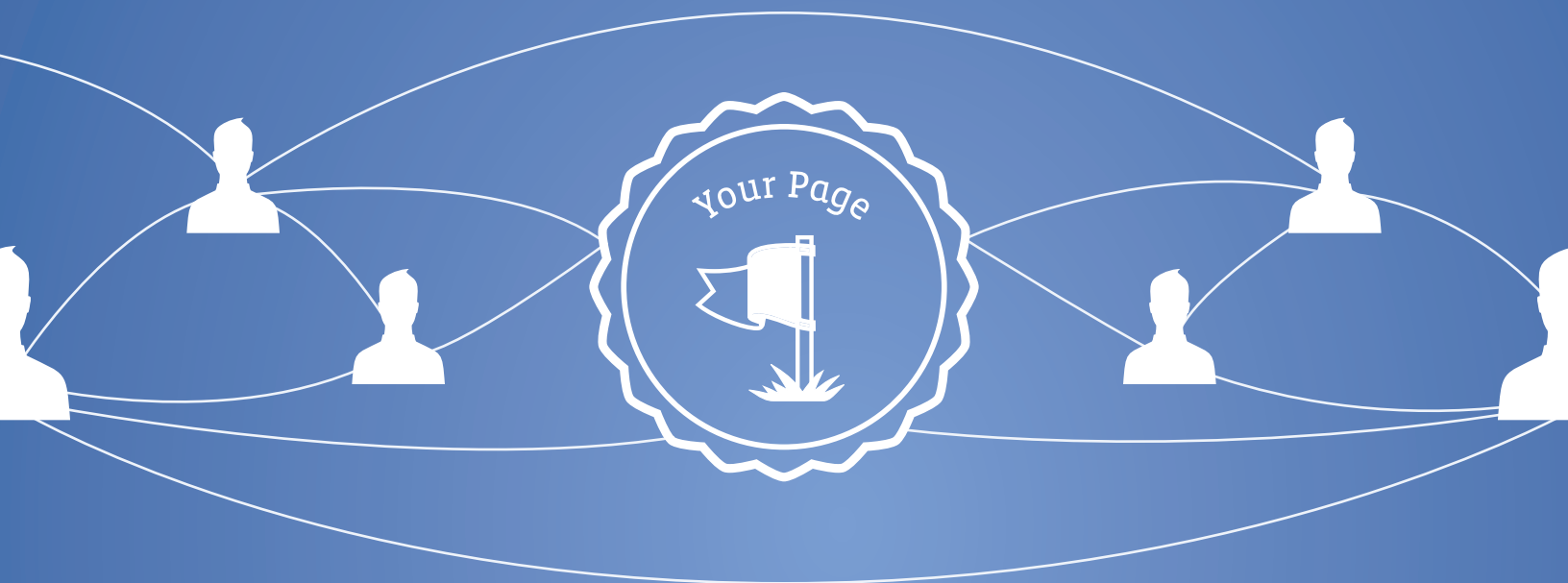


Building your presence with Facebook Pages:

A guide for non-profit organizations



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 non-profit organizations make the most of Facebook Pages to tell their stories and build deep, lasting connections with their audience.

facebook

Introducing Facebook Pages

Facebook Pages help non-profit organizations join the conversation, share their stories, and build a meaningful dialogue with their supporters and volunteers.

Millions of people are already on Facebook sharing the things they care about with each other every day. In fact, more than 30 billion pieces of content (links, news, blog posts, notes, photos, etc.) are shared among friends each month. When you build a Page, you can:

World Food Programme Like

Non-Profit Organization

World Food Programme · Everyone (Most Recent)

World Food Programme
This woman in Kenya and her family aren't going hungry. Despite an epic drought in the region, they're actually doing pretty well. They had help, but soon they'll be on their own. And that's the way it should be.

Kenya: Irrigation Repairs Prove Providential in Drought-Hit Turkana | WFP | United Nations World Food Programme
www.wfp.org

The rebuilding of an irrigation scheme in northern Kenya last year has turned out to be crucial for farmers like Nangor Lobongia. It has meant she and her family have avoided joining the thousands now queuing for food aid in the drought-hit Turkana region.

Share · 10 hours ago

147 people like this.

View all 15 comments

Faisal Shaikh The Best Organization in the world is World Food Programme.
8 hours ago · 1 person

Vasupradha Gopalakrishnan Mor and Esther, Completely agree with you.
7 hours ago · 1 person

World Food Programme
Journalism that illuminates our borders as it crosses them: From the PBS MediaShift Idea Lab, the story behind our new Horn of Africa interactive map.

MediaShift Idea Lab · Using Maps to Make Sense of the Unimaginable in the Horn of Africa | PBS
www.pbs.org

Development Seed recently launched horn.wfp.org, a mapping tool that visualizes one of the worst famines in recent history that's unfolding in the Horn of Africa. We did this project in partnership with the World Food Programme (WFP), the food aid arm of the United Nations, to leverage data from the...

Share · Yesterday at 12:29pm

64 people like this.

View all 4 comments

Wall

Info

Signup

Twitter

YouTube

Discussions

Photos

Profile HTML

MORE-

About

Fighting Hunger Worldwide -
http://wfp.org/

98,707
like this

- ✓ **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 you to establish a rich personal identity, tell your unique story, connect with your supporters, and manage and optimize your Page.



The elements that establish your identity

Add a compelling profile picture that highlights your persona and can be easily identified in Newsfeed posts.

Profile photo



Info Tab

Basic Information	
Founded	1963
About	Fighting Hunger Worldwide - h
Company Overview	Whether refugees are fleeing w farmland, hunger is often the fi the World Food Programme for
	On average, we feed 100 millio

The way you tell your story: Your Wall, The Publisher

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

The Publisher and The Wall



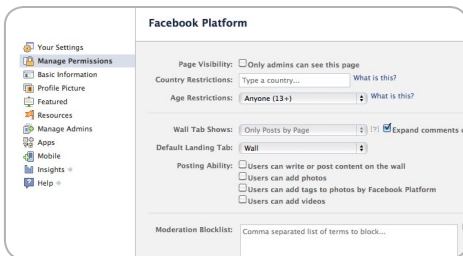
Photo strip



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 Page editor.

Manage permission & 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.

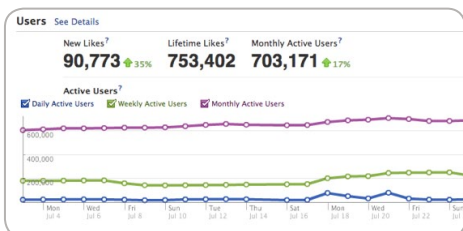
Like button



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

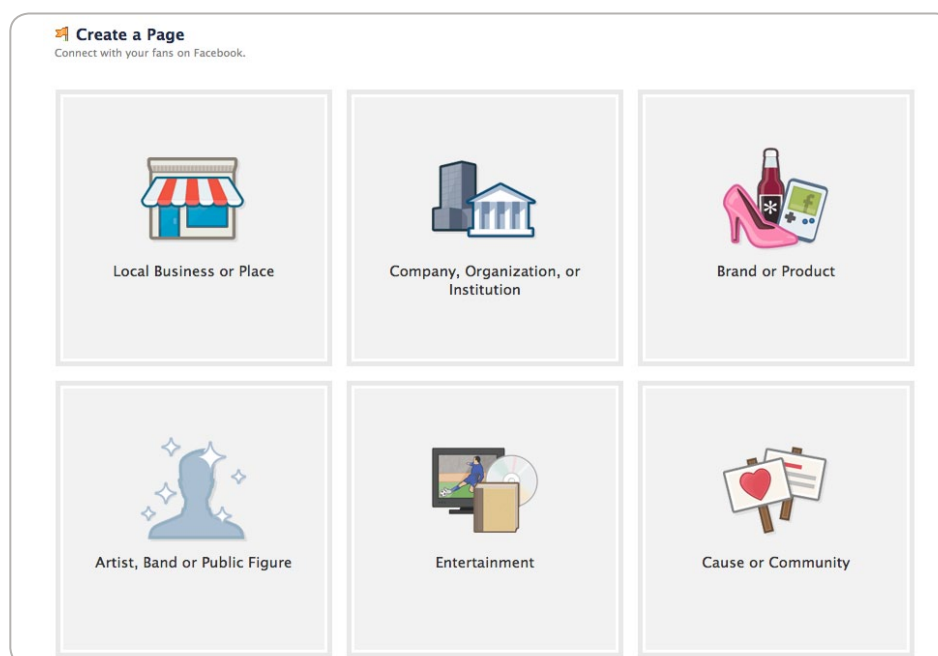
Who are your constituents? How will they want to connect with you? What content will be important to them: fundraisers or volunteer events?

✓ 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 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 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 your Page editor.

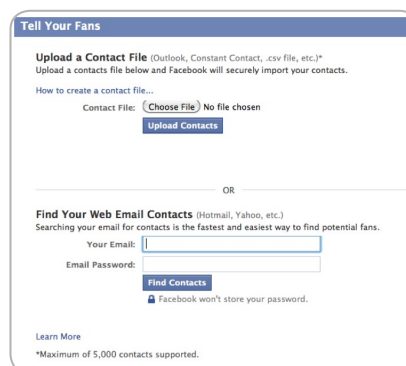
Grow your audience

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.
- ✔ Use the Contact Importer within your Page editor to notify your contacts to Like your Page for regular updates. If you have less than 5,000 people connected to your Page, you can upload documents with up to 5,000 contacts. Contacts will receive a notification that the requesting admin has invited them to connect with the Page.



2 Leverage your existing assets

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

Some tips:

- ✔ Add a Like box and Like buttons to your website so visitors can view your updates and share your content with friends through Newsfeed. Visit www.facebook.com/plugins to learn more.
- ✔ Once 25 people Like your Page, visit www.facebook.com/username to select a custom URL. Share your custom URL so your supporters can easily find and Like your Page. Promote your Page in your mailings and email newsletters.
- ✔ Install the Facebook comments plug in on your website or news items so visitors can comment on those items and also share those comments with their friends on Facebook.



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 selecting View Insights when viewing your Page. You can also see which countries/cities have the largest number of people who like your Page.
- ✔ View feedback (likes and comments) 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 apps (photos, events, links and notes) to create content that can be shared easily. This content can go viral quickly as they attract more likes and comments interactions, which then spread to friends of your supporters, attracting new supporters.
- ✔ 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.
- ✔ Create a welcome landing page tab that encourages people to Like your Page. Set this landing page as the default tab for people who don't yet like your Page to entice them to connect with you or donate to your cause.

The screenshot shows a Facebook post from 'We Day', a Non-Profit Organization. The post features a graphic with the text '1 Like = \$1' and 'FOR EVERY 'LIKE', OUR FRIENDS WILL DONATE \$1 TO FREE THE CHILDREN HELP US REACH \$1,000,000'. Below the graphic is a video player showing a large crowd of people at a concert or event. The video player has a play button and a progress bar. The post also includes a 'Like' button and a call to action: 'CLICK ↑ 'LIKE' TO DONATE \$1. It's free for you, our sponsors will make the donation. Don't have Facebook? Visit WeDay.com'.

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.



Resources

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

- **Creating your page**
<https://www.facebook.com/page>
- **Reporting IP Infringement on Pages**
<https://www.facebook.com/copyright.php>
- **FAQ for Facebook Pages**
<https://www.facebook.com/help/?topic=pages>
- **Social Plugins**
<https://developers.facebook.com/docs/plugins/>
- **Terms and Guidelines**
https://www.facebook.com/terms_pages.php
- **Page Insights guide:**
http://ads.ak.facebook.com/ads/FacebookAds/Pages_Insights_Guide_Updated.pdf



Now you have the tools and knowledge you need to make the most of your Facebook Page. So start connecting with your supporters 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.

We Day
We're so excited we couldn't wait! We'll be launching a brand new WeDay.com next week featuring tons of new videos and other content and thought you'd all like a sneak peak! Let us know what you think in the comments below!

Wall Photos

2

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

(RED)
What would be your dream (RED) product?

Wall Photos

3

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

Bill & Melinda Gates Foundation asked Libraries change lives. Access to information provides a gateway to better opportunities. What is yo...

- The Library to be built in poor communities. ...
- Bandera Public Library ...
- The Seattle Public Library ...

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.

Love, the Bus
Backstage at a renaissance festival, day two. Stay tuned for updates!

Mobile Uploads

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.

facebook like box

Surfrider Foundation San Diego Chapter on Facebook

Like

2,009 people like Surfrider Foundation San Diego Chapter.

Jonathan	Kurtis	Ellen	Fuchs