Agenda

- What is Facebook?
- Why should my chapter use Facebook?
- Composition of IEEE PES Atlanta Chapter
- How has Facebook impacted the IEEE PES Atlanta Chapter?
What is Facebook?

- Largest social networking service
- 1.28 billion users as of March 2014
- Connects you with friends, co-workers, associates, etc.
- Set up special interest groups.
- Organize events such as meetings, reunions, parties, etc.
Why should my chapter use Facebook?

- 42 million users are between the ages of 18 to 24
  - Future Young Professionals!
- 44 million users are between the ages of 25 to 34
  - Young Professionals!
- Communicate with a broader audience
- Engage younger generations
Why should my chapter use Facebook?

The Impact of Photos on Facebook Engagement

- Usage of the photo-sharing tool Instagram, purchased by Facebook in April of 2012, has increased 1,779% in six months.
- Photos on Facebook Pages receive 53% more Likes than the average post.
- Photo posts attracted 104% more comments than the average post.
- Photo posts received 84% more link clicks than text and link posts.
- Posts that include photos receive 120% more engagement than the average post.
- Posts that include photo albums receive 180% more engagement than the average post.

Facebook users are uploading approximately 300 million photos to Facebook per day, up 20% from earlier this year.
Why should my chapter use Facebook?

- http://www.youtube.com/watch?v=YV-3ZgLRnAc&list=UULC9cX5GntaQmTSF6hTqrzA
Statistics on IEEE PES Atlanta Chapter

- Per SAMIEE
  - 707 registered IEEE PES members in the “Greater Atlanta Area”
  - 15% of registered members are “Young Professionals”
  - ~5% of active participation (30-35 members)

- IEEE PES Atlanta Board
  - 4 out of 5 board members are “Young Professionals”
How has Facebook impacted the IEEE PES Atlanta Chapter?

- Created on July 31st, 2013
- Purpose: To attract “Young Professionals”
How has Facebook impacted the IEEE PES Atlanta Chapter?

- Broader audience
- Information sharing

[Facebook post:

*75 likes*

Rafael Bautista, Angelo Tempone and 11 others like this.

Reach a new milestone

*100 Likes*

Promote Page


Submerged bags of air could turn wind and solar power into round-the-clock resources!]

[Article:

Hydrostor Wants to Slash Energy in Underwater Bags - IEEE Spectrum

Submerged bags of air could turn wind and solar power into round-the-clock resources]
How has Facebook impacted the IEEE PES Atlanta Chapter?

- Self Promotion
  - IEEE Power & Energy Society - Atlanta shared a link
    - Posted by Daniel Diaz (P) - May 5
    - Everyone ready for our May luncheon on Feeder Automation Equipment and Applications!!!? We will have John McDonald familiarizing participants with feeder automation equipment, including remote controlled switches, feeder remote terminal units, fault detectors/indicators, current and voltage sensors, and communication facilities. Go ahead and register at: https://meetings.vtools.ieee.org/meeting_view/list_meeting/24951

- Automatically updated mailing
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What questions, comments, suggestions do you have?