

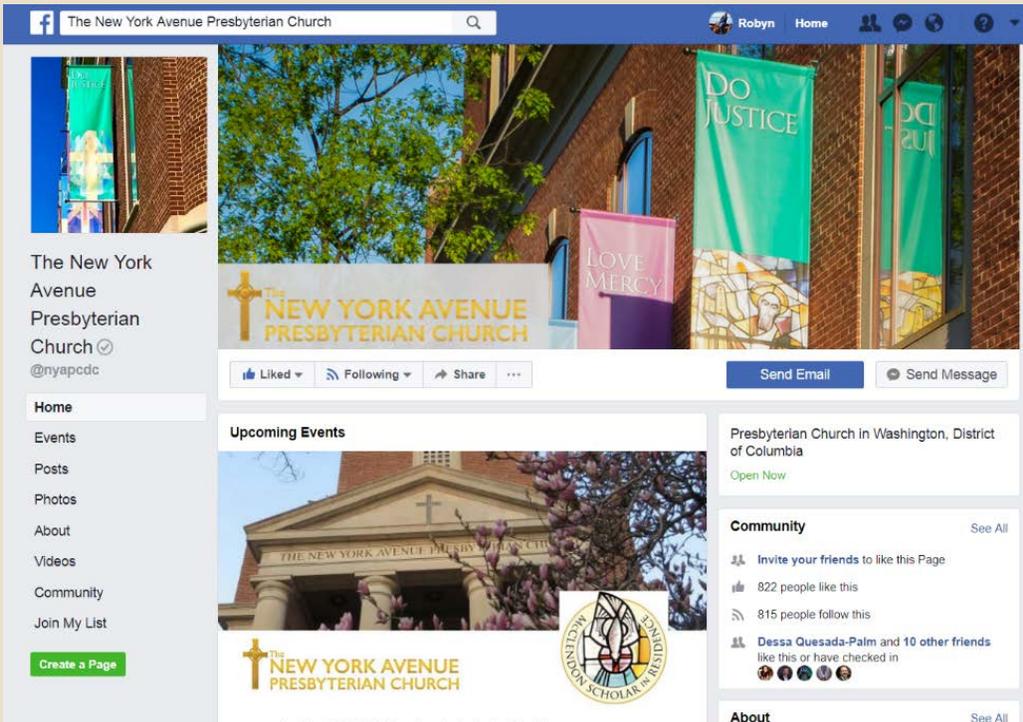
Dos and Don'ts for Facebook

1. Don't create a fake name account to control a Facebook page. Use a real person's name and information. Using fake information violates Facebook's terms of service.

NO

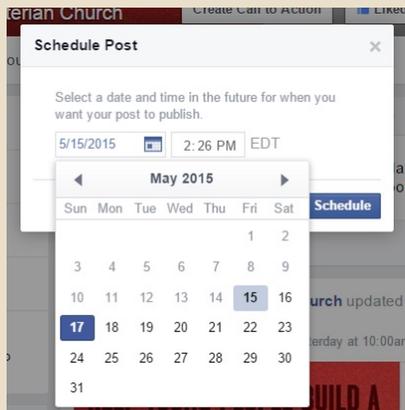


YES

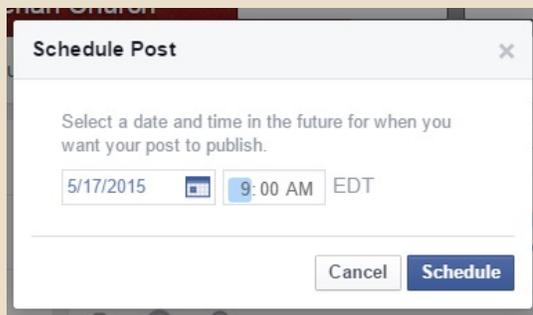


2. Do use the “timed” feature to schedule future posts, particularly when you know you’ll be busy setting up for a service or event (pages only, not on personal profiles). How to do that:

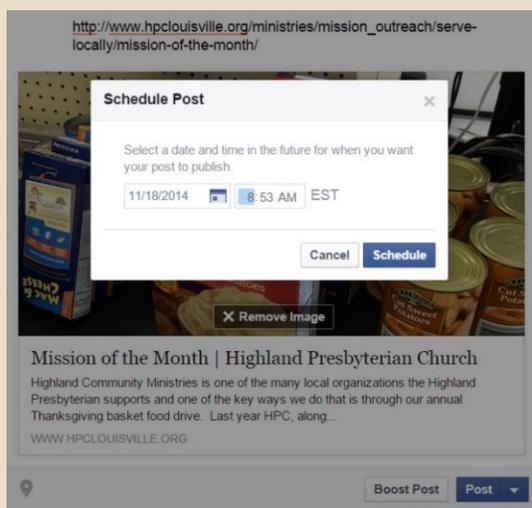
- a. Write your text.
- b. Use the pull-down menu in the lower right corner.



- c. Click on the calendar icon. Pick a date.



- d. Go to the time box. If a number is highlighted blue, you can just type the number you want over it – same with AM or PM.



3. Do use photos. Post your own photos on the page in albums for events or to go with a Facebook post.

4. Do tag people in photos once they're posted. It makes the photos show up on their page and their friends' timelines and extends the reach of the page.

5. Do post every day. Vary the time of day you post to hit different audiences. 8-9 a.m., 12 p.m. and 8-10 p.m. are peak times of Internet usage.

Use the Insights tab on your Facebook admin page to look at when most people are online and choose those times for your posts.

6. When you share a post, write a brief comment. It looks better on Facebook and invites interaction.



7. Don't violate copyright. Be aware of the dangers of using photos/music you don't have the rights to on your Facebook page. This includes Facebook live video of musical performances. Unless you are 100 percent sure it is OK to use the music, avoid it.

Free photos are readily available on Pexels.com.

8. Do remember that not everyone will be familiar with your work when reading a post. If you create a post inviting people to come to a book signing, include the address of the store and city and state. The less steps someone has to take the more helpful the post is.

9. Do snap photos often when you're out and about, and hang on to them. Save them for future posts.

10. Don't overuse exclamation points and don't capitalize your posts. Both are considered shouting on the Internet.

11. Don't use acronyms. Those who don't know what it means are alienated by it. They won't ask what it means – they'll just bypass you.

12. Do expect to put some money behind important posts so that more people will see those posts. Facebook has become very selective about what posts from pages it will show to your followers, so you will need to pay to get those out. But for as little as \$50 per month, you can get the word out fairly effectively. Try boosting a post for 3 days, spending about \$20 total. Include a photo and keep it short. Ask Facebook to show it to people who like who like your page and their friends.

What posts should you boost?

- Important events
- Seasonal changes in worship times
- Giving Tuesday posts
- Anything fundraising or stewardship
- Anything that you want to be sure that people to see

What I generally see is that if I post about a person, and I tag them, that will naturally take off on its own, particularly if they're someone well-regarded and especially if they aren't a frequent Facebook user. Facebook is much more apt to show things to more people if it's not typical for them to post.

13. Do create a group to go with your page. Recently, Facebook has raised the profile of groups so that posts from groups are more visible. How I typically handle this is that I post to the page of Theological Education Fund, and then I share into the group we created Presbyterian Seminary Graduates and Friends. I always get more interaction from the post in the group than I do on the page.



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