Facebook How-To Guide

Posting on Facebook:

- To create a post, write your custom message in the "Write something…" text box under Status then select the Publish button at the bottom right of the text box.
    - To supplement your post, you can add a photo, an emoji that depicts a feeling/activity, check-in to a location, or tag a product.
    - At the top of the text box, rather than write a status update, you also have the option to upload photos or video, record a live video, post events or products, create an event, add a milestone to your page, create a poll, post a product, create an offer or deal for a product, or prompt visitors to send a private message to your page.
- To delete a post, click on the three dots on the top right corner of your published post and select the Delete.
    - The three dots option also allows you to edit a post, pin the post to remain at top of your screen, change the date, embed the post to your website, turn off notifications for that specific post, show the post in a separate pop-up box, hide the post from your timeline, or turn off language translations.
- The top navigation of your page allows you to view your Inbox (private messages), Notifications (engagements on your page), Insights (analytics), and Publishing Tools (schedule posts, or view drafts).
- To delete your page, Go to Settings > General > Remove Page.

Facebook Tips and Best Practices Q&A:

Facebook Best Practices differ for each organization or brand depending on your audience.

- **How long can a post be?** Facebook posts don't have a character limit; however, the ideal length would be no longer than 120 characters.
- **Who can see my posts?** All posts are public to those that like or search for your page. (Refer to the Facebook How-To section to customize these settings.)
- **I want to include a link in a post but it makes my post really long. How can I keep the link but shorten the character count?** Copy and paste the link into your post. The link should auto populate underneath the post; at this point, you can remove the link from the post.
    - If for some reason, the link does not auto-populate, you can shorten it using bitly.com.
    - Note: You can only add one link to a post.
- **How often should I post on my page?** Posting frequency depends on your audience and program goals; however, to build engagement and impressions, post at least twice a day.
- **What is a Boosted Post?** This is a paid service that allows for your post to appear higher on your audience's newsfeeds. The fee/payment varies depending on the customized demographics that you input and the number of impressions the post receives.
- **Can I use hashtags on Facebook posts?** Yes, some people use hashtags in their posts for effect; however, use them sparingly—

only one or two hashtags per post is appropriate, if you decide to use them at all. Hashtags will connect your content with other people who are posting about the same topic.

Facebook Engagement:

- When possible, respond to questions, inquiries, or comments on your posts.
    - If a comment doesn't necessarily require a response, liking their comment is a good way to let the user know that their comment is appreciated.
- Posing questions on Facebook greatly boosts your engagement because it invites your audience to interact with your post.
- Consider adding an image or video to posts if it doesn't link to external content.
    - The ideal image size for Facebook is 1200x900 pixels
    - The ideal video length is under 2 minutes
    - Always add captions to your videos – many users watch videos without sound.
- Posting links that contain interesting and relevant content is a good way to let your audience know that you are active and current in your field.
    - Try to post link titles that are less than 100 characters so that they are not automatically cut off.
- Like, comment on, or share a post from a follower or a related organization. All options are available at the bottom of each individual post.
- Tag other organizations and partners in posts when applicable. When done in return, it can result in greater reach for your page and posts. You can do so by typing the @ symbol anywhere in your post, followed by the username of the entity or person you wish to tag.
- Consider ending posts with a call to action (Ex: Read more, Learn more, Like this post to/if…, Share this post, etc.).

Setting up a Program Page:

Pages are designed to be the official profiles for entities, such as celebrities, brands, or businesses.

- Sign in to your personal Facebook login page at: www.facebook.com. Note: You must have a personal page in order to set up a program page.
- Click on the down arrow button at the top left, and select "Create Page."
    - Facebook will ask you a series of prompts to get you started in creating a page such as adding a profile picture, cover photo, etc.
    - Add a @username underneath your profile picture so that others can tag you in their posts.
    - Invite Friends from your personal account to discover and like your new page.
    - The left navigation of your page has an About section. This is where you should add more information about your program including contact information, company mission, webpage link, etc.
- To customize the settings on your page, go to Settings on the top navigation. The left-hand navigation on that page will allow you to edit several options on your page. You should look through each option to customize your page.
    - Note: There are a lot of options that can be customized on your page – don't be discouraged, each option is important!
    - Within the Settings options, you can assign page roles to your new page in the Page Roles option, which lets other

Facebook users have access to the back-end of your page. Each page role has different permissions.

Setting up a Group Page:

Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue, or activity to organize, express objectives, discuss issues, post photos, and share related content.

- To create a Group instead of a page, log in to your personal Facebook account and click on Groups in the left-hand navigation.
    - Select the Create Group button on the top right corner of the page. A pop-up box will appear – fill out the information in the box. (Name your group, add members, etc.).
    - In this box, you can customize your group's privacy settings: Public means anyone can join or be invited to the group by a member. Closed means anyone can ask to join or be invited by a member. A secret group means anyone who is added or invited by a member can join.