



Ten Tips to Make the Most of Your Organization's Facebook Page

- 1. Choose the right page.**

The key is to select the kind of page most relevant to your organization. This will dictate how your information is displayed on your page. CEC recommends the non-profit category for its state/provincial units, divisions, chapters, and subdivisions.
- 2. There is such a thing as too much information.**

Keep your Facebook content brief. Descriptions and background information should be short and to the point, easily absorbed by your fans.
- 3. Go beyond the basics.**

Once you have posted your basic information, take advantage of Facebook's applications and widgets, which will make your page more interesting and interactive. For example, a blog feed application is a great way to draw fans to your blog.
- 4. Make it visually appealing.**

Liven up your page with recent photos and videos. Show off pictures from events such as meetings, conventions, and social gatherings. Be sure you have both the necessary copyrights and permission to publish photos of individuals, particularly minors.
- 5. Grow your fan base.**

Facebook pages are nothing without fans to enjoy them. Your members are your best audience, so be sure to let them know you are on Facebook.
- 6. Update your page on a regular basis.**

Updating your page can be as simple as adding notes about your organization's latest news. This will keep the page fresh and give fans a reason to visit frequently.
- 7. Open conversation.**

Engage your fans by encouraging them to contribute via the page's discussion board and wall. Add value by initiating discussion topics that are important to your members.
- 8. Bring fans to your Web site, too.**

Facebook pages are intended to be a secondary source of information. Whenever possible, direct fans to your organization's Web page to learn more details about membership, meetings, conferences, events, products, and services.
- 9. Don't be afraid to reach out to Facebook for technical help.**

Using Facebook can be tricky at times. Organization pages are not as easy to manage as personal profiles. Rely on Facebook's "Help" feature when necessary.
- 10. Create a page you can be proud of.**

As your Facebook fan base grows, you'll get more exposure from both fans and their networks. Make sure all content on your page is accurate, current, well written, and polished.

