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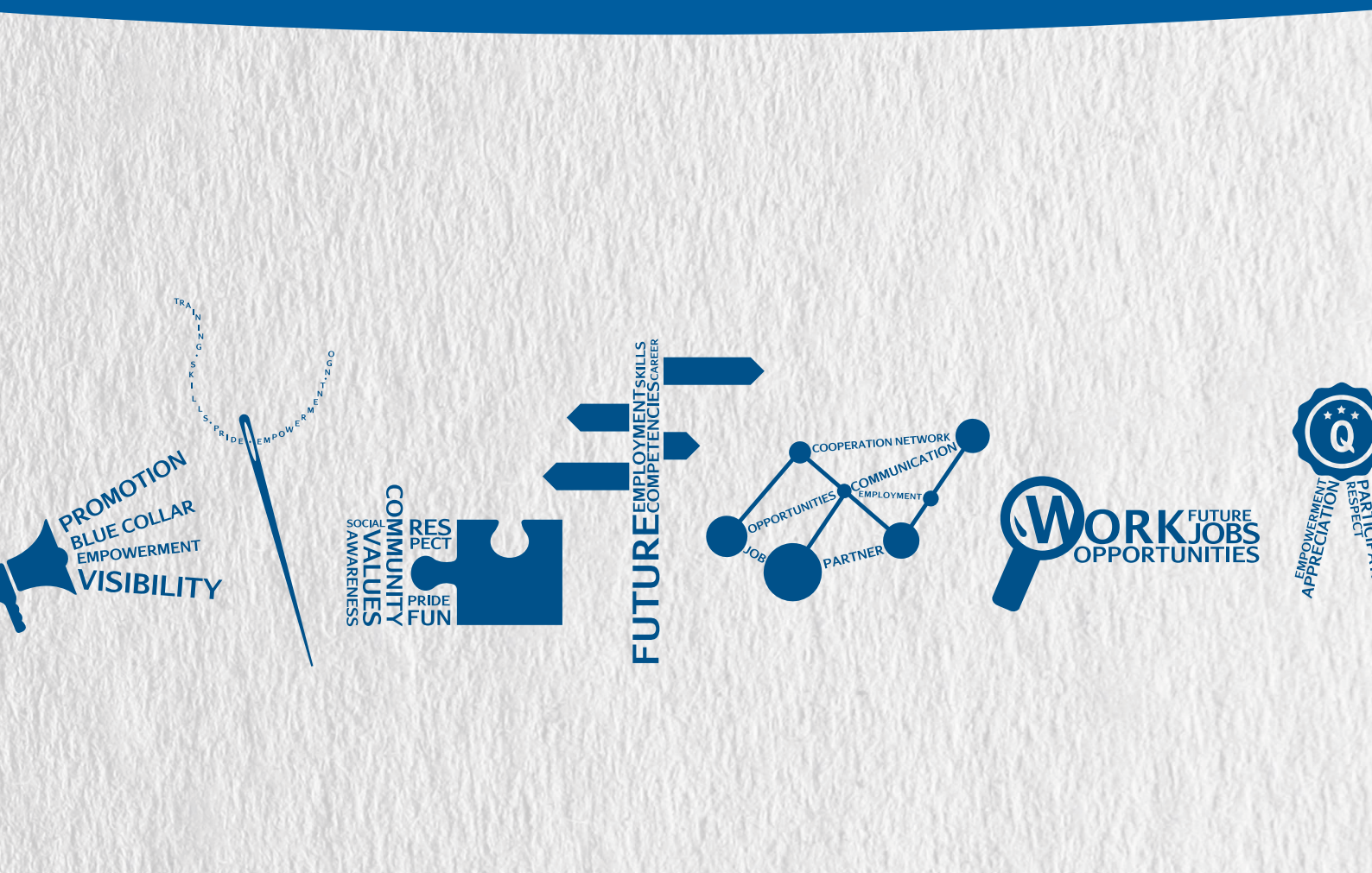
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8.3

HOW TO CREATE A FACEBOOK PAGE



HOW TO CREATE A FACEBOOK PAGE



What Is It Useful For

In our modern world, Facebook is the tool which is used by a big majority of people, regardless of gender, social class, or age group. Thus, having a Facebook page is vital for any project.

And especially in the Arab Region Facebook rivals traditional media. Facebook is now just as likely to be used as 'primary' source of news as the traditional media.

It gives you a way to talk to and get direct feedback from your target audience. Think of it like an ongoing **focus group**. Your fans are there because they are aware of you and want to learn more or get updates.

While they are certainly expecting to receive useful information from your Facebook page, you can also be collecting useful information from them through their participation.

As a professional organisation/project, you should create a page and not a group – and as a GIZ project, it should not be an open page, where any fan can create posts. Only the page administrator is allowed to post anything.



When To Use

A Facebook page should always be there just like the website and should be fed in a best case scenario on a daily basis, and in a worst case scenario on a weekly basis.



Examples

The DSME project has created a Facebook page. <https://www.facebook.com/dsme.lb> It definitely needed a boost by the Facebook ads and promotional posts.

The project team has chosen the profile picture as logo and the banner as ad that they are using everywhere.

And also the TVET&LM programme PSE project has created a Facebook page. <https://www.facebook.com/بيري دنتل او-م ي ل ع ت ل>

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The project team has chosen the profile picture as logo and a photo of one of their TVET students. But the cover photo is being changed regularly according to events, activities, news etc.



What Is Needed

Basically what is needed is only one person to keep updating the page and material/content to upload on it. The project should at that stage already have a branding (see tool 8.2 "How to develop a project identity and branding") which will be used for the banner and the profile picture (see below).

Creating a Facebook page is free of charge.

However, it is good to advertise it by Facebook ads (see tool 8.4 "How to promote your Facebook page with Facebook ads") and promoting your posts (see tool 8.5 "How to use Facebook promotional posts").



WHAT TO OBSERVE

The following lessons learnt should be observed:

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Pros



- A Facebook page provides detailed information about your audience (their age, sex, area, time when they are most likely online etc.).
- Social connections and genuine communication are integral parts of social media and a Facebook page for your project gives you a unique opportunity to attach a face, name and personality to your brand. While your Facebook page may be representative of your company, it also allows you to show the human side of your business through one-on-one conversations, personal chats and non-business interaction.
- If you give admin rights to several key persons (out of different target groups) you create ownership and commitment. And make them designing and creating the image of TVET together with you.
- Chance to spread messages and news in the most direct and fastest way.

Cons



- You can be reported to Facebook administration for unintentional mistakes: one project (see examples) had a small incident where the team posted a recipe with a picture of the platter taken from a website. The website's administrator reported the Facebook page so the team had to delete the picture and since then, only pictures were posted pictures when the team was sure the source does not mind. That also goes for the persons' whose pictures are posted – the team always asked their approval beforehand.
- Facebook owns your page, you don't. That means that the regulations can change on a daily basis, and you can only know if you read them every day. For example, Facebook has changed the Posts' policy: instead of a new post always appearing in the fans' feed, now, it only automatically appears to a random almost 25% of them. This was done to boost the promotion of posts – but people were not informed.

Recommendations



- When you start a campaign, you have to be ready to interact with the audience who approaches you – someone needs to have the time to answer the questions. So basically, don't go on social media if you don't have the capacity to be social.
- Negative comments will happen and that's okay. You should however answer them publically; it adds to the credibility of the page.
- The best way to promote your Facebook page is Facebook itself.
- Always remember that you have a website or a phone number where people can refer for more information. So keep your post concise – in general, Facebook users don't like to read much.
- Your posts don't always have to be about your product. You can address your audience's common interest, for example an interesting article about the country, wishing them happy holidays or good luck for their exams.



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Recommendations

- You should monitor your liker's engagement (interaction) more than the actual number of Likes – which could be fake (see tool 8.4 “How to promote your Facebook page with Facebook ads”).
- Your Facebook page address should be visible everywhere: publications, brochures, e-mail signatures, role-ups.
- In that same spirit of exposure, you should ask your partners to like your page – of course you should like theirs as well.
- The case of TVET&LM programme PSE project, Palestine: Content upload/admins: from each target group (ministries, students, teachers, deans) the project team gave admin rights to each of them, to ensure: 1. variety of content, 2. as much traffic/content as possible, 3. creating ownership/commitment on all sides as much as possible. Which means the page is mainly done by the project partners and students. Project staff should only be there for backstopping.

