

Communicating with Facebook

Facebook is great for community organisations because it has a variety of features that can help you build your community, collaborate and share information.



Your personal profile

A Facebook account for an individual is called a personal profile. To interact with others from your personal profile you need to send them a friend request. If they accept your friend request you will be able to see their updates and they will be able to see yours. People can also request to be your friend, again if you accept you will see their updates and vice versa.

If you have a personal profile you can be an administrator for a Facebook page and start and join Facebook Groups. You can create as many personal profiles as you have email addresses. This means that if you want to create a personal profile for work using your work email address and then a personal profile for home using your home email address you can.

Creating a Facebook Page

You can create a Facebook page for your organisation which people can 'like' to get your organisation's updates in their newsfeed. Connecting with a Facebook page is a one-way transaction i.e. people find you and they 'like' you, you don't need to approve them. Both individuals and other organisations can like your page. If an individual likes your page, the number of likes you see will go up. If an organisation likes your page it doesn't affect the number of likes, but they still get to see your updates.

A Facebook page can have multiple administrators so more than one person can post updates and manage the page. You need a personal profile to create a Facebook page. Each time you log in to Facebook, you will first be taken to your personal page and then have to choose to start using Facebook as your organisation's Facebook page.

Creating a Facebook Group

Only individuals can create and join a Facebook group. You can make the group closed or open. Only people who have been invited can join a closed group and see the updates. Open groups can be joined by any Facebook user and then they are able to see any updates posted to the group.

Facebook applies algorithms to the updates you see from your friends and the organisations you like, which means you don't always see what they are



posting. If you are a member of a Facebook Group, all the members always see what the other members are posting.

Facebook advertising

Facebook advertising is a great way to build engagement with your Facebook page. You can advertise in two ways:

- Promote your page – this creates an advert on the right hand side of people's Facebook page.
- Sponsor a post – this adds the post to people's newsfeeds.

For both types of advertising you can specify the demographics of the people you would like to promote to e.g. males 45 to 65 in Victoria Australia. You set the amount you are happy to pay per day and Facebook ensures that you are not charged more than that a day. Their advertising interface is very user friendly and allows you to easily track your expenditure and the reach of the adverts.

Scheduling posts in Facebook

You can now schedule and backdate your posts to your Facebook page within Facebook itself. When you are writing your post, under the post in the left hand corner you will see a clock. Click on the clock, set the date and time you would like the post to be published and away you go.