

TIPS FOR FACEBOOK



Create a public Facebook page.

This allows you to have a vanity URL (after you have 25 fans), multiple Administrators, a welcome tab and it creates a home for your content.

Throw some content up.

Nobody wants to be the first person at a party, and nobody wants to be the first person to write on your Facebook wall. So, set up an RSS feed from your blog to your page, ask a question, do anything to start the momentum so others can pick up and run with.

Test out different kinds of content.

Design thinking requires that we test and iterate based on result over and over again so we can find which methods work best. Ask questions, link to interesting articles, or hold a contest. If you don't get a great response (response = "likes" and comments), don't give up—just try something different!

Use video.

Multimedia content keeps fans interested and can help them get to better know you. Upload videos into Facebook (not link to YouTube) to keep people on your page and prevent them from going off-site—and getting lost.

Go viral.

Virality on Facebook is driven by tagging. Tagged friends and fan pages on shared content appear in users' news feeds, which allows other network members to see and subsequently share it. For example, Lenny Kravitz hire photographers to photograph fans at his concerts, posts the images on his Web site, and allows fans to easily tag themselves—driving traffic to his page.

Stay current.

If someone writes on your pages' Wall, write back to them immediately. This kind of instant feedback will keep users engaged and lets them know that you care about them.

Track your metrics.

With fan page metrics, such as number of hits by region, Facebook allows organizations to understand who and where their constituents are, what they care about, and how to reach them.

Remember: Facebook is Facebook.

Don't assume that your Facebook fans will instantly like the same types of content that blog readers, donors, or Twitter followers like. Different people congregate in different corners of the social media universe, and they oftentimes have different interests or motivations



President Obama's Facebook Page