



BROOKE ATHERTON
LSI PRESIDENT

Brooke Atherton is a member of Butte County LPA and currently serves as LSI's President. She

has served her local association as Governor, Secretary, President and various other chairman positions. Brooke is the office manager/paralegal at her husband's law office in Paradise, California.



ROD CARDINALE, JR.

Rod Cardinale, Jr. is the President of Santa Clara County LPA. He has previously served as the Ways and Means Chairman. Rod is a Paralegal at Grathwohl, Rauch and Cohen PC one of the leading Estate Planning Firms in the Bay Area since 1972.

Becoming A Fan Of Facebook

BY BROOKE ATHERTON AND ROD CARDINALE, JR.

Each LSI conference provides an opportunity for local association Presidents, Governors and Members to network and share ideas at luncheons designated for each group. A member of the Executive Committee moderates each luncheon. The LSI President moderates the Presidents' Luncheon, the LSI Executive Secretary moderates the Governors' Luncheon and the LSI Vice President moderates the Membership Luncheon. The LSI Treasurer, Parliamentarian and Executive Advisor rotate the three luncheons at each conference.

I had the pleasure of moderating the Presi-

a Personal Profile and a Fan page is described on Facebook's help center. Profiles represent individuals and must be held under an individual name, while Fan pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook. You may only create Facebook Pages to represent real organizations of which you are an authorized representative.

In addition, Fan Pages are managed by administrators who have personal Facebook profiles. Fan Pages are not separate Facebook accounts and do not have separate login infor-

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dents' Luncheon at the August Quarterly Conference in Modesto, California, hosted by Merced County LPA and Stanislaus County LPA. One of the topics we discussed was using social networking sites, such as Facebook to promote local associations. I must admit that I was skeptical on the idea prior to the luncheon. However, after a brief discussion, I knew I had to learn more.

One of the items discussed during our Presidents' Luncheon was the use of social sites, such as Facebook to promote local associations. Rod Cardinale Jr., President of Santa Clara LPA, provided information regarding Santa Clara's Fan Page on Facebook and how the Fan Page has increased traffic to their local association's website.

I have a Facebook page, but know very little about Fan pages. Rod agreed to do an interview with me to share more about how using Facebook has increased their exposure to members and non-members alike.

BROOKE: What is a Facebook "Fan" page and how is it different from a personal page?

ROD: The definition of the difference between

mation from your profile. They are merely different entities on the site, similar to how Groups and Events function. Once you have set up a Page within your profile, you may add other administrators to help you manage this Page. People who choose to connect to your Page won't be able to see that you are the Page administrator or have any access to your personal account.

BROOKE: I know that I can set my privacy settings so only my "friends" can see my photos and other items. Can you control privacy settings the same way on Fan pages? What if I tag you in a photo on my Personal page, how do you keep that from showing up on your association's Fan Page?

ROD: The Privacy settings of your Personal page are set by the individual. You have total control over what information people can see. It has nothing to do with the Fan Page. For example; if you're a Fan of our Fan Page but you and I are not personal friends and you have your personal settings set to allow only your friends to see your page, I won't be able to see anything on your Personal page. I will see you

as a Fan on the page. You can see what the page says, but I won't be able to see your Personal page.

If you post a picture of me on your Personal page and tag me in the picture, it will only show up on my Personal page. If the Fan page posts a picture with you in it and tags you, it will show up on the Fan page and on your Personal wall only.

The settings on the Fan page are set by the administrator. There are general settings such as which countries can view your page and also an age restriction.

Additionally, there are the wall settings:

1. Default View for Wall. You can set this so all posts by fans go to a separate wall. (See Capital City LPA's page.) They have two different walls - a wall where the administrators of the page post and one where all the posts by fans go. You can also set it so that all posts go to the same wall. (See Santa Clara County LPA's Fan page.) I personally think it is better to have one wall, that way you know people are seeing everything that gets posted.
2. The second wall setting is for who can post on the wall. The Fan page gives the administrator several options for posting on the page. You can either allow fans to write on the wall, post pictures, post videos, and post links, or you can set it where only the administrators can post on the wall. All are separate. For example, you can allow fans to write on the wall, post pictures, but not post video and links. Anyone on Facebook can see the page but only fans, if the administrator allows, can post on the page. The administrators control who is accepted as a fan on the page.

BROOKE: Who can be an administrator?

ROD: There is initially only one administrator. This would be the person who sets up the page. Once the initial person, who must be authorized to act on behalf of the association creates the page, they can make anyone they want an administrator. Santa Clara County LPA gave administrative abilities to all of its board.

BROOKE: You said that traffic to your association's website has increased. Can you share how you direct traffic to your website?

ROD: When I became President of Santa Clara County LPA, our website was receiving an average of 9,000 hits a month. Santa Clara County LPA started its Fan Page in early May. Over the past 3 months we have increased our hits to an average of 16,000 a month. I attribute a good portion of that to our Facebook Fan Page. We post flyers and information, then tell the fans to go to our website to download the flyer and to check the "Upcoming Events" page.

Part of our marketing strategy is to go to the local community college paralegal programs. We believe that the 20-something is more inclined to go to a Facebook page, instead of our website. If you tell someone to go to www.sccolpa.org, they may not remember that. If you tell someone to go to Facebook and search, Santa Clara County Legal Professionals Association, they may do it right there from their phone. We believe that in order to attract new and younger members who will eventually be the foundation of our association; we should go right to where they are.

BROOKE: Is Facebook a legitimate and professional advertising option for business and groups alike?

ROD: In a 2009 Harris Poll Survey, I found that 49% of all Americans have a Facebook, MySpace or Twitter account. The survey breaks the use of social networking down by age as follows.

74% of Americans aged 18-34 have a social networking page, 47% of Americans ages 35-44 have a social networking page, 41% of Americans aged 45-54 have a social networking page, and 24% of Americans aged 55 and older have a social networking page.

In 2005 only 8% of Americans had a social networking site. That number is now up to 49%. In a new report from The Nielsen Co., Americans are spending a quarter of their internet time on Facebook or other social networking sites. The report said that Americans spent 22.7% of their online time on social networking or blogs in June 2010, a 43% increase compared to June 2009.

With so many Americans using social networking sites, I think it is a no-brainer to jump on the bandwagon. Every time I turn on the TV and see a commercial that ends with, "Visit our Facebook Fan Page for more information," it drives home the fact that Facebook is a legitimate and professional option for advertising.

BROOKE: What has been the reaction of your members?

ROD: The reaction of our members has been mixed. Just like the Harris Poll described above members 55 and older are less inclined to want to be a part of the Facebook experience, while the younger members are on board 100% with advertising our association on Facebook. Slowly but surely the more seasoned members are starting to see the advantages and the usefulness of Facebook in the 21st century.

BROOKE: Rod, thank you so much for the tutorial of a Facebook Fan Page. I am a convert! My local association is joining in, and is now in the process of creating a Facebook Fan Page. 