It Takes a Facebook Group

Constant Connectivity for Volunteer Leaders

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We’ve all heard it takes a village ...

Well, that could apply to volunteer leaders too.
As volunteer leaders, we sometimes may feel like we are going it alone.
We signal for help, but there are not enough people to help or ...
the help we get is not exactly the help we need.
We might get stuck in a rut ...

“O.K. ... it’s two words ... Could it be Robinson Crusoe again Graham?”
or lose our focus.

...But if I write “HELP” in the sand, I’ll lose track of how many days we’ve been here!
We have our triumphs ... but we all know ...
two heads are better than one.
And more heads are better still.
Consider the words of Bill Gates:

The internet is becoming the town square for the global village of tomorrow.
How do we harness this power?
How do we communicate effectively?
Consider where you are right now:

- Gathered with other leaders
- Exchanging ideas and information
- Sharing advice and encouragement
What if this room could become a virtual room?

Where you could:

- Instantly communicate
- With other leaders
- Nationwide
- Every day, all year
A secret virtual room

Psssst!
Wanna join our secret group?
Granting you a virtual key

Connecting you *only* with other volunteer leaders
Introducing the newly constructed ... Facebook Group for AAMA Leaders
So how does it work?
Step 1: Confirm your email address

Check your email to ensure it is up to date:

1. Sign In
2. My Account
3. Edit Profile
You will receive a Leaders Facebook Group Sign-Up Questionnaire requesting:

1. Your name as it appears in the AAMA database
2. The email address used for your Facebook account
3. Your name as it appears on Facebook

Step 2: Complete the questionnaire
**Step 3:** Look for the invitation

You’ll receive an invite by email.

*Check the email used for your Facebook account.*

The sender will be either of two AAMA staff accounts:

- AAMA MarCom Staff
- M Lynn Sanks
Step 4: Join the AAMA Leaders Group

Open the email.

Click “Join Group.”
Step 5: Sign in & click “Join Group”

That’s it! You will be ready to engage!
Access the group
From the AAMA Facebook page or your personal Home/News Feed page, click “Groups” on the left-side panel.
Navigation tips, cont.

Click “AAMA Leaders” under “Groups by This Page.”

*Note:* The landing page is the Discussion section of the group.
Navigation tips, cont.

Sections can be accessed on the left-side panel.
Group section details

- **About**: Review group purpose. Get an overview of members. View top recent posts.

- **Discussion**: See all posts.

- **Announcements**: See posts by AAMA staff.

- **Members**: View a member list, including those with common interests, living in your area, and new to the group.
Group section details, cont.

- **Events**: Access shared events.
- **Videos**: View shared videos.
- **Photos**: View shared photos.
- **Files**: Access shared documents.
- **Units**: View posts organized into units.
About units

Units allow discussions to be categorized.

These units have been set up for your convenience.

- Annual Meeting Planning
- Bylaws
- House of Delegates/General Assembly
- Leadership and Management
- Marketing
- Medical Assistants Recognition Week
- Membership Recruitment and Retention
- News and Events
- Program Planning
- Publishing
- Social Media and Websites
- Strategic Issues Planning
- Student Involvement
Privacy settings

Here’s the breakdown for a secret group’s privacy features:

<table>
<thead>
<tr>
<th>Questions</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who can see the group’s name?</td>
<td>Current members</td>
</tr>
<tr>
<td>Who can see the group description?</td>
<td>Current members</td>
</tr>
<tr>
<td>Who can see your membership in the group?</td>
<td>Current members</td>
</tr>
<tr>
<td>Who can see what members post in the group?</td>
<td>Current members</td>
</tr>
<tr>
<td>Who can find the group in Facebook search?</td>
<td>Current members</td>
</tr>
<tr>
<td>Who can request to join?</td>
<td>No one</td>
</tr>
<tr>
<td>Who can see stories about the group on Facebook (ex: News Feed)?</td>
<td>Current members</td>
</tr>
<tr>
<td>Who can see admins in the group?</td>
<td>Current members</td>
</tr>
</tbody>
</table>
Privacy notes

• We ask participants not to share any information exchanged in this group with those outside the group.

• Keep in mind, a Facebook Group is not by nature a confidential forum.

• As with any other online content, anyone with access to the group has the capability to copy or take screenshots and share content publicly. There is no technical way for AAMA to prevent this type of information leaking.
• If you have confidential information to exchange, be sure to use another communication method that is more secure.

• Never post your personal contact information nor that of others.

• This group is subject to all terms and conditions of the AAMA Community Standards and Policies (posted under Files) and all Facebook terms of use. Any content that does not follow these usage guidelines will be deleted. Those who ignore these policies will be removed from the group.
Invite requests

Remember, no one can request to join a secret Facebook group from within Facebook.

However, state leaders who missed the initial invitation may email a request to the AAMA MarCom staff:

AAMA Marketing and Communications
MarCom@aama-ntl.org

Staff will verify the person’s eligibility to join.
Invite requests, cont.

Include the following information:

- Name as it appears in the AAMA database
- AAMA member ID
- Leadership title and position
- Facebook account email address
- Name as it appears on Facebook

Instructions will be posted on the AAMA website.
Now you are ready to enter the newly constructed Facebook Group for AAMA Leaders
Where you—and other Super Leaders like you—will be connected
Where you can ask for help ...

Going to a job fair. What should I bring?

Looking for speakers! Where should I start?
Get advice ...

What software do you recommend for …

• e-Newsletters/e-Blasts
• e-Surveys
• Remote meetings
Give advice ...

Just launched Twitter!
Happy to help those just starting out ...
Share information ...

HOD? General Assembly? What’s the diff?

We switched to General Assembly!
Here’s how we did it …
Even share documents ...

New to membership marketing!
Any sample materials you can share?

Creating an Employer of the Year Award!
Need judging criteria samples stat.
Offer encouragement ...

Was just looking at your state website— it’s terrific!
Give recognition ...

Kudos to our website manager: Stellar work!
Share achievements ...

Just presented at a local CAAHEP program.

Enrolled 12 new student members!
And triumphs ...

Just launched Instagram!

We rocked MARWeek!

Sent out first e-newsletter!
Get reminders from national staff ...

Submissions are due for ...

Conference program ads

Delegates/Alternates

Excel Awards

Officer elections

Representatives Bureau request
And hear from national leaders ...

Interested in serving on the national level?

I’ve enjoyed serving on this team because ...

- Giving back to the profession
- Building my network
- Professional achievement
- Mentoring others
Help us help NCCRT spread the word about colorectal cancer!
~ Partnership Task Force

See who’s in the Leader Spotlight!
So inspiring!
~ Leadership Development Strategy Team
To membership and social media ...

New rosters are ready for download!
~ Membership Development Strategy Team

Share your links: We’ll follow you!
~ Social Media Subcommittee
Or simply keep in touch ...
Watch your email inbox

An invitation will be coming your way!