Facebook 101

Welcome to '*Facebook 101',* one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project.
This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.
Click here to access our resources.

What is Facebook?

Facebook allows for the creation of online networks between people, organizations and businesses. Facebook profiles, pages and groups can be either publicly available or private and restricted to an approved group of friends or colleagues. Facebook (and other social networking tools) allows you to network and share information and resources with your own colleagues, to view their connections and contacts, and to network with people you have never met but who share common interests.

Facebook is both easy to set up and use. Facebook profiles, pages and groups can be set up by individuals, groups, causes and organizations on virtually any topic or area of interest. And best of all, it is free to use. All of these features make this social media tool very popular and fun. In fact, the third most popular website[1] (as of May 2015, according to eBizMBAGuide) in the entire world is Facebook!

Given its popularity, Facebook is a natural marketing tool. A great place to learn more about Facebook and how to get started using it is from GCFLearn Free's Facebook 101 tutorial.

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[1] Google and YouTube are the #1 and #2 sites

How Do I Use Facebook?

We strongly recommend that literacy agencies set up an organizational Facebook **page**. This is different from your personal Facebook **profile** that you may be used to. Facebook profiles are for individuals and are created so you can become friends with other people. Facebook pages are for organizations and businesses. With a Facebook page you don't gather friends, you gather page "likes". Individual Facebook users can follow your page by liking it. Facebook pages can like and follow other Facebook pages. Facebook pages cannot like or follow profiles.

If you have already created a profile for your organization, you can easily change it over to become a page by following these instructions.

In this section, we will share some how-to tips and a number of links to helpful resources for setting up, managing and using your Facebook page. There are frequent changes to the many features and functions of Facebook pages. The information provided here is accurate as of the time of publication, but it is subject to change. Be sure to check with Facebook's Help pages for the most current instructions and information.

Facebook pages are public. Anyone can read the information on them, but followers can only post to a page if they first like it. Please see the section that follows about **Facebook Groups** for options explaining more private ways that organizations can use Facebook.

A Facebook page can be started by anyone who already has a Facebook account. When you set up and administer a Facebook page, you, as an individual, can remain anonymous if you choose. When deciding who will administer your agency's Facebook page, be sure to choose people who are trustworthy and who will represent the organization responsibly and professionally.

You can (and should) have more than one administrator for your Facebook page. Once it is set up, the person who created it can easily add additional administrators to help manage the page. Page administrators can delete themselves as admins at any time, although there always needs to be one administrator. Administrators can delete other administrators so if someone leaves your organization, they can be deleted so that they won't still have access to the page. However, that means you must choose new administrators carefully as they can delete you!

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Facebook offers a variety of levels for administrators: you can choose to give someone access to all functions (although not everyone needs this level of access) or just give someone the ability to post on the organization's behalf. For more information on how to add administrators to your Facebook page and the roles they can have, see Facebook's information on Admin Roles.

Organizational pages have many benefits that are not available to Facebook profiles or groups, including:

- allowing for multiple page administrators

- allowing for unlimited individuals and other organizations to follow the page by liking it

- pinning and highlighting important posts

- pre-scheduling of posts

- notifying administrators of new followers, comments, posts, etc.

- choosing options for who can post and comment on your page

- allowing your organization to follow other organizational pages

- obtaining detailed analyses through Facebook insights

- posting pictures, links, videos, and events

- promoting posts (for a small fee)

Although Facebook pages offer a lot of useful features, they may seem overwhelming at first. CLO recommends starting with just the basics and then moving into more advanced features, such as scheduling posts ahead of time, as you become more comfortable with the tasks.

Facebook provides helpful resources on how to use each of these features when you are ready.

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One of the areas that you will want to think about is what to choose as your profile and cover pictures on your Facebook page. These two pictures are the first things people see when they go to your page, and it's important to make a good first impression. Photos should be of good quality and representative of your agency and your work. It can be a bit tricky when it comes to resizing and setting up these photos, so we suggest using AllFacebook.com's helpful blog entry, How To: Update Your Facebook Page's Cover Image , where you will find a handy template. Another useful resource is Canva, a free tool that lets you resize your own pictures or create designs for Facebook profile pictures, cover photos and posts.

For additional information about how to set up Facebook pages, be sure to visit wikiHow's How to Create a Facebook Page tutorial.

Helpful Hint!

You always want to post as the organization when posting new messages to your Facebook page. This is easy to do because Facebook has made it the default setting.

However, sometimes you will want to like and/or comment on the post as yourself. You can easily switch back and forth between posting as the organization and as an individual by using the drop down menu in the top right of each post. It reminds you who you are as posting as!

And here is another helpful hint: Take the time to like your organizational posts as an individual, and comment occasionally. The more likes and comments a post has, the more likely it is to show up in the timelines of your followers.
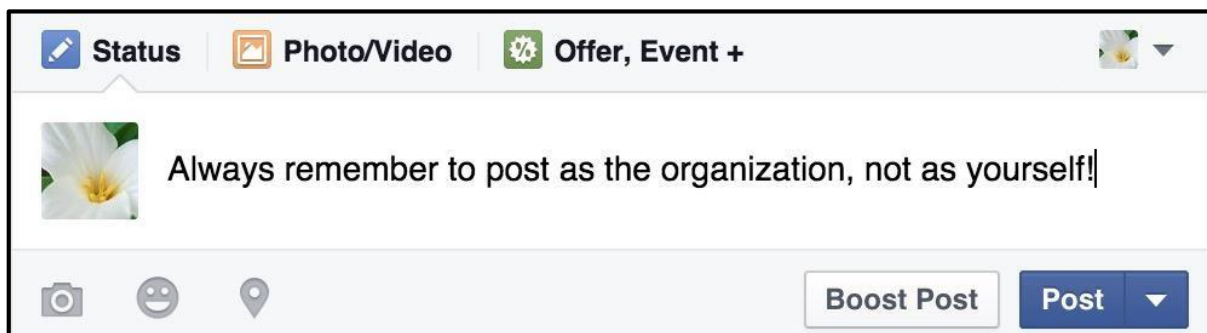
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Multiple Pages

You can easily set up multiple Facebook pages. For example, some organizations have a main page and then set up new pages for their social enterprise or a particular event. Managing multiple pages on Facebook can be done easily by clicking on the "pages" section from the menu on the left side of your Facebook home screen. Another excellent way to manage multiple pages is by using the free Pages app on your mobile device (smartphone or tablet).

The QUILL network in Southern Ontario is a good example of an agency that uses multiple pages. They have their main Facebook page, but they also have a page for *Write On!*, which is their social enterprise.

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Facebook Groups

You may also be wondering about Facebook groups. Groups must be set up by individuals. Pages cannot post to groups, only individuals can. However, pages can share group posts to their page! It sounds a bit confusing, but it does make sense once you have been using Facebook for a while.

Groups can be set up as public (anyone can read the posts and see who is a member of the group), closed (only members see posts, but anyone can see who is a member) or secret (only members see posts and know who other members are).

Facebook groups are recommended for literacy instructors to use with their students to maintain privacy. Some learner groups use secret Facebook groups as homework clubs or as a way to practice their digital and communication skills in a safe setting.

Facebook groups are not suggested as a way for literacy agencies to market their programs and services because they are much more limited than Facebook pages.
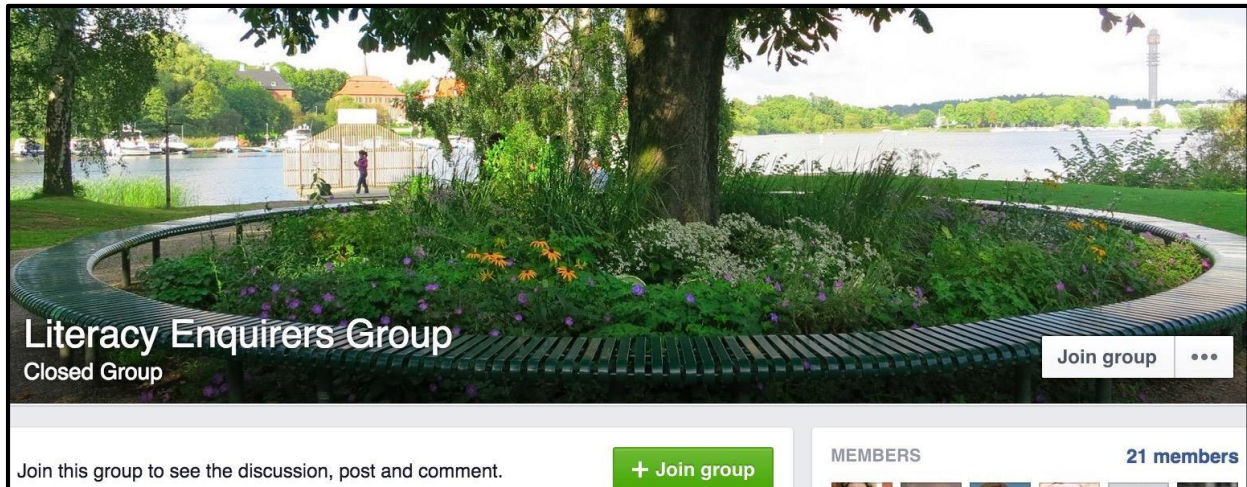
City of Toronto Cycling is an example of a public group.

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[Literacy Enquirers](#) is an example of a closed group.

We can't show you any examples of secret groups because they are not searchable, and they are secret! You have to be invited to join them.

For more information about Facebook groups, see this [helpful resource](#) from Facebook.

As well, Mashable provides a helpful overview of the differences between Pages and Groups in the article "[What's Really the Difference Between Facebook Pages, Groups and Profiles](#)?"

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Facebook Examples

With almost 1.45 billion active users, there are many excellent examples of how nonprofit agencies, charities, businesses and, of course, literacy organizations use Facebook. In the following pages, we will share a few of them.

Literacy Examples

Literacy organizations around the world use their Facebook pages in a variety of ways. Some use them strictly to promote their activities, some use them to interact with students (past, current and potential), some use them for fundraising, some use them for general literacy advocacy and some use them for a combination of these approaches.

Here are just a few examples of the many hundreds of literacy pages that can be found on Facebook. Where possible, Community Literacy of Ontario follows community-based literacy organizations and literacy-related Facebook pages from around the world. If we aren't following your page yet, be sure to like us on Facebook and we'll like you back! You can find our page here.

People, Words and Change is a community-based literacy agency in Ottawa, Ontario.

They use their Facebook page to connect with the community and to promote events they are involved with. For example, in May of 2015 they posted about an annual fundraising sale of "found goods" that the Ottawa transit commission holds each year.

People, Words & Change (PWC)
2 May at 19:38 · 🌐

Another very successful sale!

Lost and found, and sold

Heidi Marfurt and her daughter, Melody, showed up at Saturday afternoon's sale of items left on OC Transpo buses and trains with $60 in her pocket. They left two hours later with 10 pairs of shoes,...

OTTAWACITIZEN.COM
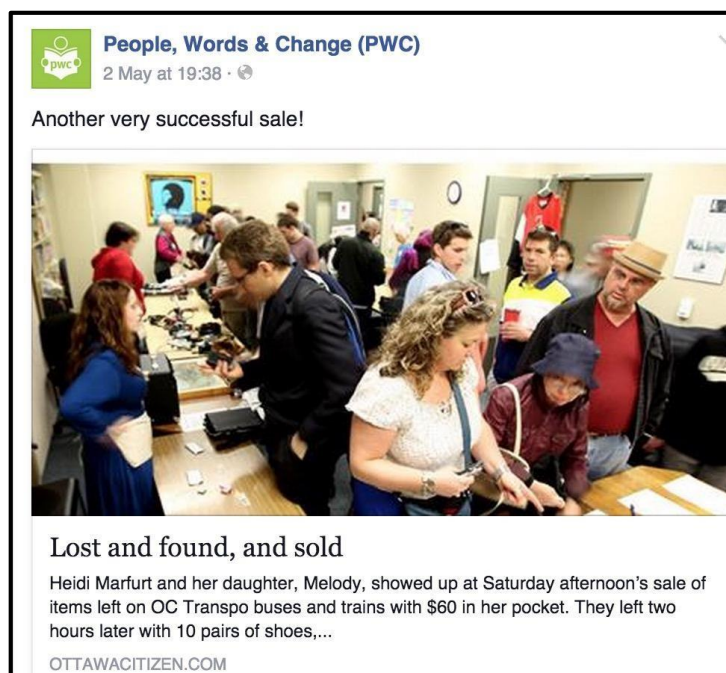
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The Trent Valley Literacy Association in Peterborough, Ontario uses Facebook to share photos from some of their many fun events. For example, in October 2013, they participated in a Trick or Treat event in support of the United Way. You can see some of their photos here.

Literacy Advance of Houston is a busy literacy agency from Texas that is very active on social media. They post pictures of staff, volunteers and students; they highlight volunteer and learner achievements; they promote their events; and they post humorous cartoons and pictures.

Literacy Advance of Houston
★★★★½ (16 ratings)
1,329 likes · 119 talking about this · 175 were here

✓ Liked   ✓ Following   Message   ⚙ ▼

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[The Adult Learning Association of Cape Breton](#) uses Facebook to notify students about changes in class times, cancellations because of weather, and to remind them of closures related to holidays or planned events.

They also share links about literacy teaching and learning, as well as general advocacy for literacy.
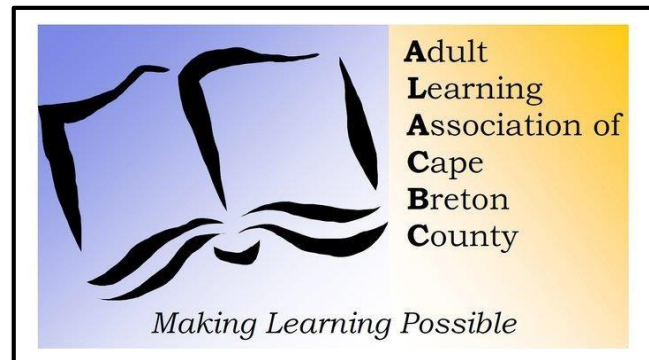
Adult Learning Association of Cape Breton County
11 December 2013

Welcome back to classes, folks. It sure feels like winter out there today! Enjoy your short week – hope your brains are all fired up after a long break from school.

Like · Comment · Share

Adult Learning Association of Cape Breton County
5 December 2013

Remember there won't be day classes on Monday. Your instructors will be at a math workshop. Have a great extra-long weekend (for some of you!)

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Nonprofit Examples

211 Ontario is a free service that provides information to Ontario residents about the many organizations around the province that provide services such as housing, employment, youth programs, health care and more. Their Facebook page is very active with regular postings that highlight agencies and programs across the province.

The Toronto Public Library (TPL) is very active on social media, including Facebook. They operate a general page, and many of their 100 local branches also run a page. The TPL uses Facebook to advertise special events, to promote their services, to highlight new books, to encourage reading, and more.

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West Neighbourhood House is a Toronto-based agency that offers a variety of services to its clients including financial advocacy, education, training, and more. They use their Facebook page to highlight their programs, to share information about other services and agencies that might be of interest to their clients, and to celebrate their volunteers.

GCFLearnFree provides free online learning for people all over the world. This small (but mighty) nonprofit effectively uses Facebook to promote their services, share training opportunities, advocate for lifelong learning.
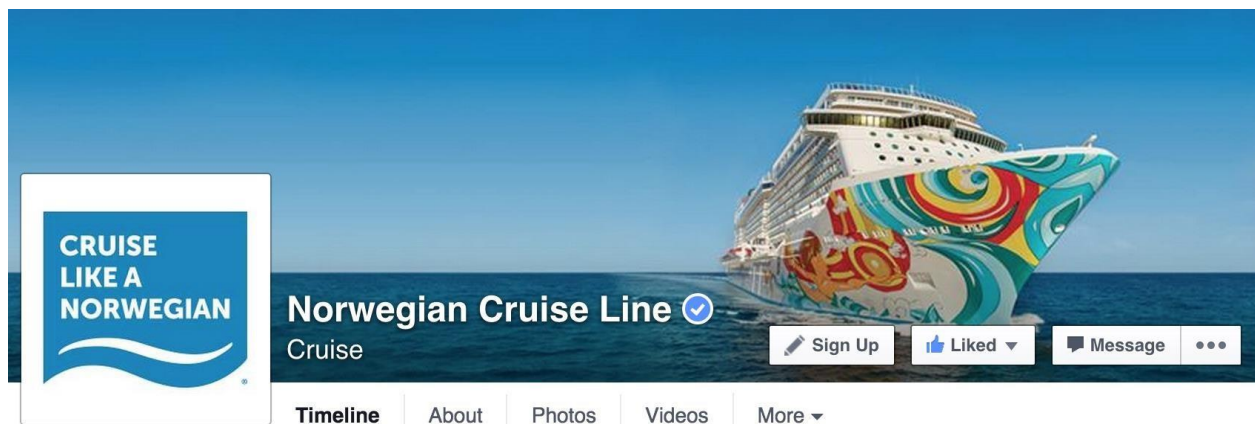
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Business Examples

Who doesn't dream of going on a cruise? Norwegian Cruise Lines uses Facebook to promote their cruises, to provide special updates, to share information about the destinations they travel to, and to post beautiful pictures of those destinations!

Small businesses can make good use of Facebook as well. It is a great way to promote goods and services at a low cost. Here is an example from a local dog walking company, Barks 'n' Purrs, that features posts about animals and animal care, and includes many pictures of happy dogs enjoying their walks and sleepovers.
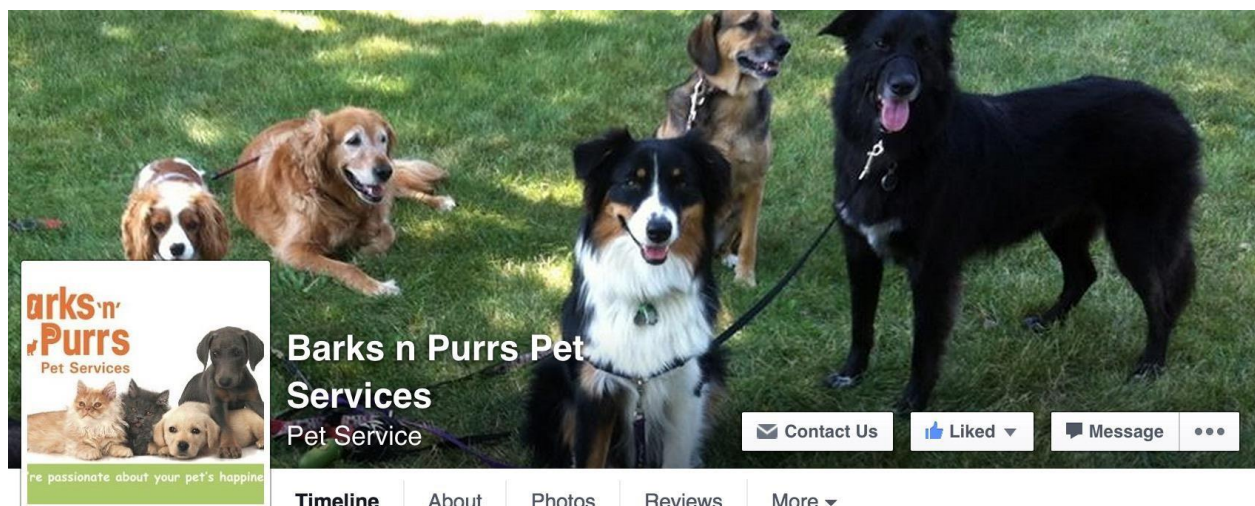
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Resources To Learn More About Facebook

- GCFLearnFree is a good source for how-to information about so many technologyrelated topics, and Facebook is no exception. Be sure to check out their Facebook 101 tutorial.

- WikiHow offers many step-by-step guides about Facebook as well as articles on numerous topics related to using Facebook. You can access all of their information from their Facebook Category page.

- GOTCH SEO has created an excellent *Facebook Maintenance Manual* that includes information on changing an existing Facebook profile to a page, tips for posting on your page, information about admin roles and much more. You can download a free PDF of this manual by going to this link and simply clicking on the orange box at the bottom of the page.

- Mashable is another excellent website for the latest news, updates and general information about technology and social media. Their Facebook Guide Book – How To, Tips and Instructions is a good place to look for helpful hints.

- Another good Mashable resource is the report on a Q&A session that Zoe Fox held with Facebook Strategic Partnership Manager, Libby Leffler: Facebook Shares Best Tips for Non-Profits.

- Common Craft provides a number of helpful and informative videos including Social Networking in Plain Language.

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