Building your presence with Facebook Pages:

A guide for educators

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 educators make the most of Facebook Pages to tell their stories and build deep, lasting connections with current students, alumnae, and faculty.
Introducing Facebook Pages

Facebook Pages help educators join the conversation, share their stories, and build a meaningful dialogue with their audience.

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:

- **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 supporters to share and engage with your message
- **Amplify your impact** when your supporters share your content with their friends
- **Measure and refine** 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 to establish an official presence on Facebook, provide updates on activities, connect with your audience, and manage and optimize your Page.

**The elements that establish your identity**
Add a compelling profile picture that relates to your educational institution and can be easily identified in Newsfeed posts.

**Profile photo**

**Info Tab**

**Basic Information**
- About: A Facebook Page for information about how educators can best use Facebook.
- Mission: To serve as an ongoing resource for educators.

**The way you tell your story: Your Wall, The Publisher**
Share photos, videos and ask questions to build a personal relationship with educators.

**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 & adminstrators**

**Insights**

**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**

Take a moment to get acquainted with the features of your new Facebook Page. Pages are designed to make it easy to establish an official presence on Facebook, provide updates on activities, connect with your audience, and manage and optimize your Page.
Build your Facebook Page

Your Facebook Page really comes to life when you engage your audience. Remember, your message reaches a broader group of people 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 teacher at an elementary school or a professor at a prestigious university? How can you bring your story to life in a compelling, authentic, and personal way?

- **Know your audience**
  Who do you serve? Who is your audience? How will they want to connect with you? What content will be important to them: after school programs or teaching tips?

- **Know your goals**
  What kind of relationship do you want to have with the people who connect to your Page? Defining and prioritizing your goals will help you create your Page posting strategy.

2 Create your Page

To get started, visit facebook.com/page and follow the step-by-step instructions for creating a Page. Next, follow this guide to begin making connections.
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
Develop your institution or school’s voice. Be as conversational, personal, and authentic as you can be.

Some ideas for finding your voice include:

- Speak in the first person in your posts - educators like being able to connect with a name and not just a faceless organization.
- Engage your audience in a genuine, authentic way - look for ways your school can engage and take input from the people connected to your Page.
- Share photos and videos from your school’s events. Be sure to include only photos and videos of students if they (or their parents) give their consent to be featured on your Page.

b) Create a conversation
Build a dialogue with your community on your Page.

Some tips:

- Get people talking by sharing photos and asking questions in your status updates about current issues surrounding education. Encourage people to like or comment on what you share.
- Respond personally to people who comment on your posts – you don’t have to respond to every post but a little bit of interaction can go a long way.
- Make your audience the stars. If someone posts something great on your Page, re-post it, respond personally, and thank them by name.
- Post a comments policy on your Facebook Page to outline acceptable behavior. The comment policy on the Facebook in Education Page is a great example.
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 of events and record videos exclusively for your Facebook audience.
- Create Facebook Events to highlight your events (e.g. homecoming weekend) and announcements. Encourage your audience to attend and invite their friends.
- Share links to breaking news or media highlighting your school's involvement in research studies or policy changes.
- Celebrate your milestones. For example, once you reach a significant number of Likes, post a video thanking people connected to your Page 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.
- Schedule regular posts on specific topics, like a weekly post that highlights a "student of the week" or a chat session where you'll answer questions directly from students and parents.
- Bring your community behind the scenes – post backstage pictures from events or meetings (e.g. school rallies). Mobile uploads allow you to post in real time.
- Livestream your events (e.g. sports games) so students who couldn't attend in person can still show their school pride.
- Connect with specific groups of educators. Use the targeted publishing feature to share relevant posts with people in a specific location (e.g. a city within your state) or who speak a certain language.

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**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 students and alumni? Ask them to join you on Facebook and Like your Page to stay in touch.
- Use your existing email lists to promote your Page and begin building your connections.
- Use the Contact Importer within your Page editor to notify current and former students 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 facebook.com/plugins to learn more.
- Once 25 people Like your Page, visit 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 at rallies or public events.
- 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 schools to create co-promotions and encourage viral sharing.
- Tag another school or university 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 facebook.com/insights or selecting Insights when viewing your Page. You can also see which countries/cities have the largest number of people who like your Page. The next time you are discussing an issue that impacts people in that location, let them know.
- 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, which then spread to friends of people who like your Page, attracting a new audience.
- Work with a developer to create specialized content exclusively for people who like your Page 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.
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 school 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
- FAQ for Facebook Pages
  https://www.facebook.com/help/?topic=pages
- Terms and Guidelines
  https://www.facebook.com/terms_pages.php
- Reporting IP Infringement on Pages
  https://www.facebook.com/copyright.php
- Social Plugins
  https://developers.facebook.com/docs/plugins/
- Page Insights guide:
  http://ads.ak.facebook.com/ads/FacebookAds/Pages_Insights_Guide_Updated.pdf
- Facebook in Education:
  https://www.facebook.com/education

Now you have the tools and knowledge you need to make the most of your Facebook Page. So start connecting with your audience today!
Top 5 Tips

Here are quick tips to help you develop your publishing strategy and create a dialogue with your community.

1. Just because you’re an educational institution doesn’t mean your posts can’t be fun. Create engaging conversations with clear calls-to-action and encourage people to like and share your posts.

2. Create events on Facebook to highlight school events so students can RSVP and show their school spirit.

3. Post interesting updates about student activity both on and off campus.

4. Highlight alumni when they visit your campus for special events.

5. Showcase celebrations of school milestones and holidays with current students, alumni and faculty.