



## **Setting up a FACEBOOK account**



# Some Facebook basics

---

You have to have a personal Facebook page to start. You'll be adding a "Page" to your account.

Page or Group? Start with a Page.

Facebook Page	Facebook Group
Gives you a public presence. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.	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.  Can be Public, require administrator approval for members to join or keep it private and by invitation only. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group.

# Setting up your account

---

Facebook Page Type	“company, organization, or institution” nonprofit organization
Name Format	AAUW “branch name” (CA) Branch. Try to make your name as close to the suggested format as possible. This will help make AAUW branch pages more searchable while showing the local presence and national reach of AAUW.
Branch Logos	Download from Member Services Database
Let National know you’ve created a Page	e-mail <a href="mailto:social-media@aauw.org">social-media@aauw.org</a> so they can follow and support all of the great work that you do!

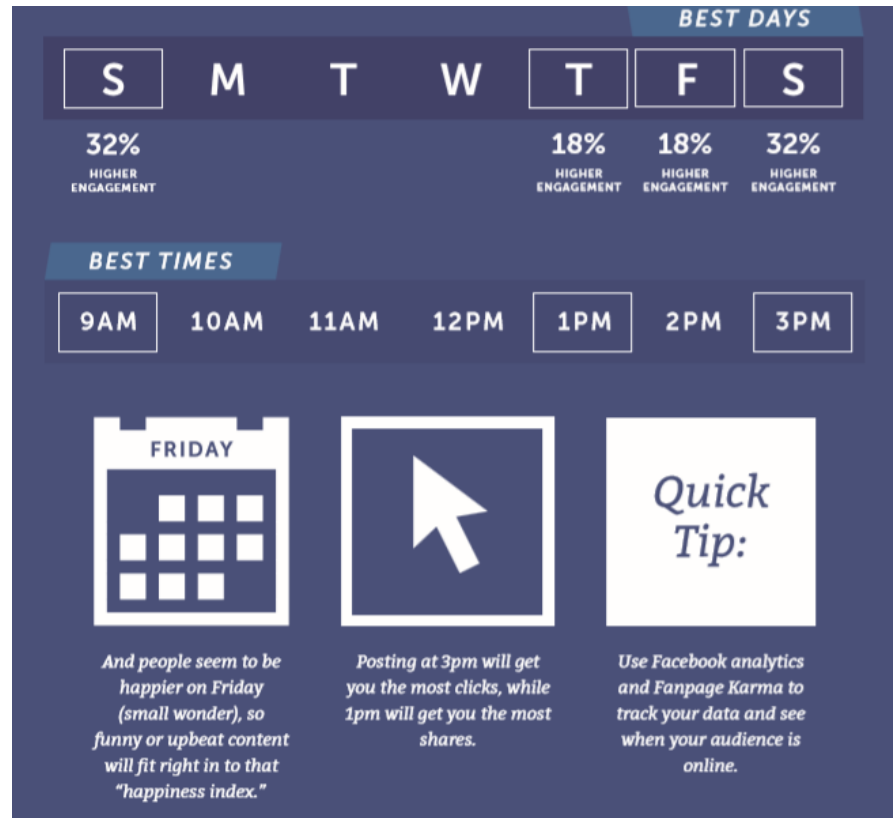
# My account is set up. Now what?

<b>Post, Post, Post</b>	<p>As the creator of the Page, you are automatically the moderator.</p> <p>It's useful to have at least one additional administrator for your page.</p> <p>(While anyone who likes your Page can post on your wall, only those users assigned as Page “admins” can manage all aspects of the Page, including posting to the Page as your branch, sending messages, creating ads, and adding additional users as Page admins or related roles</p>
<b>Set up a social media calendar</b>	<p>Consider assigning board members to post on a specific day of the month</p>
<b>Link your Facebook page</b>	<p>Embed your Facebook link into your website</p> <p>Link your social media accounts (twitter, Instagram) so you only have to post once</p>
<b>Get “likes”</b>	<p>Like similar pages. Ask your members to “like” your page.</p> <p>Ask them to invite their friends to “like” your page.</p>

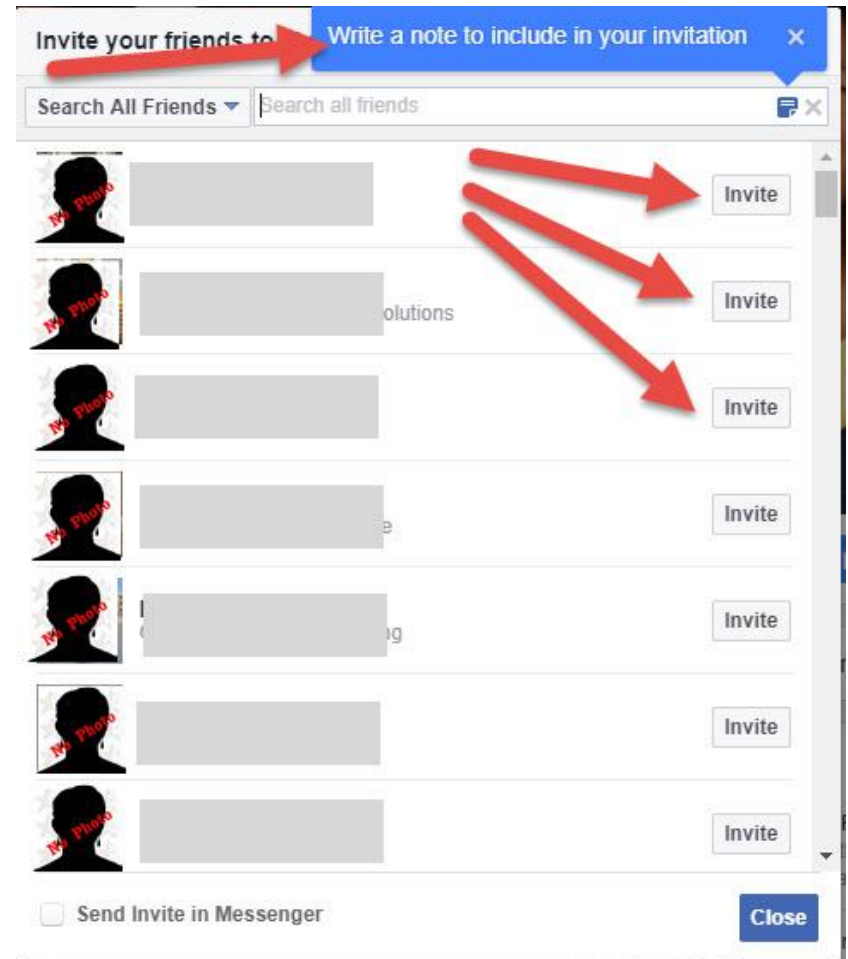
# When's the best time to post?

If you have limited time to post, choose a consistent time and stick to it.

You can also “schedule” your posts ahead of time.

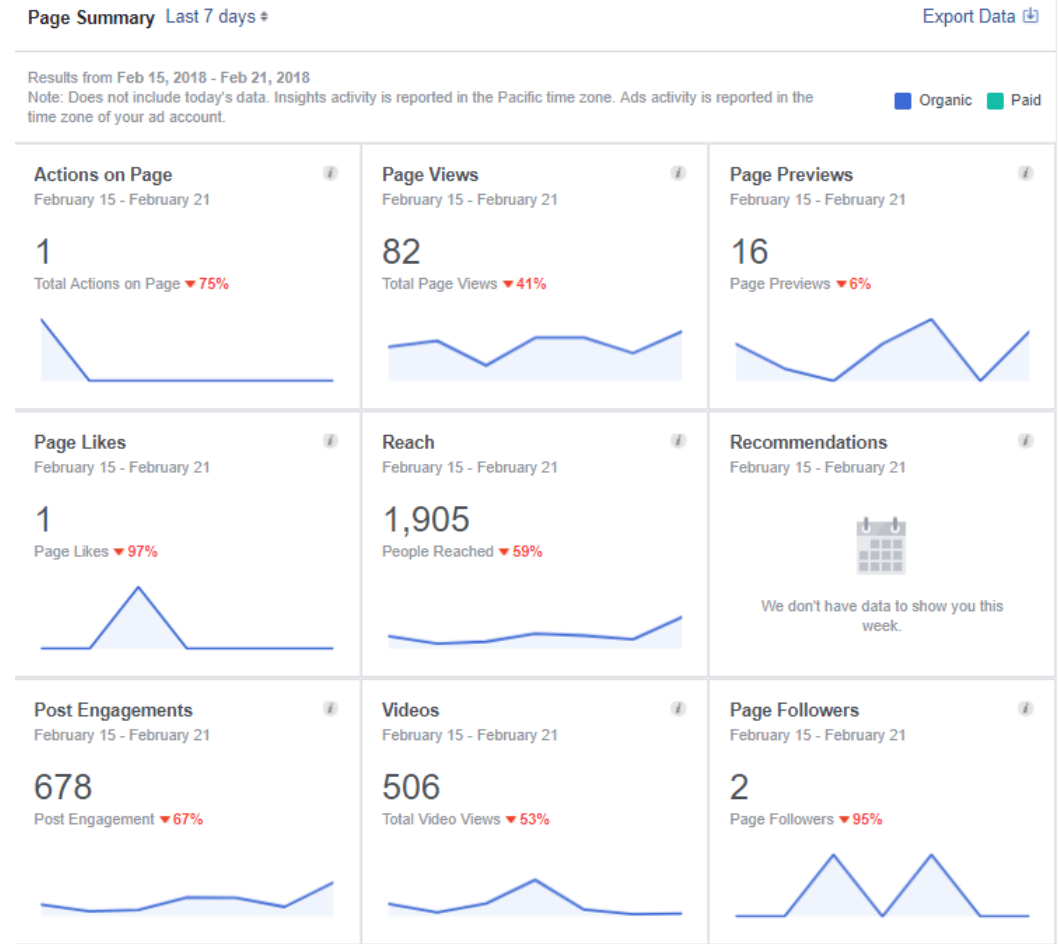


# Getting more “likes”



# It's not all about “likes”

- Engagement is KEY
  - Likes, Shares, comments, reach
  - Ask members to “share” and/or comment on your posts.
  - Drive them back to your website for more information
  - Videos get the best responses



# Where can I find content?

---

- Share content that you like from your own page.
- Seek out other pages that have similar content.
- Share URLs
- Tag people (with their permission)



# Oh No! (We got a negative comment)

---

- Do you have a social media policy for your branch?
- Do you have a Facebook comment policy?
- Educate your membership and public
- Hide the bad comments
- Ban specific words
- Ban the user (last resort)
- Resources:
  - <https://marketingland.com/10-tactics-handling-haters-facebook169322>
  - <https://www.practicalecommerce.com/how-to-deal-with-negative-comments-on-facebook>

# Sample Facebook comment policy

---

*We welcome you and your comments to the Facebook page for [COMPANY NAME].*

*This site intends to inform and engage with the fans, friends, family members, and other businesses, entities, or interested persons of [COMPANY NAME].*

*You are encouraged to submit comments, questions, and concerns, but please note this is a moderated online discussion site and not a public forum.*

*Once posted, [COMPANY NAME] reserves the right to delete submissions that contain vulgar language, personal attacks of any kind, or comments we deem to be offensive or disparaging.*

*Further, [COMPANY NAME] also reserves the right to delete comments that:*

- Contain spam, advertising, solicitations or include links to other sites;*
- Are clearly off topic or disruptive;*
- Are obscene, vulgar, or sexually explicit. This includes masked words (\*\*\*), acronyms, and abbreviations;*
- Are chain letters, pyramid schemes, or fraudulent or deceptive messages;*
- Promote particular services, products, or political organizations or campaigns;*
- Infringe on copyrights or trademarks;*
- Advocate illegal activity;*
- Violate any policies of [COMPANY NAME].*

*Please note that the comments expressed on this site do not reflect the opinions and official position of [COMPANY NAME].*