

Facebook Tips



Introduce yourself: One of the benefits of using Facebook and other social media sites is that you can connect with your audience on a deeper level than traditional media outlets. Introduce members of your staff, so fans feel like they know you. They will be more apt to get involved if they feel a personal connection.

Get to know others: Social media is not a one way street. Just as you want your audience to know you, you also want to take the time to get to know them. Think of it as online customer service. By starting conversations, asking questions, and responding to their questions, you will be showing them that they are important to you, and in return they will feel a vested interest in and loyalty to your organization.

Create contests: Add value to your page and increase participation by creating contests and special offers such as a printable coupon for those who are interested in participating in an event or free shipping if they're purchasing a product. This will keep existing fans coming back for more and will also encourage them to share your page with others.

Make use of available applications: There are thousands of applications available on Facebook that enhance the user's experience and can help you share your message in a new and interesting way. Although you want to remain professional, it's okay to have a fun side as well. You want your page to be one that users enjoy visiting, not just where they go to find information. Search for applications relevant to your organization on Facebook's Application Directory.

Ask for constructive feedback: Hold an open discussion to find out ways to improve not just your Facebook page but aspects of your organization. You can even use a Facebook discussion like a focus group. Learn from your audience and take their suggestions into consideration. Just like a good business, you must be dynamic and adjust your strategy as you go.