Facebook Best Practices & Updates

Web Liaison Training
March 19, 2013
Overview

• Fun Facts about Facebook
• Facebook News Feed Changes
• Best Practices
• Review of Pages
• Next Steps
Fun Facts about Facebook*

- 50% of the content in the average Facebook user’s newsfeed is photo & other visual content
- 25-30% of the content in a Facebook user’s newsfeed are Page posts
- Facebook has its own algorithm, i.e. EdgeRank
- Rise in Twitter hashtags within Facebook
- Most people do not actually see your page on Facebook
Facebook Newsfeed Changes*

- Check it out at: https://www.facebook.com/about/newsfeed
- More visual emphasis- photos are larger and take up more of the newsfeed
- Users can choose which feeds they see: photos, friends, following, etc.
- Same look between mobile and all other platforms
- Links will display a thumbnail of the source (i.e. CNN, etc)
- Facebook wants this to be your “personalized newspaper”
- Your cover photo needs to represent your brand. It will be on the new News Feed.
- Third party content will be reflective of that service– i.e. make sure you use Facebook to post

*Source: Facebook & http://lizgross.wordpress.com/2013/03/07/facebooks-new-news-feed-announcement/
Facebook Newsfeed Changes*

- Check it out at: https://www.facebook.com/about/newsfeed

- The left-hand navigation is gone

- Facebook will now start showing you things you’ve liked on Facebook that may not have come from the pages/places/things themselves.

- News feed adds a small text overlay on the top of shared photos. Be careful what type of text you put there.

- “Folllowing” feed will be in chronological order, so fans can see all of your posts if they flip to that feed.
Best Practices

- For the most part, you can remove visible links in your Facebook post

Gettysburg College shared a link.

March 7

Congratulations to the Center for Public Service! Gettysburg College was 1 of 5 schools to receive a Presidential Award as part of the Honor Roll for Higher Education Community Service on Monday. Recognized initiatives include food justice, collaboration with migrant families and K-12 educational support. You can like the Center for Public Service at Gettysburg College Facebook page to stay informed of the latest updates.
Best Practices

- Avoid liking your own posts

- Share visuals as much as possible. Photos outperform video & text updates.
- Post frequently – at minimum 2x/month
- Post content that is relevant to your audience
Best Practices

- Make sure you have a timeline cover photo & profile photo that represents your page
- Have a content plan
- Utilize student interns to assist you
- Add titles to your photo albums
Examples from Around Campus

Distinctive Programs – EI, GLC, CWI, Sunderman

- Variety of content
- Frequent Posts
- Branded pages & graphics
- Good number of followers
- Assistance from students
- Audience engagement
Examples from Around Campus

**Sunderman Conservatory of Music**

- Variety of content
- Content is heavily visual – photos of students & faculty working together, student activities
- Smaller following (349) but good audience engagement
- Frequent Posts
Examples from Around Campus

Civil War Era Studies

• Variety of content: Photos, links & text updates
• Large following: 1,236 likes
• Audience engagement
• Frequent posts
Examples from Around Campus

Gettysburg College Women’s Lacrosse

- Variety of content
- Content is timely & relevant
- Great use of Facebook features
- Visuals are great quality
- Smaller following (298) but good audience engagement
- Frequent posts
Examples from Around Campus

Servo - Gettysburg College Dining Services

- Content is highly visual
- Content is timely (food images posted around lunch)
- Great info that supplements the dining experience
- Good audience engagement w/ 421 fans
- Frequent posts
Next Steps

• Create a content plan for the upkeep of your social media accounts
• If you find that you’re doing all the right things, and it still isn’t working, don’t be afraid to make the decision to remove the page
• Reach out for help – attend the trainings, get others in your dept/office involved
• Join our Social Media Users Group on Facebook