Unite, Inspire, Lead
Our Students, Our Union, Our Future

COM214
Building, Branding and Communicating with Facebook

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The NEA Strategic Goal and NEA Organizational Priority we will address this session:

- **NEA Strategic Goal**
  - Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

- **NEA Organizational Priority**
  - Early Career Educators
  - Every Student Succeeds Act (ESSA)
  - Institutional Racism/Racial Justice in Education
NEA Leadership Competency: COMMUNICATION

- NEA Leadership Competency progression level(s)
  - Level 1: Foundational
  - Level 2: Mobilizing & Power Building
  - Level 3: Agenda Driving
NEA Leadership Competency: COMMUNICATION

- **NEA Leadership Competency themes** we will address in this session:
  - Develops a two-way strategic communications plan
  - Uses current media, technology and social networks to communication
  - Develops communication approach and style to fit appropriate audience
  - Acts as a compelling advocate for the organization
  - Identifies appropriate messenger(s)
Before we get started...

Open your Facebook app/website and search for the Facebook Group COM214: Building, Branding and Communicating with Facebook
Why Facebook?

- FB takes up 22% of the Internet time Americans spend on mobile devices, compared with 11% on Google and YouTube combined
- Users spend an average of 20 minutes per day on FB
- FB tallies up to 100 million hours of daily video watch time
- 350+ million photos are uploaded to FB daily
- 49% of FB users will like a FB Page in support of their interests
- Ages 25-34 is the most common age demographic
- 42% of marketers report that FB is critical to their business


Facebook Engages Members!

- Organize efforts
- Campaigning
- Rallying support
- Bringing connections between local/state affiliates
Your Necessary Facebook Tools

- Facebook
- Facebook Pages
- Facebook Groups
- Facebook Messenger
Building with Facebook

- Group like-minded members together
- Organize for action
- Engaging members and potential members
- Building a network base
Branding with Facebook

- Creating a digital footprint
- Set the tone
- Control the message
Communicating with Facebook

- Call to action
- Endorsements
- POV on the issues
- Sharing local/state positions
- Connecting members to legislation
- Grow your membership!
Think about your goals...

- What outcomes do I wish for my campaign?
- How will I organize my members?
- What call to action will I promote and organize?
- How can I boost membership engagement?
- What are my local’s/state’s objectives and goals?
- Who can I connect with to create engagement towards a call of action in public education?
- What information do I want to share with my members?
Live Demo
Let’s strategize!

1. Take out your Session Graphic Organizer.
2. Brainstorm in your groups a goal that you are going to work with for a plan of action.
3. As a group, come up with how you could use FB to build, brand, and communicate with your members about the chosen goal.
Now it’s your turn!

1. Choose a NEA Organizational Priority
2. Within this Priority, create a goal that you can create a call to action or awareness.
3. How can you build your message, brand yourself or your message, and communicate with the members under this goal?
4. Remember to be specific as you are creating a plan of action!
Questions?
Session Outcomes

The content from this session can be used in the following ways in your current position/role:

– Campaigning for an election seat
– A call to action in your community
– Engaging members for the upcoming legislative session
Please connect with me!

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Thank you for joining me!

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• Please complete the evaluation for this breakout session!
• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment