

### Don't Fear the FAFSA!

How FAME tackled FAFSA completion on Facebook Live



#### Who We Are

- Finance Authority of Maine (FAME)
  - Quasi-state agency
  - Former guarantor
  - State grant administrator
  - FAFSA Completion lead organization





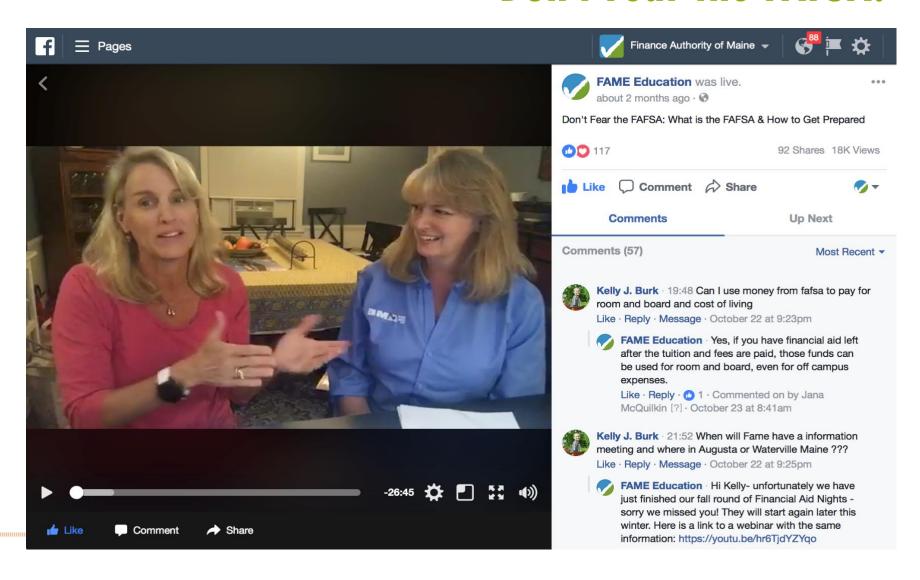
## **Background**

- 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!





# **FAME Live Café**

#### Don't Fear the FAFSA

Sept 26 | Oct 10 | Oct 24 | Nov 7



- 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 ground FAFSA
- Reach people where they are
- Live videos 3x more engaging than traditional videos

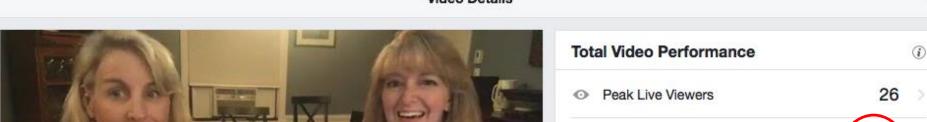






### Results

Video Details





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#### **FAME Education**

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

26:58 · Was Live: 09/26/2017 · Owned · Appears Once

Tot	al Video Performance	(i
0	Peak Live Viewers	26
(1)	Minutes Viewed	8,533
00 4	Video Views	18,941
00 4	10-Second Views	4,492
	Video Average Watch Time	0:11
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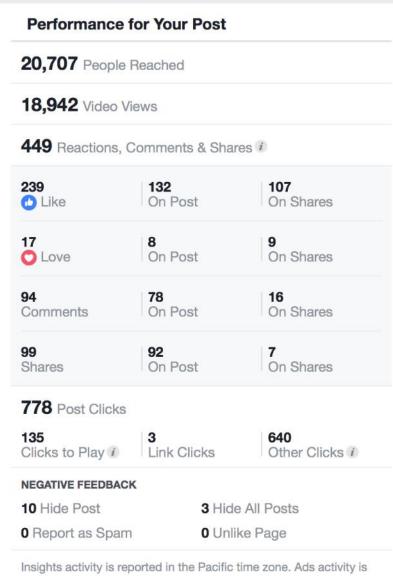
This video is used in 1 post											
Posts ①	Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Post Engagement	Video Avg. Watch Time				
FAME Education Don't Fear the FAFSA; What is the	• 09/26/2017 7:33pm	20K	8K 100%	4.4K 100%	10K	449	0:11 / 26:58				



### Results

Video Post Shares BETA





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





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







- 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







- 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

# Tips for success

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

#### PROP #1: Event 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

- o FAFSA takes 2-3 days to process
- O Next step is to review the Student Aid Report, referred to as
- 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?

- O 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.
- o 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

Commented [MT1]: Review your SAR at fafsa with your (the student) PSA ID.



### 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





### **Questions?**

#### Finance Authority of Maine

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