



- 8 - FACEBOOK TIPS FOR WE GLOBAL LOCAL ORGANIZATIONS

#1 - Define your goals.

What do you plan to accomplish with Facebook. With defined goals, you can ensure that everything you do on Facebook is done to help achieve that goal. Your goal might be to promote awareness of your work, to increase fans, and/or to drive donations.

#2 – Ask your contacts to “Like” you on Facebook.

When you are first starting out on Facebook or you are a longtime user and have many contacts that are not a Fan of your page, send an email to your contact list asking them to “Like” your page and share it with their friends.

#3 – Don’t be afraid to show your personality.

It’s important to show the human side of your organization. Try some of the following tactics:

- Take photos of staff members and post them.
- Take short videos and post them to Facebook.
- Run a weekly quiz (E.g. What percent STEM field graduates are foreign born in (your state)?). Be sure to congratulate the first person to answer the question correctly.

#4 – Speak directly to people using the @ symbol.

Recognize people by speak directly to them with the @ symbol. Some ideas...

- When someone writes on your timeline, copy and post it onto your timeline, and thank him or her for posting. When people post to your timeline, the message often gets hidden. By reposting it yourself, others will see it and that person/organization will get recognition.
- Show your sponsors some love—tag their page and thank them in a status update.
- When someone comments on your post, ALWAYS thank him or her by name. For example, “Thanks @BethS for sharing your bright ideas!”

#5 – Post a large image with a link in the description.

Try letting the image do the heavy lifting. The tiny, auto-generated thumbnail that appears when you post a link can only do so much to draw attention. Instead of posting a status, post a large, high quality photo—and include a shortened link in the image description.

#6 – Be straightforward – ask people to interact with your posts.

Don't be afraid of being direct and asking for engagement. Sometimes the best way to get people to interact with your posts is to be straightforward and just ask for it. Here are a few types of posts that ask for engagement:

- Ask for Likes: *"LIKE this post if you're voted today!"*
- Ask followers to fill in the blank: *"Fill In The Blank: Immigrants are important to my city because _____."*
- Post an unusual photo (relevant to your organization) and ask your Facebook fans to come up with a caption.

#7 – Create Facebook Events.

For each event hosted by your organization, create a Facebook event. Invite your contacts to the FB Event, and make sure the settings allow people to invite their friends to join the Event. You can use the Facebook Event tool to provide guests with updates as the event approaches.

#8 – Post regularly.

Be sure to post between four and six times per week!

"8 Facebook Tips for WE Global Organizations" is a modification of an Accrinet blog written by President Jeff Kline and associate writer Sammy Harper. Accrinet blogs weekly about internet marketing for nonprofits. <http://www.accrinet.com/blog/10-facebook-tips-for-nonprofits/>