

Facebook Fan Page Manual – Maintaining a Fan Page

Once a Facebook Fan Page has been created for your school, you can begin attracting alumni and your school’s community to become fans of your page. Your Facebook Fan page is a powerful communications and marketing vehicle that will allow you to interact with your community, keeping them up to date on all of your activities and providing them with opportunities to get involved. This manual provides basic best practices and instruction on how to attract fans and maintain relationships with them via your school’s fan page. It covers the following areas: finding your school’s Fan Page, adding additional administrators, the Wall tab, the Events tab, the Photo tab, the Videos tab, the Notes tab, the Info tab, and attracting Fans to your page.

Please note Facebook has a robust ‘Help’ section accessible at the bottom navigation of its website. We encourage school Facebook administrators to use this resource to find answers to their specific questions.

SECTION I INTERACTING WITH FANS

Become a Fan

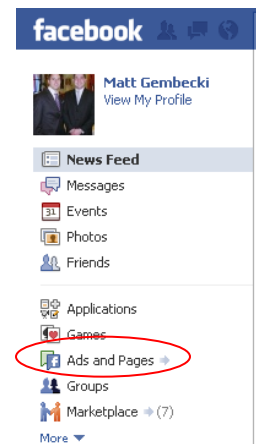
After a Fan Page has been published, the home screen will display a message that reads: **Become a Fan** next to the name of the Fan Page. Click on this text to become a fan of the school page that you created.



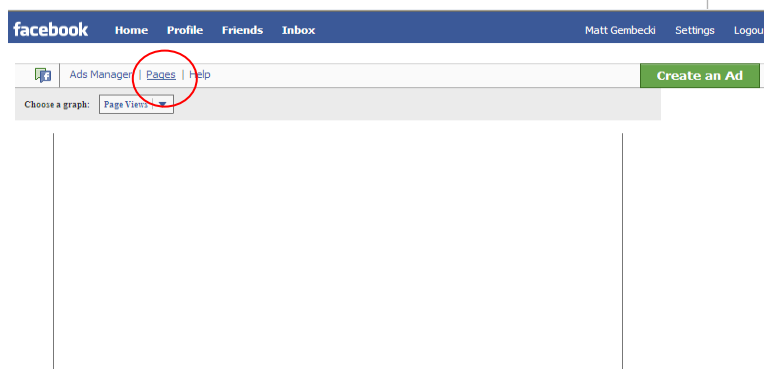
Administrator Instructions: Finding your school’s Fan page

There are a few ways to access fan pages for which you have administrator status. Here are two simple ways to access these pages so you can begin populating them with information about your school:

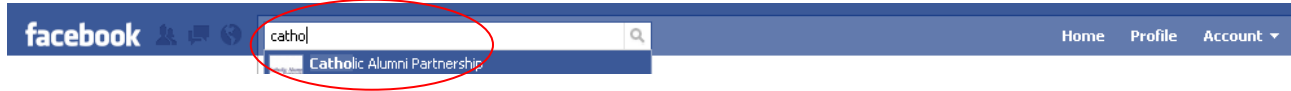
- 1) Each time you log onto your Facebook account, you will see icons on the left side of the screen. Find the icon titled **Ads and Pages**. To access your Fan Page, click on this link. Then click on the link entitled **Pages**. The next screen will show a list of the Fan Pages for which you are the administrator. Choose the Fan Page that you wish to edit and click on it. Select the option entitled **View Page** to begin interacting with your fans.



The first screen that will appear shows the image that you have selected to represent your school and your **Wall**. Note this is also the first page that your fans – and all other Facebook users – will see when they visit your Fan Page.



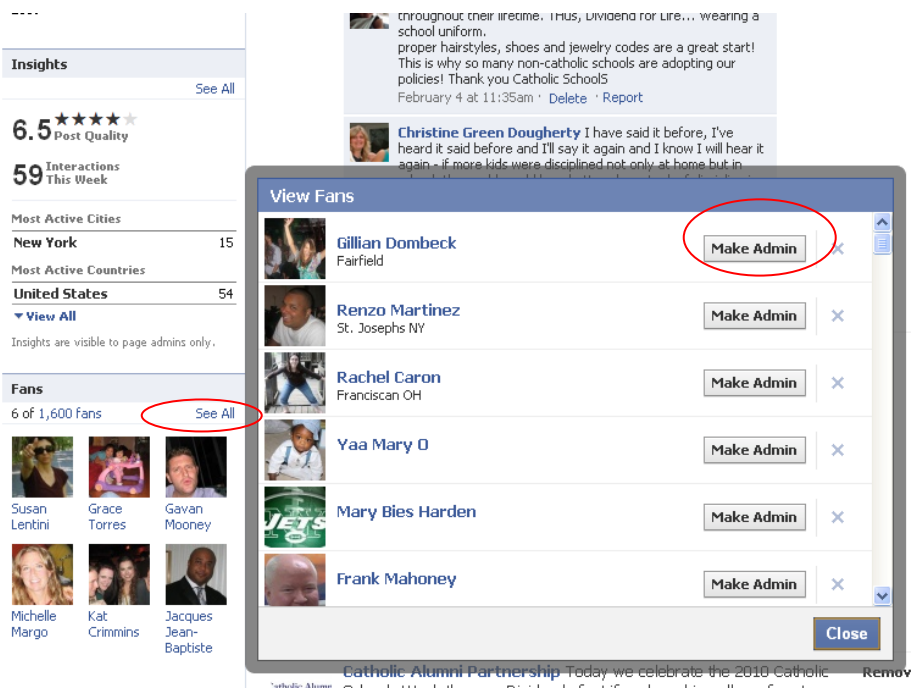
2) Locate the “Search” option at the top of the main blue navigation bar of your profile. In this box, you can type in a school name and a drop-down menu will appear. Select the appropriate school and you will be taken to the corresponding Fan Page.



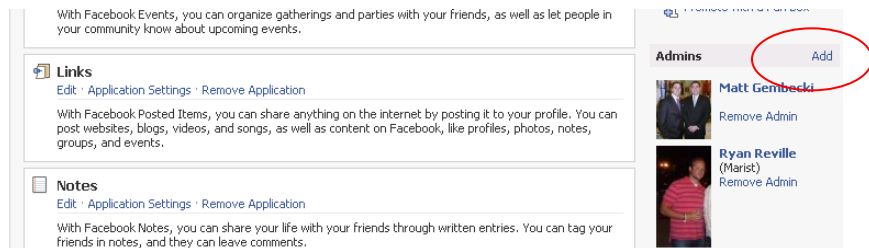
Add Administrators

Having multiple administrators allows more stakeholders (administrative staff, board members, volunteers) in your school’s community to share valuable information about your school. There are two ways to add additional administrators to you Facebook Fan Page.

1) While viewing your page click **See All** under the **Fans** category on the left side of the screen. Next to each of your fans’ names a box will appear that reads **Make Admin** click this box to add the desired person as an administrator.



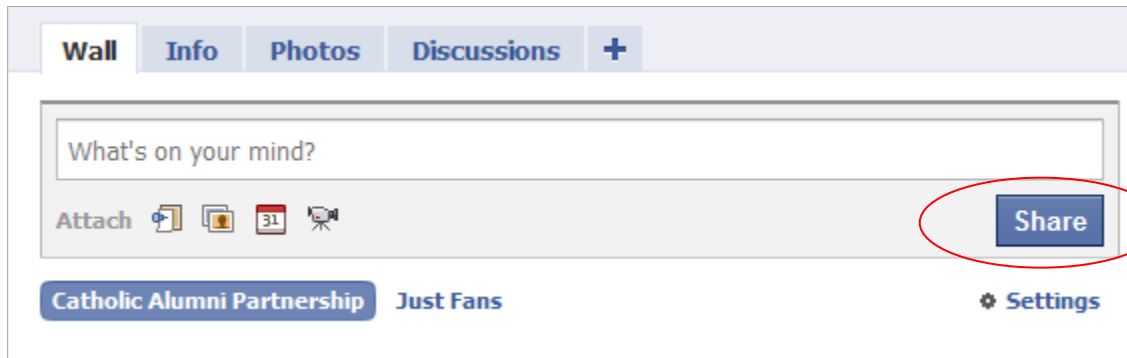
2) Go to **Edit Page** (located under the profile picture for your Fan Page) and click **Add** underneath the category entitled **Admins**. This allows you to add your Facebook friends as administrators of your page. Note, selecting this option allows you to give administrative status to your friends who are not fans of your school’s page.



Each school should assign an individual to serve as an administrator for the Facebook Fan Page. It is recommended that Administrators be selected based on their ability moderate content on the Facebook Fan Page. Facebook strategies that support and align with overall communication, fundraising and marketing goals will be provided. Administrators will then post the recommended content to the Fan Pages and monitor fan activity. Administrators have the ability to delete postings by fans if they are deemed unsuitable for the School's Page. (Please see instructions under the Wall Tab section).

Wall tab

The Facebook Wall allows fans and visitors to the Fan Page to see quick updates from the school. By entering "status" updates in the **What's on your mind?** box you can provide updates about school activities, events, fundraising needs, and more. Your fans can also post updates on your Wall (note, you can choose whether or not to allow fans to post updates on your Wall by clicking on **Settings**. Please see the *Facebook Fan Page Setup Manual*). By selecting one of the options next to the word **Attach**, you can also post links, articles, photos and videos directly to your Wall. When you are satisfied with the post that you have made, click **Share**.

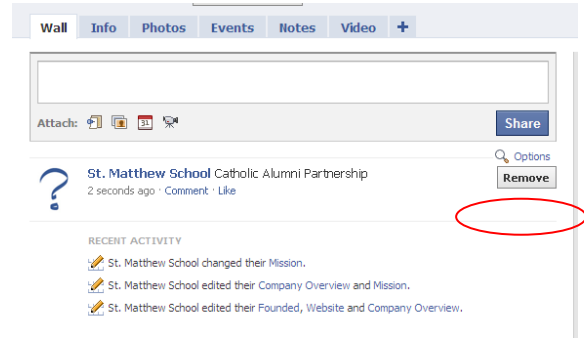


It is recommended that your Wall be updated at least once every two weeks. Many of your fans will be members of a variety of Fan Pages, meaning they may get many updates from multiple organizations. Remember, this is a direct communication link with the community you are building on Facebook. Consider posting items that showcase the school and encourage participation from your Facebook community.

The following are ideas on how to leverage your page's Status Update:

- *Post reminders and information about upcoming events*
- *Post recognition of the school's accomplishments (alumni, students, teachers, awards, etc.)*
- *Post links to articles about the school, arch/diocese, or Catholic education in general*
- *Add photos of alumni gatherings or school events*
- *Include school or alumni newsletters*
- *Insert a poll to alumni asking about their education experience*
- *Share relevant news articles about Catholic education or your school (see Notes section of this manual)*
- *Post information about Catholic Schools Week*

If you are dissatisfied with a Wall post that you have made you can remove it and start over again by running the mouse over the post and clicking **Remove**. Administrators also have the rights to delete Wall posts written by fans.

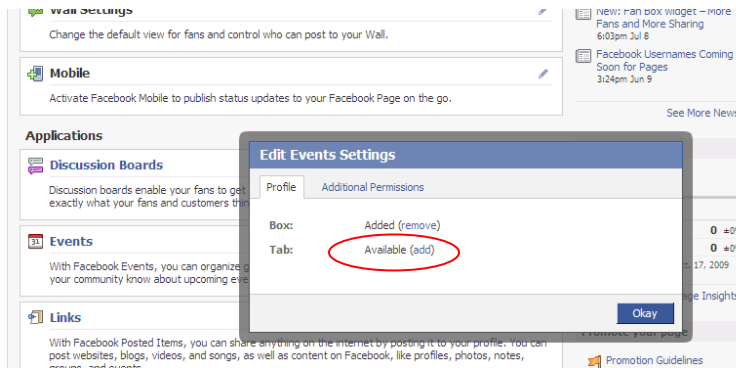


Events Tab

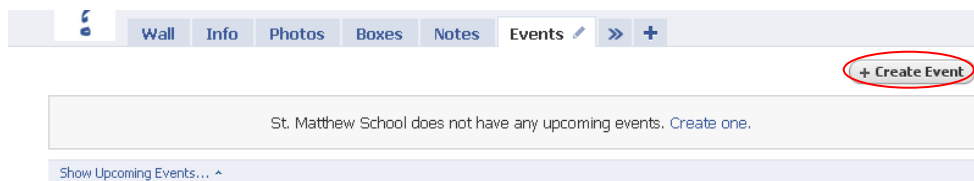
Allows you to invite your Facebook community to upcoming events at your school.

Sample events where you can use the Event Tab are: fundraisers, Catholic Schools Week, alumni gatherings, etc...

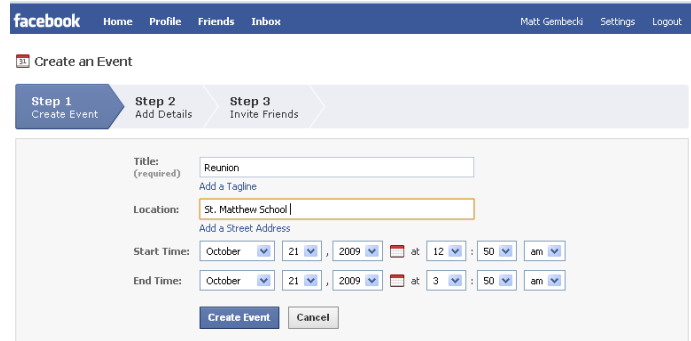
In order to utilize the Events Tab you must first add the Events Tab to your page. To do so, click **Edit Page** underneath the profile picture for your Fan Page. Once you are on this page you will see a heading called **Applications**. The events feature can be found here. Click on the link entitled **Application Settings** which appears underneath Events title. This will bring up a menu where you can choose to add the Events Tab to your tabs. To do so, click **(add)** which appears next to the word **Available**, and then click **Okay**. From now on the Events Tab will be visible on the home screen. **Note: follow the same process to add other desired applications to your page; other applications include: Photos, Videos and Notes.**



At this point you are ready to begin inviting your Facebook fans to events. When you are viewing your Fan Page, click on the **Events Tab**. This will bring up a menu that shows all of the upcoming events that you have planned. To create a new event click on the button that says: **+ Create Event**.

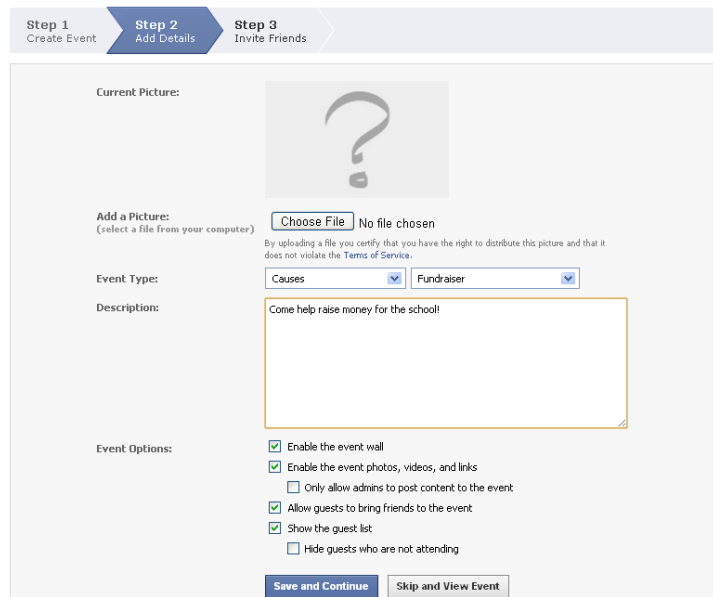


This will bring up an Event Wizard that will help you plan and invite fans to events at your school. In the section called **Title**, fill in the name of your event. In the section entitled **Location**, fill out the location of the event. Then fill out the date and start and end times of the event in the sections entitled: **Start Time** and **End Time** respectively.



Finally, click **Create Event** to move to the next step in the Event Wizard.

Click **Choose File** to upload a picture to represent your event. *The picture could be a photo from previous events or a picture of the location of the event.*

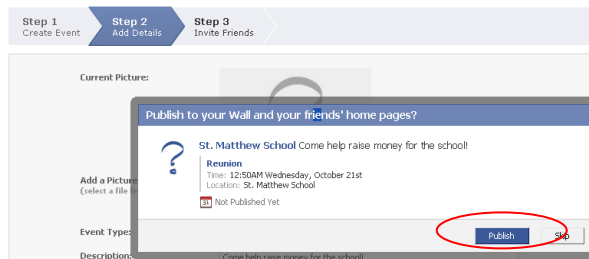


Under the **Event Type**, drop down menu choose the categories that best describe your event.

Under **Event Options** ensure that the following options are selected:

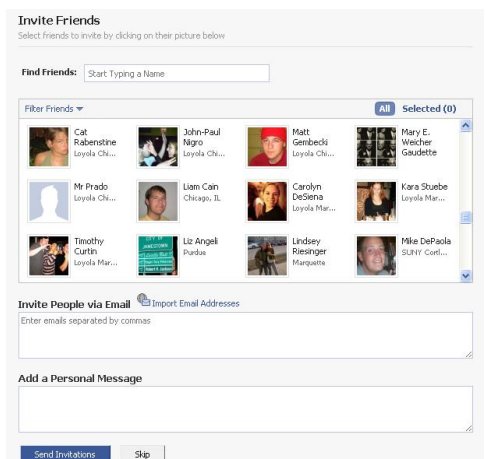
- Enable the event wall
- Enable the event photos, videos, and links
- Allow guests to bring friends to the event
- Show the guest list

Click **Save and Continue** which will cause a pop up to appear where you will click **Publish** to move to the next screen.



The final step in the Event Wizard allows you to invite both your fans as well as your personal Facebook friends to the event. By clicking on each person's profile picture you add them to the list of invitees. You can also search for specific people by typing in their name in the **Find Friends** box.

- Under the **Invite People via Email** header you can type in the email addresses of individuals who do not have Facebook



accounts.

- Under the **Add a Personal Message** header you can type in a personalized message to your potential guests.
- When you have selected all of the individuals who you would like to invite to the event click **Send Invitations** which will send an invite to all of the people who you have selected.

Note: you are able to send out additional invitations after the event has been created.

Photo Tab

Allows you to post pictures that will be visible to Facebook users who visit your Fan Page. Click on the **Photo Tab** on your home screen and select **+Create Photo Album** to upload photos to your page. In the first menu that you are directed to, enter the name of your photo album in the **Album Name** box. In the **Location** box, type in where the pictures were taken. In the **Description** box, type in a description of your photo album. Then click **Create Album**.

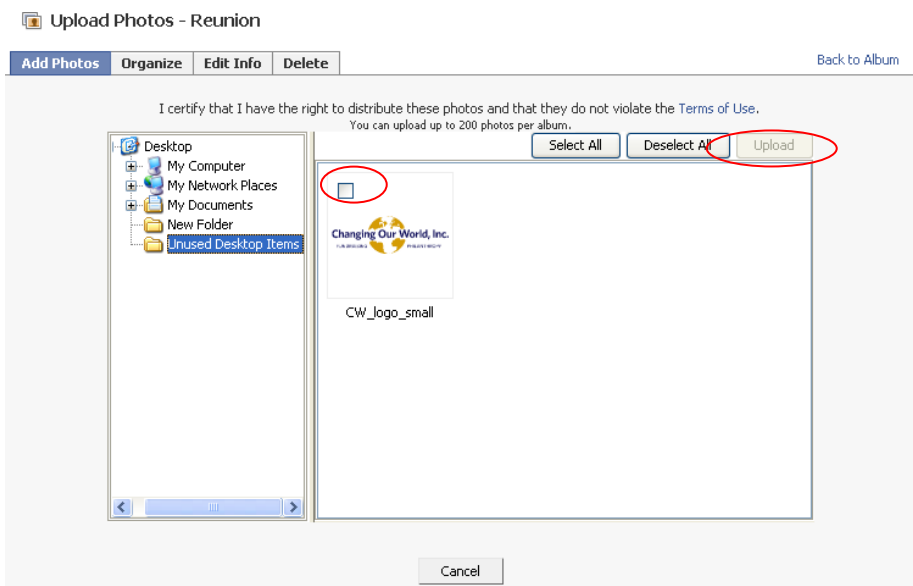
It is recommended that you post recent and past pictures of your school community. Photo albums are a great way to engage with fans. You can also create captions for each photo which gives you another opportunity to share targeted information with your community.

Album Name:

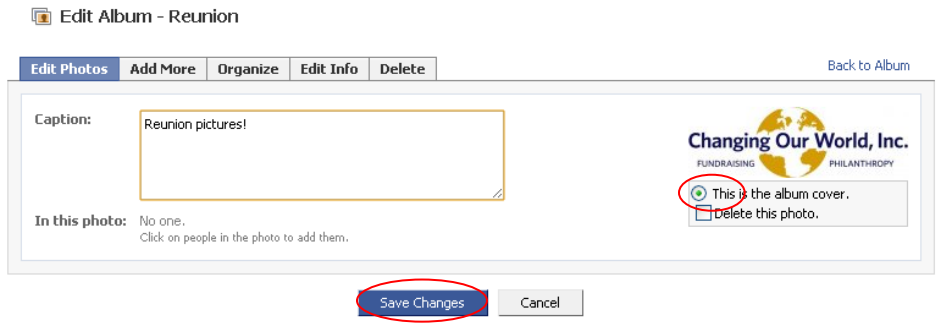
Location:

Description:

On the next screen you can choose photos from folders on your computer to select which pictures you would like to upload. To select a picture, click on the box on the top left corner of that picture. When you have selected all of the pictures that you would like to upload, click on the **Upload** button.

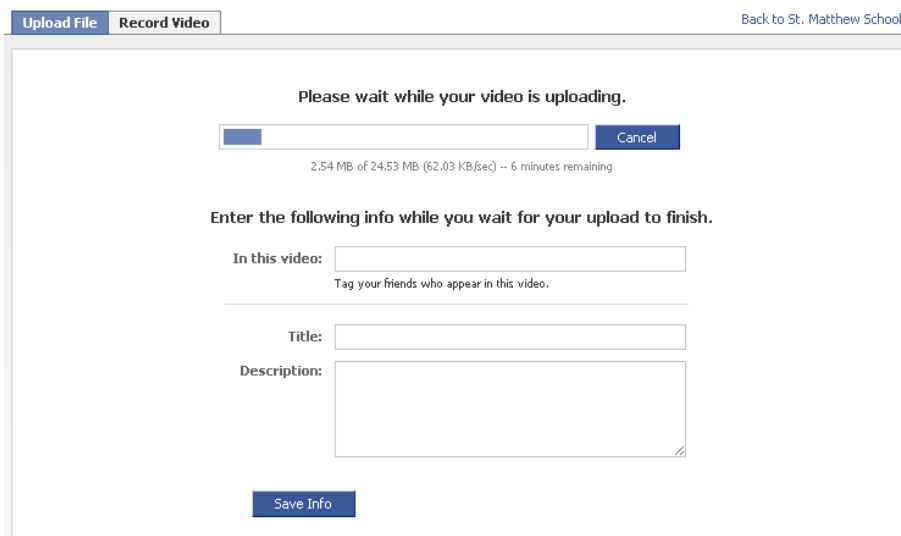


After uploading the desired photos you have the opportunity to write a caption about your album and decide which picture you would like to be the album cover, meaning what the album will look like on your Wall. To do so, click the box that says: **This is the Album Cover**. By clicking on the other tabs on the menu you can add more photos to the album, edit the album information or delete the album. When you are finished editing the album press **Save Changes** at the bottom of the menu. Your album will now be saved under the Photos Tab. To post the album to your wall click the **Publish Now** which appears above **the Edit Album wizard**.



Video Tab

Allows you to upload videos to your page to share with fans. Under the **Video Tab** click **Upload**, then click **Choose File**. And select a video that is saved on your computer. On the next screen type in the title of your video in the **Title** box. Type in a description of your video in the **Description** box, and then press **Save Info**.



Your video will now appear as a post on your Wall, as well as be stored under the Video Tab.

Notes Tab

Allows you to write notes onto your Fan Page for your fans to read. Under the **Notes Tab** click **+Write a New Note**. In the **Title** box, type in the name of your note. In the **Body** box, type in the content of your note. Notes are used to share information that is longer than a typical Wall post. By clicking **Choose File** you can upload a photo that represents your note. When you are finished writing a note press **Publish**. Your note will now appear as a post on your Wall, as well as be stored under the Notes Tab.

The screenshot shows the Facebook 'Write a Note' interface. It includes a 'Title' input field, a large 'Body' text area with a 'Feeling bold? Format your note' link at the bottom right, a 'Tag people in this note' input field, and an 'In this note' section showing 'No one'. Below the text area is a 'Photos' section with 'No photos.' and an 'Upload a photo' button. At the bottom, there are four buttons: 'Publish' (highlighted in blue), 'Preview', 'Save Draft', and 'Discard'.

It is recommended that you publish press releases and other detailed information about the school under the notes section.

Info Tab

Allows you to provide information about your school. To edit this information, click on the **Info Tab** and then click **Edit Information**. There are two sections, “Basic Info” and “Detailed Info.”

*Under **Basic Info**, please enter your school’s address. Under **Detailed Info** please enter your school’s website under the “Website” section. Here you can enter in parking information (street, parking lot or valet) or public transit information/directions for visitors to your school.*

Mobile

Allows you to register for Facebook text messages which will be sent directly to your mobile device. You will also be able to update your Fan Page from your mobile device.

Discussion Boards

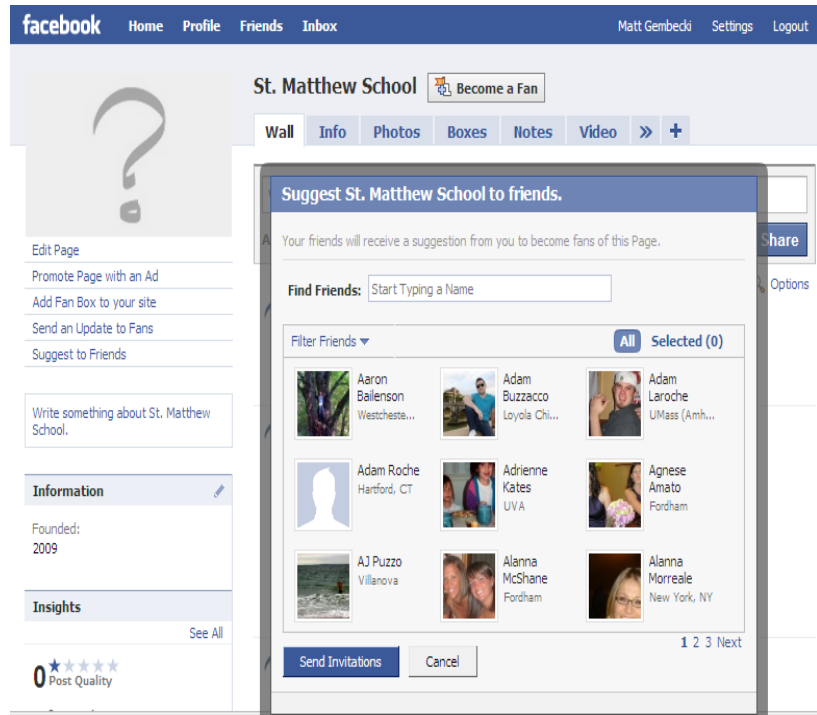
Allows you to create a discussion board where fans can discuss various topics.

It is recommended that you build out your schools content on its wall, photos, and videos first and then look at how best to leverage Mobile and Discussion Board applications. The majority of Facebook users expect the photo/video/wall applications to have interesting and engaging content.

SECTION II ATTRACTING FANS TO YOUR PAGE

Suggest your Fan Page to Friends

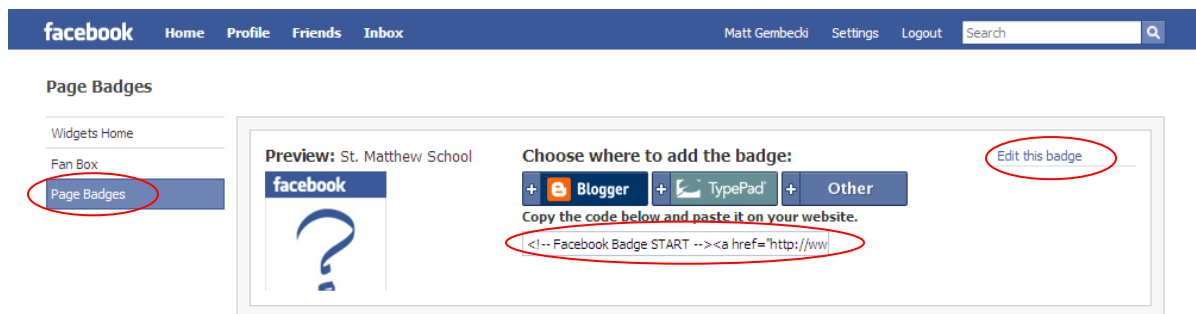
The first way to attract fans to your site is to invite your own friends to become fans (Note: this is not possible if you have created an account for the sole purpose of setting up a Fan Page and you do not have any Facebook friends). To invite your friends to become fans of your page click the link underneath the profile picture for your Fan Page entitled: **Suggest to Friends**. On the next screen that appears use the **Find Friends** box to one at a time, type in the names of the friends who you would like to suggest become fans of your page. You can select your friends by clicking on their profile pictures. When you have compiled the list of individuals who you would like to become fans of your page, click **Send Invitations** at the bottom of the screen.



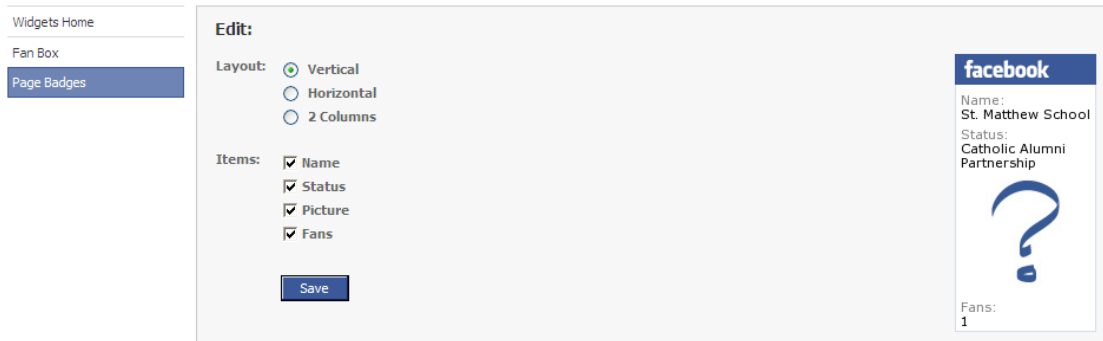
Add a Page Badge to your Website

Another great way to attract new fans to your site is to create a **Page Badge** that can be inserted on your school's website. Visitors to your school's website can click on the Page Badge and will be directed to your Facebook Fan Page. At that time they can become a fan of your page and begin receiving updates.

To do this go to **Edit Page** and then click on the **Get Your Badge** link located underneath the title **Promote with Facebook Badge**. On the next screen select the tab on the left entitled **Page Badges**. Then click on the box entitled **Other**. A link will appear underneath the box entitled **Other**. Copy and paste this link and send it to your website's administrator. They will be able to add it to your school's website.



A preview of what the Page Badge will look like is provided to the left of the link under the heading **Preview**. If you would like to edit the appearance of your Page Badge before adding it to your website click the **Edit this Badge** link on the right side of the menu. Under the edit menu you are provided with options to edit the **Layout**, as well as which **Items** will be included on your Page Badge.



Promote your Page – Paid Advertising

Facebook offers an advertisement service where your Fan Page will be displayed to all Facebook users. This is a useful tool for attracting fans and reconnecting with your alumni who may be on Facebook.

Note: this service costs a fee, therefore it is only recommended to use advertisements if you have already established a strong Fan Page. It is also recommended that you update your page regularly in order to fully take advantage of the advertisements. Advanced Facebook Pages use advertisements to promote specific events as opposed to their page in general.

In order to create an advertisement first visit the **Ads and Pages** (please see the Finding your Fan Page section above). Next click on **pages**, and then click on **Create an Ad**.

