

Building your presence with Facebook Pages:

A guide for military organizations



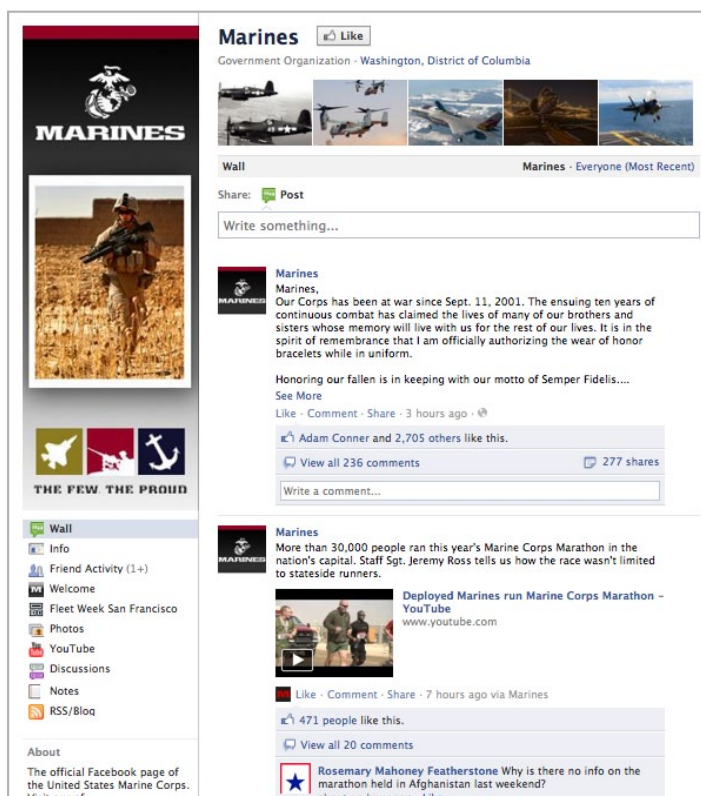
Every day, millions of people all over the world visit Facebook to connect with friends and share what they love. This guide is designed to help military organizations make the most of Facebook Pages to tell their stories and build deep, lasting connections with their audience.

facebook

Introducing Facebook Pages

Facebook Pages help military branches, units, and bases join the conversation, by sharing their stories and building a meaningful dialogue with their citizens and constituents.

Every day, millions of people are already on Facebook sharing the things they care about. In fact, more than 30 billion pieces of content (links, news, blog posts, notes, photos, etc.) are shared among friends each month. When you build a Page, you can:



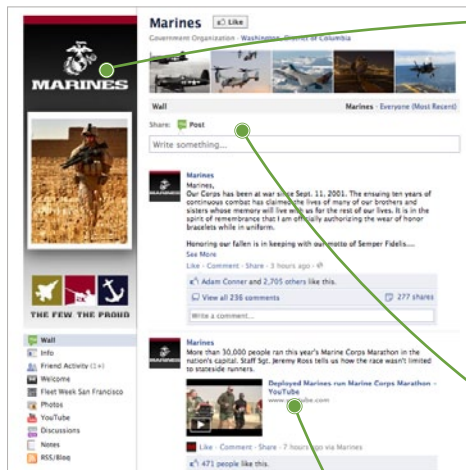
- ✓ **Tell your story**
in your own unique voice
- ✓ **Share rich content**
including photos, video, and links
- ✓ **Create a dialogue**
through posts and tools that allow supporters to share and engage with your message
- ✓ **Amplify your impact**
when your constituents share content with their friends
- ✓ **Measure and refine**
your message by using Facebook Insights to understand your audience

This guide is designed to give you the knowledge you need to set your strategy, create your Page, build and grow your audience, and optimize your message.

Your audience is waiting.

Take advantage of key Page features

Take a moment to get acquainted with the features of your new Facebook Page. Pages are designed to make it easy to establish an official presence on Facebook, provide updates on activities, and connect with your community. Managing and optimizing your Page is simple.



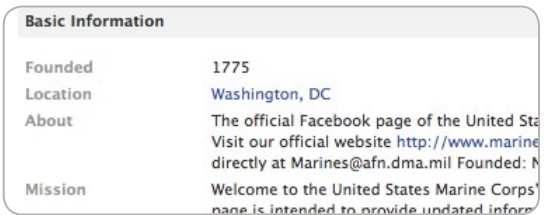
The elements that establish your identity

Add a compelling profile picture that identifies your military organization and can be easily identified in News Feed posts.

Profile photo



Info Tab



How you tell your story: Your Wall and the Publisher

Share photos, videos and ask questions to build a personal relationship with constituents and citizens.

The Publisher and the Wall

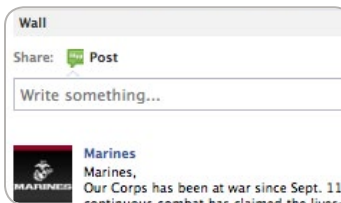
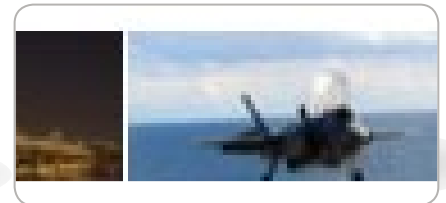


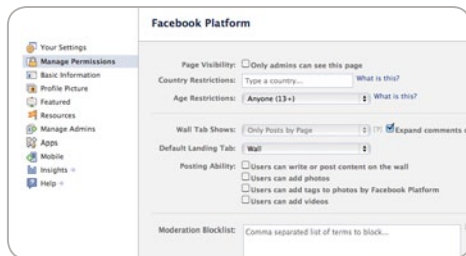
Photo strip



How you administer your Page: Managing permissions, assigning administrators, and Insights

Control access to your Page, update relevant settings, and access helpful resources within the Page editor.

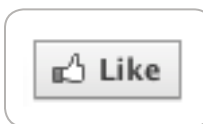
Manage permission and administrators



How people connect with you and amplify your story: Like button and liking, commenting on, and sharing posts

When people Like your Page, their friends see this action in News Feed and can also connect to your Page. They can also like, comment, and share your posts.

Like button



Like, comment and share within posts



Insights



Build your Facebook Page

Your Facebook Page comes to life when you engage your supporters and constituents. Remember, your message reaches a broader audience when people like, share, or comment on your posts. The average person on Facebook has over 130 friends; when they engage with your posts, their friends can see those interactions and connect with your Page. Here are steps to get started:

1 Set your strategy

✓ Know your story

What is your unique voice? Are you a large military organization or a smaller non-profit group? How can you bring your story to life in a compelling, authentic, and personal way?

✓ Know your audience

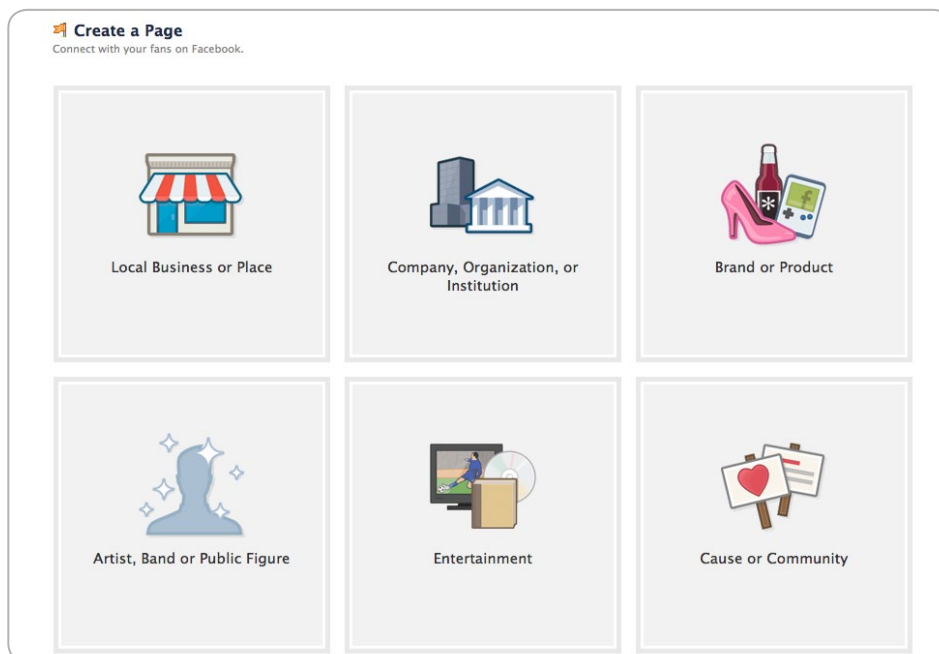
Who do you serve? Who is your target audience? How will they want to connect with you? What content will be important to them: national security updates or personal experiences?

✓ Know your goals

What kind of relationship do you want to have with the people who connect to your Page? Will staff be assigned to update the Page? Defining and prioritizing your goals will help you create your Page posting strategy.

2 Create your Page

To get started, visit facebook.com/page and follow the step-by-step instructions for creating a Page. If you are creating a government Page, select “Company, Organization or Institution” and “Government Organization.” Note that this Page name cannot be changed in the future to represent another organization. Next, follow this guide to begin making connections.



3 Develop your posting plan

People see your Page updates alongside posts from their friends, so share content that is personal and engaging. Great content will spark conversations on Facebook as people share your updates with their friends.

a) Find your voice

Develop your military organization's voice. Be as conversational, personal, and authentic as you can be.

Some ideas for finding your voice:

- ✓ Identify the poster and speak in the first person in your posts. Citizens like being able to connect with a name and not just a faceless government agency.
- ✓ Engage your supporters in a genuine, authentic way. Look for ways your unit can engage and take input from the citizens they serve.
- ✓ Share photos and videos from events. Pictures of big machines always go over well.



b) Create a conversation

Build a dialogue with your community on your Page.

Some tips:

- ✓ Get people talking by asking questions in your status updates about current issues and photos, and encourage people to like or comment on what you share.
- ✓ Respond personally to people who comment on your posts. You don't have to respond to every post, but a little bit of interaction goes a long way.
- ✓ Make your supporters the stars. If someone posts something great on your Page, re-post it, respond personally, and thank them by name.
- ✓ Post a comments policy on your Facebook Page to outline acceptable behavior. The U.S. Army's comments policy is a great example.

While this is an open forum, it's also a family friendly one, so please keep your comments and wall posts clean. In addition to keeping it family friendly, we ask that you follow our posting guidelines here. Posts will be removed if they violate the guidelines listed below.

- No graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
- No solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
- No copyrighted or trademarked images or graphics. Imagery posted on the Facebook wall should be owned by the user.
- No comments or photos that suggest or encourage illegal activity.
- No documents of any kind should be posted on this page.

c) Offer a rich experience

Bring your story to life with rich content that captures your message and engages your audience.

Some tips:

- ✔ Use photos and videos. Visuals are always more compelling than text.
- ✔ Post pictures of events and record videos exclusively for your Facebook audience.
- ✔ Create Facebook Events to highlight your events and announcements. Encourage your audience to attend and invite their friends.
- ✔ Share links to breaking news or media about your government organization or agency.
- ✔ Celebrate your milestones. For example, once you reach a significant number of Likes, post a video thanking your audience and encouraging them to share your Page with their friends.
- ✔ Write Notes to share more in-depth thoughts on the news of the day and the issues you are working on.



d) Share exclusive content

Post items on Facebook that people can't find anywhere else.

Some tips:

- ✔ Take the time to post directly to your Facebook Page; re-posting press releases or auto-posting from other sources can be a turn-off. Instead, post your reaction to current events directly as a status message.
- ✔ Schedule regular posts on specific topics, like a weekly post that highlights a “soldier of the week” or a chat session where you’ll answer questions directly from citizens.
- ✔ Bring your community behind the scenes. Post backstage pictures from events or meetings. Mobile uploads allow you to post in real time.
- ✔ Livestream your events so citizens who couldn't attend in person can still do so virtually and ask questions.
- ✔ Connect with specific groups of citizens. Use the targeted publishing feature to share relevant posts with people in a specific location (e.g. a city within your state) or who speak a certain language.



It's easy to update your Page with your mobile device. Here's how:

- ✔ Use the Facebook app on your smartphone
- ✔ Add your mobile phone number to your Page to text posts directly to your Page
- ✔ Visit facebook.com on your mobile browser
- ✔ Use email to upload photos or status updates

Access more information about mobile features for Pages within the Mobile tab in your Page editor.

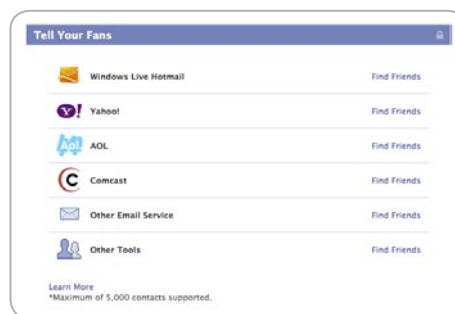
Grow your audience

1 Start with who you know

Grow your Facebook Page by reaching out to your existing community.

Some tips:

- ✔ Do you have a website or other ways you connect with your citizens? Ask them to join you on Facebook and like your Page to stay in touch.
- ✔ Use your existing email lists to promote your Page and begin building your connections.
- ✔ Use the Contact Importer within your Page editor to notify your contacts to Like your Page for regular updates. If you have fewer than 5,000 people connected to your Page, you can upload documents with up to 5,000 contacts. Contacts will receive a notification that the requesting admin has invited them to connect with the Page.



2 Leverage your existing assets

Make your Facebook Page a core part of your online and offline presence.

Some tips:

- ✔ Add a Like box and Like buttons to your website so visitors can view your updates and share your content with friends through News Feed. Visit facebook.com/plugins to learn more.
- ✔ Once 25 people like your Page, visit facebook.com/username to select a custom URL. Share your custom URL so your supporters can easily find and like your Page. Promote your Page at rallies or public events.
- ✔ Install the [Facebook comments plugin](#) on your website or news items so visitors can comment on those items and share their comments with their friends on Facebook.



3 Cross-promote to reach more people

Some tips:

- ✔ Partner with other agencies to create co-promotions and encourage viral sharing.
- ✔ Tag another branch or organization in a post on your Page, and your post will appear on their wall and will be shared with their community.



Measure and refine

1 Use Insights to optimize performance

Facebook offers tools to help you analyze what's happening on your Facebook Page so you can monitor key metrics, get insights about your Page's visitors, and increase connections and interactions.

Some tips:

- ✔ See how fast your Page is growing by visiting facebook.com/insights or selecting Insights when viewing your Page. You can also see which countries and cities have the largest number of people who like your Page. The next time you are discussing an issue that affects people in these areas, let them know.
- ✔ View feedback (likes and comments) on each individual post to better understand what content your community finds most appealing.
- ✔ Download the Facebook Insights Guide for an in-depth look at the best ways to use the free tools available to you on Facebook.



2 Apps

Add custom apps to enhance engagement.

Some tips:

- ✔ Use Facebook apps (photos, events, links and notes) to create content that can be shared easily. This content can go viral quickly as they attract more likes and comments, which then spread to friends of your supporters and attract new supporters.
- ✔ **Work with a developer** to create specialized content exclusively for people who like your Page as a way to reward them and also as a way to grow your community.
- ✔ Create a welcome landing page tab that encourages people to like your Page. Set this landing page as the default tab for people who don't yet like your Page to entice them to connect.



3 Promote with Facebook Ads & Sponsored Stories

Facebook Ads are the best way to build awareness of your Page and attract new people to connect with your Page. Visit [facebook.com/sponsoredstories](https://www.facebook.com/sponsoredstories) to take advantage of Sponsored Stories, a paid way to amplify actions. Stories are served to friends of people who have liked your Page or your content. Be sure to verify the rules of your organization before using ads or sponsored stories to promote your Page. You can amplify your Page and posts via several options:

Some tips:

- ✓ **Page Post Story:** more of your supporters will see your most recent Page post.
- ✓ **Page Like Story:** when someone likes your Page, friends of your supporters will learn about your Page.
- ✓ **Post Like Story:** when a supporter likes your post, their friends will see the content.



Resources

For more detailed information on creating your Page or marketing on Facebook in general, visit [Facebook.com/FacebookPages](https://www.facebook.com/FacebookPages).

- **Creating your page**
<https://www.facebook.com/page>
- **FAQ for Facebook Pages**
<https://www.facebook.com/help/?topic=pages>
- **Terms and Guidelines**
https://www.facebook.com/terms_pages.php
- **Reporting IP Infringement on Pages**
<https://www.facebook.com/copyright.php>
- **Social Plugins**
<https://developers.facebook.com/docs/plugins/>
- **Page Insights guide**
http://ads.ak.facebook.com/ads/FacebookAds/Pages_Insights_Guide_Updated.pdf
- **U.S. Government on Facebook**
<https://www.facebook.com/government>
- **U.S. Military on Facebook**
<https://www.facebook.com/usmilitary>
- **U.S. Politics on Facebook**
<https://www.facebook.com/uspolitics>
- **Congress on Facebook**
<https://www.facebook.com/congress>



Now you have the tools and knowledge you need to make the most of your Facebook Page. So start connecting with your citizens and constituents today!



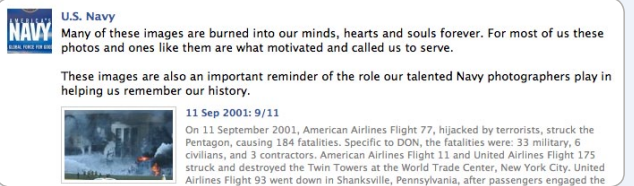
Top 5 Tips

Here are quick tips to help you develop your publishing strategy and create a dialogue with your community.

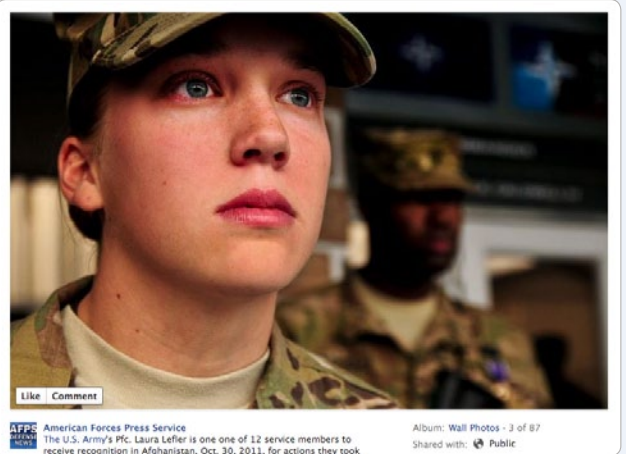
1 Be timely and topical with your information. Government information can often be time sensitive and critical.



2 Offer historical content. Post photos and videos that share the history of your organization or your mission.



3 Thank those who support and engage with you.



4 Engage with fans. Ask for their input. Let them share their stories.



5 Post fun content, too. Not everything has to be serious.

