

Facebook Moderator Program

Classroom Script for Instructors

Who here uses social media? How about Facebook? Who would like to be paid to post on Facebook?

Have you seen the Selkirk College Facebook page for your program?

Many of these program pages are updated by students. So currently, we are looking for a student to be the Facebook Moderator for your program page.

Using Facebook helps us reach:

1. Future students – storytelling, what Selkirk College is all about
2. Current students – share information, what’s happening this week
3. Alumni and community – this is what we are doing, sharing information – Alumni can also share info to the page (by tagging us) – ex: job opportunities for new grads, etc.

Why do we want a student to do this?

- Your voice, your perspective is authentic
- You’re the student, and other students want to hear what it’s really like at Selkirk College from a student’s perspective

What does the Facebook Moderator do?

- Post on the program Facebook page 3x per week
- Share links, resources, pictures – anything you think would be relevant to your program and things that current and future students would like to see – share college links
- Responding to comments and messages that the page receives – managing the FB page
- Communicating with your Facebook liaison, most likely an instructor.

What are the benefits of being the Facebook Moderator for your program?

1. Learn about marketing, which is helpful since you are always marketing yourself (getting a job, etc)
2. Work experience – put this on your resume
3. Extra cash! Honourarium at end of semester – math break down:
 - \$250/semester
 - $250/13$ weeks = almost \$20/week,
 - post 3x per week: $\$20/3$ = over \$6/post

Next steps

1. Fill out an application form
2. Return the application form to your instructor
3. Instructor chooses a student that would be a good fit
4. Student signs agreement, is attached to the Facebook page and is given tips on best practices
5. You start posting
6. Receive your honorarium at the end of the semester