

FACEBOOK 101

Facebook is the most popular of the social networking sites. It has over one billion users worldwide and one million links are shared every 20 minutes. People connect and share information, photos, and videos with family and friends on Facebook. They can also show their preference or loyalty to a brand by “liking” that brand’s page. Facebook also allows users to share and save links they find interesting in others’ posts, as well as react to posts through the platform’s like, love, wow, anger, and sad buttons.

Getting Started

- **It’s not all about you**—share valuable content of interest to your audience not just product information.
- **Build your fan base**—post a link to your Facebook page anywhere you can and give people incentives to like your page.
- **Find brand champions** to help your messages go viral. Ask supporters, family, friends, and employees to like the page.
- **Build relationships** by engaging your audience regularly, respond to questions/comments in a timely fashion, and keep the page active.
- **Like other organization pages** associated with the health center movement, such as industry news and resources. NACHC likes: HRSA, CDC, AAFP, Kaiser Health News and many more.
- **Create a comment policy** to keep discourse civil. Clearly outline what comments are not tolerated and will be deleted, and what will cause a user to be banned from the page.
- **Create a comment response strategy** to handle comments in a positive and timely manner. Facebook now offers an auto-reply feature for messages.
- **Find a balance.** Do not inundate your followers’ Facebook pages with too many posts. Post enough to keep people interested. NACHC posts about three times a day.
- **Use Facebook Analytics.** Use this tool to see what does and doesn’t work for your audience.
- **Use hashtags.** The # symbol, called a hashtag, is used to mark keywords, topics, or conversations in a Facebook post and can be used to search for information on a topic. However, unlike Twitter, users often use hashtags in Facebook Post to denote a feeling rather than for a utilitarian purpose.

Post Suggestions

- **Celebrate milestones and big achievements.** Share your news with supporters.
- **Use your call-to-action button.** Located next to the “like” button on your page, the call-to-action button gives you various options to customize. Ask followers to take actions like donate, sign-up, and learn more. When they click on the button they will be redirected to the designated webpage.
- **Post videos and photos.** Repurpose videos and photos that tell your health center story by sharing them via Facebook.
- **Go behind the scenes.** Give your supporters a glimpse of what it takes to run a health center.
- **Give stuff away.** If you have extra company branded items—think pens, stress balls—lying around the office give them away via Facebook. Only do it occasionally to keep audiences coming back. People like free stuff.
- **Show people** how their time, money, and efforts are making a difference. **Report** back on fundraising efforts.
- **Use Facebook Notes** to post longer messages/blogs.

Like @NACHC on Facebook to hear the latest health center news. Questions? Email us at communications@nachc.org.

Sources:

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