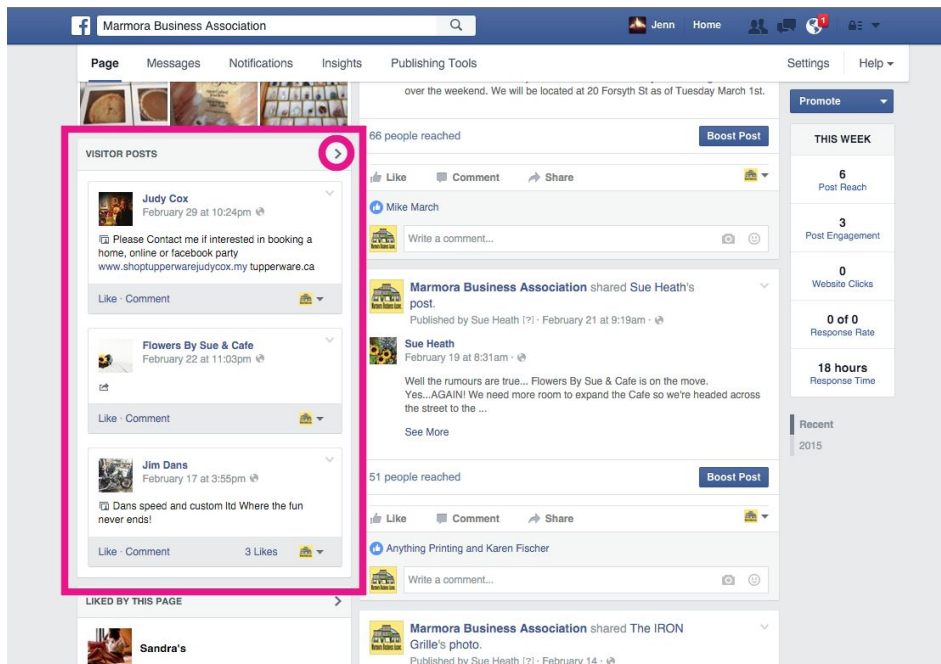


Facebook Posting Recommendations for the MBA

There are two options for tagging the MBA business page from your posts on Facebook.

1. Posts that are posted directly to the MBA page



○ WHERE THE POSTS WILL LIVE:

- i. These posts will be visible in the Visitor Posts section in the left column of the MBA page. You can scroll through these by clicking the arrow in the right top corner of this section.
- ii. These posts will not be visible on your timeline.

○ WHO WILL SEE THE POSTS:

- i. They will show up on your followers and the MBA followers news feeds.

2. Tagging the MBA page using @MarmoraBusinessAssociation



- WHERE THE POSTS WILL LIVE:
 - i. These posts will be visible on your timeline.
- WHO WILL SEE THE POSTS:
 - i. Your followers and the MBA page followers will see your post in their news feed.

Note: Only posts that the MBA shares will be visible on the MBA timeline

How do you decide which option to use?

1. Posts that are posted directly to the MBA page

I would recommend using this when the messaging is about the MBA. It should be used as an open engagement with the MBA page, and not used as the primary way to promote your business. This content will be lost to most users once it has cycled through their newsfeed, so you don't want it to be a message that is of great importance to your followers.

2. Tagging the MBA page using @MarmoraBusinessAssociation

I would recommend using this option when you are speaking about your company. You will want this content to live on your timeline so that people can reference it with ease.