



Metropolitan Group
the power of voice

Strategic Communication

Facebook 101 for Nonprofits

What:

Facebook is a social networking platform that allows people to set up profiles, connect with friends, join groups of interest and share.

Resource Development

Why:

Facebook is the second-largest social networking site (behind MySpace), is most user-friendly to groups and nonprofits, and in April of 2009 had more than 200 million total and 60 million monthly active users in the U.S. It's also becoming the social networking platform of choice for connecting other sites, issues and online activity. In a report released June 2, 2009 by Nielsen, analysts found that Facebook is the stickiest social networking site. From April 2008 to April 2009, total minutes spent on Facebook increased from 1.7 billion minutes to 13.9 billion minutes - an annual growth rate of 700 percent.

Multicultural Communication

Organizational Development

Who:

People join Facebook to find old friends or keep up with current ones, share info about themselves, promote events, and discuss issues.

How:

Facebook has a number of features with which users may interact. They include:

- **The Wall**, a space on every user's profile page that allows friends to post messages for the user to see.
- **Photos**, where users can upload albums and photos.
- **Status**, which allows users to inform their friends of their whereabouts and actions, as well as promote events, issues and other things they care about.
- **News Feed**, which appears on every user's homepage and highlights information including profile changes, upcoming events, etc.

There are three main features for nonprofit organizations to be aware of:

- **Pages** allow you to set up an organizational profile. This is your main presence on Facebook, and the hub for all other activities.
- **Causes** are designed to provide Facebook users with the tools to promote activism and giving to nonprofit causes. Every nonprofit that is registered with Guidestar is automatically in the Causes database.
- **Groups** can be set up by anyone on any issue or topic. You may want to use these for special campaigns.

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Metropolitan Group crafts strategic and creative services that empower social purpose organizations to build a just and sustainable world.

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Facebook 101

Tips for a Great Nonprofit Facebook Page

1. Determine your goals and overall strategies before you start. Be sure to dedicate resources to keeping your page up-to-date.
2. An individual needs to be the administrator of a Page, so assign someone on your staff should to up a profile and/or be the “owner” of it. Add multiple admins so you don’t lose access to the page if someone leaves.
3. Your page name should be short and accurate – use your organization’s name, not your acronym unless it’s well-known.
4. Be complete, accurate, and honest with all information you post.
5. Customize your page with graphics and by using applications. (note that not all applications on Facebook work on pages.) A few to try: Notes (work like blog entries), Static FBML (renders HTML), Social RSS (link to your blog feed), and Events (organize and promote).
6. Use your Wall to update your page with calls to action, news and resources. The more interactive the better. Ask questions and post interesting topics. When you make updates to the Page, it appears in the news feed of your fans.
7. Use Insights to view metrics for your page.
8. Use Updates to send announcements to everyone or a subset of your fan base.
9. Link your Causes to your page.

How to build your fan base

- Be active and visible – updates to your page appear in news feeds, so your fans can read and share them through their networks.
- Use updates to ask your fans to invite others
- Promote it in your email and print communications.
- Put links on your homepage.

Tips for Causes

1. Remember this is a user-driven online advocacy application, designed to fuel decentralized activism.
2. Sign on as non-profit partner (currently about 8,000) -- you get a profile page, a dashboard to monitor causes and access to donor contact info.
3. Name your cause something that will attract people in news feeds.
4. Make your cause photo clear and evocative.
5. Set a fundraising goal that is clear, with a specific impact, has a call to action (recruit, donate, etc.), achievable but ambitious and includes incentives (i.e. Free trip to conference for person who recruits most)
6. Strategic messaging – use a theme, use the announcement features (email and notifications), and activate your offline network
7. Remember, it’s a culture of sharing, so build that into your strategy.

Facebook Resources:

Facebook Pages Help http://www.facebook.com/help.php?page=175	Tips and info to set up your page successfully
Inside Facebook http://www.insidefacebook.com/	Tracking Facebook and the Facebook Platform for Developers and Marketers
Nonprofits on Facebook http://www.facebook.com/nonprofits	A resource for non-profits built to help you harness the power of Facebook
What, Why and How of Facebook Pages http://beth.typepad.com/beths_blog/2008/09/what-why-and-ho.html	Beth Kanter is a guru of online social media for nonprofits and this is a great summary, with links to more articles.