



Facebook at Missouri State

TELL YOUR STORY

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What we'll discuss

- Strengths and challenges Facebook presents
- Best practices for managing your community
- The basics of getting your posts seen
- Best practices for Facebook events



Strengths of Facebook

- Biggest platform with greatest reach and diversity in users
- Generally accepted as a marketing tool
- Displays visual content well – video is king
- People go to the platform to connect



Strengths of Facebook

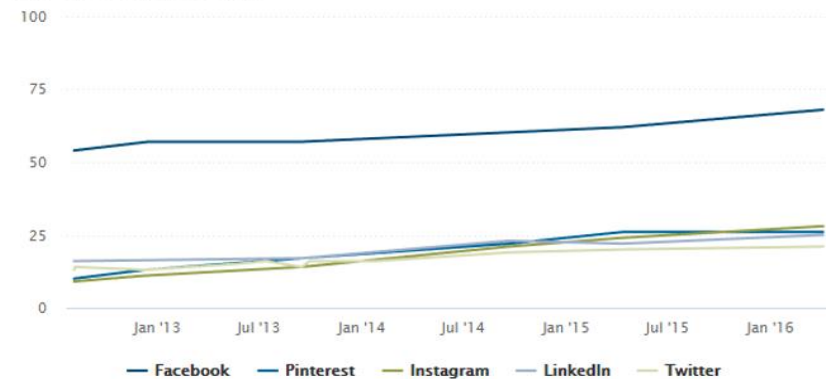
WHY FACEBOOK PAGES

- Facebook pages help businesses, organizations and brands share their stories and connect with people
- A page makes your brand
 - Discoverable
 - Connected
 - Timely
 - Insightful

Facebook usage

- 68 percent of U.S. adults between 18-29 use Facebook
- 100 million hours of video watched per day
- More than 50 million businesses have a Facebook page

% of U.S. adults who use ...



source: Surveys conducted 2012-2016.

PEW RESEARCH CENTER



Challenges of Facebook

- Content competition
 - Competing for attention of billions
 - No longer competing just with direct competitors (TV shows, movies, political candidates)



Challenges of Facebook

- Data gets skewed because people don't update interests as they grow and change
- Requires community management and customer service



Best practices

FACEBOOK PAGES

- Be consistent with brand's color palate, messaging and imagery
- Set up custom URL: facebook.com/yourname
- Treat “About” section like business card



Best practices

COMMUNITY MANAGEMENT

- Visitor posts: Anyone can publish to the page
- Leave photo tagging on
- Tag fans and other pages when applicable
 - Boosts visibility in newsfeeds

Best practices

DEALING WITH NEGATIVITY

- Determine standards for acceptable behavior before an incident
- Don't delete unless content violates your standards
- Take screenshots and remove if it does violate standards





Best practices

DEALING WITH NEGATIVITY - REVIEWS

- Facebook wants reviews to be fully transparent
- You can't do anything about them
 - Vulgarity OK
 - Hostile language OK
 - Unrelated to page also probably OK



Best practices

WHAT WE LEARNED

- If you're in crisis mode, consider giving fans a place to vent
- You can control visibility of post comments
- But eventually, your community will lift you up

How to get your posts seen

- Post compelling content
- Tag relevant pages and fans
- Write posts that encourage clicking, commenting and sharing
- Upload videos and photos directly to Facebook





Missouri State University ✓

Published by Kevin Agee [?] · September 21 · 🌐

This shatters the previous record of 24,735 students, which was set last fall.



Missouri State University system sets another fall enrollment record

Official enrollment for the Missouri State University system hit a new milestone this year – totaling 26,000 students for fall 2016.

NEWS.MISSOURISTATE.EDU | BY NEWS

50,305 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍❤️👤 Laura Bishop Rios, Pablo Rosales and 632 others

Top Comments ▾

160 shares

18 Comments



Missouri State University ✓

Published by Kevin Agee [?] · October 10 at 10:00am · 🌐

What better way to start the week than with our Alma Mater, performed by the Missouri State University Chorale (Missouri State University Choral Studies).



40,126 people reached

Boost Post

13K Views

👍 Like 💬 Comment ➦ Share

👍❤️ 283

Top Comments ▾

102 shares

2 Comments



How to get your posts seen

EVENTS

- Provides information in easy-to-find place
- Offers focused conversation
- Can involve current fans
- Provides collaboration
- Serves as place for information about the activity



How to get your posts seen

BEST PRACTICES FOR EVENTS

- Include all information
 - Date, time, location, tickets
- Include compelling photo
- Invite key stakeholders
- Invite other pages to co-host
- Share updates to build conversation
- Example: [#BearsHomecoming](#)



Updates and trends

- Call to action buttons on all pages
- Messenger for pages
- Prioritization of native, live and 360 video
- Temporary profile photos
- Video cover photos



Facebook Checklist

- More than one full-timer as an admin
- Get a friendly URL
- Describe yourself in “About” section
- Be consistent with brand
- List contact information
- Review Page tabs
- Review and update settings as needed



Thanks!

- Any questions?