



VIRGINIA CHAPTER FACEBOOK PAGE Business Requirements

Version 1.0

2/6/13
Ernest R. Smalls

Table of Contents

1	BUSINESS OBJECTIVE.....	3
2	CURRENT PROCESS ISSUES	3
3	PROPOSED SOLUTION	4
4	GOALS	4
5	Creation & MANAGING THE FACEBOOK PAGE.....	5
6	AABE FACEBOOK COVER IDEAS.....	6-7

1 BUSINESS OBJECTIVE

AABE Virginia chapter is relatively new in the State of Virginia with roughly about 50 members so far. As a new organization gaining new membership, expanding the brand, finding sponsors, helping more individuals by providing scholarships, job shadowing for young adults etc., builds upon the purpose of AABE VA. With all of these different demands that are faced with any relatively new organization what can be done to address some of these issues? In today's world Social Media plays a big part in how we interact with one another, how we attract new people, branding, and connect with other companies to expand upon membership, and funding. Facebook can be a start into beginning to establish a foot print into the Social Media realm.

2 CURRENT PROCESS ISSUES

Currently AABE VA has no social media of its own only the National Chapter has one, and we use a website to promote it's self. The website has constrains because it's monitored by the National Chapter, and utilizes a template. Below are some issues that are currently seen by using the website.

AABE Website Constraints:

1. Site template limits placement/display of content.
2. Page content must be approved by the National Chapter of AABE before it's moved to the live production site.
3. Information is not pushed to members. Members must go to Chapter's site by going to AABE.org and search for Virginia Chapter or return to bookmarked page.
4. AABE URL links are not user friendly (VA Site is <http://www.aabe.org/index.php?component=pages&id=1002>, rather than aabe.org/va).
5. Site is not best application for smart phones.
6. Flicker account is needed to post pictures.

With these constraints it's hard to direct future members, corporate sponsors etc. to a one stop and shop site to learn more about the organization. Facebook can further enhance our reach in the State of Virginia without the current restrains that are within our website.

3 PROPOSED SOLUTION

Creating a Facebook page would help us to leverage Social Media to gain a broader audience as it pertains to the State of Virginia. We could begin to address some of our concerns like increasing membership, defining and expanding the brand of AABE VA, communicate to one another as a chapter, and find new sponsors.

We will also be able to address some of the issues with the AABE VA website, like posting pictures in a single location, simple URL to get to (everybody has a Facebook page almost), own by the chapter no need to be approved by the National Chapter, and there's a Facebook app. for cell phones, tablets.

4 GOALS

How do we stay engage to make sure that Facebook is successful, and measure whether or not it's successful?

Branding: What is AABE? Increase brand awareness on a state scale

How many Likes: How many likes should we have by the end of the year? By having meaningful content and enough of it on the page, and mentioning amongst peers, and in-prompt to conversations with individuals

New Members: Increasing the amount of members by how many? Due to our presence on Facebook

Sponsorship: Find ways to make people aware of fund raising, and sponsorship through the Facebook page? Post fund raisers to Facebook. Engage and direct companies to the page to see what were about and how they can contribute to AABE VA

College Outreach: How do we reach college students? Speaking to them in a manner that there use to via Facebook.

Communication: Besides meeting in person for functions and meetings? Utilize chat functions to speak to chapter members, and posts topic to spark conversation amongst the chapter members, and visitors of the page. Post surveys, and quizzes etc.

5 CREATION & MANAGING THE FACEBOOK PAGE

Creation:

How to get started on a Business Facebook page is as simple as this.

Create a Facebook Page

It's free to set up a Page and it only takes a few minutes to get started.

- 1 Choose a category and a Page name that represents your business.
- 2 Pick a logo or another image that people associate with your business to use as a profile picture.
- 3 Write a sentence about your business so people understand what you do.
- 4 Set a memorable web address for your Page that you can use on marketing material to promote your presence on Facebook.
- 5 Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your Page.

Maintaining:

The Facebook page will have multiple site Administrators who will be in charge of the content on the page. Some of what the job title includes, and not limited to changing the cover picture and profile pic, posting informative information that pertains to the Energy industry and how it affects the community, and what AABE is doing within the community as an organization.

Everyone can post to the site but the content will be approved by the Site Admin., before it will be posted.

To make sure that the content is up to date a calendar can be created to maintain a schedule of when things need to be updated.

AABE Facebook Cover Ideas



American Association of Blacks in Energy

Non-Profit Organization
AABE is the nation's premier association of energy professionals that draws its members from all sectors of the industry. Its unique membership includes all levels of leadership and

About



Photos



Likes



Map



Events



American Association of Blacks in Energy

Non-Profit Organization
AABE is the nation's premier association of energy professionals that draws its members from all sectors of the industry. Its unique membership includes all levels of leadership and

About



Photos



Likes



Map



Events

Business Requirements



ENERGY Embracing Change & Creating Opportunities.

AABE
The American Association of Blacks in Energy®

AABE
American Association of Blacks in Energy

Non-Profit Organization
AABE is the nation's premier association of energy professionals that draws its members from all sectors of the industry. Its unique membership includes all levels of leadership and


About

Photos

Likes 596

Map

Events



AABE
American Association of Blacks in Energy

Non-Profit Organization
AABE is the nation's premier association of energy professionals that draws its members from all sectors of the industry. Its unique membership includes all levels of leadership and

About

Photos

Likes 596

Map

Events

Business Requirements

Amendment History

Page	Version	Date	Changes Made
	Original	2/06/13	

APPROVALS

Ernest R. Smalls, Title

Date

AABE Executive Board

Date