

# Building your presence with Facebook Pages:

**A guide for causes and nonprofits**

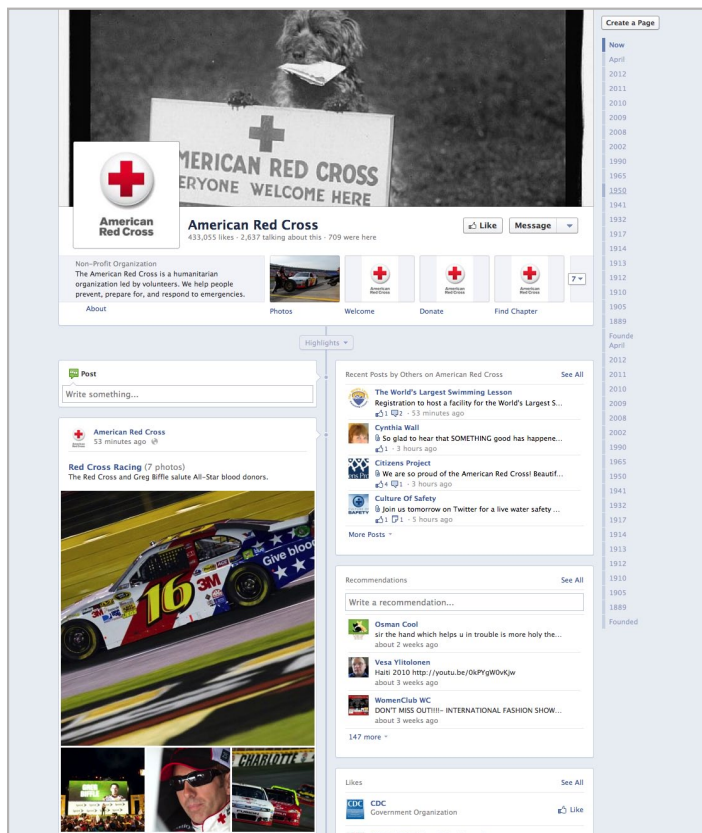


This guide is designed to help nonprofit organizations make the most of Facebook Pages and Instagram to tell their stories and build deep, lasting connections with their supporters.

# Best Practices for Facebook Pages

Facebook Pages help causes and nonprofit groups start a conversation and foster a meaningful dialogue to engage supporters and inspire advocacy. Instagram can help nonprofits communicate a story and share beautiful images from the field.

More than a billion people are already on Facebook sharing the things that they care about with each other every day. When you build a Page, you can:



- ✓ **Tell your story**  
in your own unique voice
- ✓ **Share rich content**  
including photos, video, and links
- ✓ **Create a dialogue**  
through posts and tools that allow people to share and engage with your message
- ✓ **Amplify your impact**  
when your supporters and followers share your content with their friends
- ✓ **Measure and optimize**  
Measure & Optimize your message by using Pages Insights to understand your audience

This guide is designed to give you the tools you need to set your strategy for your Page and/or Instagram account, build and grow your audience, and optimize your message using Insights.

**Your community is waiting. Let's get started!**

# Take advantage of key Page features

Take a moment to get acquainted with the features of your new Facebook Page. Pages are designed to make it easy for your cause to establish a rich authentic identity, tell your unique story, and connect with your supporters. The Admin Panel makes it easy for you to manage and optimize your Page and Insights helps you measure impact effectively.



## The elements that establish your identity

Add a compelling profile picture and cover photo that highlight your cause and mission. These will draw attention to your Page and can help people easily identify with you when they see updates in Newsfeed.

### Profile photo



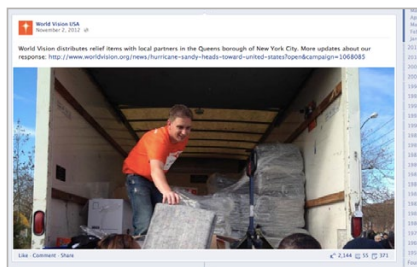
### Cover Photo



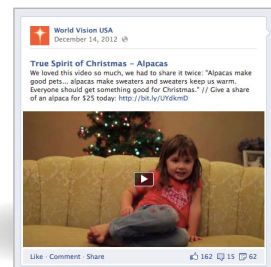
## The way you tell your story: Timeline

Share photos and videos and ask questions to build a personal relationship with supporters.

### Timeline



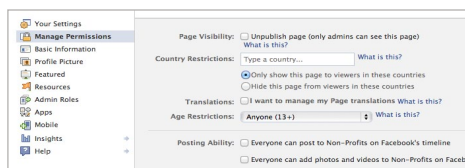
### Questions



## The way you administer your Page: Managing permissions, assigning admins, insights

Control access to your Page, update relevant settings, and access helpful resources within the Admin panel.

### Manage permissions & administrators



## The way people connect with you and amplify your story: Like button, "Like, Comment, Share" within posts

When people Like your Page, their friends see this action in Newsfeed and can also connect to your Page. They can also like, comment, and share your posts.

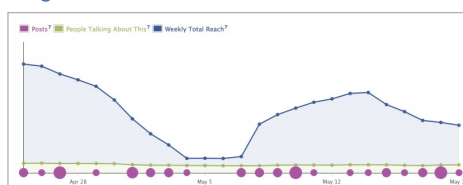
### Like button



### Like, Comment, Share within posts



## Insights



# Build your Facebook Page

Your Facebook Page really comes to life when you engage your supporters and volunteers. Remember, your message reaches a broader audience when people Like, share, or comment on your posts. The average person on Facebook has over 130 friends. When they engage with your posts, their friends can see these interactions and connect with your Page. Here's how you can get started:

## 1 Create a Page

To get started, visit [www.facebook.com/page](https://www.facebook.com/page) and follow the step-by-step instructions for creating a Page. Be sure to select a name that can be used to represent your organization in the long term. Next, follow this guide to begin making connections.

## 2 Program your Page

### ✓ Know your story

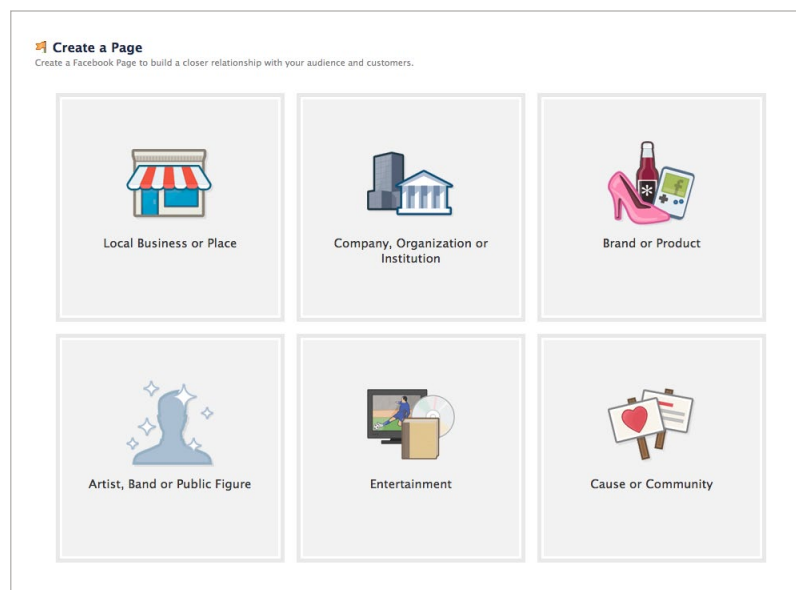
What is your unique voice? Are you a local volunteer organization or a global foundation? How can you bring your story to life in a compelling, authentic, and personal way?

### ✓ Know your audience

Who are your constituents? How will they want to connect with you? What content will be important to them: fundraisers or volunteer events?

### ✓ Know your goals

What kind of relationship do you want to have with the people who connect to your Page? How much time are you willing to spend updating your Page? Will you mostly be updating your page on the road via mobile? Defining and prioritizing your goals will help you create your Page posting strategy.



### 3 Develop your posting plan

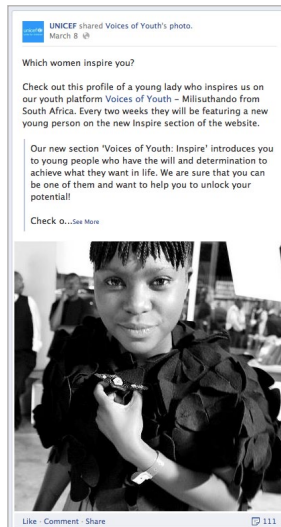
People see your Page updates alongside posts from their friends, so share content that is personal and engaging. Great content will spark conversations on Facebook and Instagram, as people share your updates with their friends.

#### Find your voice

Be conversational, personal, and authentic. Take the time to post directly to your Page.

##### Some ideas for finding your voice include:

- ✓ Speak in the first person in your posts - your supporters and volunteers want to hear from you! Have a member of your organization post in their own voice to add a personal touch to your Page.
- ✓ Build an online personality. People on Facebook and Instagram want to connect with the individuals behind your organization. Whether the tone is witty or just the way a person talks to his or her friends, a distinct personality will resonate with your supporters.
- ✓ Share candid, personal stories, like updates from members of your organization.



#### Foster a two-way dialogue

Build a dialogue with your community on your Page.

##### Some tips for sparking a conversation:

- ✓ Get people talking by asking questions in your status updates and photos about social issues and encourage people to like or comment on what you share.
- ✓ Respond personally to people who comment on your posts - your supporters will be thrilled to know that you are listening.
- ✓ Make your supporters the stars. If someone posts something great on your Page, re-post it, respond personally and thank them by name.



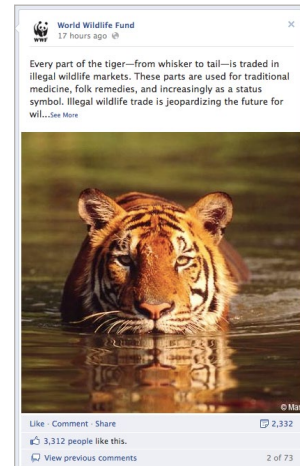


## Get Visual

Bring your story to life with rich content that captures your message and engages your audience.

### Some tips for offering a richer experience:

- ✔ Use photos and videos. Visuals are always more compelling than text, post pictures that speak to your cause and record videos from volunteers exclusively for your Facebook and Instagram audiences.
- ✔ Create Facebook Events to highlight your fundraisers, walks and global events. Encourage supporters to attend and invite their friends.
- ✔ Share links to breaking news, articles highlighting your organization or media about your cause.
- ✔ Celebrate your milestones. For example, once you reach your fundraising goal, post an update thanking your audience and encouraging them to share your Page with their friends.



## Share exclusive content

Post content on Facebook and Instagram that people cannot find anywhere else.

### Some tips on how to share exclusive content effectively:

- ✔ Take the time to post directly to your Facebook Page. Re-posting press releases or auto-posting from other sources can yield low engagement. Your community on Facebook and Instagram may be different from the people following you other places across the web. Be sure to recognize your supporters as a special group and give them a reason to keep coming back.
- ✔ Schedule regular posts on specific topics, like a weekly post that highlights the “volunteer of the week” or a chat session where you’ll answer questions directly from supporters.
- ✔ Post “on-the-ground” pictures from the field or photos of volunteer events. Mobile uploads and Instagram allow you to post in real-time.
- ✔ Connect with niche groups of supporters. Use the targeted publishing feature to share relevant posts with people in a specific location or who speak a particular language.



### It's easy to update your Page and Instagram with your mobile device. Here's how!

- ✔ Download the Pages Manager App for your smartphone to start easily accessing and managing all of your Pages wherever you are.
- ✔ Use the Facebook and Instagram apps on your smartphone
- ✔ Visit [m.facebook.com](https://m.facebook.com) on your mobile browser
- ✔ Upload photos to Instagram on-the-go

**Access more information about mobile features for Pages within the Mobile tab in the Page Admin Panel.**

# Share your Story with Instagram

Use Instagram to compliment your strategy on Facebook and add content to your Facebook Page. Your Instagram account can tell the story of your nonprofit and help you share your mission with the world. Post images that give followers a glimpse into what your organization is all about and help individuals build a connection with your cause.

## 1 Create an account

To get started, create an Instagram account for your nonprofit. To register for Instagram:

- ✓ Download the Instagram app in the App Store on an iOS device (iPhone, iPad, iPod) or in Google Play for an Android device
- ✓ After installing the app, open it on your mobile device
- ✓ Tap the 'Sign Up' button to begin the account creation process

When you sign up for Instagram, you will be asked to create a profile. You should include:

- ✓ Information about your cause or nonprofit organization
- ✓ An image or logo that best represents your nonprofit
- ✓ A link to your website or Facebook Page in your profile

Make sure you sign up for a personal account in addition to an account for your nonprofit. You want to understand how people experience Instagram and how other users are viewing your content. Use the product regularly to discover how to consume content, how you interact with others users, and the types of images that are most interesting.

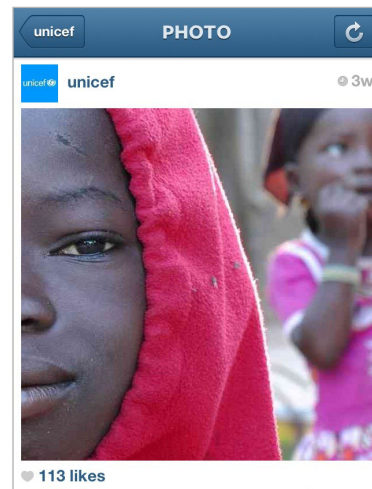


## 2 Experiment

All nonprofits have different audiences and goals for engaging with those groups. Experiment with different types of photos and the frequency with which you should post. Your community will give you feedback in real-time. Listen to that feedback and adjust accordingly. It can take a while to learn about your audience and how to use the new platform most effectively.

### 3 Share compelling content

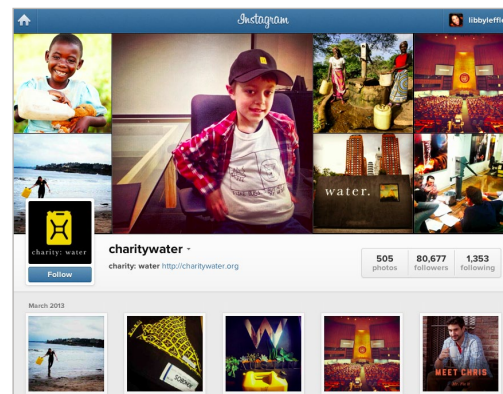
A great way to engage people instantly is to post photos they cannot see anywhere else. Just like with your Facebook Page, exclusive content can go a long way. Post on-the-ground photos of people volunteering, or share work that you are doing abroad. Let people track the progress of your work. Do not be afraid to test new ideas and pay close attention to what people Like and comment on most.



### 4 Leverage your Instagram Web Profile

Your Instagram web profile features a selection of your recently shared photographs, your profile picture, and information about your nonprofit, giving others a snapshot of the photos you share on Instagram. You can follow users, comment and Like photos, and edit your profile easily directly from the web.

To see your web profile, go to [instagram.com/\[your user name\]](http://instagram.com/[your user name]).



### 5 Connect your Instagram Account

Now that you have all of the best practices for using Instagram, connect your account to your Facebook Page! This is a great way to let your followers know that you have joined Instagram and an important tool for growing your audience. Connecting your account to your Facebook Page also makes it easy to share the content you post on Instagram directly to your Page, helping with both reach and exposure.



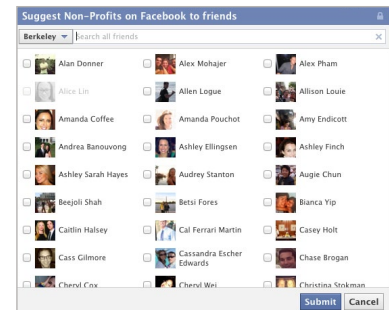
# Grow your community

## 1 Start with who you know

Grow your Facebook Page and presence on Instagram by reaching out to your existing community.

### Some tips on connecting with your community:

- ✓ Do you have a website or other ways you connect with your supporters? Ask them to join you on Facebook and Like your Page to stay in touch.
- ✓ Use your existing volunteer email lists to promote your Page and begin building your connections.

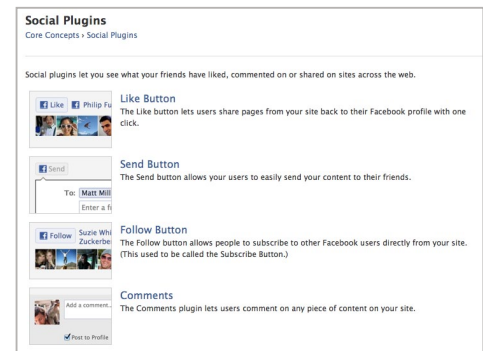


## 2 Leverage your existing assets

Make your existing assets more social

### Some tips on ways to leverage your existing assets:

- ✓ Add Social Plugins like the Facebook Like Box and Like buttons to your website so visitors can share pages from your site back to their Facebook Timeline with one click and share your content through Newsfeed. Visit [developers.facebook.com/docs](https://developers.facebook.com/docs) to learn more.
- ✓ Visit [facebook.com/username](https://facebook.com/username) to select a custom URL for your Page. Share your custom URL so your supporters can easily find and Like your Page (e.g., Kiva's custom URL is [www.facebook.com/kiva](https://www.facebook.com/kiva)). Promote your Page in mailings, e-mail newsletters and on marketing materials.
- ✓ Install the Facebook Comments plugin on your website, blog or news articles so visitors can comment on those pieces and also share those comments on their Facebook Timeline and with friends.



## 3 Engage other groups and organizations

### Some tips on cross-promoting effectively:

- ✓ Partner with other organizations or volunteer groups to create co-promotions and encourage viral sharing.
- ✓ Tag another organization or spokesperson in a post on your Page, and your post will appear on their wall and will be shared with their community.



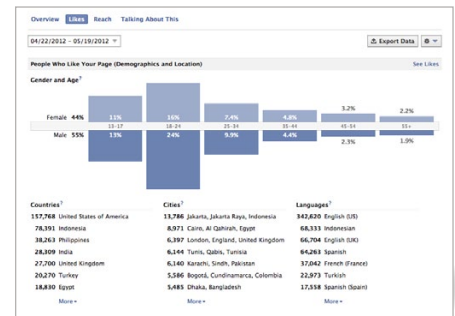
# Measure and refine

## 1 Use Insights to measure and refine

Facebook offers tools to help you analyze what's happening on your Facebook Page so you can monitor key metrics, get insights about your Page's visitors, and increase connections and interactions.

### Some tips for tapping into analytics and insights:

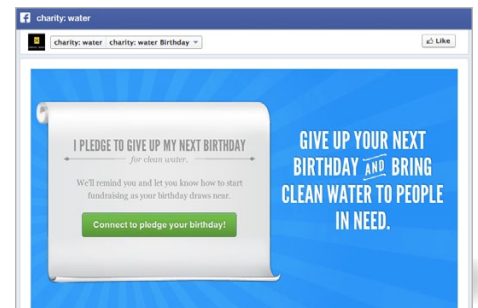
- ✓ The best way to get your audience to engage with your content and share it with friends is to understand what the people you're reaching care about. With Pages Insights you can assess the performance of your Page, learn which content resonates with your audience, and optimize how you publish to your audience so that people will tell their friends about your organization.
- ✓ See how fast your Page is growing by visiting [www.facebook.com/insights](https://www.facebook.com/insights) or by selecting See All within the Insights section when you are viewing your Page. You can also see which countries/cities have the largest number of people who Like your page.
- ✓ View feedback (Likes, reach and people talking about this) on each individual post to better understand what content your community finds most appealing.



## 2 Apps and Open Graph

### Some tips for app-building and Open Graph integration:

- ✓ Use Facebook apps to create content and natural stories that can be shared easily. For example, in this charity: water example, they have an app that lets you "pledge to give up your next birthday in support of clean water" with one simple button. When you pledge, the story is shared with your friends and family on Facebook. This type of content can go viral quickly as it attracts more Likes and comments interactions. This spreads to friends of supporters and attracts new supporters to your cause.
- ✓ Work with a preferred developer to create custom and specialized content (e.g., a donation app) exclusively for people that Like your Page. This is a great way to reward supporters and can be an effective tool for growing your community. Find a preferred developer here: [developers.facebook.com/preferredmarketingdevelopers/directory](https://developers.facebook.com/preferredmarketingdevelopers/directory).
- ✓ Don't forget mobile! People are increasingly using their mobile devices to connect. If you are thinking about building an app, think carefully about how a supporter could use the app on-the-go.
- ✓ Open Graph helps people tell stories about their lives with the apps that they use. It also gives you the opportunity to deeply integrate your app into the core Facebook experience, enabling both distribution and growth. To learn more about Open Graph, dive into our technical guides at [developers.facebook.com/docs/opengraph/overview](https://developers.facebook.com/docs/opengraph/overview).



### 3 Build your Community with Facebook Ads

Visit [facebook.com/ads](https://facebook.com/ads) to take advantage of advertising on Facebook. Stories can be shared with friends of people who have Liked your Page or your content. Be sure to verify the rules of your organization before using ads to promote your Page. You can amplify your Page and posts via several options:

Some ways that you can use Facebook Ads to build community:

- ✓ **Get more Page Likes:** build a bigger audience.
- ✓ **Promote Page Posts:** get people to see and engage with your most important messages.
- ✓ **Sponsored Stories:** help people discover your organization through their friends.



For more detailed information on creating your Page or marketing on Facebook in general, visit [www.facebook.com/facebookpages](https://www.facebook.com/facebookpages).

- **Creating your page**  
[www.facebook.com/page](https://www.facebook.com/page)
- **FAQ for Facebook Pages**  
[www.facebook.com/help/pages](https://www.facebook.com/help/pages)
- **Terms and Guidelines**  
[www.facebook.com/page\\_guidelines.php](https://www.facebook.com/page_guidelines.php)
- **Reporting IP Infringement on Pages**  
[www.facebook.com/copyright.php](https://www.facebook.com/copyright.php)
- **Social Plugins**  
[developers.facebook.com/docs/plugins](https://developers.facebook.com/docs/plugins)
- **Page Insights guide:**  
[www.facebook.com/help/336893449723054](https://www.facebook.com/help/336893449723054)

Now you have the tools and best practices you need to make the most of your Facebook Page and Instagram community. Start connecting with your supporters and volunteers today!

# Our Top 5 Tips & Tricks for Nonprofits

Here is a quick cheat sheet to help recap this best practice guide. Use these tips and tricks to develop your publishing strategy and foster a dialogue with your community. Get started today!

1

**Develop your voice.** Be authentic. Create fun, engaging conversations with clear calls-to-action and encourage people to Like and share your posts.



2

**Offer exclusive content.** Post "sneak-peeks" or behind-the-scenes details about your organization. Share personal stories using photos and videos. Post compelling pictures to Instagram and use hashtags to make them more discoverable. Give people a reason to come back to your Page.



3

**Create a conversation.** Use the Questions product within your Page to solicit feedback, take quick polls, and gather opinions from your supporters and community.



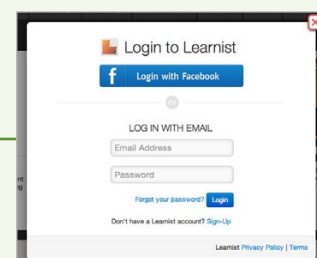
4

**Post from your phone.** Post on-the-go! Download the Facebook Pages Manager app to your smartphone to start posting mobile status updates, photos, and managing your insights all from your mobile device.



5

**Apps and plugins.** You can use lightweight social plugins on your existing website to make it more social. When you use the Like button plugin, for example, people can Like your Page right from your website. Open Graph actions can be a great way to generate natural and engaging stories from activities people are already taking on your website, like making a donation or signing up to volunteer.



# 5 Essential Best Practices for Engaging your Audience

At Facebook, we believe that organizations are at their best in a more connected world. Your Facebook Page and Instagram account are two of the places where you connect with people and tell your story. Make sure that you know our five essential best practices for engaging your audience as you develop and publish content to your Page. Reference our tips to create a quick checklist when creating new content:

1

## Post succinct content

An individual's News Feed contains a lot of information— and you have a small window of time to get a person to read your post. Keep your posts short whenever possible: posts between 100 and 250 characters (less than about three lines of text) see approximately **60% more Likes, comments, and shares** than posts greater than 250 characters.

2

## Post photos and videos

Rich media will draw more attention in News Feed than simple text. Whenever you want to share a message on your Page, think about using related pictures or visuals to make the message stand out. Posts including a photo album, a picture, or a video generate about **180%, 120%, and 100% more engagement** than the average post, respectively.

3

## Post regularly

People are more likely to engage with your content if you remain top-of-mind. It is increasingly important for causes and nonprofits to develop a unique cadence for an audience and message, but organizations like yours should strive to post regularly.

4

## Try a “fill in the blank” post

Seems simple, but this trick works well for many organizations that are looking to find an easy way for people to engage with their content. If you want to give people a very lightweight way to respond, ask them to finish your sentence. This type of post is particularly useful if you want to get people to talk about specific attributes of your organization. For example, you could ask people what part of your mission inspires them most, or what type of volunteer activity they most enjoy. Fill-in-the-blank posts generate about **90% more engagement** than the average post.

5

## Be timely

People are more likely to engage with your updates if you are talking about things that are relevant to them. This can include a current event, a day of awareness, or even a news story. We have found that posts mentioning Independence Day on July 4th, for example, generated about **90% more engagement** than all other posts published on that day.