FACEBOOK

-Overview-

Facebook is the world’s largest social network, with over 1.11 billion users. It provides a place for connection via sharing photos, videos, and text updates. Users create personal profiles and establish relationships with people and companies.

Timeline
Your Facebook Timeline details all of your personal activity on Facebook. It’s called a timeline because it can include information, memories, and milestones in your life. What you choose to show — from photos you post to your relationship status — is based on your privacy preferences.

Status Updates
A status update is anything that you decide to share with Facebook friends. Through a status update, you can communicate your current activity or location; post a link; mention or “tag” friends who you want to include in a conversation; and share photos, videos, and thoughts. Facebook status updates made by your friends appear in your news feed.

Fans
Facebook users who join a page because they have a particular interest in the topic or a connection with the brand/product.

“Likes”
The “like” button can be found on nearly every piece of Facebook content: status updates, photos, comments, brand Timelines, apps, and even ads. By “liking” something, you can communicate your support of activities, brands, links, products, and more.

Comments
Respond to a post written by the page or by another fan with the “write a comment” box.

Shares
A person or page can share content from another post on his or her own page by using the “share” feature.

How Brands Use Facebook
Just like people, brands can create Facebook Timelines with which consumers can interact. Brands can build their following by encouraging Facebook users to click the “Like” buttons on their page, which then shares the users’ preference for a brand with their personal network.
Many major brands use Facebook to start conversations, share deals, and seek feedback from consumers and fans. Companies like Coca-Cola and Starbucks have tens of millions of fans interested in their latest company news.

Additional tabs at the top of brand Timeline pages are a place for brands to organize and showcase custom content, including contests, fan-exclusive content, videos, fan stories, thank-you campaigns, and more.

**-Getting Started-**

**Naming Guidelines**
Use the following name guidelines to create your handle and Facebook URL. Since you should use the same handle for Facebook as you use for Twitter, consider keeping your handle as brief as possible, so as to reduce the number of characters it will take up in links and tweets.

Use the abbreviation “umich” followed by the name (if short), abbreviation, or acronym for your department. Some examples:

http://www.facebook.com/umichECON
http://www.facebook.com/umichCHEM
http://www.facebook.com/umichDAAS

For your longer page name, we also encourage units to use the naming system adopted by the College of LSA social media accounts: University of Michigan + Department/Unit name. Some examples:

University of Michigan Economics
University of Michigan Chemistry
University of Michigan Afroamerican and African Studies

Your “About” description should also include a link to your department website. The “About” section of your page should also reference the College of Literature, Science, and the Arts.

**Visual Guidelines**
We encourage units to use the same profile for Facebook as they do on Twitter. In terms of size, the graphic provided by LSA is designed to be suitable for both platforms.

Departments are responsible for finding their own cover photos for Facebook. This image should be at least 851 x 315 in size. Smaller photos will appear
More detailed information on Facebook image sizes is available here: http://www.techwyse.com/blog/infographics/facebook-cheat-sheetsize-and-dimensions/

Contact LSA CMS Web Service at lsa.web.support@umich.edu if you are interested in placing social media account icons on your department’s website.

**Settings and Options**
Familiarize yourself with the options available to your page, by clicking “Edit Page,” then “Edit Settings.”

You can control what visitors to your page can post, as well as whether visitors only see posts by your page as their default view or all posts and comments left on your page.

If you want to encourage conversation among your users, choose to allow others to post to your page, choose to show the box for “Recent Posts by Others” at the top of your page, and choose to show the “message” button on your page.

When allowing others to post on your page, be sure to regularly monitor your site for inappropriate content that may need to be removed, as well as posts and messages that require replies.

**Notifications**
Familiarize yourself with the “Notifications” options available to your page by clicking “Edit Page,” then “Manage Notifications.”

Be sure that the email address for your page is up to date, and choose whether you would like to receive notifications about page activity by email, Facebook, or mobile app.

**Administrators**
Add additional page administrators who can monitor and post to your page by clicking “Edit Settings,” then “Manage Admin Roles.”

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*Engagement*
Be consistent. The voice and tone of your page should align with your strategies and objectives, once established.

Be brief. Although Facebook recently increased the character limit for a post to 5,000, your posts always should be much, much shorter. Most posts should be less than 200 characters.

Speak as a team. Whether you manage your account alone (not recommended) or as part of a team, your account represents your entire area, so be sure to say “we” rather than “I” or “me.”

Know your subject matter. Some topics to consider for your Facebook posts include:
- Stories about your department posted on your website
- Stories about your department that appear elsewhere in the media, including University news sources, such as the Record or LSA Today
- Stories from your departmental newsletter
- Faculty news/research developments/awards
- Photos of department events
- Videos promoting your department
- Notable guest speakers or lectures
- Important dates/deadlines within your department
- Breaking news, timely events, and holidays

Understand your post options. You can post a simple text post, embed a link with a preview image, post a photo or video, or create an event or milestone.
- Photo posts tend to have the largest reach with Facebook users, so create your post as a photo, whenever possible. Use the photo description as a place for relevant information. Keep text accompanying photos as brief as possible. Include a link to more information, if applicable, and use a link shortener (bit.ly) to keep long links from overpowering the rest of your post.
- Avoid creating a Facebook event for every event in your department. Reserve Facebook events and event invites for only the most important occasions, as a regular onslaught of event invitations can be off-putting to fans.
- When including a link in your post, pay attention to how Facebook pulls a stock image and text from the corresponding web page. Take advantage of the opportunity to manually edit headlines and introduction text. If you are unsatisfied with the image pulled by Facebook, you can upload your own image, or leave your post without an image.

Maintain a consistent schedule. Getting into a rhythm of posting proactively will help guide you in the process of growing the reach of your account. Begin
by trying to post to Facebook three times a week, including weekends. This way you'll still remain involved in the Facebook conversation without becoming too saturated. As your community grows, you'll have the option to experiment with increasing your frequency.

Consider creating an editorial calendar that is shared among your page managers (a Google calendar is an easy way to facilitate this) to help you plan what to post and when. This may help you plan ahead for strategic posts about important events and news planned by your department. Leave room for timely posts about holidays and local Ann Arbor and Michigan events, but also remember to take advantage of news or other late-breaking information. Remember that you can also schedule posts ahead of time in accordance with your editorial calendar using the clock icon in the status update box.

Take advantage of Facebook Insights. Insights can be a helpful tool with what kinds of posts are popular among your fans, and if certain posts prompt a large upswing in “likes” or “unlikes” on your page. If “unlikes” are consistent, you may be posting too often or on topics that aren't interesting. Remember that every day will be different based upon follower interaction, conversation, and trends.

“Like” other Facebook pages as your page to help proactively generate “likes” for your page. You can find the option to “like as your page” by clicking the dropdown menu near the like button on that page. Consider “liking”
- Facebook pages from other U-M entities
- Pages with similar interests at other colleges/universities
- Experts, companies, or organizations related to your page
- Competitor organizations, who can be used to stay on top of industry happenings

Tag other Facebook accounts in posts when applicable. When you mention another account with an @reply, Facebook allows you to “tag” other fan pages.

Respond when necessary. It is important to be responsive, engaging, and helpful when responding to posts. Answer questions that are asked of you, and if you find yourself answering the same question over and over, add a proactive post on the subject to your editorial calendar so fans can be aware and you can cover your bases. “Like” comments that are particularly engaging, or respond with thanks. Politely correct posts that include misinformation.

Block when necessary. You may infrequently receive posts containing spam or inappropriate or harassing posts. Remember that social media is a place for opinions and conversation, and your Facebook page is an example of this.
Unless the post is threatening, offensive, or otherwise violates the community guidelines for your page, it is important to take careful consideration before removing a post. If you determine that a post is bothersome and should be removed, you have the ability to block and report the user to Facebook. Click the “X” in the right-hand corner of a post to see your options for removing, blocking, and reporting.

Contact LSA-DMC at lsa-marketing@umich.edu if you have questions about how to respond to a post or need support.

*Parts of the above guidelines have been adapted from the DePaul Social Media Guidebook:*