



# Leveraging the Power of Facebook for Your Organization

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# Facebook Basics



Gender	As of 1/04/09		As of 1/04/2010		Growth
	Users	Percentage	Users	Percentage	
US Males	17,747,880	42.2%	43,932,140	42.6%	147.5%
US Females	23,429,960	55.7%	56,026,560	54.3%	139.1%
Unknown	911,360	2.2%	3,126,820	3.03%	243.1%
<b>Total US</b>	<b>42,089,200</b>	<b>100.0%</b>	<b>103,085,520</b>	<b>100.0%</b>	<b>144.9%</b>
Age	Users	Percentage	Users	Percentage	Growth
13-17	5,674,780	13.5%	10,680,140	10.4%	88.2%
18-24	17,192,360	40.8%	26,075,960	25.3%	51.7%
25-34	11,254,700	26.7%	25,580,100	24.8%	127.3%
35-54	6,989,200	16.6%	29,917,640	<b>29.0%</b>	328.1%
55+	954,680	2.3%	9,763,900	9.5%	<b>922.7%</b>
Unknown	23,480	0.1%	1,067,780	1.0%	4447.6%
Geography	Users	Percentage	Users	Percentage	Growth
New York	1,622,560	3.9%	2,934,580	2.8%	80.9%
Chicago	797,040	1.9%	1,803,620	1.7%	126.3%
Los Angeles	636,160	1.5%	2,166,840	2.1%	240.6%
Miami	627,840	1.5%	1,113,540	1.1%	77.4%
Houston	560,520	1.3%	1,361,820	1.3%	143.0%
Atlanta	535,300	1.3%	1,967,720	1.9%	<b>267.6%</b>
Washington DC	526,460	1.3%	1,429,760	1.4%	171.6%
Philadelphia	498,220	1.2%	1,181,760	1.1%	137.2%
Boston	440,500	1.0%	872,460	0.8%	98.1%
San Francisco	264,460	0.6%	583,460	0.6%	120.6%

# Initiating a Facebook Page







Suggest to Friends

Subscribe via SMS

The Center for Leadership in Disability is one of the 67 University Centers for Excellence in Developmental Disabilities in the US and its territories.

In an effort to present diverse opinions, we have several staff members posting to this page.

### 37 Friends Like This

6 of 37 Friends

See All



Bethany Stevens



Mitchell Steven Tepper



Brigardo Groves

## Center for Leadership in Disability

Wall Info Photos Discussions Boxes Notes >>

Write something...

Attach:

Share

Filters



**Center for Leadership in Disability** Cheers to [Laura Hershey](#) for a great post titled "Fairness for Attendants: Enacting Justice in an Unjust World." Check it out.



### Spinal Cord Injury and Paralysis Community

[www.spinalcordinjury-paralysis.org](http://www.spinalcordinjury-paralysis.org)

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Thursday at 11:05pm · [Comment](#) · [Like](#) · [Share](#)



### Center for Leadership in Disability

#### Recognizing and Beginning to Undo Ableism-Recorded Webinar - NYAC Wiki

[wiki.nyacyouth.org](http://wiki.nyacyouth.org)

Summary: On October 28th, 2010 NYAC welcomed Bethany Stevens, faculty member and policy analyst with the Center for Leadership in Disability (CLD) in the Institute of Public Health at Georgia State University for 'Recognizing and Beginning to Undo Ableism', the beginning and 101 to an ongoing conve

Create an Ad

### Vote Yes on Amendment 1



[jobsoftomorrow.org](http://jobsoftomorrow.org)



Keep jobs and companies in Georgia. Vote Yes on Amendment 1.

### Internet that wins



Download, stream and play

Chat (10)

# Challenges with Implementation



# Current Challenges

- Via mechanism
- Language issues
- Engaging fans
- NIRS



# Facebook Success Strategies

- Tagging
- Sharing
- Open settings

# CLD's Success Stories



GET SOCIAL . GET NOTICED

# Social Media Resources

- [CheckFacebook.com](http://CheckFacebook.com)
- [Socialmediatoday.com](http://Socialmediatoday.com)
- [Mashable.com](http://Mashable.com)
- Weinburg, T. (2009). *The New Community News: Marketing on the Social Web*. O'Reilly Media.

# Questions/Comments

