

FACEBOOK

Facebook is the most popular social networking site.

- Over 2 billion users worldwide.
- Sixty-eight percent of Americans use Facebook.
- Seventy-four percent log in to the platform daily.
- Forty-three percent get their news from the social media site.
- Users share 26 billion links a year.

People connect and share information, photos, and videos with family, friends, and sometimes the public on Facebook. They can also show their preference or loyalty to a brand by "liking" and "following" that brand's page. Facebook also allows users to share and save links they find interesting, 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**, responding to questions/comments in a timely fashion, and keeping the page active.
- **"Like" other organization pages** associated with the Health Center Movement, such as industry news and resource pages.
- **Create a comment policy to keep the discourse civil.** Clearly outline what will result in comment deletion and what will ban a user 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 posts to denote a feeling rather than for search purposes.

HEALTH CENTER COMMUNITY HASHTAGS

#FQHC- Federally Qualified Health Center ★ #CHC- Community Health Center ★ #ValueCHCs- Advocacy and showing the value of health centers ★ #PRAPARE- NACHC's PRAPARE social determinants of health toolkit ★ #CHCsInnovate- Innovative practices in health centers ★ #SDoH- Social determinants of health ★
★ #HealthCenterInfo- Health Center Resource Clearinghouse

NOTES ON ADVERTISING ON FACEBOOK

From Facebook: All U.S. advertisers running ads on social matters, elections, or politics are required to complete the ad authorization process before running ads to people in the U.S.

NACHC has found that ads related to topics such as outreach and enrollment fall into Facebook's "social issues" category. Learn more: bit.ly/SocialAdsFacebook

Facebook now allows you to create a business manager account. This feature is useful for keeping private and work accounts separate, managing multiple pages and more. Learn more: business.facebook.com/



POST SUGGESTIONS

- Celebrate milestones and significant achievements. Share your news with supporters.
- Use your call-to-action button. The call-to-action button, located to the right of the screen just below the cover photo on your page, gives you various options for customization. Ask followers to take actions like donate, sign-up, and learn more. Clicking on the button redirects them to the designated web page.
- Post videos and photos. Repurpose videos and pictures 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 any 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.

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