



Welcome to 'Facebook for Marketing', 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.

## Using Facebook for Marketing

[Facebook](#), and social media tools in general, can be used for marketing in many ways including promoting the organization to students, to other service providers, to funders, and to community stakeholders. Your Facebook page can also be used to let people know about upcoming classes, workshops, or fundraising events; to promote a social enterprise; to advertise upcoming events and so much more.

Social media, including Facebook, can be a powerful way for your literacy agency to tell its story because you can incorporate pictures, video, audio, testimonials and more. J Campbell Social Marketing provides some ideas and tips in their blog entries *How One Nonprofit is Raising Thousands Using Facebook* ([Part 1](#) and [Part 2](#)) which shares the case study of the St. Baldrick's Foundation.



## Target Audience

Canadians are avid Facebook users. According to [Wikipedia](#), over 63% of Canadians who use the internet use Facebook. With 83% of Canadians using the internet, that means that Facebook users are a significant potential target audience for your literacy agency. In fact, Canadians are the most active Facebook users in the world, according to Facebook itself! ([Source](#))



Typically, literacy organizations seek to market to two main target groups:

1. Adult learners
2. Other community stakeholders (for example, other service providers, funders, donors, volunteers, supporters, the media, and the general public)

When conducting research for the Social Media Marketing project, many literacy networks and agencies told us that Facebook has proven to be a good way to reach both existing and potential learners, as well as volunteers and the community at large. It is also an excellent way to communicate and network with literacy and other not-for-profit agencies in Canada, in the US and around the world. Research conducted by CLO in the summer of 2013 showed that many of Ontario's community-based literacy agencies already had a Facebook presence, and since that time many more of our member agencies have created Facebook pages and other social media profiles.

In the examples section of this module, you will see how different organizations use Facebook to reach out to both of these main target audience groups to promote the activities they are engaged in and the services they offer.

Once you determine who your audience is, the first step is to get them to like your Facebook page. After all, you can't market to them using Facebook if they don't follow your page! Start by inviting anyone who is already your Facebook friend. You will find the "Invite Your Friends to Like this Page" feature on the right side of the page. The next step is for your page to like other pages related to literacy and other causes of interest to you; many of these pages will, in turn, like yours back.

Be sure to include a link to your Facebook page on your website, on your Twitter profile (if you have one) and in your email signature. Add the Facebook logo to all of your marketing materials, your letterhead and your brochures so that potential followers will know that you have a page and will look for it. You can also use the "Build Audience" feature found in the Admin Panel of your Facebook page. This will allow you to invite your email contacts to like your page and, for a small fee, to promote your page to other Facebook users.



## Marketing Examples

Here are some more examples of how Facebook is being used effectively for marketing in the literacy sector, by our Employment Ontario partners, in the broader not-for-profit sector, in the business world, and by the social media greats.

### Literacy Examples

[Community Literacy of Ontario](#): At CLO, we use Facebook to share updates about Ontario's Literacy and Basic Skills program; to communicate with our members, supporters and government stakeholders; and to network with other non-profit and educational organizations around the world.



[AlphaPlus](#) is a good example of a literacy organization that uses Facebook effectively, particularly to encourage other organizations to use technology in their programming. They regularly share items about using technology in literacy education and literacy advocacy, as well as items of interest to the literacy field. They make good use of photos and links to blog entries, news articles and more.



[Organization for Literacy in Lambton](#): This community-based literacy agency in Southwestern Ontario uses Facebook effectively to promote agency events and for general literacy advocacy to the community at large. Their Halloween pumpkin was one of our favourite posts.



[Good Learning Anywhere](#) is a community-based literacy agency located in Northern Ontario. They are very active on social media and use it in a number of creative ways to both encourage current students to use their skills and to attract new students. For example, in June 2013, they ran a “photo challenge”. There was a different theme during each day of the month. Learners were encouraged to upload their photos relating to the theme and to be as creative as possible. Be sure to check out the results of GLA’s [Photo Challenge](#)!



The [Tri-County Literacy Council](#) uses their Facebook page to promote their activities, share literacy news and community events, market their programs and recruit and link with volunteers.



 **Tri-County Literacy Council**  
Want to gain meaningful work experience? Meet interesting people? Make a big impact on our community? One-on-one tutors are needed to work with adults requiring help with basic skills such as reading, writing, and/or math. To learn how to help out, email: [volunteers@tricityliteracycouncil.ca](mailto:volunteers@tricityliteracycouncil.ca) or phone 613-932-7161.



 **Tri-County Literacy Council** shared a link.  
9 April



**Food Counter Attendant & Kitchen Helper Training**  
[tricityliteracycouncil.wordpress.com](http://tricityliteracycouncil.wordpress.com)

Do you like to work with people and food? In this FREE 6-week course, participants will have the opportunity to learn the essential skills working in the food industry, food safety and sanitation, ...

## Employment Services Examples

- [2<sup>nd</sup> Chance Employment Counselling](#) is an employment agency in Guelph, Ontario. Similar to our other Employment Ontario examples above, they also use Facebook to promote their services and to share employment and career-related resources.
- [KEYS Job Centre](#) provides employment services in Kingston, Ontario. They use their Facebook page to promote the services they offer, to highlight upcoming events and to share links to employment-related resources that may be of interest to their clients.



**KEYS 30** KEYS Job Centre added 2 new photos. 24 April · 🌐

Free small business workshop in Gananoque. Join us and our wonderful keynote speakers on April 29! Please RSVP to: [info@1000islandsganchamber.com](mailto:info@1000islandsganchamber.com)



**Spring small business workshop**

**Keynote Speakers**



**Jennifer Baker** : Workshop Topics Include: Social Media as a Marketing Tool; Talk Show Host for Social Media Success Employer Panel

Jennifer Baker Consulting provides quality training on social media to businesses of all sizes. Using her degree in adult education, Jennifer goes beyond explaining the importance of social media and gives her clients the skills and confidence they need to attract and retain customers. Through careful attention to each client's needs, time constraints, and skill levels, Jennifer trains individuals to make social media work for their business. Jennifer provides training on the major social media platforms, but is continually researching the latest up-and-coming tools. Jennifer has combined her two loves, teaching and marketing.

- [Youth Opportunities Unlimited \(YOU\)](#) has been working with youth in the London, Ontario area for many years. Their Facebook page highlights upcoming activities and events, recognizes donors, and links to other resources and websites.



**Youth Opportunities Unlimited YOU** added 8 new photos.

Yesterday at 11:17 · 🌐

Great funding announcement this morning by London North Centre MP Susan Truppe. 900,000 will help create 81 opportunities for Youth in two different programs! Great news.



## Nonprofit Examples

[Hope Air](#) is a charitable organization that works with families, the medical community and air travel providers to help people access medical services far from home. They use their Facebook page to share success stories and testimonials.

A screenshot of a Facebook post from the organization "Hope Air". The post includes the organization's profile picture, name, and a timestamp of "22 hrs · Edited". The main text of the post is a testimonial from a parent, describing a difficult medical journey and praising the support provided by Hope Air. A link is provided to read the full story. Below the text is a photograph of a young child in a hospital bed, wearing a white mesh cap and looking towards the camera.





7 Days in May is an annual cycling event that raises funds and awareness about pancreatic cancer. It is a small, family-run, volunteer-driven foundation that relies on sponsorships to cover administrative costs. For them, Facebook (and other social media) is an essential way to promote the event and to communicate with participants, volunteers, sponsors and the broader community.



### Business Examples

Tim Hortons: When it comes to coffee, Canadians love their Tim's. From the looks of it, they also love to follow Tim Hortons on Facebook – they have almost 2.5 million followers! They use their page to promote their products and contests, and to interact with their customers.



Small businesses can take advantage of the low-cost advertising made possible through social media platforms such as Facebook. [Atlas Espresso Bar](#) is a local coffee shop in Toronto that is literally small – they only have a few seats – but they make a big impact on both Facebook and Twitter.



## Examples From The Social Media Greats

Who are the social media greats? There are a number of different lists, but some organizations, such as TED, UNICEF, PBS and the World Wildlife Fund, appear on most of those lists. Here are some examples of pages that are considered “great” based on a combination of how they use their Facebook page, how their page is organized, the work that they do, and the number of likes they have on their page. You can find some of these lists at [Top Nonprofits on Facebook](#).

- [The Breast Cancer Site](#), with over 4 million followers is the most-followed nonprofit page on Facebook. This page is used to provide information about breast cancer, link to resources and other sites, sell merchandise, and provide support for patients, survivors and their families.
- The [World Wildlife Fund](#) shares beautiful pictures of animals and nature on its Facebook page. They also post information about animals’ eating habits, migratory patterns and more. Their page is both educational and entertaining.



- [TED](#) uses its Facebook page to let over 3.5 million followers know when new TED talks are posted or when in-person TED events are planned. They also post links to new TED Blog entries and encourage their followers to interact with them through regular features, such as a “tour” of cities around the world, or by asking people what inspires them.



The image shows a screenshot of a Facebook post from the official TED page. The post is from 18 hours ago and is public. The text of the post reads: "Technically, yes. Sort of. Here's how (via TED-Ed):". Below the text is a video thumbnail featuring a chalkboard with the question "Is time travel possible?" written on it in white chalk. To the right of the text is a chalk-drawn portrait of Albert Einstein with a surprised expression. Below the video thumbnail, the text says "WATCH: Is time travel possible?" followed by a description: "Time travel is a staple of science fiction stories, but is it actually possible?" and the URL "T.TED.COM".

**TED** TED  
18 hrs · 🌐

Technically, yes. Sort of. Here's how (via TED-Ed):



**WATCH: Is time travel possible?**  
Time travel is a staple of science fiction stories, but is it actually possible?  
T.TED.COM



## Additional Resources

- [How to Create an Epic Presence on Facebook for Your Non-Profit](#). This screencast by John Haydon, includes useful information and tips including how to configure your page for maximum engagement, posting content and photos, using Facebook Insights and more.
- Do you want to run a special promotion using Facebook? Then be sure to read Jim Belosic's entry on *socialmedia today* called [9 Best Practices for Running Facebook Timeline Promotions](#).





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## Acknowledgements

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