Pages Overview

Facebook Pages help businesses, organizations and brands share their stories and connect with people.

Users like pages they’re interested in to get updates about their activity.
Pages Overview

A page makes your brand:

- Discoverable
- Connected
- Timely
- Insightful
Pages Overview

Set up custom URL: facebook.com/yourname

To maximize the impact, include this address on your business cards, website and other marketing materials.
Pages Overview

Remember: your page is an extension of your brand. It’s an easy way to share updates and more with the people who matter most.

It’s an additional tool to help you engage your customers on desktop and on mobile.
Pages Setup

- [https://www.facebook.com/pages](https://www.facebook.com/pages) > Create Page
- Choose the correct category
- Add info such as name, website URL, connect back to MSU page
- Upload profile picture - 180x180 pixels
Pages Setup

• “Use Facebook as…”
Find out what your audience likes

COMPELLING CONTENT
Compelling content

• How will you talk to your audience?
• What do you want to consistently communicate about your area?
Compelling content

• Be authentic
• Be responsive
• Be consistent
Sourcing content

- Blogs
- News releases
- Other Missouri State websites
- Other Facebook pages
Ways to really tie the room together

GOOD CONTENT VS. BAD CONTENT
Photos
Photos
The ideal length of a Facebook post is less than 40 characters.
40-character posts received 86 percent higher engagement than others.
Performance tails off as posts grew longer.
Posts with 80 characters or less receive 66% higher engagement.
Example posts

• Post from URL
• Post from photo
• Sharing from Facebook
BEST PRACTICES
Personal vs. Professional

- Always use Facebook as your page at work.
- Posts on Facebook pages should protect the University’s institutional voice by remaining professional in tone and in good taste.
- No individual department, unit or organization should construe its social media site as representing the University as a whole.
Negative comments

• Facebook page admins are responsible for ensuring all comments are monitored
• The following are examples of comments that would be subject to deletion:
  • Comments that include first and last names, locations or other personal information
  • Comments that include blatant profanity, racist, sexist or derogatory content
  • Comments that are off-topic or spam
  • Comments that contain an inordinate amount of errors or incorrect information or links
Events

- Fill in all fields
- Ensure your title is short
- Always include an engaging photo
Photo sizes

- Timeline: 851 x 315px
- Profile photo: 180 x 180px (displays as 160x160)
- Shared photo: 504px max width
- Shared link: 484 x 252px
Photo tagging

• Always leave photo tagging on!

• Edit settings > Tagging ability > Allow others to tag photos posted by [Page name]
Questions?

THANK YOU!