

FACEBOOK FAN PAGES

Your Guide to Entering the World of Social Media

Setting Up Your Page

- 1. First, you will need a personal Facebook account.** If you don't have a FB account, refer to the FB website for instructions. Once you have your account set up, move on to step 2.
 - a. Tip: Before you create your page, please go to http://www.facebook.com/pages/create.php#/terms_pages.php to ensure that your page will not violate any of Facebook's rules.
 - b. If you are going to set up a Facebook page, please notify Rebecca Sauer (Ext. 8438) in Marketing.
- 2. Go to <http://www.facebook.com/pages/create.php> to get started.** Choose "Education" from the drop down menu of choices in the "Category" box.
- 3. Choose a name for your page.** Do not simply use "College of the Mainland" but make sure to include the college name in the name of your page. For example: **College of the Mainland Cosmetology Department** or **College of the Mainland Fitness and Recreation**.
 - a. Tip: Including "College of the Mainland" in the name of your page will make it easier for people to find your page using search engines or the FB search tool.
- 4. Once you have created your page, please add Rebecca Sauer as an Admin on the page.** Admin rights allows the communications coordinator to check on user content and help contribute messages from the Marketing Department – not to edit or control your content! To do this, you will need to:
 - a. Add Rebecca as a friend on the page that you create.
 - b. Click on the link from your page that says, "Edit Page"
 - c. Click on the link on the "Admins" box that says "Add"
 - d. Choose Rebecca (and any other colleagues you want to have admin rights) from the list of your friends.

Customizing Your Page

- 1. This is the fun part:** You will get to add customizable information for your audience. Click on the "Edit Page" link from the upper right corner of your page. This will take you to a page with a number of custom options. A quick overview:
 - a. Settings: You can choose to limit the age, country and public settings of your page. As a general rule, you will not want to set limits for country or age (special circumstances may apply). Make sure your settings read "Published" (publicly visible).
 - b. Wall Settings: Make sure all the check boxes under "Fan Permissions" are checked. This will allow for the most audience involvement.
 - c. Mobile: If you plan to update your page from your cell phone, follow these instructions.
 - d. Applications: This area will change based on what bells and whistles you have added to your page. If you have questions about which application may be useful to your page (Photos, Discussion Boards, Polls, etc.), contact Rebecca Sauer (email rsauer@com.edu or call Ext. 8438).
 - e. We suggest you add the following to your page as a disclaimer under the Products tab under Basic Info:

A little bit about how we run our page:

This Facebook page is a resource of College of the Mainland (COM). Content on this page does not necessarily reflect the views of the College. In addition, any and all content posted by "fans"

is the property and responsibility of the fans, not COM.

Conversations will be moderated and/or deleted if threatening, inappropriate, offensive or libelous language is used.

Commercial offers may be removed from the page. If you would like something posted on COM's Facebook page that is not directly related to COM, please email the information to ([admin email](#)), and we'll be happy to review it for future posting.

This page is monitored (days and times, e.g. Monday to Friday 8 a.m. to 5 p.m.).

2. **Add a COM logo.** Do this by clicking the “Change Picture” link that appears when you hover your mouse above the upper right corner of the default picture in the upper left corner of your page.

Tip: You will need to request a COM logo from Marketing. You will be given a COM icon, which will include your department or organization's name, for your page to distinguish it from other COM pages.

3. **Go back to your page** and click the link that says, “Write something about (your group name).”

- a. Put in general info about your page/organization and its purpose.
- b. The characters are limited, so keep it short.

4. **Click on the “Info” tab** along the top of your page and enter the basic info about your page/organization.

- a. Tip: Please post a link to the main COM website along with any other specific links.
- b. This is where you can post a link to the department/program COM web page.

5. **Add a few photos.** Click on the “Photos” tab along the top of your page. You can create a photo album by clicking the “Create Photo Album” button – FB will walk you through the rest.

a. Tip: Add photos of events, your staff members, students, etc., but try to stay away from general “publicity” shots of the college campuses. The main thing here is to keep it **specific** to your club or department and **relative** to your students.

6. **Events and Discussions** tabs along the top are items that you can use to set up events for your page/organization or start discussions with your audience.

Get Some Fans!

1. **Build your fan base** (get people to join your page as followers).

- a. Invite your personal friends on FB to join your page.
- b. Invite your colleagues to join your page.
- c. Ask Marketing to post a link to your page on COM's main FB page, on the COM website and on COM's Twitter account.
- d. Network! Ask your friends to ask their friends ... who will ask their friends.
- e. Add your FB page to your email signature.

Best Practices

What we have learned along the way and some extra resources.

1. If you are concerned about content, what people will post and that there will be negative comments on your page, you will be surprised by the positive responses most people will give. If something negative does come up, engage and respond. Deal with the comment by offering answers that deal directly with the problem at hand. (Example: There were negative comments on COM's Facebook page dealing with Student Services. Marketing emailed Dr. Stanfield, and she said to give them her direct email and extension to help solve the problem.)

However, if someone posts vague negativity, (example “This college stinks!”) feel free to ignore it.

2. Try to post at least once a day. The best times to post new content are morning, noon and right before you leave the office. You can post anything – news items, photos, interesting facts, BUT...
3. Try to post information and commentary that will get your audience involved. The more that people “like” your links, comment on your photographs, answer your polls, participate in discussions and post their own photos, the more people will pay attention to what’s going on in your group.
4. Pay attention to your “Insights.” Facebook’s Insights tool is available to page admins and gives you statistics about your members, their activity, and the kind of content they like and respond to. The link to the Insights tool is along the left side of the page. “Insights” is a strong tool and can tell you a lot about your audience and your page quality. I recommend that you check on these often and set goals for your page based on the information you have available.
5. Use the Facebook Help Center to look up answers if you get stuck. It is comprehensive and will point you in the right direction.
6. If Facebook fails to dig you out, you can always call Marketing.
7. Link to other COM pages and groups. Comment on their posts. Share their posts. The bigger our network is, the more people will hear about us.
8. And the most important thing:

BE AUTHENTIC.

This means answer questions. Admit when you don’t know the answer and try to find the answer. Admit when you have made a mistake, and try to make it right. Be willing to laugh. Be willing to post interesting or funny things. Have the voice of a person and not an institution. Be willing to make a lot of friends you don’t actually know. Be willing to spend some time on your page and online community.

Facebook’s guide to pages:

<http://www.facebook.com/help.php?page=175>

College of the Mainland’s main page:

<http://www.facebook.com/collegeofthemainland>