Princeton ARC | Guide to Facebook

Among social media channels, Facebook can be highly effective in reaching and communicating with members of your school or organizational community such as current and prospective students, alumni, parents, employees and community members. As a school or organization, your goal on social media should be to create an online community where members can engage with unique, creative, informative, and consistent content.

Creating a Personal Facebook Account

If you are not yet a Facebook member, you should create a personal account before creating a company page. To sign up for Facebook, go to www.facebook.com and fill in the basic information to sign up on the homepage as demonstrated in the screenshot below:


Creating a Company Page

Facebook pages help organizations start a conversation and foster a meaningful dialogue to engage supporters and inspire advocacy. When you build a page, you can:

- tell your story in your own unique voice
- share rich content through photos, videos and links
- create a dialogue through posts and tools that allow people to share and engage with your message
- amplify your impact when your supporters and followers share your content with their friends

- measure and optimize your message by using Pages Insights to understand your audience

In order to create a Facebook group for your school, company or organization, go to https://www.facebook.com/pages/create.php and choose the relevant classification. In most cases, you will choose 'Company, Organization, or Institution.'
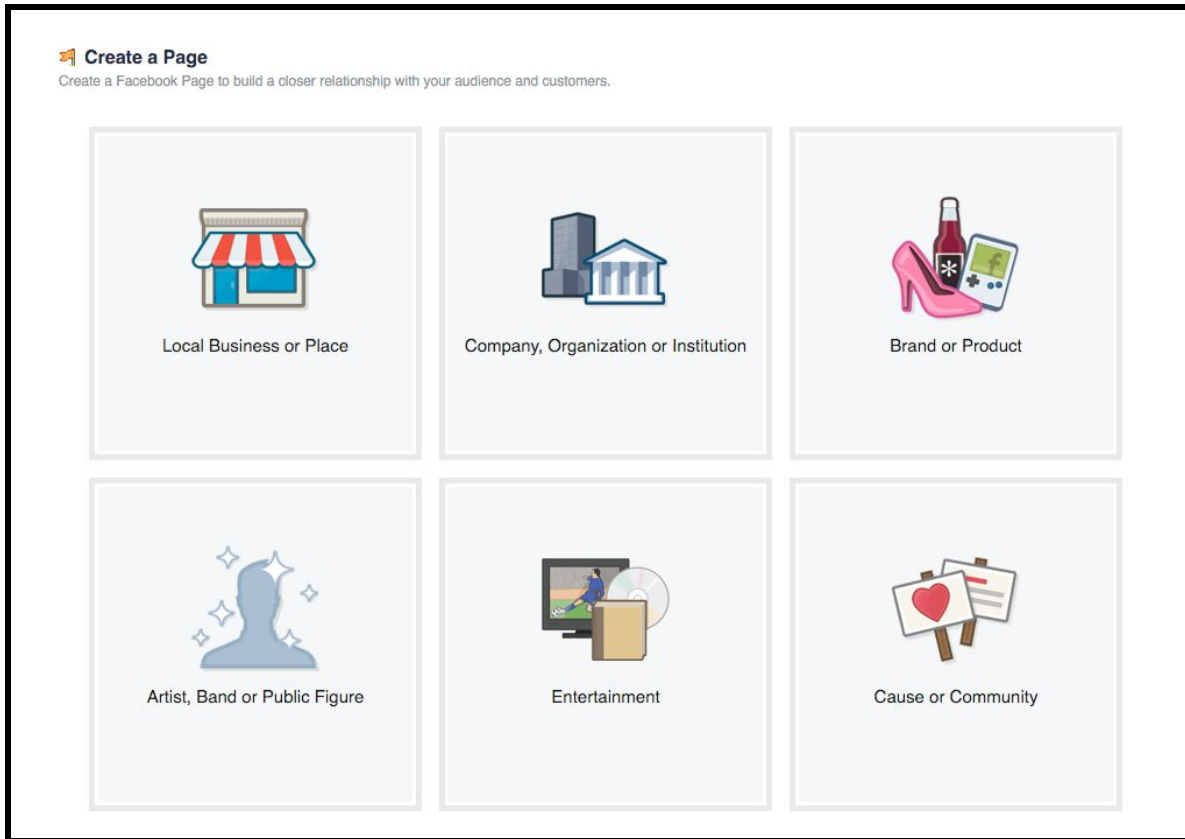
The About Section

Once you select the relevant classification, you will be asked to select an official name for your business page.
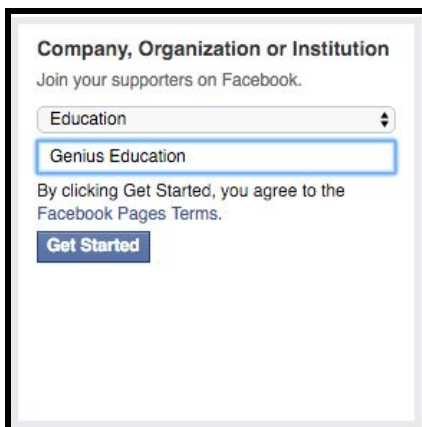
Facebook will then walk you through the steps to complete the basic information that should be included on the 'about section' on your page. You should include a 2-3 sentence description of your school or organization, and also provide a link to your school or company website. You can also select a unique domain name for facebook such as facebook.com/geniuseducation.

Uploading a Profile Picture

Next, you'll be asked to upload a profile picture, which is an image that will serve as the main visual representation of your page. This photo will appear in search results and alongside any comments that you publish. The recommended size for a Facebook profile image is 180 x 180 pixels. You can upload a photo from your computer or import a photo from your website.

In addition to selecting a profile photo which is the photo that will fit in the small square box, you can also select a cover photo as the horizontal image which will stretch across the top of your page. The photo dimensions are 851 x 315 pixels.

We suggest maintaining a consistent profile picture across various social media platforms. Your audience will come to recognize your account by your profile picture, so it should rarely change. Cover photos should also match across platforms, but they can be changed on a regular basis in accordance with current events happening in your area of social media coverage. Your account name should be the same across all social media platforms as well.

Profile pictures and cover photos should consist of images (a photo or text-free logo) rather than words. Text on a profile picture is too small to see on a mobile device, which is often what your audience uses to access your content. These photos will draw attention to your page and can help people easily identify with you when they see updates on their newsfeeds.

Preferred Page Audience

When you are setting up your page, you can also establish a preferred page audience (location, age, gender, interests). This will help you to reach your target audience.

Settings

Once your Facebook Page is live, you can establish the particular settings of your page. In the top navigation bar, you should see a button for settings. Once you click on settings, a vertical navigation bar with different sections will appear. You can make additional edits to your page through working through the different sections with the settings toolbar.

Page Info: In this section, you can add additional details about your school or organization.

Notifications: In this section, you can control when and how you'd like to receive page alerts. You can set a particular frequency that meets your social media marketing needs.

Page Roles: In this section, you can grant other colleagues access to your Facebook page through making them administrators. Some additional colleagues that you may want to set as page administrators are a public relations manager who needs to respond to any sensitive questions/comments, a support representative who can respond to technical questions, and a designer who can upload new creative content to the page.

Adding Content to Your Page

Before you begin to create content for your Facebook page, here are some important things to keep in mind:

- Know Your Story: What is your unique voice? How can you bring your story to life in a compelling, authentic, and personal way?
- Know Your Audience: Who are your constituents? How will they want to connect with you? What content will be most important to them?
- Know Your Goals: What kind of relationship do you want to have with the people who connect to your page? Will you mostly be updating your page on the road via mobile? Defining and prioritizing your goals will help you create your page positioning strategy.

Keep posting consistently - it is ideal to have someone post to the group page at least once per week to keep the page active and to keep members actively involved. Make sure content is engaging and useful.

Consider your audience and be inclusive - Since posts will be seen by all of your members (administrators, staff, students, parents), consider whether the item you're posting is of interest to the majority of your audience.

Review process - To ensure that content reflects the diverse interests of your organization and not those of an individual, appoint a communications committee or individual to log, review, and approve suggested posts in a timely manner.

Facebook provides six different posting options: plain text status, photo with caption, link with caption, video with caption, event page, location check-in

When posting on your page, be sure to use a variety of content to engage all segments of your audience. Consider what images your audience would like to see, what stats they would like to read about, and what links they would want to click into.

If you would like to highlight a specific event, you can click the grey arrow in the top-right corner of each post and then click 'pin to top' to move one of your posts to the top of your page's timeline for seven days. This feature is particularly useful to place additional emphasis on new announcements and other major events/updates.

Developing a Posting Plan

People will see your page updates alongside posts from your friends so share content that is personal and engaging. Determine your desired audience and make sure to frame your content for that audience.

Find Your Voice: Be conversational, personal and authentic. Take the time to post directly to your page.

- Speak in the first person in your posts - your supporters and volunteers want to hear from you! You can also have other members in your organization occasionally post in their own voice to add a personal touch to your page.
- Build an online personality - people on Facebook want to connect with the individuals behind your organization. Whether the tone is witty or similar to the way a personal talks to his or her friends, a distinct personality will resonate with your supporters.
- Share candid, personal stories, like updates from members of your organization.

Foster a Two-Way Dialogue: build a dialogue with your community on your page.

- Get people talking by asking questions in your status updates and photos about related issues.
- Respond personally to people who comment on your posts - your supporters will be thrilled to know that you are listening.
- If someone (a supporter) posts something great on your page, re-post it, respond personally, and thank them by name.
- Schedule regular posts on specific topics, like a weekly post that highlights the student/teacher of the week, or a chat session where you'll answer questions directly from supporters.
- Host live Q&As - this is an easy way for you to engage with your audience, as they ask questions in the comments below your Q&A post.

Creating a Post or Adding Photos to Your Timeline

If you want to create a post or add photos to your company timeline, click in the top box on your timeline, and write the status/update that you wish to include. If you would like to add photos, click on the camera icon and browse for photos within your computer's library. Once you are satisfied with how your post looks, you can click on 'post' and the update will be shared with individuals who have liked your page.
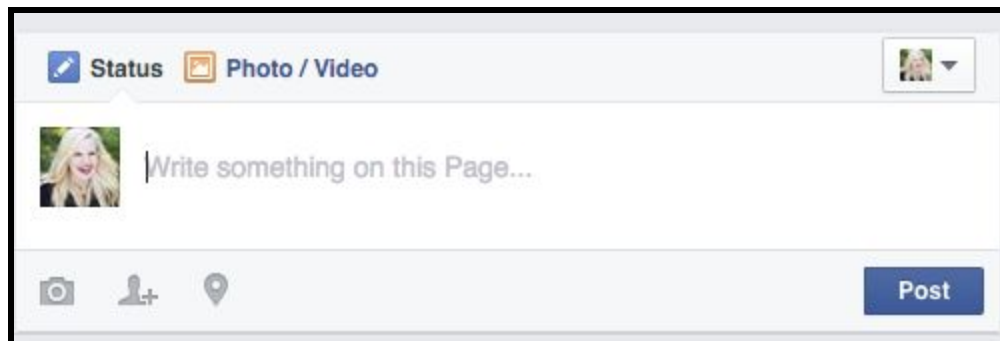
A social media post that includes a photo or video will generally get a better response than a text post. You should typically credit the original source when posting user-generated content. You should not take or share photos or video of children under 18 without written consent by a parent or guardian. One option is to have your students' parents sign a release when they start at the school giving the school permission to take their child's photo and publish it.

Rights and permissions should be secured before posting, sharing or distributing copyrighted materials such as music, art, copyrighted photographs or texts, portions of copyrighted video or information considered proprietary by a business partner, vendor, affiliate, or contractor.

Your community on Facebook may be different from the people following you in other places across the web. Be sure to recognize your supporters as a specific group and give them access to Facebook only content.

Post 'on-the-ground' pictures of photos from your events or things happening in your school. Mobile uploads and instagram allow you to post in real-time.

Try to connect with niche groups of supporters. You can use the targeted publishing feature to share relevant posts with people in a specific location or who speak a particular language.

Tagging People in Photos and Posts

If you would like to 'tag' certain individuals in the photos that you are posting to your timeline, you can click on the photo and click on the faces of the individuals in the photos and search for their names. This will 'tag' them in the photo and then (depending on their personal settings), the photo will show up on their timeline as well. You can also tag photos through clicking on the photo and then clicking on the icon that looks like a price tag. This will put boxes around the faces of individuals in the photos. You can then click on the individual's face and add tags to the photo.

You can also tag an individual in a post at large through typing their full name in the text of the post. Depending on their personal settings, this will likely make the post show up on their personal timeline.

Engaging Your Audience

Once you have the basic information on your page and a substantial amount of initial posts, you can start inviting colleagues (administrative school staff) to like your page and some of the individual posts to build some initial activity on the page.

When people like your page, their friends see this action on their newsfeed and can also connect to your page. Then they can also like, comment and share your posts.

Once you have some likes on your posts, you can begin to invite strong supporters within your school or organization's community to like the page and engage with the content.

After you have a significant amount of followers on the page and individuals who are actively engaging with the page content regularly, you can begin to invite potential customers (or potential prospective students in the case of schools) to like the page.

Defining Your Audience:

- *Start with who you know* **-** establish your Facebook page by reaching out to your existing community. If you have a website or other ways to connect with your supporters, ask them to join you on Facebook and like your page to stay in touch.
- *Leverage your existing assets* - add social plugins like the Facebook like box and like buttons to your website so visitors can share pages from your site back to their Facebook timeline with one click and share your content through Newsfeed. Install the Facebook comments plugin on your website, blog, or news articles so visitors can comment on those pieces and also share those comments on their Facebook timeline with Friends.
- *Engage other groups and organizations* - partner with other organizations to create co-promotion and encourage viral sharing. Tag another organization or spokesperson in a post on your page, and your post will appear on their wall and will be shared with their community.

User-Generated Content

User-generated content can be obtained when the owner of a photo or video shares it with the company's social media account through a message, mentions the account's handle, or uses a hashtag promoted by the account. Social media users who engage in these actions allow the school/organization/company to use their content on its various social channels.

Monitoring Engagement

If you go to the 'activity' tab in your Page's top navigation bar, you can monitor how people are engaging with your page and content.

For more detailed page metrics, click the 'Insights' button in the top navigation bar. Here you can view the following metrics:

- Overview: presents a 7-day snapshot of metrics such as page likes, post reach and overall engagement
- Likes: shows overall audience growth and losses. If you are incorporating paid efforts, you will be able to differentiate between paid versus organic growth.
- Reach: highlights the raw number of people your page is reaching every day. If you notice spikes on a particular day, go back and look at what you posted that day to replicate the traction.
- Visits: indicates where viewers of your Facebook page are coming from

Engaging with Other Pages

In order to engage with new potential audience members and to stay up to date with industry updates and competitor pages, you should like related pages and monitor your newsfeed.

A news feed is a stream of posts that are specifically targeted towards you as an individual or a business based upon how you are interacting with other pages or individuals on Facebook. You can access your news feed through clicking on the 'home' tab on your top navigation bar.

Account managers can interact with other accounts through tagging, mentions, shares, comments and retweets. Account managers can boost visibility through interacting with sources outside of the organization including news outlets and industry accounts that share information their followers would find interesting.

Creating a Post on Someone Else's Profile

If you would like to engage with another individual user or another business page, begin by searching for the individual or company name in the search bar.


Once you locate the individual or company page, click on the name and it will take you to that page. If you want to publicly communicate with a client in a way that will allow all of their group followers or individual friends to see it, you can create a post on their timeline in the same way that you would create one on your own.

If you want to communicate with the individual or group privately, you can send the group a message through clicking on the message button on the company page and typing your message in the box.
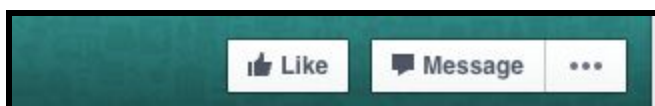
Monitoring Birthdays

Since individual users typically put their birthday on their Facebook profile, you will be notified of the birthdays of the individuals following and actively engaging with your page. If you click on the 'home' tab on your navigation bar, there will be a present icon to the right of the home page where you can see who has birthdays on the respective day. If you click the link, a box will open where you can write birthday messages for the individuals in your organization who have birthdays each day.
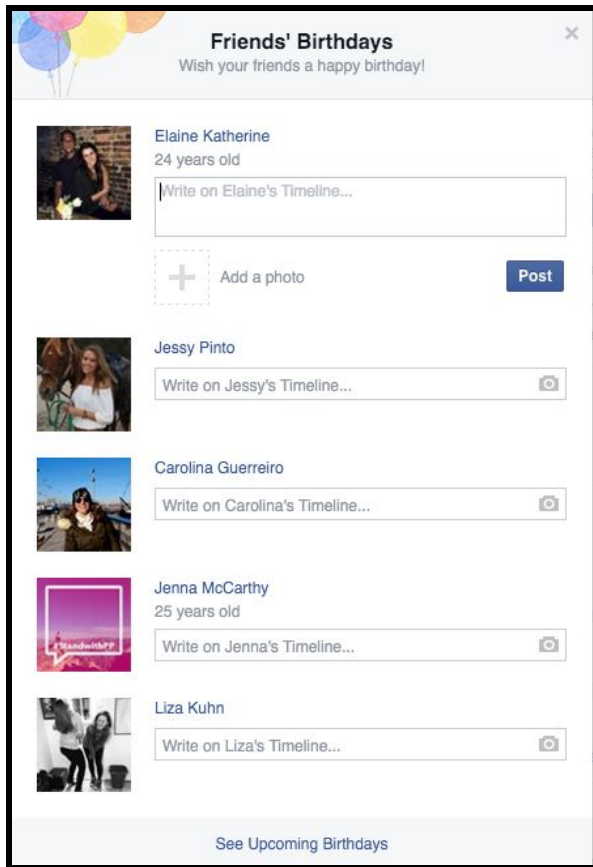
Facebook Metrics

Facebook offers tools to help you monitor what's happening on your Facebook page so you can monitor key metrics, get insights about your Page's visitors, and increase connections and interactions.

The best way to get your audience to engage with your content and share it with friends is to understand what the people you're reaching care about. With pages insights you can assess the performance of your page, learn which content resonates with your audience, and optimize how you publish to your audience so that people will tell their friends about your organization.

You can see how fast your page is growing by going to facebook.com/insights or by selecting 'See All' within the insights section when you are viewing your page. You can also see which countries/cities have the largest number of people who are liking your page.

You can view feedback (likes, reach, and people talking about this) on each individual post to better understand what content your community finds most appealing.

You can learn more about Page Insights at facebook.com/help/Pages.

Creating Private Groups

If you would like to target individuals within a specific exclusive network, you can create a private group. In order to do this, you can click on 'home' in your top navigation bar, go to the left hand menu, locate the title 'groups' and click on 'create group'. Once you click on 'create group' you will be prompted with a box like the one below:

A closed group means that you can invite people to join it, or they can ask to join and they are approved. When members of a group know that it is a closed group, it has the effect of encouraging openness and interactivity and helping foster community.

When creating a new group, you can create the group within your different personal networks. You will then be prompted to put in a 'group name' and invite particular members. You can then set one of the following three privacy settings:

● *Open*: anyone can find the group and see who's in it

- *Closed:* anyone can find the group and see who's in it, but only members can see posts
- *Secret:* only members can find the group and see posts
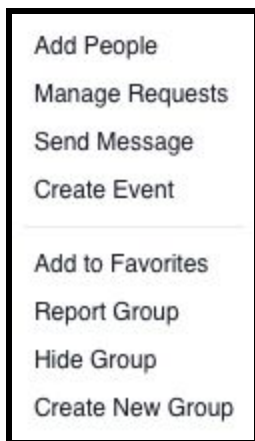
Adding Members to the Group

In order to add members to your group, you can click on the box next to members and start typing in the names of the individuals whom you would like to invite to join the group. Once you start typing someone's name, their facebook account should come up and then you can click on their name. They will then be invited to join the group.

People who are not initially members can request to join the group. As the administrator of the group, you can then approve or deny the membership requests.

If you want to add members to the group after you've created the group, you can click on the '...' in the group navigation bar.
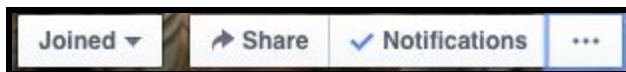
You will then be prompted with the drop down list below:

If you want to add members to the group, you can click on 'add people' and invite other people who you are friends with on Facebook. If a group member who is not an administrator invites someone to the group, they will require administrative approval before being accepted into the group.
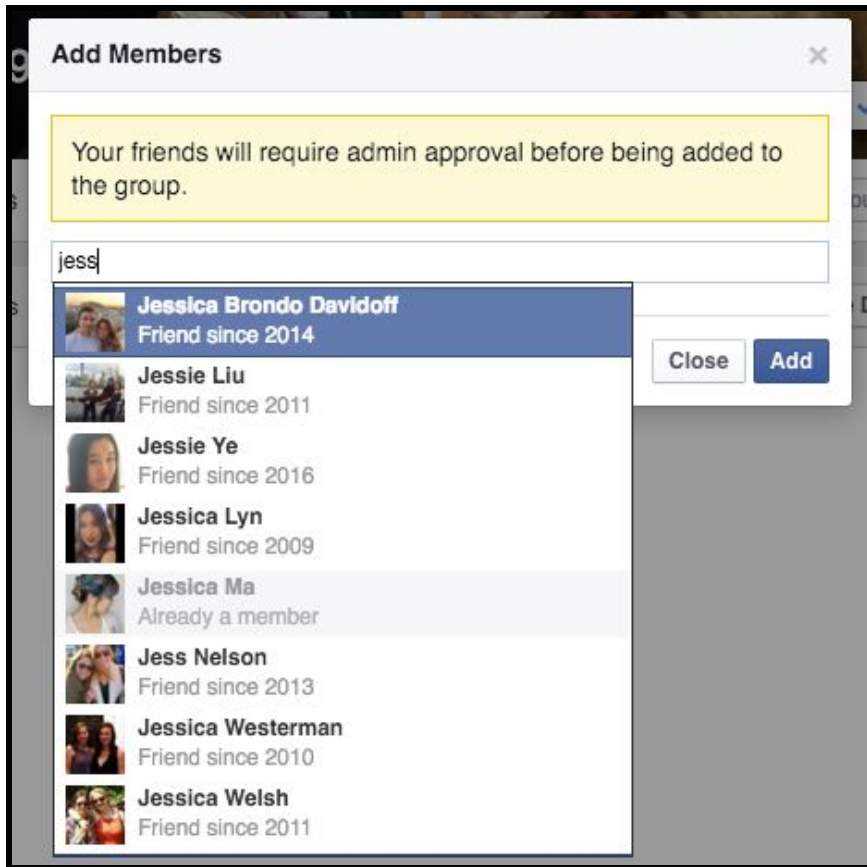
Actively encourage members of your school or organizational community to join your Facebook group by inviting them via email and through other forms of communication including print.

Creating an Event within a Group

If you want to create an event within a particular group that you have created, you go to the group page, click on 'events' on the navigation bar, and then click on the button that says (+ Create Event).
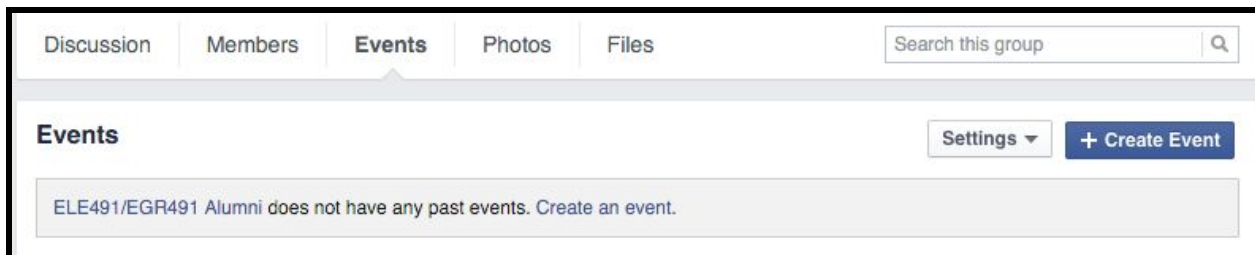
You will then be prompted with a box like the screenshot below where you can add an event photo, an event name, location, date/time, and description. You can also invite members to the event. If you check the box at the bottom of the box, you can invite all members of the group to the event at once.

Creating Posts within a Group

If you would like to create a post within a group, simply navigate to the group homepage through the search bar at the top of the screen or through the left hand menu on your homepage. Then click on the discussion tab on the group page, and click on create post. You can then type your message and then click 'post' where it will appear on the group timeline. You can also upload files or create polls on the timeline within a group through choosing the respective options.

Creating Additional Administrators of a Group

If you are currently the administrator of a group, you have the ability to add additional group administrators so that they can help to manage the group. To make someone an admin of the group, click on 'members' click on the settings icon next to the name of the member you want to set as an admin, and click 'make admin.'

Once you make someone an admin of a group, they will be able to remove members or admins, add new admins, and edit the group description and settings.

It is important to share the responsibility of posting and monitoring the site to keep it fresh and relevant. If two or three people are administrators, it means that it won't go down if one person is unavailable.