

# How to get the best from Facebook

**So you paid attention to what everyone said and you have now created a Facebook page for your charity or community organisation. You have prepared your press releases, news-stories, links, and videos – so what do you do now?**

This simple guide provides you with some useful hints and tips to extract the best from your Facebook account.

Firstly, by creating a Page you are on the right track – many organisations do not even bother.

But it's now all about where your current and future audience spend their time.

Apparently, more than 700 billion minutes per month are spent on Facebook, so it can be a valuable and powerful communication tool, and there's a good chance that your current and potential audience are there.

## Content

Let's review your Page. Your Facebook Page should contain all or most of these:

- links to your blog posts
- links to related articles (whether they're yours or not)
- videos
- photographs
- discussions.

This type of content is crucial in getting people to *Like* your page, and contributes to its overall success.

And how do we define success? By getting people to interact and leave comments on your Facebook Page, as well as travel from this page to your website and, of course, using your services or supporting you in some other way.

## Facebook Pages need attention

If you neglect your Facebook Pages, they will die. If you use Facebook, you've probably stumbled upon organisational pages with no conversations going on and no recent posts. An unattended Facebook Page leaves a negative impression of the organisation – so do not let yours be one of those.

The more you pay attention to your Page, the more positive results you will see. So set some time aside each day to work and develop your page.

## Creating a Facebook strategy

Decide why you want a Facebook Page. Is it because everyone else is doing it? Or because you understand the value in connecting with customers who spend time socializing on Facebook?

Write down five goals for your Facebook Page. They might be:

- create awareness of your organisation and its brand on Facebook
- get 10,000 *Likes* by year-end
- have at least five comments or shared items each week, or
- make Facebook one of the top three referrers of traffic to your website.

Once you have these goals, segment the tasks required to achieve them. If you want 10,000 people to click *Like* on your page, you will have to expand your contacts through your profile. Post your page link on twitter, your blog, and your e-mail. If you want interaction, you need to post insightful and thought-provoking questions and comments. Decide how regularly you need to post (most commentators suggest 2 to 3 days per week).

Now determine who will handle these tasks. It might be one person or several. If it's you, post the tasks to your calendar so you do not forget to do them. In time, updating your Page will become second nature.

## Practical tips

Just updating your Page will not automatically make it fabulous – that will take a little work from you. Here are a few tips to make your page more searchable and more appealing.

### Title

Some commentators argue that the title is the most important part of your Facebook Page, so make sure your title is descriptive of your organisation and what it does - and unique on Facebook.

### FBML

Facebook Markup Language helps you create a custom landing page for your Facebook presence. If you want to promote a special event or direct attention to a particular service, this is a great way to do it. FBML is not complicated, but if you need help go and find it.

## Photographs and videos

Never underestimate the power of photographs and videos. They help to market your page, and add human interest.

### Questions

The jury's still out on Facebook Questions, a recent addition to the site. But by asking questions through your Page, you can start discussions that will spread beyond just the people who follow your organisation. Could be worth a thought or two.