

FACEBOOK BEST PRACTICES

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This document contains two parts. One, some content suggestions to help you leverage your fan pages. Two, some general Facebook Fan Page best practices compiled to help you navigate the “new” Facebook pages.

CONTENT SUGGESTIONS & RECOMMENDATIONS

Take advantage of extra space in “page profile picture” – new maximum dimensions are 540 x 180 - make it stand out.

Offer as much exclusive content as you can - scarcity creates value - and people want to share it - analyze your filmmaking process and your “hidden” content for elements that won’t be a part of your film or website.

Participate on other pages related to your content, as the page (as opposed to as your personal account) - increases visibility of your page content

Create a content calendar schedule and ‘drip’ your content into the page – try not to overwhelm your fans. Aim for slowly rolling out your content on a regular basis.

- Use photos to take advantage of new layouts (see top of fan page). Plus, they attract lots of engagement, as do videos.
- Diversify and calendar out your posts
- Post links to other related content - news articles, other fan pages - to contextualize your content and build community

Share with your fans and engage them with genuine access.

Respond to user posts to your wall or comments, by liking or commenting in response.

Use Facebook Questions to ask your fans for their opinions on related issues or their vote in a poll to create lively and viral participation

LANDING PAGES

Create a landing page for your film fan page, and other custom tabs

- a basic welcome page can be had free from <http://www.pagemodo.com/> with cheap paid monthly options for additional elements, such as videos or reveals (\$19/month)
- Some examples <http://www.nonprofitmediaworks.com/2011/01/20/11-gorgeous-and-strategic-facebook-landing-pages-from-nonprofit-marketing-stars/>
- Super simple how-to for basic DIY Landing Page: <http://mashable.com/2010/02/22/build-facebook-landing-page/>
- More: Tools and resources to create a landing page or custom tabs for youtube channels, rss feeds, etc:
 - <http://www.pagelever.com/>
 - <http://www.tabsite.com/>
 - <http://www.splashtab.com/>
 - <http://assemblyline.lujure.com/> (note: ITVS/IL uses this platform to create our custom tabs, but you should check out the others depending on your needs)
 - <http://involver.com> (free RSS, Youtube, Twitter tabs. At this time you can only add two for free.)

Unpacking your content

Think broadly about your definition of content. Some ideas:

- Cast / crew
 - “Meet the Cast” interviews / Filmmaker interviews
 - Experiences on the film - favorite moments in production, etc. Share real stories and fans will feel a part of the experience.
 - Your crew is part of the story
 - did you composer just release a new CD? Has your production designer just won an award, etc, etc. That’s content.
 - If they blog, or are interviewed, etc, about the film or process, etc, include it.
- Behind the scenes:
 - Photo & Video
 - Production stills - take advantage of new page layouts and put your beautiful production stills there.
 - Cast/crew-taken photos - less polished but an authentic experience. Build albums around crew/cast if they’re particularly good.
 - Chronicle festival attendances
- Maps
 - Show shooting locations
 - Contextualize the film production:

- One example
http://maps.google.co.uk/maps/ms?f=q&source=s_q&hl=en&geocode&ie=UTF8&hq=camber+sands&hnear&msa=0&msid=113889379589788309956.00047687e9d6c9577c24a&ll=53.343993%2C-0.560303&spn=2.223422%2C6.690674&z=7
- Other things to consider:
 - What materials did you generate while you were shooting? Any particularly interesting art concepts? Storyboards?
 - Music cues / soundtrack
 - Visual FX? How did you achieve them?
 - Who did you use?
 - Are there opportunities to engage fans in some level of creative? To help create a marketing element? Or to create UGC around your film?
 - example: Poster art - ask fans for input, choices between versions, etc.

MISC

Offer iPhone / iPad wallpapers - easy to do and creates a regular point of contact with your film

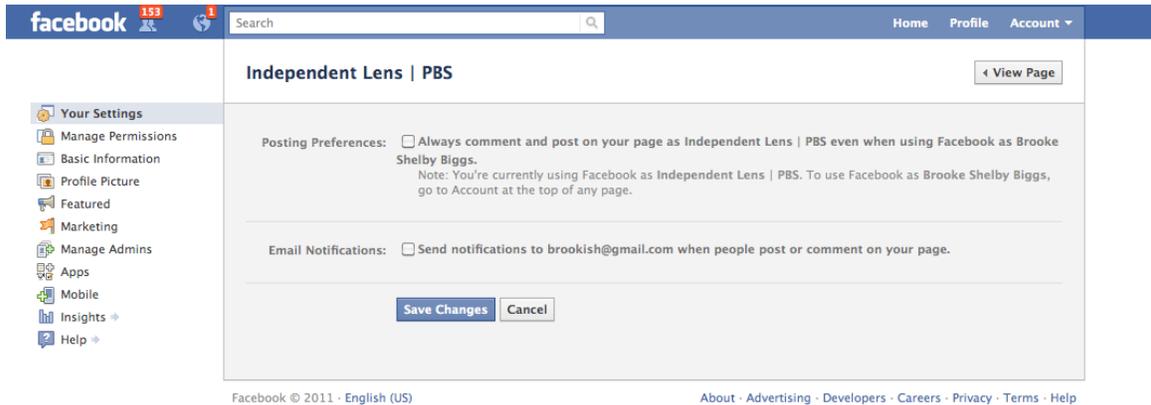
- Specs:
 - iPhone 4 @ 960 x 640
 - iPhone 3G older @ 480 x 320
 - iPad @ 1024x1024

FACEBOOK PAGE BEST PRACTICES

For indie and public media page admins

NEW PAGES

- Use Facebook as Page – You now may interact as your brand. Do it, but carefully consider whether you want to automatically be logged in as the page instead of as yourself. It could be confusing if you use your personal account frequently for non-brand-related activity.



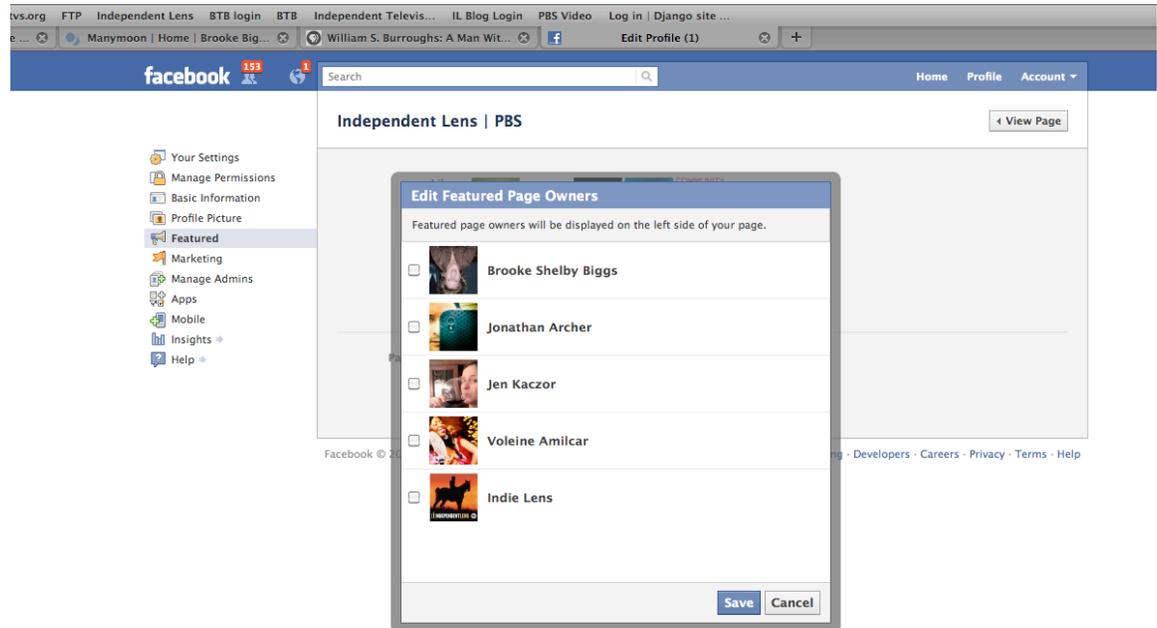
• Featured

- Curate your “**Featured Likes**” to include a representative sample of the things your brand is involved in, affiliated with, or similar to. (PBS, ITVS, Comm Cin, film pages)



- Consider if you want to be a **featured page administrator** – this can help put a human face to the page. Keep in mind, however, that your name and profile pic will appear in the left margin of the page, with a link to your profile – if you choose this make your profile private and remove

contact info from your personal page so you are not bombarded by fan requests.)



LIKING IS POWERFUL

- Actively **“LIKE”** films, producers, strands, stations, projects etc that your brand has an association with, or is similar to.

Independent Lens likes:

PBS

POV

Between the Folds

Deep Down

WGBH

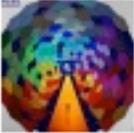
Arthouse Films

Kartemquin Films

KQED

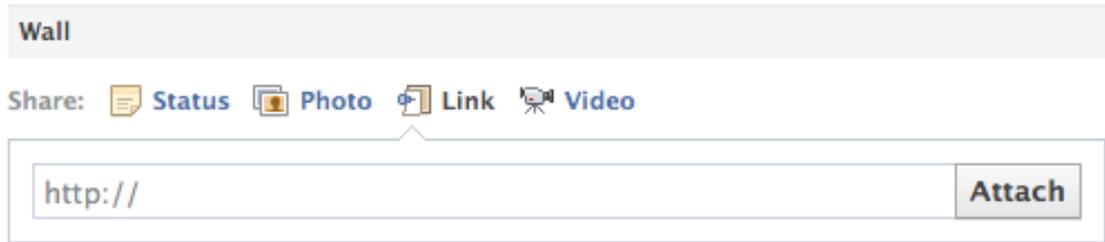
Etc ...

- Watch your newsfeed regularly for posts by the properties you are a fan of. When a film posts a link that's relevant, click "Like" beneath it. When a director posts an announcement, like it. When NewsHour posts something that resonates, like it. Don't like EVERYTHING on EVERY page you are a fan of, but visit often enough and leave a trace.
- Like comments on your Facebook Wall by your fans, and try to answer questions quickly and thoroughly. Just beware of "liking" comments that are partisan, or not nice.
- Consider liking pages that many of your fans like – this helps your posts' visibility (more later on that!)

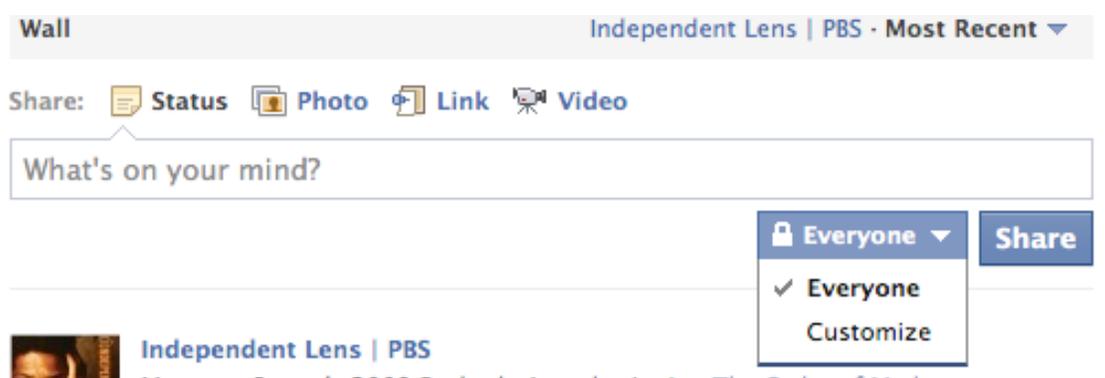
Recommended Pages		See All
	<p>Metallica ×</p> <p>7,433 of your fans like this.</p> <p> Like</p>	
	<p>Mary J. Blige ×</p> <p>6,712 of your fans like this.</p> <p> Like</p>	
	<p>Lil Wayne ×</p> <p>5,447 of your fans like him.</p> <p> Like</p>	
	<p>Muse ×</p> <p>4,841 of your fans like this.</p> <p> Like</p>	

USE THE TOOLS CORRECTLY

- When posting a link, DO NOT put the link in the status field. There is a link field – use it. Posting a link in your status shows the full URL as well as attaching the link, making it redundant and also like you're not familiar with the technology. You can still write a status related to the link. Street cred counts for a lot.



- **Targeting:** Have an update or link (screening, event, news story) that only applies to a specific geographical segment of your fan base? Or a subset that speaks a specific language? Thoughtfully use your powers to geo-target or language-target your posts.



TAG! TAG! TAG!

- If you are posting something remotely related to another page (say, NewsHour), tag the page's name in your status. (Put an @ before the page's title, i.e. @PBS NewsHour.) This causes your post to appear on their wall. That's good because it associates you with them among their fans, and also helps boost your EdgeRank, so your posts appear more often in your own fans' newsfeeds (more on this later).



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Hey fans – we're going to do our Watch to Win question tomorrow at 11amPST/2pmEST to give a few more markets a chance to air [William S. Burroughs: A Man Within](#) before we spring the trivia on you. Watch closely! Come back here tomorrow – first 5 correct answerers win a super fashionable [Independent Lens | PBS T-shirt](#).



[William S. Burroughs: A Man Within | Documentary | Independent Lens | PBS](#)
www.pbs.org

William S. Burroughs was a daring and angry public figure, but in private, he was a sensitive and awkward man who feared intimacy and fought his own loneliness.

3 hours ago · [Like](#) · [Comment](#) · [Share](#) · [Remove Tag](#)

PHOTOS PHOTOS PHOTOS!

- The new Facebook layout heavily features photos. This is important to keep up with because you will automatically have 5 photos at the top of your page and they need constant curation by you. The default will be the most recent 5 you (or your brand) were tagged in, or the most recent you uploaded. You can choose which appear, but you have to keep up with new uploads to make sure they haven't been replaced. Keep these images fresh and strong.

Independent Lens | PBS

TV Show [Edit Info](#)



Wall

- The AWESOME thing about photos is that they are Facebook “Like” magnets. Create albums for events, or for shows, supply correct and useful caption and description data, and link back to our sites in the albums where appropriate.

Oscar Nominee Waste Land by Lucy Walker Tag Photos Add More Photos

By [Independent Lens](#) | [PBS](#) · [View Photos](#)



Updated about a week ago

On Independent Lens April 19, 2011: <http://www.pbs.org/independentlens/waste-land/>

Unlike

You, Carolyne Prino and 109 others like this.

[View all 7 comments](#)

[Edit Album Info](#)
[Share This Album](#)
[Post Album to Profile](#)

- TAG others in the photos where appropriate. In an album of Burroughs photos, we tagged the film’s Facebook Fan Page. This draws fans of that film to us and appears in their news feed.

CREATE EVENTS and USE UPDATES

facebook 152 Search Home Profile Account

William S. Burroughs: A Man Within on Independent Lens I'm Attending Maybe No

Share · Public Event

[Edit Event](#) [Update Fans of](#)

Time: Tuesday, February 22 · 10:00pm – 11:00pm

Location: your PBS station

Created By: Independent Lens | PBS

More Info: There is the myth, and then there is the man. William S. Burroughs was a larger-than-life character who exploded through the boundaries of buttoned-down culture to reconfigure the 20th century. But his friends, peers, and intimates knew the man behind the myth — a shy, socially awkward, and lonely man who struggled all his life for intimacy.

Learn more: <http://www.pbs.org/independentlens/william-s-burroughs/>

Check your listings: <http://www.pbs.org/independentlens/broadcast.html>

Share: [Post](#) [Link](#) [Photo](#) [Video](#)

Write something...

138 Attending [See All](#)

- [Rich Cox](#)
- [Slid Show](#)
- [Karen Cutliff](#)
- [Madeline Betz Burke](#)
- [Jeff Heckler](#)

Recommended Pages [See All](#)

- [South Park](#) 10,834 of your fans like this. [Like](#)
- [How I Met Your Mother](#) 4,143 of your fans like this. [Like](#)

This is one of the easiest ways to reach your entire audience. A post is only seen by a fraction of your audience, but an event invitation can be seen by every single one of them.

- Create the event and keep your description of the event brief and very specific, with links for more information. Include a photo.
- Once your event is created, it will appear on your wall and in some of your users' news feeds. NOW (very important) Create an UPDATE to send either to ALL of your fans or a geo-targeted subset of your fans (don't spam everyone with something only relevant to residents of Seattle, for example).

William S. Burroughs: A M

Share · Public Event

 Edit Event  Update Fans of

- Don't overuse Updates ... they can quickly look spammy in people's Facebook Messages box, so be careful.

WATCH YOUR TONE

- Don't issue directives. People don't like to be bossed around.
- Don't constantly talk about yourself/your brand. Show an interest in something other than yourself.
- Use a conversational, friendly, casual, slightly humorous tone. Like you're talking to a friend across the table.
- Stay calm when engaging angry people on the page. Try to solve their problem. Be attentive. Don't react in the moment.
- Don't! Use! Too! Many! Exclamation! Points!!!!!! Maybe a bit too casual, and connotes a youthfulness that lacks some cred. Same goes for emoticons and common abbreviations such as LOL, ROFL, IDK, etc. Consider that 12 year olds are not the audience you're trying to reach.
- Ask questions which are likely to elicit specific, but varied and opinionated responses. Do NOT ask open-ended questions. For example:
 - "What did you like about the film?" ← bad question.
 - "What is your favorite documentary?" ← good question.
 - "What are your top 5 favorite films?" ← better question

COMMENTORS ARE YOUR FRIENDS (almost always ...)

- Avoid deleting comments of all but the most obviously profane, commercial, self-promotional, libelous, personal-attack variety. People should feel free to vent in our comments on issues they care about. Make deletion a last resort.
- In the rare cases where a commenter is harassing you or other commentors, delete, block and report them, and keep a copy of their comments.
- Consider posting a commenting/moderation policy on your Facebook page (as a note or a custom tab), so your approach to keeping the conversation on-topic is transparent.
- You have the choice whether to allow your fans to post to your wall. This opens your page up to more and often better engagement, but you also need to keep tabs on what is being said there and delete anything that is offensive or commercial or spam.



TABS

- Add and subtract your tabs as they become dated or unnecessary. Clutter does nothing good for you or your fans and can make your page look less than thoughtfully maintained.

- Consider making **custom tabs**. Services such as PageLever, PageModo, Lujure can help you create simple custom ones without knowing HTML or the Facebook API.

Other custom tabs to consider:

- **RSS** – automatically stream headlines from your blog to your fan page
- **YouTube** – if you have a YouTube channel, embed the entire channel right on a tab
- **Welcome** – you can make a page that non-fans land on that quickly explains why they should be a fan and click “like”. These can be extremely simple, or extensively multimedia, depending on your needs. You can also “gate” content this way so that visitors have to click “Like in order to access a piece of content (an exclusive clip, a contest, a coupon code, etc).

IL'S TABS:



- Try using some of the many free applications out there for custom interactive content, such as polls and quizzes. Make sure not to use an app that was developed to demand lots of personal info from users. Try a reputable developer such as Fan Appz, Poll Daddy, etc.

EDGERANK - the Mystery of the Algorithm

Not all of your fans see every post you make. Not even most of your fans do. Estimates are that 1 in 500 of your fans typically sees a given post by you. There's a reason:

Any Facebook user would limit their friends and the things they "liked" if they were bombarded in real-time in their news feeds by messages from all of them, from "idk lol" to "Mubarak cedes power" weighted equally.

Facebook's "EdgeRank" algorithm weighs your posts for relevance for each of your fans ... and delivers it only to the fans most likely to find it interesting. Facebook measures each post and your page overall based on several factors:

- **Affinity:**

1. if the fan interacts with your page and you with them frequently, your score goes up and they see more of your posts;
2. If you and your fan have other favorite pages in common, your posts will appear in their feed more often

- **Interaction:** Facebook weighs the **quality** of the interaction with your post depending on the type – a comment weighs more than a "like", a share or a tag weighs more than either (i.e. someone reposting your post is golden)

- **Freshness:** The longer a post has been on your wall, the less likely it is it will show up in anyone's news feed. HOWEVER, if you post too frequently, you dilute the relevance measurement, and don't give your post the opportunity to gain traction with likes and shares. Post at least once every 24 hours. Don't post within 2 hours of your most recent post.

HOW TO OPTIMIZE YOUR EDGERANK

- Leverage your website, etc, to point visitors to your fan page directly. EdgeRank is weighted in favor of interaction, the more direct the better. The

more people visit your page directly, the more impressions your posts will receive in the news feed.

- Alternatively, leverage your website, etc, with LIKE and SHARE buttons to facilitate viral spreading of your content on Facebook.
- Become a fan of pages that your fans are fans of (remember your brand's reputation though so be selective)
- Like your fans' comments, and interact with them, answer questions.
- Post at least one every 24 hours. Don't post within 2 hours of your most recent post unless strictly necessary. NEVER post multiple updates one right after the other. Posting too frequently is as bad as (and possibly worse than) not frequently enough.
- Repost other pages' posts — they love when you do this, it creates goodwill with your fans who see you're not just self-referential, and it helps your EdgeRank cred.
- Post on other pages. Film pages, partner pages, station pages, etc. Engage directly with your constituents.
- Try posting many different types of content. This attracts different segments of your fan base: some might love photos, but never click an event link.
 - Photos (create albums)
 - Event invitations
 - Polls
 - Videos
 - Quizzes

http://www.pbs.org/py-publisher/modules/dtv/rss/1.5/views/rss_by_feed?pbs_tvsm_tv_feed_id=17232&pbs_tvsm_sf_zip=&pbs_tvsm_sf_tvdata_name=KOCE