

How to Get Started

- Create a Facebook “Fan” Page
 - Facebook Fan Pages are specific pages for a variety of users, including businesses, organizations, celebrities, or any other institution. They **MUST** be linked to a personal account so make sure it’s ok that you’re linking your organization’s page to your personal account.
 - Because fan pages are linked to personal accounts, carefully select who at the organization starts the account!
1. Go to <https://www.facebook.com/pages/create.php>. If you’re logged in with your personal account. If you do not have a Facebook account, you will need to create one.
 2. Select the category, “Company, Organization, or Institution.”
 3. Select the next category of “Nonprofit Organization” and enter your organization’s name
 4. Now fill in the important details for the page, including:
 - a. Profile picture / logo
 - b. About description - include a brief description on your group
 - c. If applicable, provide a website, blog, YouTube channel, and any other info pertinent info
 - d. Facebook Web Address - decide on your Facebook Web Address. This will serve as your unique Facebook URL, try to find an available ending that is similar to your organization’s name. This can’t be changed later, so choose carefully!
 - e. Add a cover photo (high resolution, dimensions are 851 X 315)
 - f. Add some content
 5. Join Groups of relevant interest. Search for groups and join groups that have like interest.
<http://www.facebook.com/groups.php>

Best Practices for Managing Your Account

- Configure permissions
 - Go to the top of the profile page under the “manage” tab, you will be able to click on the “Edit this page” button.
 - You can also invite others to manage this page as well.
 - Draft internal guidelines about use among your staff.
- Invite supporters , attorneys, affiliates, etc to Like your Page

Best Practices for Content

- Share, post, and discuss topics and ideas that your nonprofit supporters would be interested in, along with upcoming event details and fundraising news
- Share links on your Facebook Wall that you think your supporters would enjoy. They could be blog posts, videos, past event pictures, questions, or simple status updates. These are things you should think about posting on a consistent basis to stay engaged with your community. The more you post, the more fans you’ll attract and the faster you’ll grow your Facebook Fan page followers.

Objectives

- Use Facebook as additional and effective ways to engage the community, create awareness of group programs and services and events
- Encourage involvement and participation with the group by increasing opportunities to engage online and in-person
- Enhance the effectiveness of the groups communications
- Expand marketing and promotion of education opportunities, services, partners and events
- Build community, increase value to the community at large

Benefits

- Facebook has wide reach, is the number one social media platform in the world, is free

Strengths of Channel

- Creates a low cost presence for the group on the world's most popular social network which easily pushes important information directly to engaged community members

Audience

- The general public that and others who interact with and support the group

Associated Costs

- Essentially "free", requires a time commitment from page managers

Risks

- Shortage of time to promote event, lack of engagement and reach

Initiatives / Promotions

- Create writing competitions
- Give away a checklist, a how-to, a FAQ, etc in exchange for a "Like"

Content Type/s

- Breaking news, important updates and announcements, milestones, opportunities

Posting Schedule

- 1-2 posts per week
- To save time, think about drafting a posting schedule at the beginning of each week. You can quickly add content if something important pops up.

Resource Links:

<https://www.facebook.com/TRLegalAid>

<https://www.facebook.com/southerncoalition>

<https://www.facebook.com/LegalAidNC>

<https://www.facebook.com/nlada.org>

[How Facebook causes can raise money for nonprofits](#)

[Facebook Releases Best Practices Guide for Nonprofits and Charities](#)

<https://www.facebook.com/YoungLegalAidLawyers>