

Building your presence with Facebook Pages:

A guide for causes and nonprofits

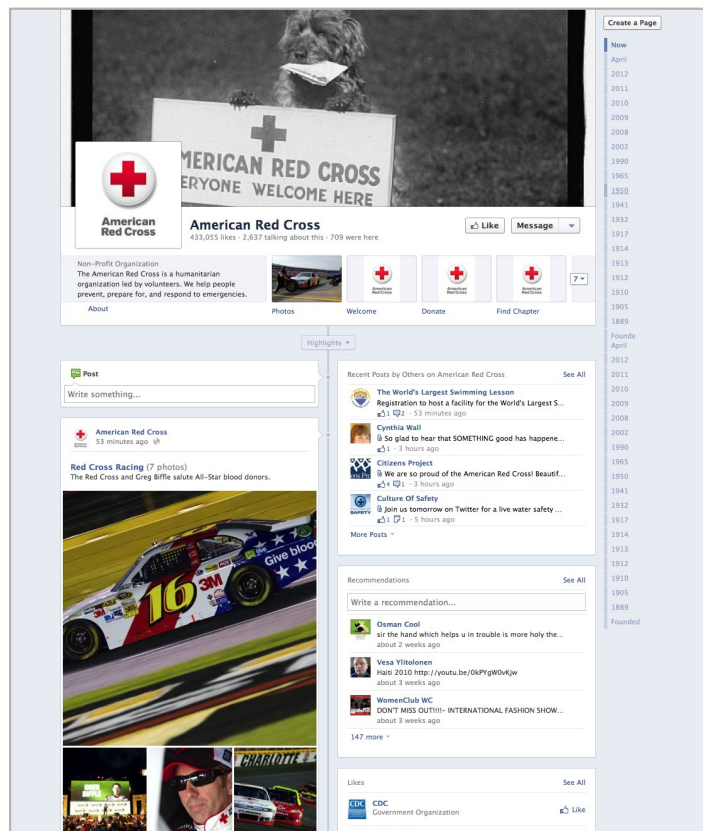


Every day, millions of people all over the world visit Facebook to connect with friends and share what they love. This guide is designed to help nonprofit organizations make the most of Facebook Pages to tell their stories and build deep, lasting connections with their audience.

Introducing Facebook Pages

Facebook Pages help causes and nonprofits join the conversation, share stories and foster a meaningful dialogue to engage supporters and inspire advocacy.

Millions of people are already on Facebook sharing the things that they care about with each other every day. When you build a Page, you can:



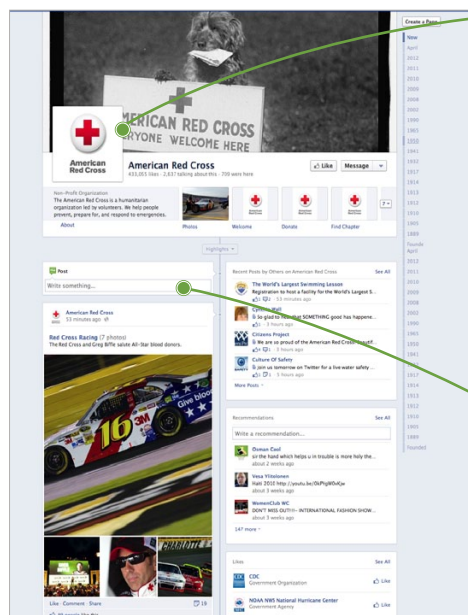
- ✓ **Tell your story**
in your own unique voice
- ✓ **Share rich content**
including photos, video, and links
- ✓ **Create a dialogue**
through posts and tools that allow people to share and engage with your message
- ✓ **Amplify your impact**
when your supporters and followers share your content with their friends
- ✓ **Measure and optimize**
your message by using Facebook Insights to understand your audience

This guide is designed to give you the knowledge you need to set your strategy, create your Page, build and grow your audience, and optimize your message.

Your audience is waiting.

Take advantage of key Page features

Take a moment to get acquainted with the features of your new Facebook Page. Pages are designed to make it easy for your cause to establish a rich authentic identity, tell your unique story, and connect with your supporters. The Admin Panel makes it easy for you to manage and optimize your Page and Insights helps you measure impact effectively.



The elements that establish your identity

Add a compelling profile picture and cover photo that highlight your cause and mission. These will draw attention to your Page and can help people easily identify with you when they see updates in Newsfeed.

Profile photo



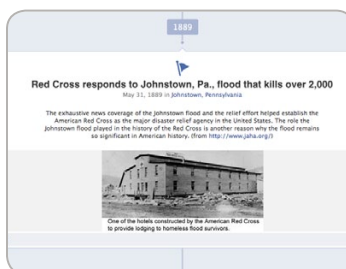
Cover Photo



The way you tell your story: Timeline

Share photos and videos and ask questions to build a personal relationship with supporters.

Timeline



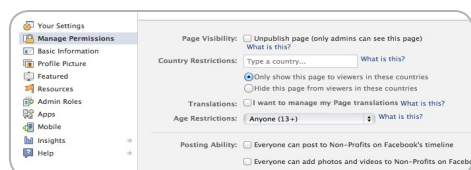
Questions



The way you administer your Page: Managing permissions, assigning admins, insights

Control access to your Page, update relevant settings, and access helpful resources within the Admin panel.

Manage permissions & administrators



The way people connect with you and amplify your story: Like button, "Like, Comment, Share" within posts

When people Like your Page, their friends see this action in Newsfeed and can also connect to your Page. They can also like, comment, and share your posts.

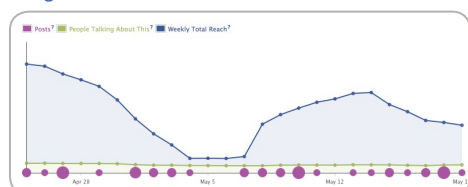
Like button



Like, Comment, Share within posts



Insights



Build your Facebook Page

Your Facebook Page really comes to life when you engage your supporters and volunteers. Remember, your message reaches a broader audience when people like, share, or comment on your posts. The average person on Facebook has over 130 friends - when they engage with your posts, their friends can see these interactions and connect with your Page. Here are steps to get started:

1 Set your strategy

✓ Know your story

What is your unique voice? Are you a local volunteer organization or a global foundation? How can you bring your story to life in a compelling, authentic, and personal way?

✓ Know your audience

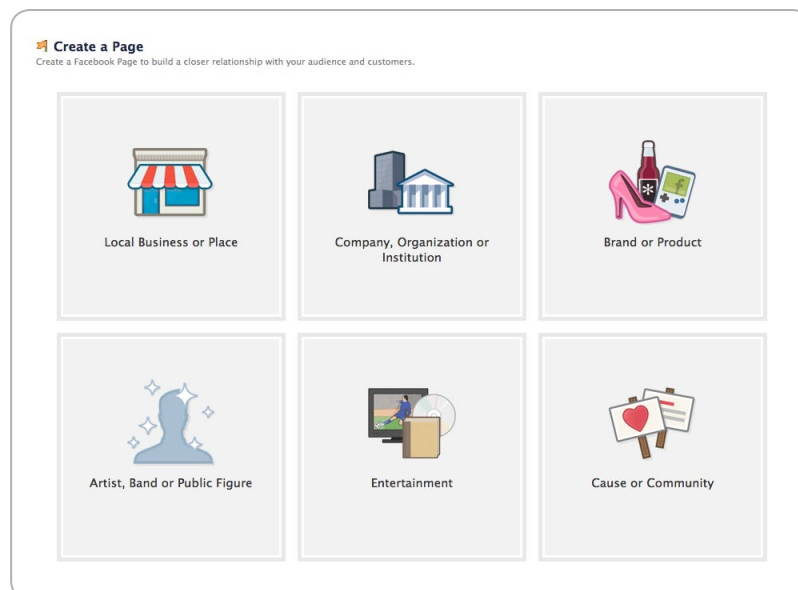
Who are your constituents? How will they want to connect with you? What content will be important to them: fundraisers or volunteer events?

✓ Know your goals

What kind of relationship do you want to have with the people who connect to your Page? How much time are you willing to spend updating 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 posting strategy.

2 Create your Page

To get started, visit www.facebook.com/page and follow the step-by-step instructions for creating a Page. Be sure to select a name that can be used to represent your organization in the long term. Next, follow this guide to begin making connections.



3 Develop your posting plan

People see your Page updates alongside posts from their friends, so share content that is personal and engaging. Great content will spark conversations on Facebook, as people share your updates with their friends.

a) Find your voice

Be conversational, personal, and authentic. Take the time to post directly to your Page.

Some ideas for finding your voice include:

- ✓ Speak in the first person in your posts - your supporters and volunteers want to hear from you! Have a member of your organization 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 people behind your organization. Whether the tone is witty or just the way you talk to your friends, this personality will engage your supporters.
- ✓ Share candid, personal stories, like updates from members of your organization.



b) Create a conversation

Build a dialogue with your community on your Page.

Some tips:

- ✓ Get people talking by asking questions in your status updates and photos about social issues and encourage people to like or comment on what you share.
- ✓ Respond personally to people who comment on your posts - your supporters will be thrilled to know that you are listening.
- ✓ Make your supporters the stars. If someone posts something great on your Page, re-post it, respond personally and thank them by name.



c) Offer a rich experience

Bring your story to life with rich content that captures your message and engages your audience.

Some tips:

- ✓ Use photos and videos. Visuals are always more compelling than text, post pictures that speak to your cause and record videos from volunteers exclusively for your Facebook audience.
- ✓ Create Facebook Events to highlight your fundraisers, walks and global events. Encourage supporters to attend and invite their friends.
- ✓ Share links to breaking news, articles highlighting your organization or media about your cause.
- ✓ Celebrate your milestones. For example, once you reach your fundraising goal, post an update thanking your audience and encouraging them to share your Page with their friends.



d) Share exclusive content

Post items on Facebook that people can't find anywhere else.

Some tips:

- ✓ Take the time to post directly to your Facebook Page re-posting press releases or auto-posting from other sources can be a turn-off. Your supporters on Facebook may be different from the people following you on other places across the web. Be sure to recognize them as a special group.
- ✓ Schedule regular posts on specific topics, like a weekly post that highlights the "volunteer of the week" or a chat session where you'll answer questions directly from supporters.
- ✓ Bring your community behind the scenes – post backstage pictures from galas or volunteer events. Mobile uploads allow you to post in real time.
- ✓ Connect with niche groups of supporters. Use the targeted publishing feature to share relevant posts with people in a specific location or who speak a certain language.



It's easy to update your Page with your mobile device, here's how:

- ✓ Use the Facebook app on your smartphone
- ✓ Add your mobile phone number to your Page to text posts directly to your Page
- ✓ Visit [facebook.com](https://www.facebook.com) on your mobile browser
- ✓ Use email to upload photos or status updates

Access more information about mobile features for Pages within the Mobile tab in the Page Admin Panel.

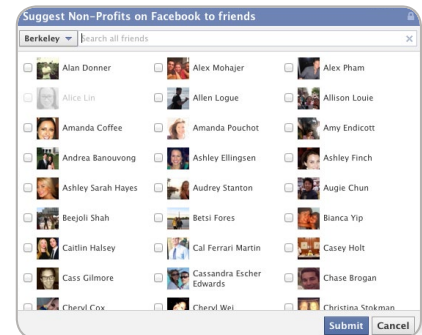
Grow your audience

1 Start with who you know

Grow your Facebook Page by reaching out to your existing community.

Some tips:

- ✓ Do you have a website or other ways you connect with your supporters? Ask them to join you on Facebook and Like your Page to stay in touch.
- ✓ Use your existing volunteer email lists to promote your Page and begin building your connections.

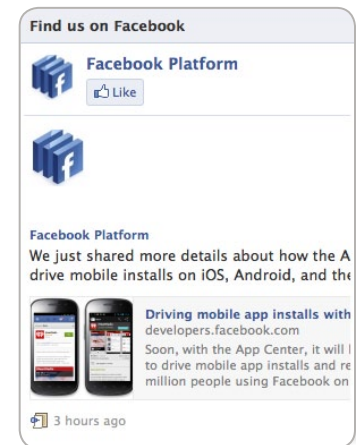


2 Leverage your existing assets

Make your Facebook Page a core part of your online and offline presence.

Some tips:

- ✓ 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. Visit developers.facebook.com/docs/plugins to learn more.
- ✓ Visit www.facebook.com/username to select a custom URL for your Page. Share your custom URL so your supporters can easily find and Like your Page (e.g., Kiva's custom URL is www.facebook.com/kiva). Promote your Page in mailings, e-mail newsletters and on marketing materials.
- ✓ 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 and with friends.



3 Cross-promote to reach more people

Some tips:

- ✓ Partner with other organizations or volunteer groups to create co-promotions 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.



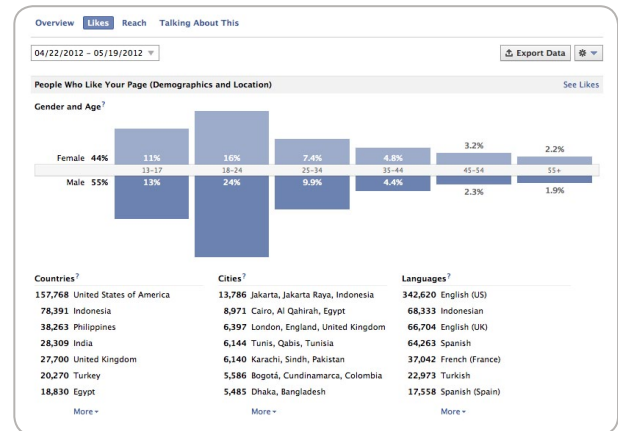
Measure and refine

1 Use Insights to optimize performance

Facebook offers tools to help you analyze 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.

Some tips:

- ✓ See how fast your Page is growing by visiting www.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 like your page.
- ✓ View feedback (likes, reach and people talking about this) on each individual post to better understand what content your community finds most appealing.
- ✓ Download the [Facebook Insights Guide](#) for an in-depth look at the best ways to use the free tools available to you on Facebook.

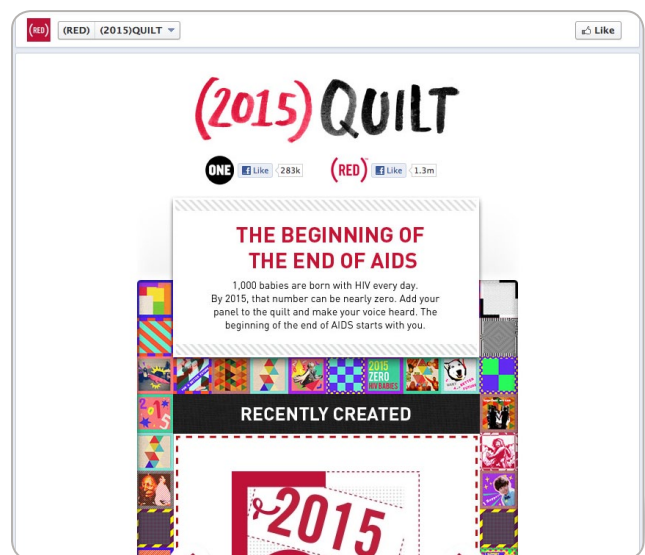


2 Apps

Add custom apps to enhance engagement.

Some tips:

- ✓ Use Facebook applications to create content that can be shared easily. This content can go viral quickly as it attracts more Likes and comments interactions. This spreads to friends of supporters and attracts new supporters to your cause.
- ✓ Work with a developer to create specialized content (e.g. donation apps) exclusively for people who like your Page as a way to reward them and also as a way to grow your community.
- ✓ Work with a preferred developer to create custom and specialized content (e.g., a donation application) exclusively for people that Like your Page as a way to reward supporters. This is also a great way to grow your community.



3 Promote with Facebook Ads & Sponsored Stories

Facebook Ads are the best way to build awareness of your Page and drive new fans. Visit facebook.com/sponsoredstories to take advantage of Sponsored Stories, a paid way to amplify actions. Stories are served to friends of people who have liked your Page or your content. Be sure to verify the rules of your organization before using ads or sponsored stories to promote your Page. You can amplify your Page and posts via several options:

Some tips:

- ✓ **Page Post Story:** more of your supporters will see your most recent Page post.
- ✓ **Page Like Story:** when someone Likes your Page, friends of your supporters will learn about your Page.
- ✓ **Post Like Story:** when a supporter Likes your post, their friends will see the content.



For more detailed information on creating your Page or marketing on Facebook in general, visit www.facebook.com/facebookpages.

- Creating your page
www.facebook.com/page
- FAQ for Facebook Pages
www.facebook.com/help/pages
- Terms and Guidelines
www.facebook.com/page_guidelines.php
- Reporting IP Infringement on Pages
www.facebook.com/copyright.php
- Social Plugins
developers.facebook.com/docs/plugins/
- Page Insights guide:
ads.ak.facebook.com/ads/createive/insights/page-insights-guide.pdf



Now you have the tools and best practices you need to make the most of your Facebook Page. Start connecting with your supporters and volunteers today!



Top 5 Tips

Here are quick tips to help you develop your publishing strategy and create a dialogue with your community.

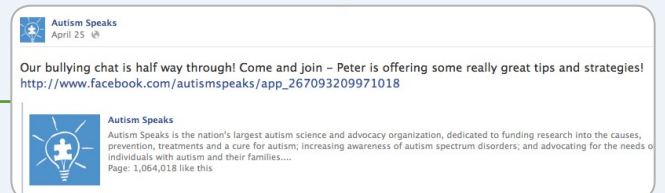
1

Be authentic. Create fun, engaging conversations with clear calls-to-action and encourage people to like and share your posts.



2

Offer exclusive content. Post “sneak-peeks” about latest news and share personal stories using photos and videos.



3

Use the Questions app to solicit feedback and opinions from supporters. Highlight great responses by re-posting them and responding personally.



4

Post from your phone. Add your mobile phone number to post via text, or use a smartphone app to upload photos and post status updates to your Page.



5

Take advantage of apps and Social Plugins such as the Like box, which makes it effortless for supporters to connect to your Page. Build custom tabs and easily pull any page from your website into a tab on your Facebook Page.

