Building your Facebook Page.

Ian Kawata
Creative Director
SVCF
Agenda

1. Organize Your Content
2. Building Your Facebook Page
3. Engage Your Network
Organize Your Content

• Clarity is Better than Density
• Communicate your Story
• Create a variety of photos/videos to post
• Let them know how SVGives will help you
Facebook EdgeRank

\[ \text{Rank} = \text{Affinity} \times \text{Weight} \times \text{Decay} \]

- **Affinity**: The score between the viewing user and the edge creator.
- **Weight**: The weight for this edge type (Comment, Like, etc).
- **Decay**: The decay factor based on how long ago the edge was created.

Source: www.janders.com / @janders
Content Matters

The type of content matters.
Interactive Media are preferred compared to static updates. This means that photos and videos will trump links, and comments will trump likes on the News Feed.
Clarity is Better than Density

- Keep your story simple
- Pictures can illustrate 1000 words
- Videos can paint a 1,000,000 words
About

Maiden Voyage

North Atlantic Ocean

Maritime Disaster
“In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of maximum danger. I do not shrink from this responsibility – I welcome it.”

~ John F. Kennedy
Pictures can Mobilize and Engage
Videos can be even More Powerful
Communicate Your Story

• Put yourself in the shoes of your audience
• Why should they give?
• What is your impact?
• How will SVGives help you?
Building Your Facebook Page.

https://www.facebook.com/pages/create.php
Getting Started

1. Choose a category
2. Complete the basic information
3. Use your admin. panel
4. Fill the page with compelling content
5. Measure your efforts. Refine your Page.
Choose a Category

https://www.facebook.com/pages/create.php

Categories help you rank for more relevant searches and provide relevant information fields on your page.

Choose the category you're in and fill out your organization’s name. Keep in mind that your category and name cannot be changed once your page is created. So choose wisely.
Building Your Facebook Page.

851 x 315
Fill the page with Compelling Content

Cover Photo

Dimensions of this cover photo are 851 x 315 px. Choose a photo that showcases your organization and engages your audience.
Compelling Content Engages

Images for your Page

Your profile image ideally, should be your organization’s logo. Dimensions is 180X180 px. Your “cover image” is the image that will be the hero image shown on your page.

About Section

This 1-2 sentences will serve as the main description for your organization. Make it descriptive but succinct. Include a link to your organization’s website. Ensure this information differentiates your organization, making your page even more appealing to potential followers.
Custom Tabs

Facebook allows you to customize four tabs (though you can have many more) – however, only four will appear on the page before the visitor has to click the arrow to see the rest. Think critically about what you want to appear in these four slots.
Posts

• Use a variety of content: images/stories that engage your audience.

• Click the “Little Star” to the upper right of a post to highlight it horizontally across your entire page. This makes it look like you have a cover photo on your actual timeline, it highlights a milestone in your organization’s history.
“Little Star”
Use Your Admin. Panel

Edit Page

The 'Edit Page' options:
'Update Info,' allows you to update the basic Information. It also allows you to enter a “description”, which is an extended version of the 'About' information. Visitors only see the description by literally clicking 'About' on your organization page, so you should share a lengthier and more detailed information in your description.

Manage the roles of your page administrators. Invite various employees to be administrators on your page in order to respond to comments/messages, without giving them complete control over the page.
Monitor & Respond

Upper Right of your Admin. panel, you'll see all the private messages users are sending to you. The Upper Left and center of the panel shows all the posts visitors are “liking” and commenting on. Be sure to respond to comments and messages as needed to ensure your fans know you care about them.

According to Gartner, failure to respond via social channels can lead to up to a 15% increase in churn rate for existing users.
Build Your Audience

1. Invite your brand advocates to start engaging with your content.
2. Refine your page based on their feedback.
3. Invite more fans and contacts to like your page.
Measure Your Efforts

Click on the 'View Insights' option to the bottom-center of your Admin. panel. Here you'll be able to monitor reach, engagement and the “likes” in order to help you grow and adapt your marketing efforts/content around what's working and what's not.

Brief tutorial on how to use Facebook Insights
Questions?
Sign Up Today

- Get emails about upcoming trainings
- Learn about the prizes you may want to compete for
- Learn how you can use your Razoo page in the future
We would like to thank our sponsors:

Microsoft
Knight Foundation
razoo
The SOBRATO Family Foundation
Gordon Russell & Bettina McAdoo
maxygen
NBC BAY AREA
TELEMUNDO AREA DE LA BAHÍA