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## Facebook™

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### 10 Ways to Use Facebook for DeMolay



Facebook has to be the most talked about and the most misunderstood web service/platform right now. If you haven't gotten drawn in by the hype, it may surprise you to learn that many people have already found Facebook to be an essential addition to everything they do, including DeMolay. Why? Because the Facebook social networking experience can be precisely what you want to make it. Think of Facebook as a professional tool, and that's what it is.

Let's look at ten ways Facebook can benefit Chapters, State Officers and Massachusetts DeMolay. The more connected you are to your brothers and advisors without being intrusive, the better your fraternal relationship.

1. **Add friends selectively.** Contrary to popular belief, Facebook isn't about "collecting" friends. The quality of your Facebook experience will be based on the quality of the people in your network. Create a limited profile for those people that you are on the fence about whether to include. By default your limited profile contains everything in your full profile, so take the time to edit it down.
2. **Don't complain about your job, advisors, or brothers in "messages," statuses," or "comments."** Any negative comments about your advisors or brothers (even if not specifically named) should not be posted. These comments reflect poorly on you, the organization, and the persons that you criticize. Examples of inappropriate postings may range from a comment about the competency of your advisor to a comment about how your brothers always show up late.
  - a. We may complain about our work to a friend or a family member now and then, but doing so in a public forum where it can be easily read by others who may not be so close to you is not a wise move. Negative and derogatory comments can also lead to claims of defamation and slander.
  - b. Avoid any status updates that discuss other brothers or Chapters that may implicate unprofessional conduct. You should avoid statuses like, "I'm tired of visiting those annoying kids from Old Colony" or "Dan is watching music videos online at the visitations." Statuses that imply you or others are unreliable, dishonest, deceitful, or unprofessional may jeopardize your membership in DeMolay or even your employment status.

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3. **Don't misrepresent yourself or others.** You should be careful that what you post about your training and education is accurate and consistent with information that you have given to your employer or your school. Your employer has the right to check out statements you make from a variety of sources, including your social networking profile.
  - a. For example, if you call in sick and later that day you post a status that says, "Off to the beach for the day to go surfing" and your employer is made aware of it, you can expect them to take action against you.
  - b. Or if you claim on your job application that you have a college degree but your on-line profile states that you did not yet obtain a degree and are still going to school, your employer may question the accuracy of the information you supplied to them.
4. **Add apps selectively.** Right now, there are over 2,000 apps that you can add to your Facebook account. The temptation may be to try them all. Don't. Just because you can add "Love Quotes" to your profile, it doesn't mean you should if you want Facebook to be a professional tool for you. Read the app's description carefully and know exactly what you're getting, and what the privacy settings are before you go forward. It helps to see how your friends are using the app first. Never fear, worst comes to worst you can always remove an app as easily as you added it.
  - a. Think of apps in two ways... what do you want to see (what will appear on your Facebook home page) and what do I want the world to see (that which will appear on your profile)? You might consider adding an app that you don't display on your profile at all, but it uses the collective wisdom and usage patterns of your network to provide you with valuable information.
  - b. If you visit your Facebook home page often it can help keep you organized having nothing to do with your friends' actions.
5. **Edit your profile and security settings.** Give careful consideration to exactly who sees your profile and when. Don't take the default settings which tend to expose more information than you may be comfortable with. Take the time to go through each link in the Privacy area and make necessary adjustments. Maybe you don't want people who are casually searching to know who your friends are or to have the ability to "poke" you. Maybe you don't want a public profile (accessible to people who are not on Facebook). Facebook can come back to bite you. Posts on your wall, picture album, etc are visible for up to three years.

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6. **Join Groups related to DeMolay.** Many groups on Facebook are nonsense. There are quite a few that can provide useful information and professional connections. Rather than trying to search for groups, watch the groups that your friends are joining, often you will find them of interest for yourself. After all, they're in your contact list because you have something in common. You might even think about using Facebook to virtually address our causes, like the growth and development of DeMolay.
7. **Look for events.** Stay interested in what our brothers are doing across the state. Most, if not all, Chapters have smartened up and posted events on Facebook for their dances, Installations, and other events. Join them, and have interest in what they are doing. Other Chapters undoubtedly go to other Chapter's events if they know that others, like the State Officers, are going too.
8. **Limit time wasted on Facebook.** Facebook can suck you in easily. Remember, you have other things to do. You won't help your school work or your job if you fall behind on projects and assignments because you were too busy playing Farmville. If you find that you're spending too much time reading Facebook message boards or reading about your friend's favorite movie selections then set limits for yourself. Facebook is a black hole. In order to get the most of Facebook, you have to be on the platform. Consider the Facebook toolbar for Firefox™ which will notify you when you have a reason to go check the home page. You can also work with Facebook from your mobile smart phone. So think about babysitting your profile which you're waiting in line or otherwise bored and not being productive anyway.
9. **Don't use social networking while engaged in DeMolay activities.** Access to social networking sites on your personal devices should only occur in absolute down time as you would use a personal cell phone when at work or school. It is inappropriate to post statuses or to view social networking profiles while with other brothers or Chapters.
10. **Respect copyright and fair use laws.** For yours and DeMolay's protection it is critical that you respect laws governing copyright and fair use of copyrighted material owned by others, including DeMolay's copyrights, logos or images. You should never quote more than short excerpts of someone else's work. And it is a good general practice to provide a "link" to the original source of your posting.



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### Chapters and Facebook.

It is recommended that your Chapter have and use a Facebook page. Ninety-seven percent of the active membership of DeMolay in Massachusetts subscribe to Facebook. -So naturally being where they are is good.

- The Facebook page should be updated regularly and the membership should be encouraged to post to the wall.
- Current events with a Who, What, Where and When should be listed and be updated regularly.
- There should be at least three responsible DeMolays and one advisor listed with "administrative rights." Be sure that the privacy settings are such that photos of Chapter activities and members are not visible to those not "friended."
- Let your members request to join the Facebook site.

### —For Advisors

It is recommended that you try a Facebook account for yourself. It is a great way to hear what is going on in member's lives and to understand their interests. You may be better enabled to comprehend their attitudes and desires and to incorporate them into the term program.

- Advisors should not solicit "Friend" status from an Active DeMolay, but rather wait for the invitation in reverse.
- Posts and pictures in your Facebook account must not depict "un-DeMolay" like behavior.

### —For Active DeMolays

The world is not always a safe or forgiving environment. Be sure to maintain your privacy settings and be cautious who you "friend." Try not to give out any information that would allow a stranger to pinpoint your exact location or worse find your home. Be careful about the pictures you post, the things you say in posts and things that you write of other's walls.

- Posts on your Facebook are "findable" for up to three years.
- Inappropriate postings and pictures have lead to not getting the job you want or even not getting into the college or your choice.
- Be sure that anything that appears on your Facebook profile or on your wall or things you post on other's walls would not be offensive to your Mother or Grandmother should they see them.