

## **The general strategy**

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Facebook's "fan page" system is designed to allow businesses, organizations, and celebrities to create posts that will regularly appear on the news feed of any fans who "like" the page. So, for example, if I "like" the Nike official page, occasionally I will see posts about Nike shoes or new products appear on my news feed alongside content from my friends.

Your goal in creating your Cause's Facebook page should be to generate content that will encourage people to "like" your page because they *want* to see your posts. This tutorial assumes that you have some knowledge about how Facebook works.

To create a "fan page", visit the following URL: <http://www.facebook.com/about/pages>

## **How to get your first "Likes"**

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Here are some quick tips to generate your first fans:

1. Encourage your personal network of friends to "like" and share your page.
2. Include a link to your Facebook page in all marketing (like e-mails, newsletters and flyers), with a suggestion to "like" your page.
3. Use your friends' networks to spread word about your page.

Step 3 is perhaps the most difficult step. The first thing you can do to take advantage of your friends' networks is to encourage everyone to "share" your page's posts (using the "share" button at the bottom of every post, as illustrated below).



If many friends “like” your page over a short period of time, Facebook will sometimes automatically advertise your page to other people in their networks. It is a good idea to encourage several of your friends to “like” your page all on the same day. Always keep in mind that the best way to promote your organization is to write posts that are engaging enough that your fans will want to share them.

### **When Should I Make Facebook Posts?**

The exact timing of your Facebook posts will vary depending on your organization’s needs and habits. The most important idea to keep in your head is that **your goal is for people to want to see your posts on their news feed**. Post regularly, but don’t spam your fans with useless updates or reminders. Make a schedule for when you are going to make a post on your Facebook page, and space out your posts enough so that you always have new information to post.

MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
	Weekly Donation Update			Weekend Volunteer Update		

So, for example, in the above sample calendar, on Mondays there is a post about recent donation activity, and on Fridays there is a post about what volunteers for the organization have been up to recently. Note how the frequency of posts relates directly to how much stuff the organization has to post about.

An example of a bad calendar would be one in which an organization posts every day asking for donations regardless of whether or not there is any new information to write a short post about.

MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
Asking for Donations	Asking for Donations	Asking for Donations	Asking for Donations	Asking for Donations		

If you have very little new content to post about on a week to week basis, you do not need to post more often with filler content. If there are regular opportunities for people to get involved in new ways with your organization, feel free to post regularly, but posting for the sake of posting is an ineffective way to promote your organization and is a waste of your time and effort.

## Writing a Facebook Post

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The content that you should include in your posts will vary depending on the nature of your organization, business, program or project. However, in general, a good “spread-the-word” post will include:

1. A reference to the underlying story behind your Cause
2. A reference to what your aim is in making the post (Soliciting donations? Recruiting people to Champion your Cause? Seeking volunteers? Spreading awareness?)
3. Something for fans to DO (watch a video, donate, sign up)

For example, here is a post by George Takei (of Star Trek fame) promoting a project. Note how his post contains all three of the above suggestions. George Takei is one of the most successful users of “fan pages”, with over 1.7 million “likes” on his page.



**George Takei**

On Friday, I posted a link to this young man's heartbreaking story and his courageous effort to ensure others do not suffer as he did. Fans responded with nearly \$100,000 in pledges, bringing the "Kickstarter" within striking distance of its goal. With just 10 days remaining, the project needs just \$55K to become a reality. I know we can do it. Will you take a moment, watch the video (grab some Kleenex), pledge if you can, and importantly click SHARE? Thank you--George.



**BRIDEGROOM**

[www.kickstarter.com](http://www.kickstarter.com)

Watch the video that millions have seen and that might help change the way people view marriage equality.

Like · Comment · Share ·  2,520  262  1,198 · about an hour ago · 

Always remember that every post should have a least one piece of new information (a story, numbers on recent progress, a new way to support the cause) that you haven't posted before. Your goal is to make your posts something people *want* to see on their Facebook, and no one enjoys seeing repetitive spam.

It is generally a good idea to include content like pictures, videos, polls, or links in your posts; writing text-only posts is fine, but if you can make your content more varied your page will be more enticing. You should also encourage discussion by occasionally making posts that ask for replies in the comments.

Here are a few other ideas for content to post: pictures, videos, stories of recent events, relevant articles, fears and challenges, highlights and triumphs.