

The Effectiveness of Closed Classroom Facebook Pages in Keeping Parents Connected to Their

Children's School Life

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### **ABSTRACT**

The purpose of this mixed-methods research study was to evaluate the effectiveness of using a closed, classroom Facebook page in keeping parents connected to their children's school-day lives. Quantitative and qualitative data were collected during a pilot of three first grade homeroom classes. Using purposeful sampling, data were collected by using a survey questionnaire administered to parents and teachers. Open ended responses allowed participants to speak freely about how effective Facebook was for them. In addition, the researcher performed observations and recorded data from each of the three Facebook pages. Data were analyzed and evaluated based on how well parents and teachers benefited from the Facebook pages according to positive comments made by participants. Results revealed a very positive response from parents toward the group page. Teachers expressed a desire to continue connecting with families

using the classroom Facebook page, as well. The study propagated recommendations to expand the closed classroom Facebook pages to additional grade levels within the school.

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