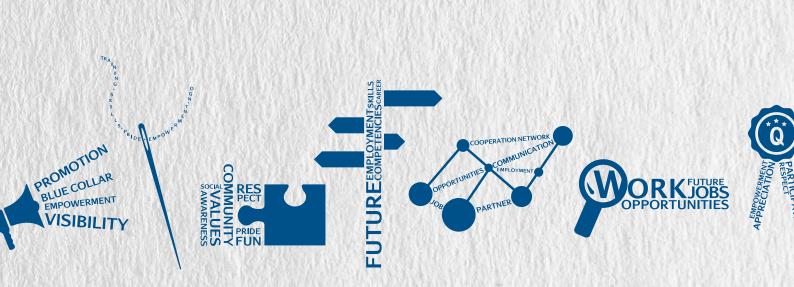








8.3 HOW TO CREATE A FACEBOOK PAGE



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.



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.



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").



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/بير دىتال وحميل عبد الماد عبد دين الماد عبد الماد عبد الماد عبد الماد عبد الماد عبد الماد عبد الماد الماد

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 TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:



Step by step technical aid can be found under the help that Facebook offers itself.
As for the rest:

- It's better to have one person who will be the focal point and the quality controller for the content.
- The "about" section is very important and should include a summary of the project (clear and concise) as well as a website and optionally a phone number for more information. After saving the updated information, check how it looks from outside (the cover page) and re-adapt the content accordingly, if needed.
- 2 photos should be carefully chosen: The cover (banner) and the profile picture – usually it should be the branding of your product – for example the logo and the ad.
- You can modify the shortcuts (the "squares" under the cover picture) – for example if you are on twitter as well, you can add Twitter app.
- The content could be only a text, a picture or an album (with accompanying text and title). It should be updated on a regular basis. It is supposed to be catchy, brief, concise and preferably always with a picture. It should include key words that would appear in the searches. For news that contain a lot of information, you can refer the audience to your website (or to a phone number) but keep your post short. You can tag people when you post pictures of them for more interaction but keep in mind, you can only tag people that are "Facebook friends" with your page administrator.
- Every post has its own statistics which you can check to know what your audience is interested in, and adapt your postings accordingly.
- The person assigned to work on the Facebook page should also interact with the audience. If a question is asked publically – even if it's negative, it should be answered publically. Also keep in mind the language that your audience is most comfortable with and adapt your answers / posts accordingly.





WHAT TO OBSERVE

The following lessons learnt should be observed:





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.

DEVELOPMENT



WHAT TO OBSERVE

The following lessons learnt should be observed:





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.

