



Facebook 101

Everyone's on Facebook, but why should our organization be?

In the past five years, Facebook has gone from an Internet village marketed to college students to a social media metropolis that is easy to get lost in. Everyone seems to have a Facebook account and a million and one friends, groups and causes all vying for their attention. It can be a little overwhelming to dive into the fray; however, Facebook helps your organizations reach out to other organizations and individuals who care about the same issues. Facebook allows for rich interaction and information sharing between people and organizations, and by tapping into existing networks you can find your niche on Facebook.

Getting started

- *Create a complete profile.* Don't forget to provide the link to your main website and use your mission statement or information from your boilerplate to describe yourself.
- *Use your organization's logo as your profile picture.* Make sure that people can recognize you and know that this is your official Facebook page.
- *Ask advocates and partner groups to “like” your fan page.* Searching out the people who already have an interest in your organization is an easy way to build a support base and find friends for your page. Your partner groups can help increase your number of friends (and you can help increase theirs) by posting on their wall about you and adding you to their favorite pages.
- *Add partner organizations and groups to your favorite pages.* Support the people who support you and let your friends now about the great work other groups are doing.
- *Customize your URL.* Instead of having an indeterminate address with numbers and letters, you can customize your URL to your organization name. For example Community Catalyst's URL is www.facebook.com/communitycatalyst. This helps people find you easily when searching the web or Facebook.
- *Ask questions to spark conversation and involve your friends.* Facebook pages were designed to elicit comments and approval from your friends. Posing questions will get them to interact with you, and helps you start a conversation with your friends.

Find your “sweet spot”

Every group has to find the right number of average posts that elicit peak response from friends without inundating them with information. Too many posts and friends may “unlike” you or prevent your posts from showing up in their news feed. Monitor the number of posts you make per week versus the number of likes and comments you receive. See if there is an average number of posts that causes a spike or a dip in comments and likes or the number of fans you have.