

Social Media Tips

Facebook Fan Page Top Ten Posting Tips

1. Be active. *Post something every day.* Post a variety of different kinds of things, like:
 - a. Interesting facts you've come across
 - b. Links to articles in your field
 - c. Polls (use the "Question" option)
 - d. Images
 - e. Videos
2. If you run out of things to post about, re-share something someone else posted... especially if it's someone or something your page is affiliated with. Shows solidarity!
3. Re-share content you've posted on your fan page from your personal Facebook page, and see if you can get others to do the same.
4. Speak in the "we" voice (third person) if you represent a company or a community. Avoid using the "I" voice (first person).
5. Use language that fits your brand. Casual is best when you can get away with it.
6. When you post links to articles, once the thumbnail shows up, you can erase the actual link for a more streamlined, less cluttered look.
7. When you post links to articles, you may have the option of choosing a different thumbnail picture. Choose the most eye-catching and relevant one.
8. When you post links to articles, you can click on the article name and short description to edit them in order to best grab your particular audience's attention.
9. Create events whenever possible. Make the event page detailed, don't forget pictures, and invite your friends.
10. When you post something about another person or fan page, "tag" that page by using the @ sign before you start to type the name.