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Creating a Data-Based Facebook Engagement Plan for Chabad at Binghamton

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Creating a Data-Based Facebook Engagement Plan for Chabad at Binghamton



Justin Hayet, Binghamton University - College of Community and Public Affairs

“Chabad-Lubavitch has been called the fastest growing Jewish presence on campus...Chabad has repacked Jewish tradition in the language of popular culture” (Schmalzbaue 2013, p.120)



Introduction

Core Capstone Question: How does Chabad at Binghamton maximize its online Facebook Engagement in a fashion which mirrors the needs of its diverse online stakeholders?

Schmalzbauer (2013) calculated that two thirds of America’s 400,000 Jewish college students attend schools with a Chabad chapter” (p. 120). Binghamton University’s student population is thirty percent Jewish, that is, 3,500 Jewish students (Hillel, 2014). Chabad at Binghamton’s seven full time staff members and student leadership of eighty-seven designated positions seek to engage all 3,500 of those students through weekly programs, Shabbat dinners, large scale programs and individual meetings.

Chabad at Binghamton has been serving the Jewish community of Binghamton University and the Greater Binghamton area for over thirty years. However, a majority of organizational stakeholders live in the Metro-New York area as noted in Figure 1. Stakeholders include, but are not limited to, young alumni, alumni, parents of alumni, community members and friends of the organization. The challenge for Chabad at Binghamton is how to continue to engage, to educate, to mobilize and to empower digital and philanthropic involvement for these stakeholders in the Greater New York Metro Area.

Chabad at Binghamton must use Facebook online engagement to fill the following gaps:

Gap #1: The geographic gap between Chabad at Binghamton and its major stakeholders (young alumni, alumni, parents of students, donors at large) in the Greater New York-Metro Area.

Gap #2: The gap between the needs of Chabad at Binghamton’s diverse Facebook users *and* the information and content Chabad at Binghamton is providing these diverse users.

Figure 1: Map of Stakeholders



According to Facebook analytics, from March 14th to April 14th 58% of Facebook users reached by Chabad at Binghamton’s Facebook page live in the area defined in Figure 1.

Figure 2: Distance to Vestal



Figure 3: Makeup of Facebook Users

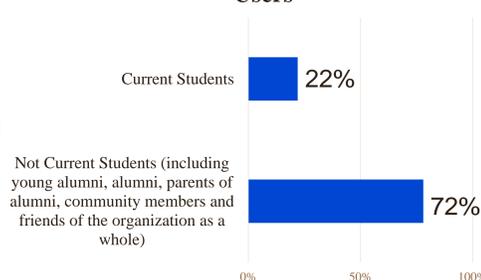
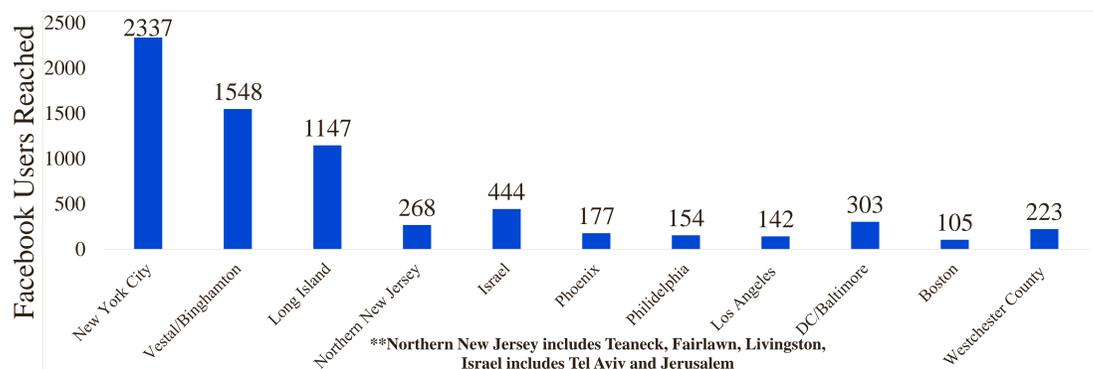


Figure 4: Geographic Distribution of Chabad at Binghamton Facebook Users Reached



How to Approach Engagement

Engagement Through Facebook

Engagement online is defined as a share, like, comment on an educational, stimulating or intellectual-based Facebook post.

Awareness is defined as educating stakeholders by providing them a diverse range of posts on Facebook regarding the work and programs of Chabad at Binghamton.

Actions/Results refers to the investment of human or financial resources either through volunteering or donations respectively as a result of Facebook-based engagement.

Measuring Engagement

The metrics used in measuring Chabad at Binghamton’s Facebook activity and engagement will be the Date Posted, Time Posted, Content, Number of Users Reached, (If Video) Number of Views, Number of Shares, Number of Comments, Number of Likes.

Posts will also be classified as one of the following

1. Information
2. Interaction
3. Transaction
4. Transformational

This provides Chabad at Binghamton the ability to measure their Facebook engagement through the lens of qualitative, quantitative and categorical analysis and management.

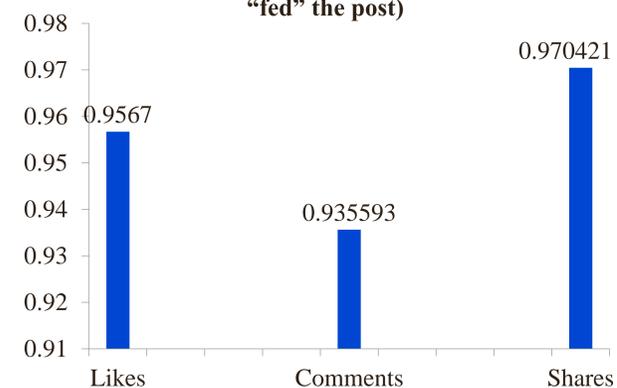
However, the two key indicators of success for a sustainable Facebook engagement platform are:

1. Comments → Enable users to actually engage with the organization, its professionals and fellow supporters
2. Shares → Largest online booster of visibility within and outside the Chabad at Binghamton which enables a larger network of online users to engage with the organization

Why Aren’t Likes a Key Indicator?

Likes → Though a decent booster of visibility, however it does not promote active engagement and nor does it represent significant investment.

Figure 5: Statistical Correlation Between Likes, Shares, and Comments in Relation to Facebook Post Reaches (the amount of Facebook users who are “fed” the post)



Organizational Recommendations

Inputs:

1. A social media student coordinator who measures and reports on all social media efforts and trends.
2. An editorial student coordinator who writes content.
3. A centralized Google Doc for all Chabad professional staff, student leaders, and social media coordinator to utilize to comprehensively measure and manage each post,
4. Use of the Google Doc scheduler to limit posts to four times a day.

Outputs (Facebook Posts Recommendations):

1. Weekly Facebook Live streaming of events ranging from hour long weekly J-Learn Classes to streamings of major nostalgic Chabad at events like The Wedding.
2. Weekly Student Profiles.
3. Graphics which post Chabad Facebook users/stakeholders fundamental Jewish questions which allow interaction between the organization and stakeholder, thus skyrocketing viewership (Warner, Abel, & Hachtmann 2014).
4. Posting content on Facebook in 4 hour increments during the day at 9am, 12pm, 3pm and 9pm.

Desired Outcomes:

1. A more engaged, educated and diversified stakeholder-base interacting weekly with Chabad at Binghamton via Facebook and in person.
2. A Facebook page which conveys information to both current students, alumni and parents of alumni in thought-provoking, meaningful, and Jewish ways.
3. A platform for former students to continue to build their relationship with professionals and Chabad at Binghamton at large through an increased presence of Chabad Professional staff, and their “words of Torah” on Facebook through Facebook Live!

The inputs, outputs and outcomes above warrant the following organizational changes:

1. The hiring of a social media student coordinator who will also be responsible for the measurement of social media.
2. The hiring of a social media content writer.
3. Weekly/monthly Facebook reports to professional staff and student leaders to analyze and manage the direction of Chabad at Binghamton’s social media presence.
4. Establishing a culture of performance measurement, analysis & management within the organization.