

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.

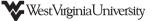


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