Don’t Fear the FAFSA!
How FAME tackled FAFSA completion on Facebook Live
Finance Authority of Maine (FAME)

- Quasi-state agency
- Former guarantor
- State grant administrator
- FAFSA Completion lead organization
Maine has just under 14,000 high school seniors

FAFSA completion rate by May 1 is about 60-62%

Move to October 1 - positive, but people are deadline driven so less sense of urgency

Event participation had dropped

Minimal coverage in traditional press
One Solution – Don’t Fear the FAFSA!
Four Facebook Live events:

- What is the FAFSA & How to Get Prepared
- Filling out the FAFSA: Tips and Tools
- Busting FAFSA Myths: What's Holding You Up
- FAFSA Complete, Now What?
Why Facebook Live?

- Build buzz around FAFSA
- Reach people where they are
- Live videos 3x more engaging than traditional videos
Results

Total Video Performance
- Peak Live Viewers: 26
- Minutes Viewed: 8,533
- Video Views: 18,941
- 10-Second Views: 4,492

Video Average Watch Time: 0:11

Audience and Engagement

This video is used in 1 post
- Posted Date: 09/26/2017
- Reach: 20K
- Video Views: 8K
- 10-Second Views: 4.4K
- Unique Viewers: 10K
- Post Engagement: 449
- Video Avg. Watch Time: 0:11 / 26:58
Results

FAME Education was live.
September 26 · 😊

Don’t Fear the FAFSA: What is the FAFSA & How to Get Prepared

Get More Likes, Comments and Shares
When you boost this post, you’ll show it to more people.

20,707 people reached

Boost Post

20,707 People Reached

18,942 Video Views

449 Reactions, Comments & Shares

239 Like
132 On Post
107 On Shares

17 Love
8 On Post
9 On Shares

94 Comments
78 On Post
16 On Shares

99 Shares
92 On Post
7 On Shares

778 Post Clicks

135 Clicks to Play
3 Link Clicks
640 Other Clicks

NEGATIVE FEEDBACK

10 Hide Post
3 Hide All Posts
0 Report as Spam
0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.
$4,500 total:

- $1,500 for Mila’s co-presenter
- $1,500 planning and support during event
- $1,500 promotion
Timeline

Before event:

• Planning/scripting
• Practiced
• Created Facebook event
• Promotion: via email, on FAMEmaine.com & on Facebook
Timeline

- **Day of:**
  - Set up

- **Broadcast:**
  - Posted relevant links per script
  - Transcribed questions for Mila and Karen
  - Replied to comments during event - Mila paused to take questions
Timeline

Post event:

• Posted to Facebook
• Replied to questions
• Promoted
• Monitored comments/questions
- **Script**
  - Question & answer format
  - Planned for 15-20 minutes
  - Included places for breaks
  - Included links

**Introduction:** FAME Live Café: Don’t Fear the FAFSA, 4 of 4 FAFSA complete. Now what?

**PROP #1: Every Sheet**

M: We’re back! Re-intro: role at FAME
K: quick re-intro: Mom, comedian, etc.,

BOTH: Please ask questions in the comments and we will do our best to answer everyone.

**Part One:**

K: By now, lots of people have filed the FAFSA. What should they do next?

- FAFSA takes 2-3 days to process
- Next step is to review the Student Aid Report, referred to as the SAR
- The SAR is a summary of all of info provided on the FAFSA
- Typically receive an email
- Can be found at FAFSA.gov

K: What should we be looking for when we review the SAR?

- Make sure everything is accurate
- You can make corrections (or add schools) but don’t make updates as you go through the year (like to savings accounts)
- Also, read the information on the first page to see if additional steps or information is needed.
- For example, if the student is selected for a process called verification, it will say that on the SAR and help the student know that the school is going to need them to provide some additional information.
Tips for success

What you need

- Facebook account
- Camera & power supply
- Tripod & mount
- Audio
- Wifi
- Comfortable location
- White board
Tips for success

- Staffing – 4 total
  - Team approach keeps things light and fun
  - Other staff:
    - Tech person in charge of broadcast
    - Another content expert manages comments/questions
Lessons Learned

- Testing, especially if different staff
- Replicating lighting/look was a challenge
- Follow up after
- Do fewer sessions (2-3)
- Helpful to have other staff ask questions
- It was worth doing and we will be doing more in the future