



The Official Alpha Sigma Alpha Facebook Application

Alpha Sigma Alpha is excited to announce that the Official Alpha Sigma Alpha Facebook Application was launched today! This Facebook application replaces Alpha Sig Sister Circle, which will close on Dec. 18, 2009.

Collegiate and alumnae members can install the application by visiting www.alphasigmaalphaconnect.com. For more information about setting up a Facebook account, please visit www.facebook.com.

Features of the Alpha Sigma Alpha Official Facebook Application include:

- **Member Searchability:** Members who add the application will be able to find other members by chapter, state, zip code and/or network.
- **Chapters:** Members will be able to access other chapter web sites, Facebook pages and Facebook groups.
- **Discussion Boards:** The application discussion boards will allow members to post and gather best practices and ideas from fellow collegians and alumnae, network with members and discuss various other interests.
- **News Feed, News From AΣA and News From AΣA Sisters:** Members using the application can learn more about upcoming local and national events, read announcements posted by national headquarters staff and stay connected to Alpha Sigma Alpha through its streaming RSS feed that features sorority news items. Members can also submit their own news and stories through the News From AΣA Sisters feature.
- **Alpha Sigma Alpha Points:** Alpha Sigma Alpha points will allow members to receive participation points and rewards for using the application. Awards will be given at the national convention and leadership conference this summer in Indianapolis for members with the most points.

The application also allows each user to add an Alpha Sigma Alpha logo to their Facebook profile. Administrator tools provide the sorority with the ability to easily edit page content, send e-mails and Facebook notifications to users and to add discussion board moderators, announcements and events.

In just five years, Facebook has become one of the most visited web sites in the world. Facebook's mission is to give people the power to share and make the world more open and

connected. Millions of people use Facebook everyday to keep up with friends and family, upload photos and videos, share links and learn more about the people they meet. Users can also create and join groups such as chapter-specific groups or geography-based alumnae groups and the site can be easily used for professional networking. Many of the sorority's collegiate and alumnae chapters already use Facebook to stay connected. Facebook has several privacy settings which allow the user to determine who has access to their profile. Much of the site's recent growth can be attributed to user-created "applications" that allow Facebook users to do anything from supporting philanthropic causes to viewing contacts and updates on their mobile device.

Collegiate chapters, colonies and alumnae chapters are encouraged to use this application to stay connected to members and the national organization. If your chapter or association already has a Facebook group or fan page, it may already be linked into the Groups section of the application. If your chapter or colony does not have a group or fan page, please take the time to establish one and submit it to be linked on the Groups section of the application. Take the time to invite potential new members and other friends to add the application so that they can learn more about Alpha Sigma Alpha and the opportunities it provides.

Alpha Sigma Alpha was founded at Longwood University in Farmville, VA, in 1901. Nationally, Alpha Sigma Alpha has 153 collegiate and alumnae chapters. More than 70,000 members are committed to promoting sisterhood and developing women of poise and purpose.

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