

Pioneers Facebook Page Do's and Don'ts

Creating a Facebook Page:

DO: Select an appropriate profile picture.

To ensure a consistent brand, look and feel, we recommend all individual chapter pages use a standard Pioneers logo as the profile picture or part of the profile picture.

DO: Consider your audience.

Facebook pages serve as an information channel to keep in touch with your current and perspective Pioneer members. With that in mind, make sure to include complete information about the chapter and accurate contact links.

DO: Designate a team of administrators.

To be successful, Facebook pages require consistent, habitual monitoring and management. Having a team of people to contribute posts and engage with fans cuts the workload and keeps the content fresh.

Managing Your Facebook Page:

DO: Engage with fans.

This is where the "social" in social media comes in. Facebook pages should not only push out information; they should initiate a conversation among fans. It's about listening and responding accordingly. Ask questions and respond to users' posts to keep Pioneers accessible and available.

DO: Update regularly!

Post club news. Promote upcoming volunteer opportunities. Share thoughts, tips, and ideas. This not only adds value to the page, it validates it as a trusted resource for your organization and members. Your excitement, enthusiasm, and experiences are an important part of the community.

DO: Post various forms of media.

Include videos, photos, music and links to add diversity to your page and provide valuable content to your users.

DON'T: Go overboard.

Posting too much will only irritate your fans and saturate their attention span.

DO: Post a Comment Policy.

While Facebook pages are supposed to foster conversation among your members, the wall or discussion sections are no place for obscene language, derogatory comments, copyright infringement or spam messages. Make sure all of your members are aware of what is and isn't okay to post by outlining general guidelines. The best place to put this is under the "Info" tab of your page.

Suggested language may include:

Welcome to the official Facebook page for the ___ chapter of the Pioneers.

We want to provide an open, interactive space for all users to engage and connect and we ask that you share your opinions and feedback in a respectful manner. As someone who "likes" our page, you take

personal responsibility for your comments, your username, and any information you submit. In that spirit, users are asked to adhere to the guidelines below to ensure that this page remains an interactive forum for all.

The editorial judgment of those administering this page will determine what is and is not considered appropriate content. Any content determined to be inappropriate will be removed without notification. In addition, violation of any of the following guidelines may result in your comment being removed:

- We do not allow graphic, obscene, explicit, racist, or sexist comments under any circumstances.
- We do not allow comments that are abusive, hateful or slanderous to any person, organization, or nation.
- We do not allow comments that suggest, endorse, or encourage illegal activity.
- We do not allow any sort of solicitation or advertisement, including endorsement of any commercial, financial, or non-governmental organization.

Additionally, the appearance of external links, as posted by fans of this page or other Facebook users, does not constitute endorsement on behalf of Pioneers.

We encourage you to share this page, connect with others on the page, and visit frequently for new content and updates.

DON'T: Delete negative posts.

You should think of your Facebook page as an online meeting place for your members; a place they can not only find out about Pioneers and upcoming volunteer opportunities, but also a forum for honest feedback and concerns. You don't want your fans to feel like they're being censored. Address the negative comment and work with the user to resolve the issue.

DO: Check out other successful pages to see what works.

Facebook provides nonprofit organizations with three helpful Pages to share best practices:

www.facebook.com/nonprofitorgs

www.facebook.com/nonprofits

www.facebook.com/facebookforgood

Promoting Your Facebook Page:

DO: Encourage members to join

Make sure all of your members are aware that you have a Facebook page by promoting it through other channels, like your website or newsletter, and during club events or meetings. Page administrators can also "suggest" the page to their friends who they think would be interested via notification.

DO: Encourage fans to invite others.

Harness your fans' social networks to spread the word. Facebook pages can serve as a tool to recruit other employees to join the Pioneers and start volunteering.

DON'T: Assume your members will find you.

With the millions of other Facebook pages, it is almost impossible for the average user to stumble upon your particular page. It is up to you and your members to do the leg work.

Monitoring Your Facebook Page:

DO: Monitor regularly throughout the day.

Keeping an eye on how many fans you have, what your users are posting and how they are interacting with the page is useful in determining which strategies are working and which type of content is garnering the most interaction. Also, should a user post something negative, you can address the situation in an immediate, timely manner.

DON'T: Ignore your fans.

Facebook pages are about conversation. Take advantage of the opportunity for feedback and don't ignore the other side.

General Tips

DO: Be present

DO: Listen to user feedback

DO: Provide valuable, interesting content

DO: Engage