2.2 Sharing Content on Your Page (CC)

- Manage app settings (add, remove, id names).
- Managing page admins (add, remove).
- Managing featured likes and page owners.
- Managing profile picture.
- Managing page information.
- Managing page permissions.
- Managing your settings (email notifications and Pages vs. individuals).

2.1 Creating a Configuring a New Page

2.0 Getting Started on Facebook Pages (CC)

- Collect a "3-months per channel" rule.
- Determine how often you want to keep your news feed.
- Define and post your Facebook posting guidelines.
- Develop goals and target audience(s).

Best Practices:

- Business accounts vs. personal accounts.
- More than one person.
- Active Facebook users.
- Who should be an admin on our page?

Group Administration:

- Pages vs. Groups vs. Profiles.

2.0 What to Keep in Mind Before Getting Started (CC)

- How to use more advanced features: friends lists, apps, mobile clients.
- How to use basic Facebook features: finding/desperately, messaging, chat.
- How to monitor and control privacy and security settings.
- How to create and/or customize your Facebook profile.

1.0 What We Expect You Already Know (CC)

SMW Group: https://www.facebook.com/groups/1819288514597645=

Colleen Greene, Systems Librarian, The Pollak Library

CSUF University Business Institute (UBI 261) - Fall 2011

Course Outline: Intro to Managing Facebook Pages
5.0 Managing Page Apps (CG & BS)

- Requires access to your server.
- Requires basic to intermediate HTML knowledge.
- Promote your Page on your website (icons, badges, like boxes).
- Promote your Page on the campus Page.
- Post and comment on other Pages (see 2.3).
- Follow other Pages (see 2.3).

4.0 Attracting, Engaging, and Interacting with Fans (BS)

- Follow other campus Pages, and cross-promote when relevant.
- Deep-link to useful content from your website, blog, videos, etc.
- Posts displaying thumbnail images tend to generate more engagement.
- Use a lean editorial calendar for key dates and campaigns.
- Aim to post daily during the work week, but pace posts throughout the day.

3.0 Basic Tips for Posting to Your Page (CG)

- A way to get around locked down Walls.
- Pages cannot tag individuals.
- Tagging Posts of Comments as Pages.
- Sharing Posts (as in individual vs. as a page).
- Liking another Page (as an individual vs. as a Page).
- Commenting on other Pages (as an individual vs. as a page).
- Posting on other Pages (as an individual vs. as a page).
- Commenting on your Page (as an individual vs. as a page).
- Posting to your Page (as an individual vs. as a page).
- Posting Facebook as a Page vs. as an Individual (CG)

2.3 Using Facebook as a Page vs. as an Individual (CG)

- Every notification can be sent out to all Fans.
- Fans can upload photos, but not into specific albums.
- Upload and organize photos and videos just as on individual Profiles.

Content Types:
- Deep-link to useful content from your website, blog, videos, etc.
- Posts displaying thumbnail images tend to generate more engagement.
- Use a lean editorial calendar for key dates and campaigns.
- Aim to post daily during the work week, but pace posts throughout the day.

Basic Tips:
Third party publishing and monitoring tools.

- Using Facebook Insights metrics.
- Integrating your Page with a blog, Twitter or other social channels.
- Customizing Page tabs.

Enroll in UBI 270: Beyond the Basics with Professional Facebook Pages (1/10/11).

- Join the "Social Media Working Group" Facebook Group.
- Publish your new Page.
- Start adding content to your new Page.

6.0 Next Steps

5.2 Renaming and Reordering Apps (BS)

- Discussion Boards
- Events, Photos, Links, Notes, Video

5.1 Default Page Apps (BS)