

ISI and TheFacebook.com: A How To (Version I.I)  
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[www.thefacebook.com](http://www.thefacebook.com), described by its creators as “an online directory that connects people through social networks at colleges and universities,” offers ISI Campus Representatives direct access to an active and participative student body. A trial run of the ISI Facebook group at Columbia University proved ideal in identifying, contacting, and recruiting new members, while keeping old members informed and up to date with ISI activities on campus. To replicate this success on the nation’s campuses, the following guide outlines the necessary steps towards establishing and maintaining your own ISI group, and tips to significantly increase both membership and participation alike.

Overview:

Facebook, first and foremost, is a closed community; only those with an active school e-mail (including students, both undergrads and grads, alumni, and faculty) are allowed to enter the site and view the profiles of others. Accordingly, a profile is a compilation of personal information (location on campus, contact info, political views, personal interests, current classes, a messaging system, and a “wall” to leave comments). Traditionally, Facebook is utilized for the “friends” feature where one can ask another Facebook member to “add them as a friend,” often after meeting on campus, sharing a class together, or when both have a common interest. Recently, Facebook expanded on that last point with the creation of Facebook groups. Groups, created and run by individual Facebook members, cover the entire spectrum from political groups, to sports teams and dorm floors. Once created, each group is given their own homepage on Facebook, composed of various sections including ‘group description,’ ‘officers,’ and “members” and the group’s creator power over membership and management.

How to create a Group:

- \* Register and join Facebook with just an e-mail and password.
  - \* If your school isn’t listed, you can request your campus to be added.
- \* Complete your profile and remember to provide up-to-date contact information.
- \* On the top left of the screen, click on “My Groups”

*New Screen*

- \* Scroll down and click on “Create Group”

*New Screen*

- \* **Name:** ISI, ISI at *your school*... (In general, it’s best to keep it short.)
- \* **Type:** Common Interest or Organization

*New Screen*

- \* **Description:** A brief blurb about the ISI campus movement specific to your campus (previous events hosted/co-hosted...) followed by a short [history](http://www.isi.org/about_isi.html) ([http://www.isi.org/about\\_isi.html](http://www.isi.org/about_isi.html)) of the ISI organization.
- \* **Announcement:** Post a speakers list, meeting times for a reading group, campus activities to get involved in and offer a link for members to [sign up](http://www.isi.org/join_isi.html) ([http://www.isi.org/join\\_isi.html](http://www.isi.org/join_isi.html)) directly with ISI.

- \* **E-Mail:** Put your e-mail here.
- \* **Homepage:** [www.isi.org](http://www.isi.org)
- \* **Office:** Leave blank or mention a weekly meeting time/location.
- \* **Access:** “Open,” allows anyone to join the group.
- \* For the three bottom boxes, you can leave all 3, but I would uncheck the third.
- \* **Edit Logo:** Go to the ISI website, download and save the logo, then proceed to upload the file. Or, if you have one, upload your campus ISI logo. ISI staff is also helpful with this kind of request.

Click “save” and you’re done! Check back under “My Groups” and click the link to the new group to see the finished page. Now, when you log into the group, you’ll notice that at the top it says “You are an administrator of this group,” which gives you the ability to manipulate the page (“Edit Group Profile”), invite members (“Invite Members to Join”), edit the message board and set preferences.

### Now What?

First thing you’ll want to do is send a message via Facebook to all your friends, asking them to sign up – often, the larger the group, the more likely someone will sign up. Once you have your core ISI members and things are going smoothly, you can start to invite new members from the student body. Going to the top of the page, click “Search” then “Advance Search” and you can search all facebook members according to their political leanings. Starting with the few Very Conservatives, then Conservatives, Libertarians and Moderates, you can cut and copy their names into an excel file. Now, when you go back to the group and click on “Invite Members to Join” you can put in their name, usually a last name alone will work, and invite them. You’ll find that most responses will be positive and with a little work, your membership levels will swell.

When this happens, it’s time to take advantage of the message feature’s special option: “Message Everyone in the Group.” With this, you can send a link to sign up on the ISI website, dates for meetings or speakers and so on and so forth. An occasional message coupled with active postings on the message board and under announcements will keep the student body informed and active, and, as we all know, the best member is an active member. When they click to accept your invitation, they chose to join the campus chapter because they support your efforts; with this information, we can turn a largely untapped segment of the student body into invaluable supporters of our cause!

### Collecting membership information for ISI

To sign up for ISI Membership, new members are required to submit the minimum of their names and mailing addresses to ISI. ISI also likes to collect emails, graduation years and majors, as well as the name of the school students attend. If you are trying to collect these names yourself, you will need to ask members to submit this information to you. If they are reluctant, simply refer them to the above suggestion above to go directly to the ISI website to sign up. Be sure to remind students that ISI Membership is free and that ISI provides valuable resources for all students, including fellowships, funding for lectures, and a free subscription to their journal, the *Intercollegiate Review*, as well as a monthly “e-update” on all of ISI’s programs.