

Secrets of a successful and effective Facebook page

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Clemson University

### Facebook in 60 seconds

- Facebook is a **social** networking service and website launched in February of 2004, operated and privately owned by Facebook, Inc.
- As of June 2011, Facebook has more than 674 million active users more than 149 million users in the United States alone.
- According to the Nielsen Company, the average active social media user, logs in 19.2 times per month on Facebook, spending an average of 5 hours and 52 minutes on the site.
- According to a study by <u>Starcom MediaVest Group</u> and <u>Rubinson Partners</u>,
   Facebook makes up 56% of all shared content (up from 45% in August, 2010) on the web. Facebook allows you to share **your passion and conviction**.



### Personal, groups & pages

#### **Personal**

- The purpose of the personal page is to give yourself a means to interact and connect with friends and to portray yourself.
- Off-limits to companies and nonprofit organizations.

#### Groups

- The purpose of a group is to connect like-minded people or give information about a topic that is of interest to you and your group members.
- Groups can be kept open, closed or secret.
- If you're a group admin, your name will appear on that group.

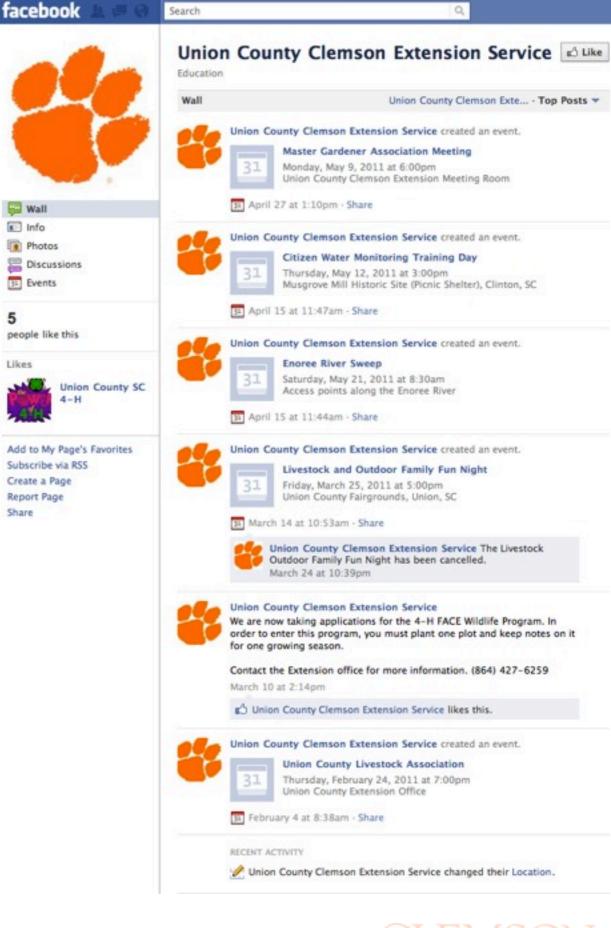
#### **Pages**

- The purpose of a business page is to promote your business, product or service or to represent a public figure, celebrity or band.
- Pages will never display their admins' names
- Vanity URLs
- Promotional Widgets
- Targeted Stream Posts
- Metrics



# It is easy to buy a horse ...

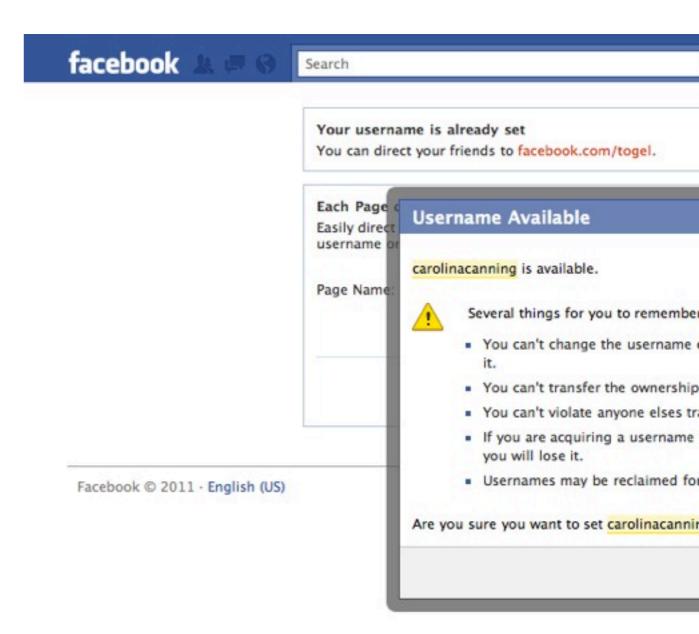
- Facebook marketing can be cost effective but it requires a lot of time, effort and a few passionate communicators to maintain a dialogue with your audience.
- Without putting in the effort, your page will show your real interest in your audience.
- Don't expect to get thousands of fans to your Facebook page within your first month, but set a realistic goal and try to make progress towards it every day.





### Create a vanity URL

- The URL of your Facebook page is randomly generated until you reach a certain amount (currently 25) of fans, then Facebook lets you pick your own vanity URL.
- If you are the administrator of the page, go to www.facebook.com/username/ to create a username for your page.





### Promote and make your website social

- Insert the Find us on Facebook image on your website home page and link it to your Facebook page.
- Use the **Facebook Activity Feed plugin** to show your audience what their friends are doing on your website through likes and comments.
- Link your Facebook page to Twitter.
- Announce your Facebook page to your web team. Clemson University and College departments have websites/directories that list all University related Facebook pages. In addition, share it with email lists, meeting rooms, email signatures, flyers for events, presentations, websites, wikipedia ...
- If you are addressing a live audience, encourage people to join your page via SMS. Facebook users can send a text message to 32665 (FBOOK) with the words "fan yourusername" OR "like yourusername" (without the quotes).



A-Z Index Calendar Campus Maps CU Safety Phonebook Webcams

### Samples

CU > CAFLS > Home

#### CAFLS

FIND A MAJOR

Departments

Student Services

Faculty & Staff

Research

Alumni

For Employers Giving to CAFLS











1 2 3 4 5 6 Next

Food Safety, Nutrition, and Health

A-Z Index Calendar Campus Maps CU Safety

CU > Cooperative Extension > Food & Nutrition > Canning > Carolina Canning

CAROLINA

#### Learn How



#### Take a class >>

Classes in food preservation are offered across South Carolina, Find out when and where they are and egister online!

#### Regional Representative

These representatives can assist you with your preserving questions. Learn who they are and how to reach them.





#### Find Local Produce

- · Certified SC Members
- · Certified Roadside Markets
- · Community Based Farmers Markets
- Community Supported Agriculture
- · SC State Farmers Market

#### Resources

- USDA Food Storage & Preservation
- · National Center for Home Food Preservation
- HGIC Food Safety & Preservation
- · SC Dept. of Agriculture
- Food Safety News
- . Ball Canning and Preserving

#### Carolina Canning on Facebook ✓ Like You like this. Carolina Canning Great new peach video from the Peach Specialist at Clemson University Very well-suited peach for canning - Peach Picks for South Carolina #10 Winblo www.clemson.edu Today, we are looking at a traditional, yellow-fleshed, Southern peach called Winblo. 349 Impressions - 0% Feedback

#### Site Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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#### students

#### Majors

explore education opportunities in undergraduate, masters, professional masters and doctorate levels

#### Prospective Students

choose the major for you, discover housing & meal plan options, gather application materials, take a tour, and much more

#### Spend a Day with CAFLS

visit our campus to learn more about the curriculum & facilities available through our academic programs

#### Current Students

connect with upcoming events & college news, seek academic advising, explore career services

#### Academic Calendar



#### facebook

Peach Rivalry Becomes War Between the Tastes: Read NY Times article >

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" 'Georgia may be the peach state, but we're the tastier peach state,' said ... 07/28/2011

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#### blaces

#### '55 Exchange

Clemson's world famous ice cream

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At the Bob Campbell Museum of Natural Sciences

#### Clemson Forest

17,500 acres are dedicated to education, research and demonstration

SC Botanical Garden

Clemson Newsroom

#### Clemson, SC

Currently | Hourly Info | 15 Days Sunny



RealFeel®: 106°F Winds: Calm

Forecast | Maps

J K L M N O P Q R S T U V W X Y Z

College of Agriculture, Forestry and Life Sciences, Contact information >

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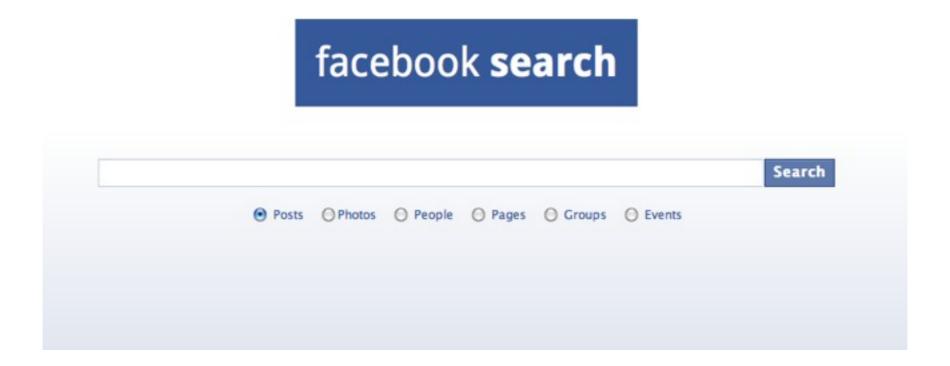
### Invite

- Invite your Facebook friends to your page. You probably have your own friends on Facebook and odds are some of them are interested in the work you do. Send them a personal message inviting them to check out your organization's Facebook page.
- Don't ask everyone; just invite your friends who may truly be interested.
- Create and promote **giveaways** to people that comment to a certain post of you. Because they have to "like" your page to comment, giveaways are likely to increase your fan base.



### Find possible friends

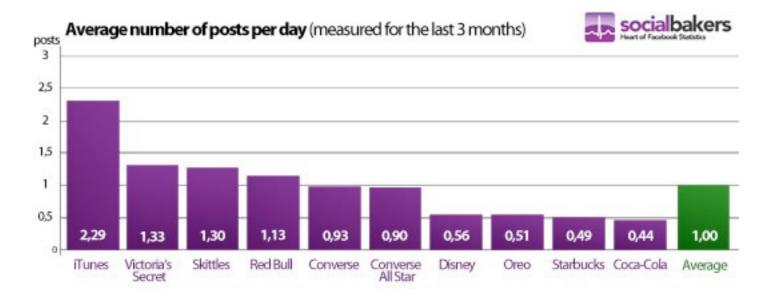
• Fbsearch.us is a quick and easy way to search for content on Facebook by key types, for example, posts, photos, people, pages, groups, and events. It returns only "public" results so you won't see everything, but it's a good starting point. http://www.fbsearch.us/

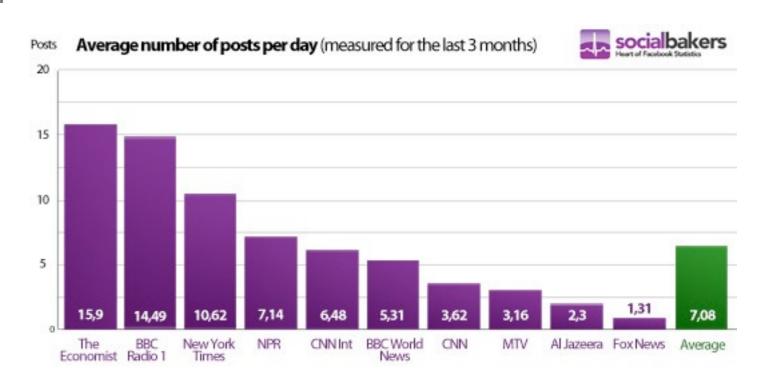




### How often should we post?

- According to SocialBakers there really isn't a magic number for the amount you should be posting.
- Posting less than 2 times per week is not enough to maintain a social connection with your audience.
- The average page should receive somewhere between 5-10 new posts per week.







### Update regularly

- Keep your Facebook page updated. Don't make the mistake of neglecting your Facebook page or homepage.
- Your page should be **social** not just another avenue for press releases.
- You need to be passionate and willing to walk the extra mile for your audience.
- The content should be a quick read by your audience. Think of short, engaging and to the point posts. A reader needs to **understand the gist** of your content in **10 seconds or less**.
- Keep the content fresh and don't forget the viral nature of Facebook.
- Reply and pay attention to fans. If a fan asks a question, try to answer it as soon as possible.



### Create engaging content



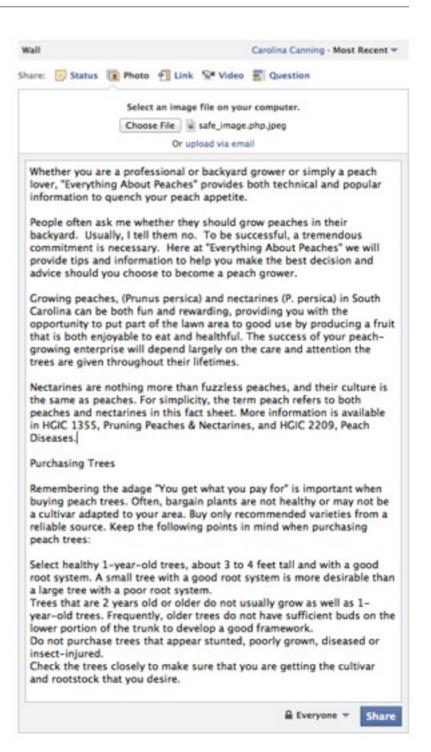
- Ask timely questions
- Ask yes or no questions
- Ask specific questions
- Ask edgy questions
- Ask true or false questions
- Ask questions about a photo

- Ask poll questions
- Ask fun questions
- Ask preference questions
- Ask who's attending an event
- Ask fill in the blank questions
- Reply and pay attention



### Status messages longer than 420 characters

- Find a photo you want to accompany your extremely long status update.
- Select your photo, you can write as much as you want!
- Share!

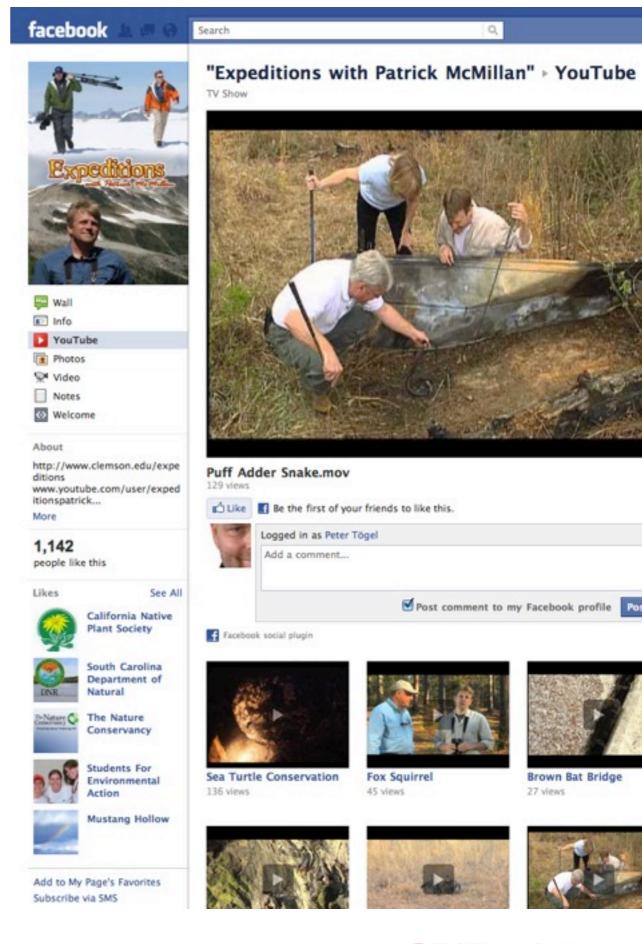




### Provide exclusive content

- Give your audience a reason to 'Like' of your organization.

  Add content to your page for your fans that they cannot get anywhere else.
- Keep the content varied, fun, and interesting. Think about exclusive videos, bonus material, bloopers, podcasts, tips, gifts, discussion threads, coupon codes, etc.





### Get your content shared more often

- Include numbers in your titles and status messages.
- Post on weekends as people tend to share more on the weekends.
- Believe it or not but certain words get shared more.
   Good words are "why", "most", "world", "how", "health", "bill",...
- Write articles with a positive spin.
- Write in plain English as the complexity of a post increases, the number of times it gets shared decreases.
- Include videos if possible.



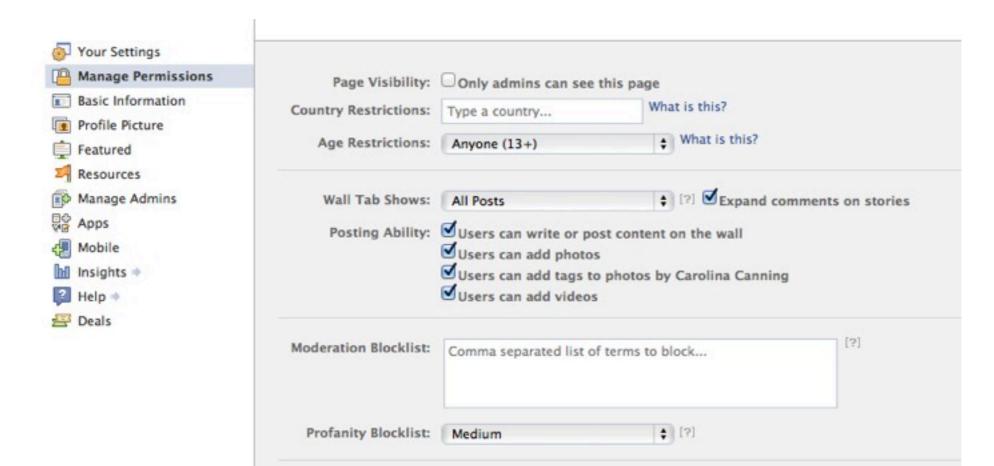
### Interact

- By becoming a fan of your page, your audience acknowledged your organization. Now it is **your turn to show them that you care** about them and their loyalty. Answer to their posts or at a minimum, "like" their posts.
- Ask fans to take interesting photos from their county. Have your fans upload these photos to your page. **Interaction keeps people connected**.
- Keep in mind, every time someone interacts on your page it may appear on that person's Facebook feed, promoting your page to their friends.
- Empower your fans, rather than trying to marginalize, shove aside, or steam roll them with press releases or event announcements. Ask everyone to like your posts.



### Tag photos

- If you host events, be sure to take plenty of photos, load the photos to your Facebook page and tag the people on the photos.
- Encourage fans to tag themselves.
- This, again, pushes that photo and the link to your page out into the walls of your fans and their friends.





### Tag your page

 Use the @ tag. As long as you like your own Facebook page, you can "@ tag" your page on your own personal profile wall. Tag your Facebook page by writing a personal status update.



- If Facebook does not automatically link to a friend's name or page name, start typing the "@" symbol and the first few letters of your fan page name, and it will appear from a drop-down menu to select. This makes it an easy link that your friends can choose to click.
- This also can be done when you post messages on other people's walls or fan pages. But keep in mind to not just spam other pages.



### Have a call to action

- Every Facebook page should have an objective it wants the audience to complete whether it is ...
  - √ buying a product
  - ✓ signing up for a workshop
  - √ signing up for a newsletter
  - ✓ signing up to become an advocate
  - √ making a gift
  - √ volunteering their time

#### facebook Search South Carolina Botanical Garden > Donate Public Places - Clemson, South Carolina Info Friend Activity Photos Donate Make your secure online gift by credit or debit card, or learn about other ways to give to Cler II Events Your gift to Clemson helps support students, faculty and staff- our most valuable resources SCBG priorities for the Will to Lead campaign. Discussions Learn more about ways to support our priorities. Reviews Make a Gift to the SC Botanical Gardens Now!\* About The South Carolina Botanical Garden is a diverse 295 acres of natural lands... Five Reasons We Need Your Support 1. Staffing needs: We only have 5 full-time staff to maintain 295 acres: we need more 2. Increased expenses: As gas and materials prices 1 check-in increase, so do our expenses for equipment and garden 868 people like this 3. More education programs: We want to meet the increasing interest from adults and children to learn Likes about plants and nature. Daniel Stowe 4. Continued mission: We keep the Garden open every day, free of charge, to anyone who needs a quiet retreat, **Botanical Garden** a delightful walk, or a chance to commune with nature.

#### Five Reasons to Love the Garden

funds by gaining more financial independence.



- In our busy world, the Garden offers a tranquil retreat charge.
- We connect kids with nature—building excitement and science and stewardship of the environment.
- We're cheaper than a gym membership, and offer a m lovelier place to exercise!
- We offer enriching programs such as nature hikes, ged museum tours, nature-based sculptures and gardening of
- 5. We protect and grow native plants and habitats.

\*You will be forwarded to Clemson University's official secure online donation form

5. Growing under restraint: We are trying to reduce our dependency on ever-fluctuating

Create a Page Add to My Page's Favorites Remove from My Page's Favorites

The North

Arboretum

Upstate Locally

"Expeditions with

Patrick McMillan"

North Carolina Botanical Garden

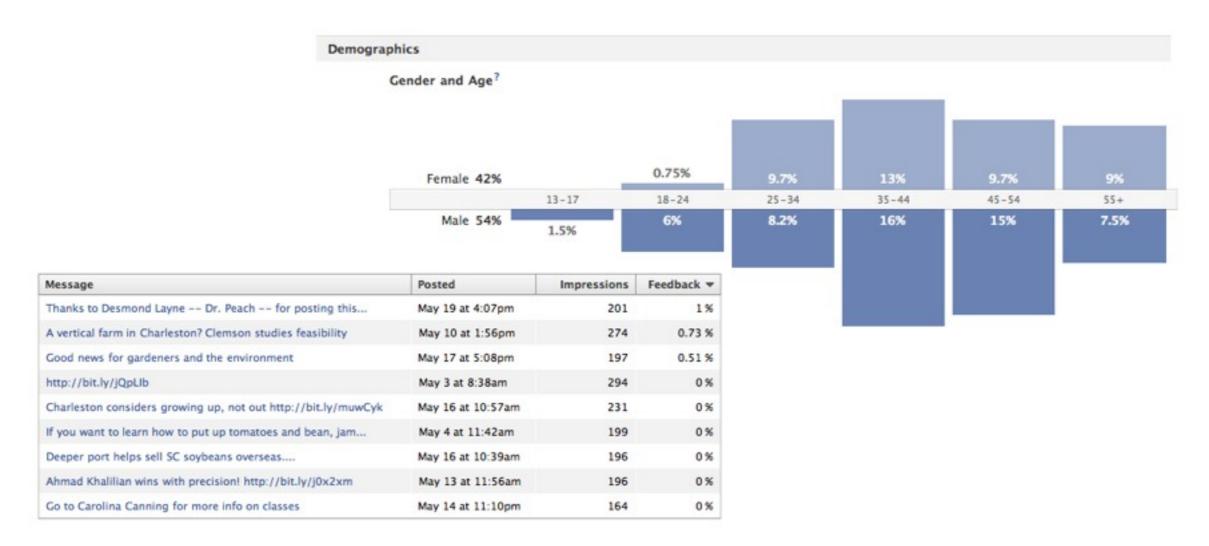
Carolina

Grown



### Track readership and learn

• Get statistics on your audience, demographics, page views, interactions and much more with the Insights tool for pages. See what works and go from there.





# So what is the biggest secret?



### Passion

- The "Chosen Social One" needs to have passion for the audience.
- Your organization needs to understand that Facebook should not be just another task on your list of duties.
- To be successful and social, it means for you to show passion for your audience every hour of the day, 313 days a year. It is like falling in love! Show your love! You would not just be in love from 9-5, Monday Friday.
- While you don't have to be in the office all of this time, you must be prepared for passionate "chatter" from all angles and all times.
- Don't automate posts! It is like sending a robot to a networking event.
- Keep in mind, people that like your page are your friends and advocates.



### Sample Facebook pages @ Clemson University

- Clemson University
   http://www.facebook.com/clemsonuniv
- Clemson University's College of Agriculture, Forestry & Life Sciences <a href="http://www.facebook.com/ClemsonCAFLS">http://www.facebook.com/ClemsonCAFLS</a>
- Expeditions with Patrick McMillan
   <a href="http://www.facebook.com/expeditionspatrickmcmillan">http://www.facebook.com/expeditionspatrickmcmillan</a>
- Clemson Extension Upstate Horticulture <u>http://www.facebook.com/UpstateHort</u>
- South Carolina Botanical Garden
   <a href="http://www.facebook.com/pages/South-Carolina-Botanical-Garden/103813554908">http://www.facebook.com/pages/South-Carolina-Botanical-Garden/103813554908</a>
- Carolina Canning
   <a href="http://www.facebook.com/carolinacanning">http://www.facebook.com/carolinacanning</a>
- Upstate Horticulture http://www.facebook.com/UpstateHort



### References

This information is supplied with the understanding that no discrimination is intended and no endorsement by the Clemson University is implied:

#### News

- Social Media News http://socialmediatoday.com
- Facebook Marketing Statistics http://www.checkfacebook.com
- Nielsen Wire http://blog.nielsen.com/nielsenwire/
- Facebook Resource http://www.allfacebook.com
- Techcrunch http://techcrunch.com
- socialbakers http://www.socialbakers.com/

#### **Tools**

- Facebook Applications http://www.involver.com
- Facebook Applications http://fanpageengine.com/
- Facebook Plugins <a href="http://developers.facebook.com/docs/plugins/">http://developers.facebook.com/docs/plugins/</a>
- Facebook Vanity URL <a href="http://www.facebook.com/username/">http://www.facebook.com/username/</a>
- Facebook Link to Twitter <a href="http://www.facebook.com/twitter/">http://www.facebook.com/twitter/</a>
- Static FBML 2011 <a href="https://www.facebook.com/apps/application.php?">https://www.facebook.com/apps/application.php?</a> id=225821460764691
- Hootsuite <a href="http://hootsuite.com/">http://hootsuite.com/</a>
- TweetDeck <a href="http://www.tweetdeck.com/">http://www.tweetdeck.com/</a>



## Questions?



http://media.clemson.edu/public/psa/facebook-secrets.pdf

