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15 Facebook Tips

Facebook is used worldwide by 1,37 million people each day and you're probably one of these users. But is the organization you work for present on Facebook? Here are some useful tips to take into consideration before creating a Facebook page for your cause. And if you already have one, the following tips could still be useful!

1. Make sure you select an organization page and not a personal page

It's very important not to create a personal page for your organization, as you won't be able to take advantage of the content development tools, paid promotional opportunities and analytics/statistics that come with an organization page. In addition, personal pages oblige you to make friend requests for others to engage with your page, which is not the case for organizations.

Your employees will also be able to indicate on their personal Facebook pages that they work for your organization, which will encourage their contacts to visit your page.

2. Think carefully about who the page administrator will be

The administrator will access the organization's page directly from their personal account. Make sure the person you assign has a good understanding of basic functions, in order to publish content that is relevant and aligned with your organization's values. This person also has to be careful not to accidentally post content intended for his or her personal page on the organization page. The administrator will also need to commit time to respond to private messages, as well as to comments left by followers.

3. Create a calendar of publications

To start, you can simply use a calendar from the Excel templates. Insert the publications that you plan to post on Facebook each day of the month, as well as for upcoming months. Try to respect this plan as much as possible.

4. Use an easily identifiable profile picture

We strongly recommend that you use your organization's logo or an image that users will easily associate with your organization. Try to respect the profile picture dimensions



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set out by Facebook (<https://www.facebook.com/help/125379114252045>) and add a description.

5. Use a catchy cover photo

Ideally, the cover photo should be resized before being downloaded on Facebook so it appears perfectly on your users' screens. For dimensions, visit <https://www.facebook.com/help/125379114252045>. You can use the cover photo space to advertise your upcoming fundraising activity or other event, to present one of the services offered by your organization, to put a picture of one of your service users or volunteers, to mention your slogan, etc. Don't forget to add a description of the photo.

6. A detailed "About" section

In the "About" section, make sure you add a detailed summary of your mission and the services you offer to the community. It's also important to add your contact information, the link to your website, your operating hours, etc. This information will provide greater credibility for your Facebook page.

7. Add a "Donate" button

Facebook allows you to add buttons on your page. We strongly recommend that you add "Donate" with a URL link to your online donation form.

8. Avoid long paragraphs

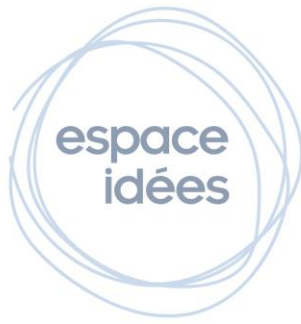
Although Facebook allows you to write long texts, users will rarely read your complete post if it is too lengthy. Write in a precise manner and get straight to the point. It's the first 3 to 4 words that grab people's attention.

9. No errors!

Nothing else to add on this point 😊.

10. Add photos/videos to your posts

Posts with visuals have a 40% greater chance of being shared by subscribers. A post that only contains a written message has little chance of being seen and read among the hundreds of other posts with pictures.



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11. Videos

Videos are one of the most popular ways of consuming information on social media. We also encourage you to try live videos, as they pique curiosity and allow you to demonstrate, in a more concrete way, what your organization does. However, even if the live format can appear spontaneous, it's essential that it be well prepared in advance. You can't start over if you're not satisfied with the result.

12. Not too many posts in one day!

Post one or two messages per day at different times. Not more! You don't want your subscribers to leave after two weeks because they see too many posts from your organization.

Try to determine at which moment in the day your followers are most receptive. You can conduct tests to determine this by posting at different times of the day during a one to two-week period and by checking your statistics.

13. Program certain posts

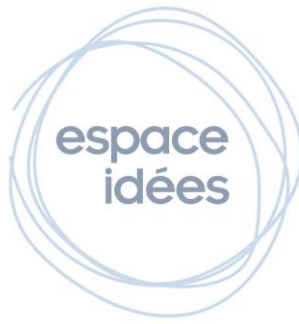
In order to be present on Facebook on weekends or on busy weekdays when you won't have time to post, use the post scheduling tool. This way you'll avoid going too long without posting, which can sometimes lead some people to unsubscribe.

14. Build a relationship with subscribers

Ask questions, obtain opinions about services offered, share testimonials and experiences with your organization, and ask followers to share posts. Respond to their private messages and comments.

15. Buy advertising

Facebook is a very good platform for advertising, at a very small cost. You can target your audience according to gender, age and region. You can also select a past post and purchase advertising for it. Facebook will guarantee in advance an approximate number of persons who will be reached with your ad. You can then analyze the results by reviewing statistics offered.



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Here are the links to three interesting articles that are intended for companies, but whose information applies to any organization.

- <https://blog.hubspot.com/marketing/how-to-create-facebook-business-page-ht>
- <https://blog.hubspot.com/marketing/facebook-for-business-tips>
- <https://fr.newsroom.fb.com/company-info/>