

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Tips on Maintaining your Facebook Account

1. Check for birthday announcements on your home page and offer a happy birthday message to your friends. A small gesture goes a long way.
2. Post a status update daily including interesting or valuable information. This can include something going on with your organization, the industry, or just an inspirational insight for the day.
3. Comment on other groups' or individuals' pages or status updates to show interest, offer advice, and bring positive attention to your organization.
4. Seek out and add other groups that are similar to your own. Networking and building alliances is what social media sites are all about.
5. Respond to any comments or messages promptly. If you do not know the answer to a question, seek out the expert within your organization for the appropriate response.