*Proposal for Facebook section of New Media Initiative*

**What it is:**

Facebook is a primary device for recruitment and for maintaining the “Fun and Awesome side of Field Work.” We suspect that it will be most helpful in stimulating interest in undergraduate and graduate students.

**What to post:**

Fun pictures and cool stories from life in Kensington and from field work. We want some of the flog posts to be automatically posted as updates on Facebook (compelling stories, photos, etc).

**How to do it:**

Set up a page on Facebook, called “The Echinacea Project.” The administrator will have the email [Echinaceaproject@gmail.com](mailto:Echinaceaproject@gmail.com). The creator may also add new administrators (once the page goes public). The creator of the page doesn’t need a Facebook account (but additional administrators do need Facebook accounts). The creator can add administrators, but the new administrators must first “like” the page.

**Page Layout:**

1. Photo in the upper left-hand section of the screen (*does team Echinacea have a logo?)*
2. Photo albums (grouped by year and activity—example: “Summer 2011—Seedling Searches” or “Summer 2011 Runestone 5k”)
3. Wall posts—links to blog mostly
4. Under “info” we have several categories:
   1. About: A brief intro to the project
   2. Description: A longer intro of the project
   3. Mission: *Perhaps best if Stuart writes it*
   4. Awards: *Grants and funding*
   5. Products: *Publications*