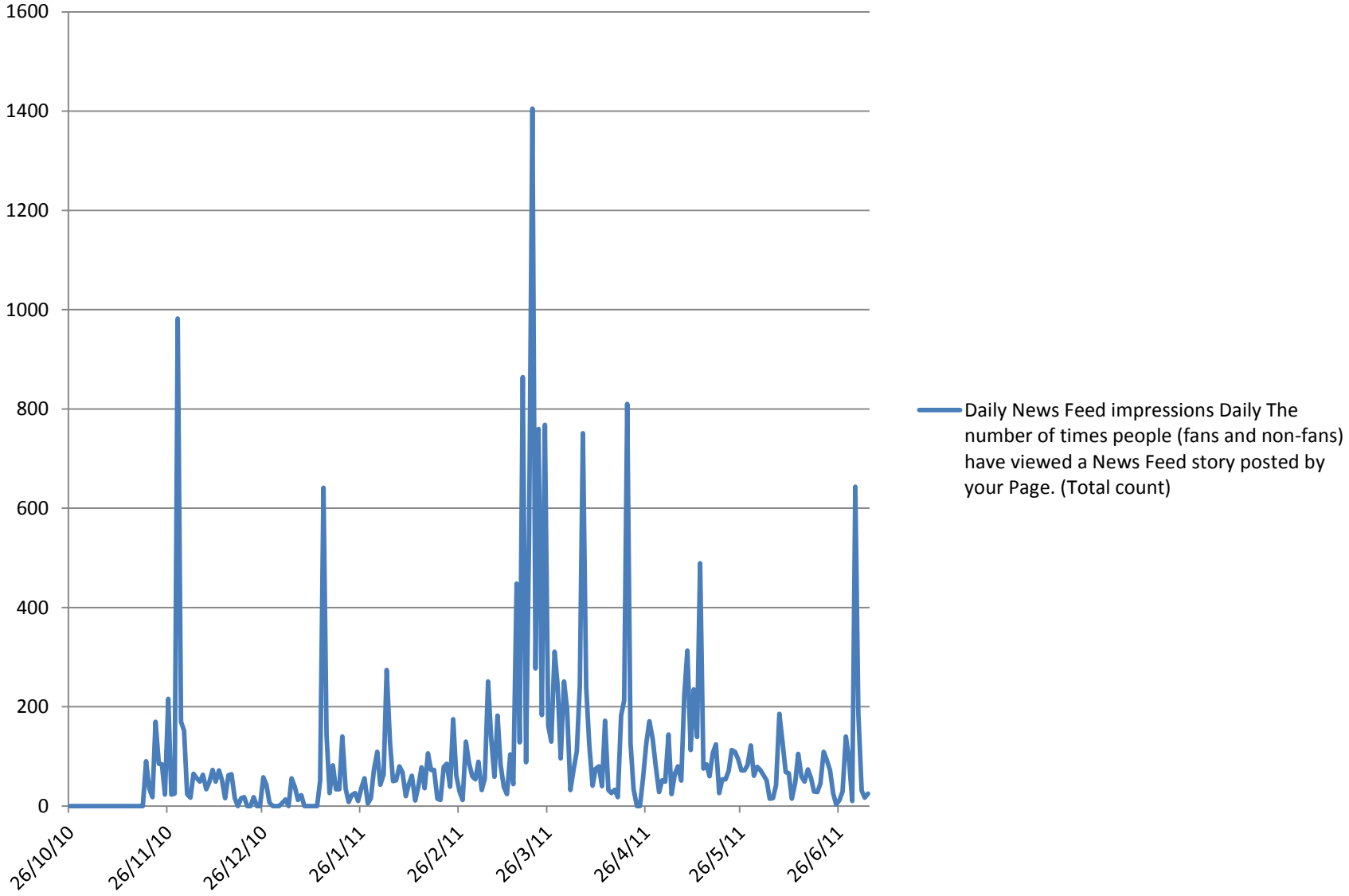
- Page set up in October 2010
- To create a community
  - Current students
  - Former students
  - Prospective students

Methodology

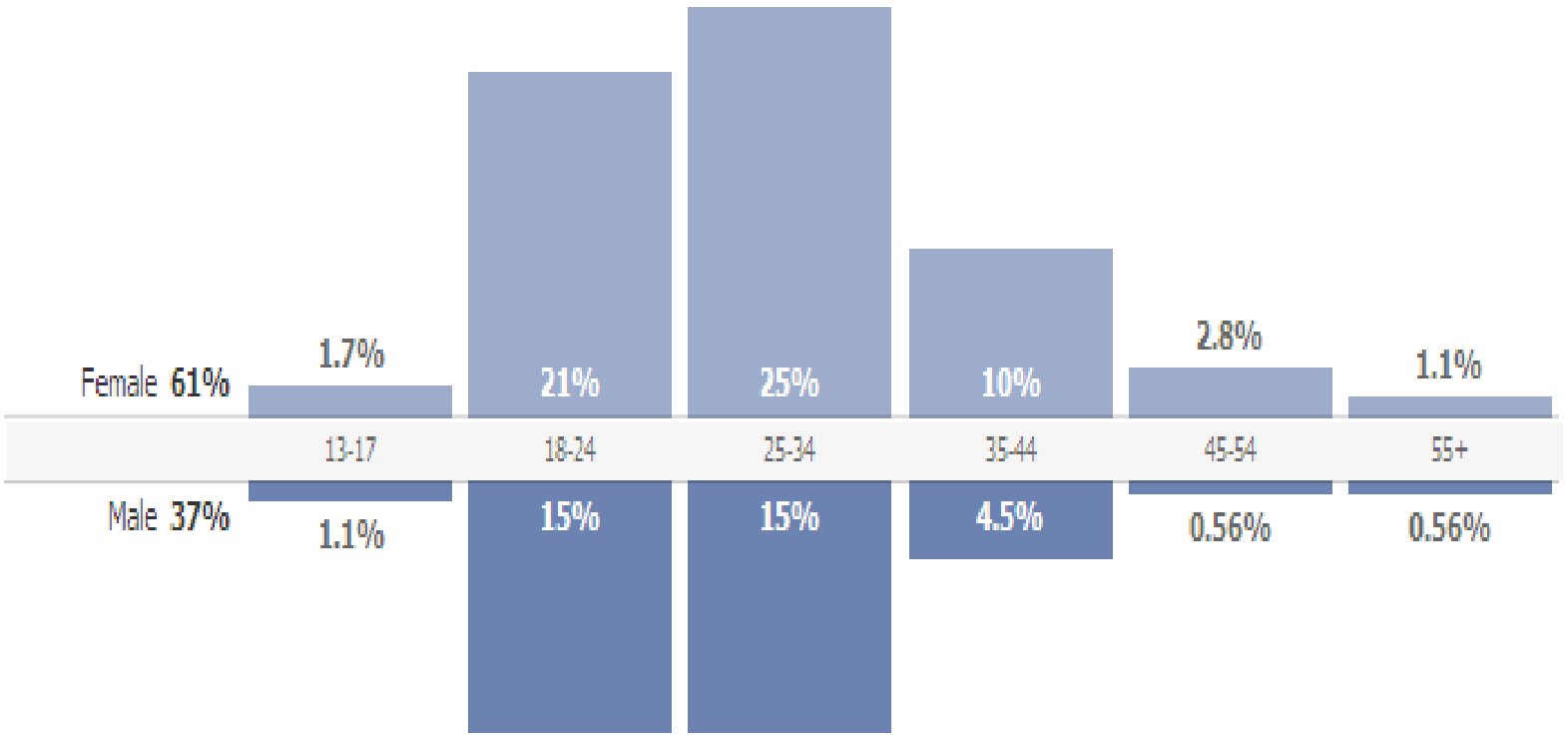
- FB Analytics
- Cross-referencing with student database
- Manual content analysis
- Ethical considerations

Analysis

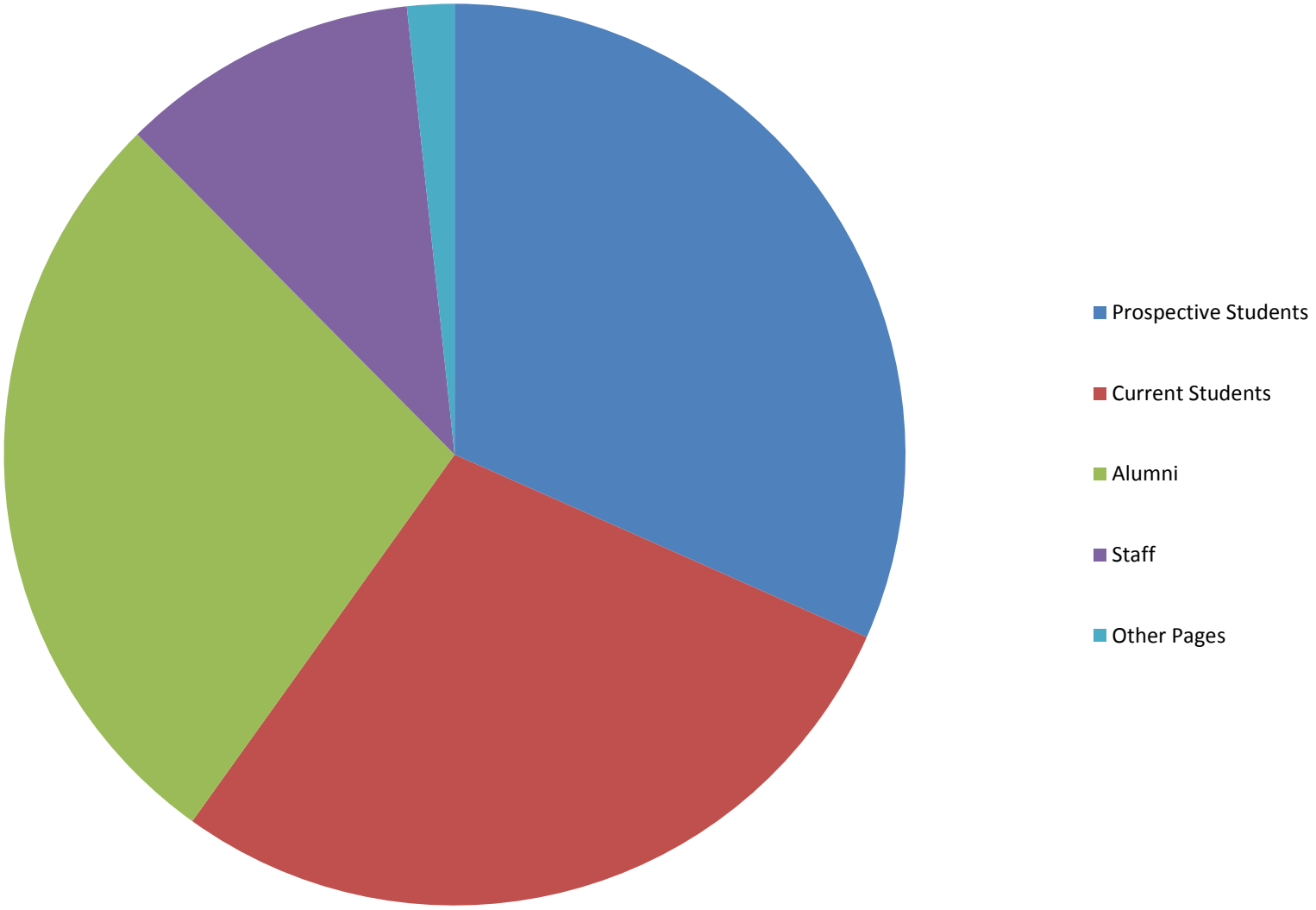

250
200
150
100
50
0
26/10/10
26/11/10
26/12/10
26/1/11
26/2/11
26/3/11
26/4/11
26/5/11
26/6/11
Monthly Active Users Monthly The number of people who have interacted with or viewed your Page or its posts. This includes interactions from fans and non-fans. (Unique Users)
Lifetime Total likes Lifetime The total number of people who have liked your Page. (Total count)


1600
1400
1200
1000
800
600
400
200
0
26/10/10
26/11/10
26/12/10
26/1/11
26/2/11
26/3/11
26/4/11
26/5/11
26/6/11
Daily News Feed impressions Daily The number of times people (fans and non-fans) have viewed a News Feed story posted by your Page. (Total count)

Basic demographics of fans



Who likes our page?



Basic Content Analysis

Content	Prospective	Current	Alumni	Staff (incl. page)	Other Page	Row Totals
Notices/info/general		10	5	8	1	24
Photos uploaded		1	1	11		13
Prospective student enquiry	16					16
Video uploaded				3		3
Replies	10	15	7	28		60
Column Totals	26	26	13	50	1	116

Issues

- Privacy
- Spamming
- FB as for-profit
  - General concerns
  - Data concerns
  - Practical concerns (business model)

Future prospects

- FB adverts
- Other social networks
  - QQ, RenRen, Orkut, Google +
- Space for informal learning?

Conclusions

- Relatively easy
- Real opportunities
- More could be done to promote horizontal communications
- Important to recognise other networks (and none!)