



Getting Started with Facebook

First things first...

Why Facebook?

- Easily connect and share information with people interested in your cause
- Everyone is using it! Facebook has more than 200 million active users
- More than half of the 200 million users sign on daily
- Over 6 million users become fans of Pages each day

Clear up the confusion...

Why create a Facebook Page over a Facebook Group?

- Pages show up in search engine searches; ranked near the top
- Those without Facebook accounts can still view your Page
- Updates to your Page will show up on your fans' news feed keeping them up-to-date
- When a fan joins, your cause will be promoted on their friends' news feeds
- You can customize your page to fit your needs
- A vanity URL makes it easy for people to remember where to go (Facebook.com/YourPage)
- Ability to see statistics and demographics about who is looking at your Page

How to get started:

Whoever sets up the Facebook Page needs to have a Facebook account of their own first, so sign up; its free and easy. This person can then go to <http://www.new.facebook.com/pages/create.php> to begin the process of creating a Page. This persons' name will not be attached to the Page, so it does not matter who sets it up, as long as someone has access to update it regularly. This person can add administrators to the page so others they work with can also access it if needed.

Connect the dots...

Customize your Page:

Add a profile picture, a description of your organization, list upcoming events, create a photo album, add any videos you may have, write a status; make your Page interesting before posting it.

Share your Page:

Start by adding a Facebook link to your organization's webpage. Google "Facebook Share Partners" and it should be the first search result. By going here you can pick whether you want an icon, a button, or a link. Be sure to add this link to other marketing outlets such as in your e-mails, newsletters, or blogs.

Keep it up-to-date:

There is no bigger waste then to create a Page and never go to it again. If you do not go to the Page, then others will not either. Keep the information current, update your status daily, add pictures and videos from events, become a fan of other causes, or add new applications.

Look to others for example...

Nonprofits that utilize Facebook well:

- March of Dimes: <http://www.facebook.com/pages/March-of-Dimes/20876805343>
- Baltimore Symphony Orchestra: <http://www.facebook.com/home.php?#/BSOmusic?ref=s>
- PETA: <http://www.facebook.com/officialpeta>

For more information or help regarding Facebook email: RHowe@TheNonProfitPartnership.org