



National Volunteer Workforce Solutions
Social Media Handbook Part 2:
Facebook 101

The 10 Things You Need to Know to Have a Successful Facebook Page

Don't have time to read this entire handbook? Do these 10 things and you can have a successful Facebook page.

1. Post consistently and daily
2. Always have up-to-date and accurate contact information
3. Have a call-to-action button
4. Have all upcoming events listed in the Events Section
5. Include photos and videos in your posts
6. Don't Spam: Have a variety of posts, and don't be afraid to share other pages' relevant posts
7. Pay attention to your post statistics
8. Have a link to your Website from Facebook and vice-versa
9. Always follow up when a fan posts a question or messages you
10. Share a variety of information that is useful and valuable to your audience

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What is Facebook and Why Should My Department Use it?

Facebook is one of the most popular social networking sites in the world. Facebook allows registered users to create profiles, upload photos and video, live stream, send messages to contacts both publicly and privately, and so much more.

Facebook allows departments to connect and share with their community, as well as engage the community with department activities. Facebook allows you to post updates about your department's activities and events allowing you to raise community wide awareness about your needs, fundraisers, and various fire topics with a single post. Many people also expect every individual and organization to have a Facebook presence. Individuals are now more comfortable going to Facebook to learn about an organization or event then calling or visiting the organization directly. This makes social media an important forum for your department to display itself, recruit and disseminate information to the community.

A department must keep in mind that posting and sharing photos and videos is placing it in a public space before your community. It is therefore important to have clear guidelines for posting, see part 1 of the social media handbook for information on social media policies.

Getting Started

Profile

A Facebook profile is an individual's user account. On your profile, you can share a wide array of information including:

- Interests
- Photos
- Videos
- Personal Information (Like your hometown, work place, high school, college, etc)

Your profile includes a Timeline, where you and your friends, in this context friends means Facebook connections, can view your posts and posts that you have been tagged in.

Some individuals will have a professional and a personal account to help control what certain connections see from them. A professional account is generally where an individual will connect with co-workers and peers on Facebook and tends to be have lower privacy settings than a personal account. A personal account will be where an individual keeps in touch with family and friends and tends to have high privacy settings to limit what outsiders or non-friends can see. The personal account is where a user will share endless photos of their beloved pets, children and grandchildren, where as a user will be more cautious with what they share on their professional account making sure that it is something they would not mind their boss seeing or knowing.

It is still very common for an individual to only have one user account, and how an individual uses this single account depends on the individual. Some users will use it only for personal or professional use and some will use it for a combination of the two.

It is important to note that Facebook has various privacy level settings for profiles and posts that provide users some control over who can view their content, but it is still important to remember that everything posted is at risk of being viewed by the world. *All posts and content on Facebook should be considered public* regardless of the privacy settings.

Creating an Account:

If you don't have a Facebook account, you can create one in a few steps:

1. Go to www.facebook.com.
2. If you see the signup form, fill out your name, email address or mobile phone number, password, date of birth and gender.
 - a. If you don't see the form, click Sign Up, then fill out the form.
3. Click Sign Up.
4. The Welcome to Facebook page will appear. From here, you will be able to search for people you know on Facebook, learn about and set your privacy settings, and upload a profile picture.
5. To finish creating your account, you'll need to confirm your email or mobile phone number.

Adding a Friend:


To add a friend:

1. Type your friend's name, email or mobile phone number in the search bar at the top of any Facebook page.
2. Click their name to go to their profile.
3. Click Add Friend. You might not see this button on some people's profiles, depending on their privacy settings.
 - a. If you do not see this button, you will need to contact them and have them add you as a friend.

Facebook has other ways a user can add friends. The above method is the best way to add friends without spamming or accidentally inviting all of your email contacts.

Accepting a Friend Request:


To accept a friend request:

1. Go to facebook.com/find-friends or at the top of the screen click on the icon that has the silhouette of 2 people, . This will drop down a menu showing your current friend requests and people you may know.
2. Click Confirm next to the appropriate person you would like to add

Note: if you don't accept or delete a friend request, it becomes a pending request.

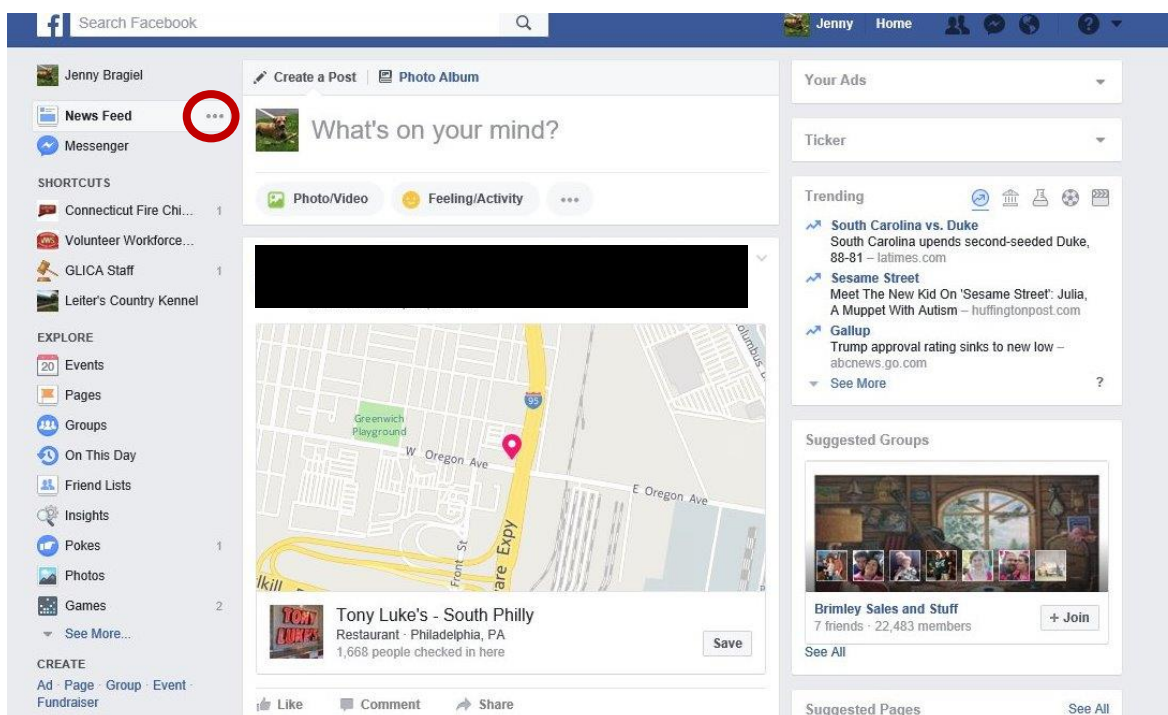
Removing or Cancelling a Friend Request:

Cancelling a Friend Request You Sent:

1. Click  at the top of any Facebook page
2. Click Find Friends
3. Click View Sent Requests
4. Hover over Friend Request Sent next to the request you'd like to cancel
5. Select Cancel Request

Your Home Page

Your home page is what you see when you initially log into Facebook, it should look similar to the following image. In the center is your News Feed, which is a list of posts from friends, Pages and other connections that is constantly updating. You can set whether you see the most popular posts or the most recent posts by clicking on the 3 dots next to the words News Feed in the left side bar. The left side bar also has several links and sections including: a link to messenger, your profile, various links of interests, an Explore section, a Create section and your Shortcuts. If you click on your name it will take you to your profile.



Managing Your Shortcuts:

Shortcuts are quick links to some of your pages, groups and games. Shortcuts are selected automatically by default; this is based on the frequency that you go to the specific page or group. You can pin something to your shortcuts so it's always shown at the top or hide it from the list.

To manage your shortcuts:

1. Go to your home page
2. Hover your mouse over SHORTCUTS in the left side bar
3. Click Edit
4. Select the drop down for the page, group or game you would like to manage

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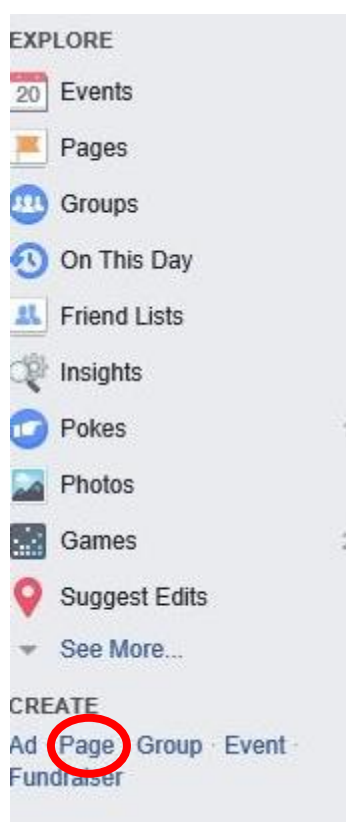
5. Select "Hidden from Shortcuts" to no longer see it under SHORTCUTS, select "Pin to Top" to always see it under SHORTCUTS, select "Sorted Automatically" to allow the system to decide when to show it.
6. Click Save to save your changes.

Pages

Pages are for brands, businesses, organizations and public figures to create a presence on Facebook, whereas profiles represent individual people. In other words, *you would create a profile for yourself, and a page for the department.* Like profiles, pages can be customized with information about the organization, posts, photos, events and more. People who like a page will receive updates from the page in their news feed.

Creating a Page:

1. Do you have a personal Facebook profile? If you don't, first create [your personal Facebook profile](#), then go to step 2.
2. Go to www.facebook.com/pages/create or on your left side bar on your home page select "Page" located in the Create section



3. Click to choose a Page category
4. Select a more specific category from the dropdown menu and fill out the required information

5. Click *Get Started* and follow the on-screen instructions

Note: Step 5 will prompt you to provide information on your department. Make sure you fill out the following areas: Short description, website URL, Email, Phone and Address. In your short description, you should include an encouragement for an individual to email you about volunteering opportunities.

Managing the Roles for a Page

On a page, you can assign other Facebook users as an admin, an editor, a moderator, an advertiser, an analyst, or a live contributor to help you manage the page. Each role has different privileges and abilities. For the most part, *you will only assign the roles of admin or editor*. The admin can do all possible actions on a page, these include:

- Manage the page roles and settings
- Edit the page and add apps
- Create and delete posts as the page
- Live stream as the page from a mobile device
- Send messages as the page
- Respond to and delete comments and posts to the page
- Remove and ban people from the page
- Create ads
- View insights
- See who published as the page

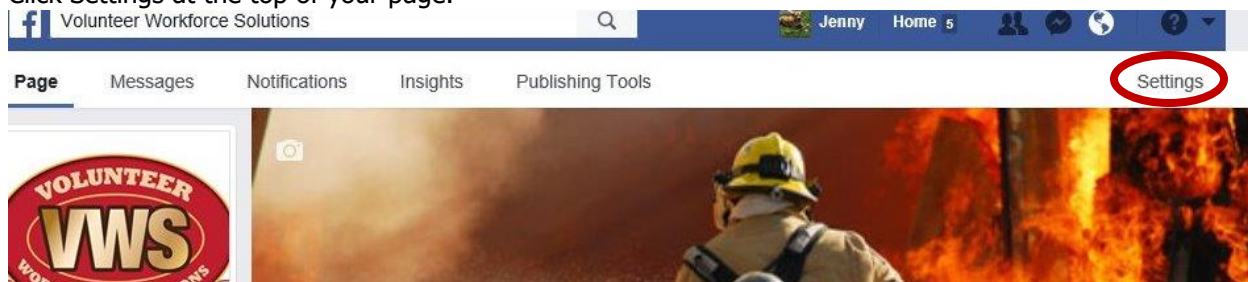
The editor can do everything the admin can do except manage page roles and settings. If you would like to learn more about the abilities of the various page roles, please [click here](#).

There is not a limit to the number of people who can have a role on a page, below are instructions on how to add, remove and change roles.

Assigning a Role to Someone

If you're an admin, you can assign roles to individuals. To assign a role:

1. Go to your page
2. Click Settings at the top of your page.



3. Click Page Roles in the left column.
4. Type a name or email in the box:
 - a. If the person is your Facebook friend, begin typing their name and select them from the list that appears.

- b. If the person isn't your Facebook friend, type the email address associated with their Facebook account.
5. Click Editor to select a role from the dropdown menu.

Assign a New Page Role



Type a name or email

Editor ▾

Add

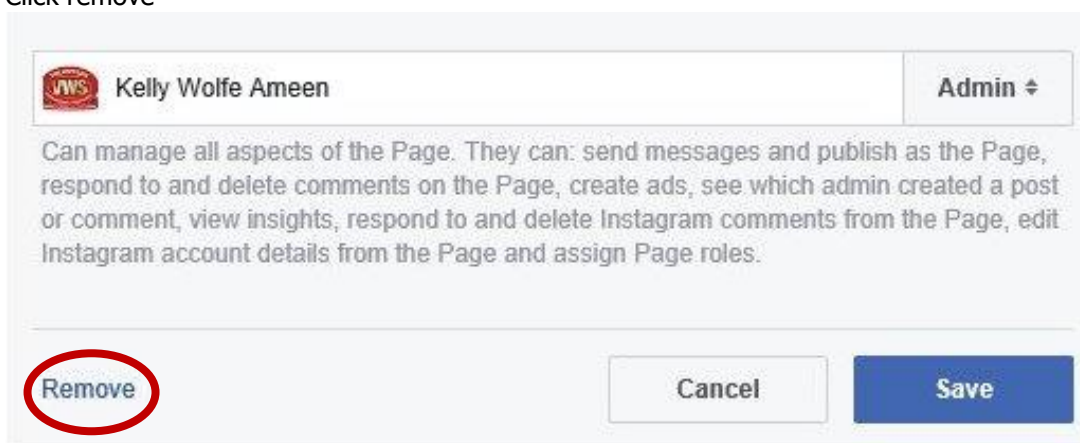
Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.

6. Click Add and enter your password to confirm.

Removing Someone Who Has a Role

If you're an admin:

1. Go to your page
2. Click Settings at the top of your page.
3. Click Page Roles in the left column.
4. Click edit next to the person you want to remove.
5. Click remove



Kelly Wolfe Ameen

Admin ▾

Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.

Remove

Cancel

Save

6. Click Confirm. You may need to enter your password.

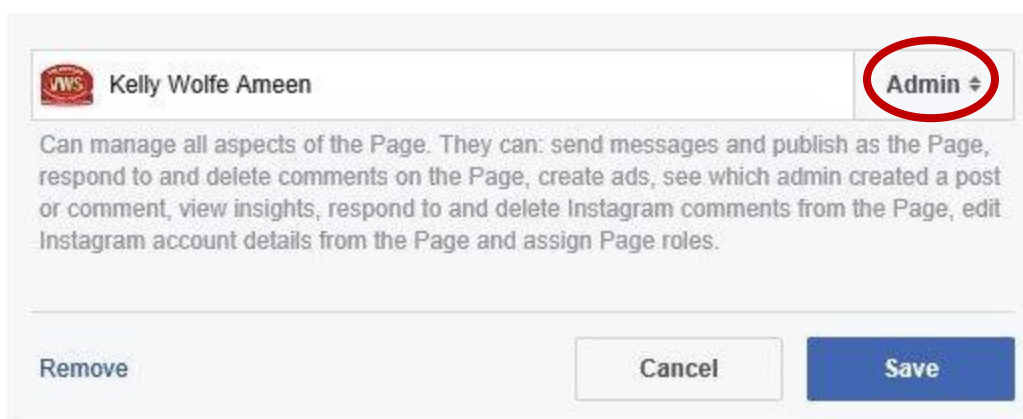
Note: To remove yourself, follow the instructions above and click remove next to your name. You can always remove yourself from a Page, but if you're the Page's only admin, you'll need to add another admin or to delete the page.

Changing Someone's Role

If you're an admin:

1. Go to your page
2. Click Settings at the top of your page
3. Click Page Roles in the left column
4. Click Edit next to the name of the person whose role you want to change
5. Click their current role and select the new role from the dropdown menu

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6. Click Save and enter your password to confirm


Note: If you are a new admin, keep in mind that you may need to wait 7 days before you can remove or demote another admin.

Customization of a Page

Once you have created a Page for your department it is important to customize the page by adding a profile picture and a cover photo to it.


Adding or Changing Your Page's Profile Picture:

To add or change your Page's profile picture:

1. Go to your page
2. Hover over your profile picture and click  symbol that will appear in the bottom right of your profile picture
3. Click Upload Photo to upload a photo from your computer. You can also click Choose From Photos to use a photo you've already uploaded to your Page.
4. After choosing a photo, click the photo and drag it up or down to reposition it.
5. Click Save.

Adding or Changing Your Page's Cover Photo:

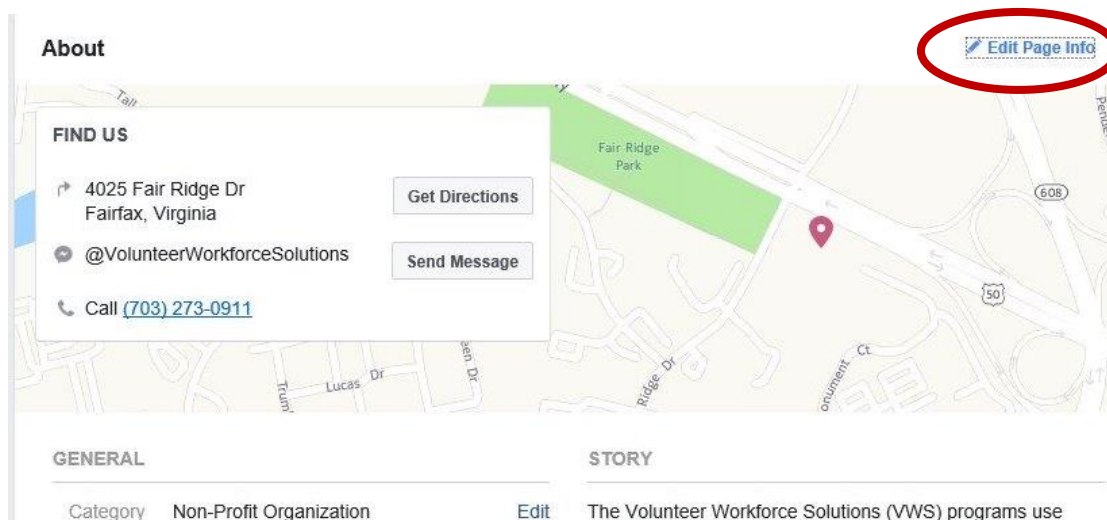
To add or change your Page's cover photo:

1. Go to your page.
2. Click  in the upper left of your cover photo.
3. Click Upload Photo to upload a photo from your computer. You can also click Choose From Photos to use a photo you've already uploaded to your Page.
4. After choosing a photo, click the photo and drag it up or down to reposition it.
5. Click Save.

Adding or Editing Your Page's Basic Information:

To add info to your Page:

1. Click About on the left side of your Page
2. Click Edit Page Info



3. Click the section you want to edit and add info
4. Click Save Changes

This info will appear in your page's About section and on the right side of your Page's Timeline.

Adding a Call-to-Action Button to Your Page:

To add a call-to-action button to your page, you need to have an admin, editor, moderator or advertiser role with the page.

Call-to-action buttons can help your viewers:

- Contact you
 - It is not recommended that you make your Call-To-Action Button a contact us button, as you should already have your contact information visible on the about tab and in the right-side bar of your page's homepage.
- Volunteer with your department
- View Your Website
- Learn more about an Event or your department
- Donate to the Department

To add a call-to-action button to your Page:

1. Click + Add a Button below your Page's cover photo



2. Select a type of button from the dropdown menu and fill out any required information
3. Click Add Button

Once the button has been created, you can test your button:

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1. Hover over your button
2. Select Test Button

Managing Tabs and Sections

You'll need to be an admin or editor to add, remove or re-order your page's tabs and sections. Keep in mind that some tabs and sections can't be removed (example: Home, Photos, Videos), and others can't be re-ordered (example: Home).

Rearranging the tabs on the left side of your Page will also rearrange your page's middle section in the same order.

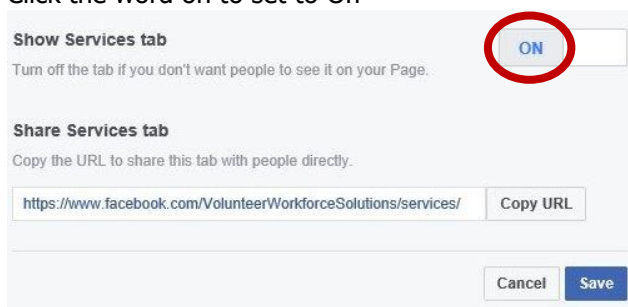
For example, if you re-order your page's tabs to make the Photos tab appear second, the Photos section in the middle of your page will also appear second.

To re-order the left side tabs and sections:

1. Go to your Page and click Settings
2. Click Edit Page
3. Click and drag a tab to re-order it

To remove a left tab or section:

1. Go to your Page and click Settings
2. Click Edit Page
3. Click Settings next to the tab you want to remove
4. Click the word on to set to Off



Show Services tab
Turn off the tab if you don't want people to see it on your Page.

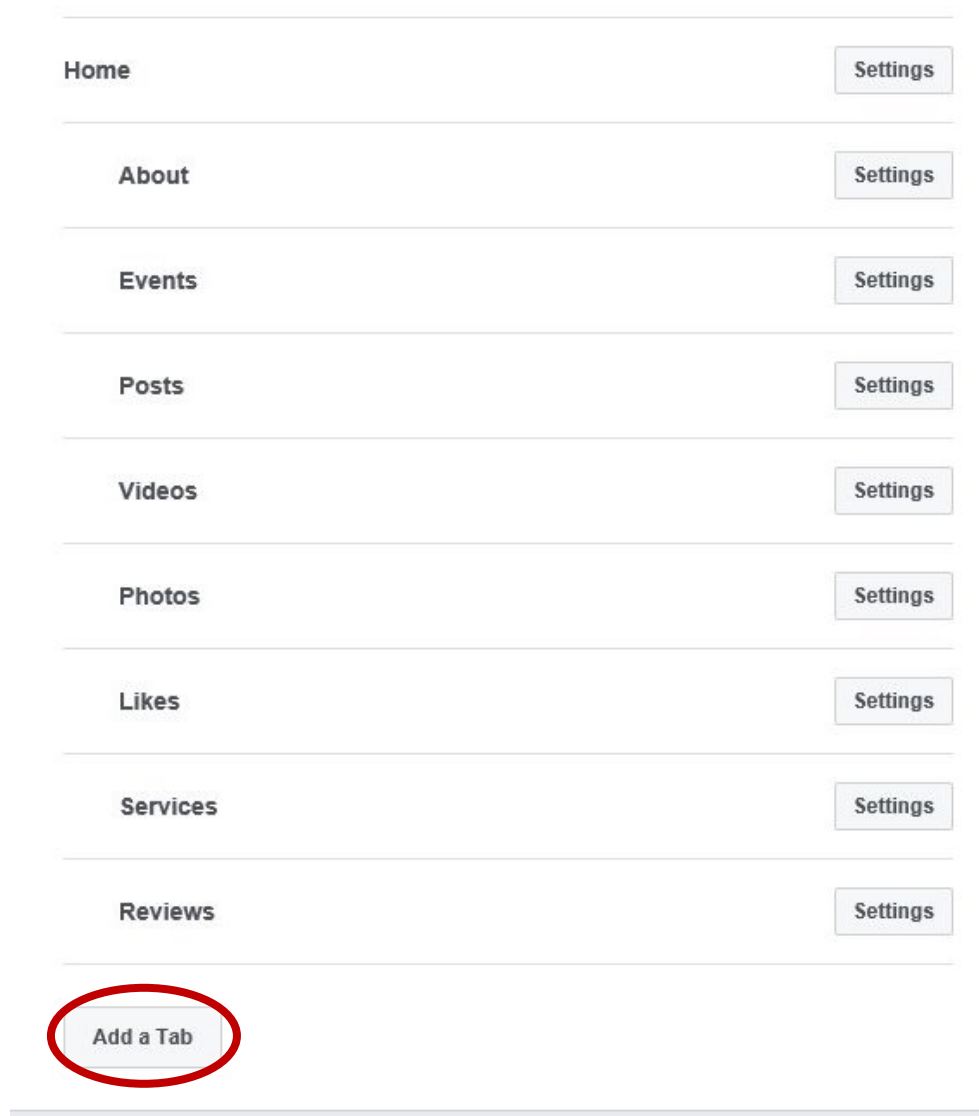
Share Services tab
Copy the URL to share this tab with people directly.

5. Click Save

Keep in mind that you can only remove the following sections: Events, Notes, Services, Shop, Jobs, Offers and Reviews.

To add a tab or section:

1. Go to your Page and click Settings
2. Click Edit Page
3. Click Add a Tab



4. Click Add Tab next to the tab you want to add
5. Click Close

You can also re-order the sections on the right side of your Page (example: the Visitor Posts and Likes sections).

To re-order the sections on the right side of your Page:

1. Hover over the top of a section and click the pencil
2. Select Manage Sections
3. Click and drag sections to re-order them
4. Click Save

Viewing Your Page as a Visitor:

To see what your Page looks like to visitors:

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1. Go to your Page
2. Click on the three dots below your Page's cover photo
3. Select View as Page Visitor

Publishing as Your Page

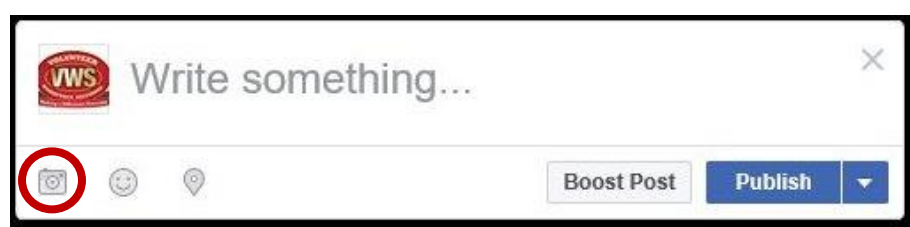
As your page, you can create Events and post and share videos and photos. This section will cover everything you need to know about posting as your Page.



Creating and Scheduling a Post:

1. Start creating your post at the top of your Page's Timeline, where it says write something



2. Click  to add a photo or video to your post.

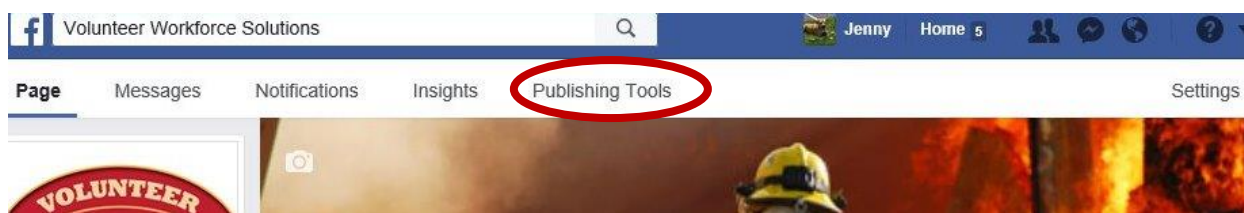



3. If you are posting about your event or meeting you can add a location to your post by clicking 
4. Click Publish to immediately have it posted on your Page's timeline immediately or Click  next to Publish and select Schedule
5. Below Publication, select the date and time when you want the post to publish
6. Click Schedule

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To reschedule, edit or delete a scheduled post:

1. Click Publishing Tools at the top of your Page




2. Click Scheduled Posts in the left column
3. Click the post you want to edit
4. Click Edit to edit the post, or click  to choose to publish, reschedule or delete it

To see a history of all edits to a scheduled post, click View Edit History.

Pinning a Post to the Top of Your Page's Timeline:

On occasion you may want to feature a post on your Page. It is recommended that you do this sparingly, as visitors want to see new content every time they visit your page.

To pin a post to the top of your Page's Timeline:

1. Go to the post on your Page's Timeline
2. Click  in the top-right corner




3. Select Pin to Top

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Note: You'll need to be an admin or editor to pin page posts, and you can't pin a post on your personal Timeline. When you pin a post:

- The post will move to the top of your Page's Timeline
-  will appear on the post


Hiding, Unhiding, Editing and Deleting Posts

Hiding a post that you've shared from your Page will remove it from your Page's Timeline, but not from your Page's activity log. When you delete a post, you'll permanently remove it from your Page, including your Page's activity log.

To hide or delete a post from your Page:

1. Go to the post on your Page's Timeline
2. Click ▼ in the top-right corner
3. Select Hide from Timeline or Delete

To unhide a post you've hidden:

1. Click Settings at the top of your Page
2. Click Activity Log in the left column
3. Click  next to the post you want to unhide and select Allowed on Page

Keep in mind that if a post you've hidden was shared, it may still be visible if it was shared in other places on Facebook, such as in individual News Feeds and in searches. Any photos you've hidden from your Page's Timeline will still be visible when people visit your Page's Photos section.

To edit a post that you've shared from your Page:


1. Go to the post
2. Click ▼ in the top-right corner and select Edit Post
3. Edit your post and click Done Editing

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Note: Posts that have been boosted or are part of an ad campaign can't be edited.

Keep in mind that posts can be edited by other admins and editors who work on your Page.

To see who edited a post shared by your page:

1. Go to the post and click 
2. Select View edit history
3. From here, you'll see a history of all edits, including edits made before the post was published
4. Click Close after you've finished viewing the edit history

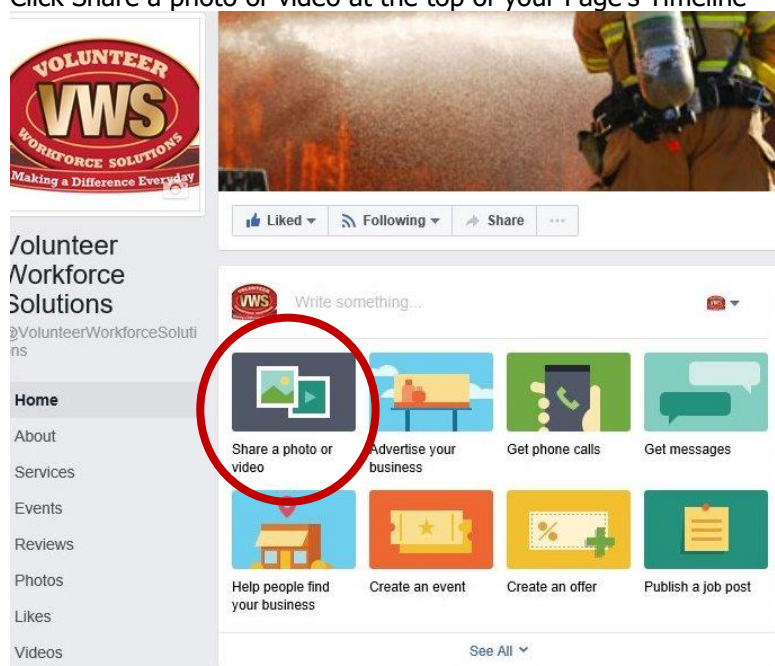
Anyone who can see the post can see a history of any edits made after the post was published. Only the people who work on your Page can see edits made before the post was published and who edited it. If someone who works on your Page edits a post that you scheduled or published, you'll receive a notification.

Sharing Photos or Videos

You can add photos or a video using the basic posting method or you can use the following method, which offers you more options and can help you organize images better when uploading multiple images.


To share photos from your Page:

1. Click Share a photo or video at the top of your Page's Timeline



2. Choose an option:

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- a. Upload Photos/Video: Add photos or a video from your computer. The photos you publish will be added to your Page's Timeline Photos album. (This is the same as if you clicked the  icon to add an image or video to a post)
 - b. Create Photo Album: Add photos from your computer to a new album.
 - c. Create a Photo Carousel: Photos are taken from a website you choose. Enter a website URL to build a scrolling carousel of photos.
 - d. Create a Slideshow: Add 3 – 10 photos to create a video, allows you to customize with options that will appear on the left after selecting
 - e. Create a Canvas: Allows you to combine images and videos
3. Select the photos or videos you want to add
 4. Write an optional update and click Publish

Publishing, Liking and Commenting as Your Page on Other Pages

You'll need to be an admin, editor or moderator to like or comment as your Page on another Page's post. If you're an admin or editor, you may be able to publish as your Page on another Page's Timeline, depending on that Page's settings.

To like or comment on another Page's post as your Page:

1. Go to the Page post you want to like or comment on
2. Click your profile picture in the bottom-right corner of the post
3. Select the Page you want to like or comment as
4. Like or comment on the post

To publish on another Page's Timeline as your Page:

1. Go to the Page you want to publish on
2. Click your profile picture in the top right
3. Select the Page you want to publish as
4. Create your post, then click Post

Note: You can only publish, like or comment on other pages as your page.

Creating an Event:

To create an event for your Page:

1. Click Create an event at the top of your Page's Timeline



2. Change the event photo (note: the system will automatically put your page's cover photo for the event), then enter your event's name, location, date and time, and category. You can include optional details like:
 - a. Keywords: Helps the event appear to the appropriate audience during searches and on timelines
 - b. Ticket URL: If you've set up the event with an online ticketing provider or if the event requires a registration, enter the link.
 - c. Co-hosts: You can add other Pages (example: promoters, venues, artists) and friends as co-hosts, but only Pages will be displayed as co-hosts on the event page. Co-hosts can edit the event and add it to their calendars. Learn more about adding co-hosts below.
3. Click Publish

Keep in mind that all events hosted by Pages are public. You can also add other people's or Page's public events to your Page. Learn more best practices for creating an event.

Adding Co-Hosts to Your Event

When you add a friend or a Page that you don't manage as a co-host to your event:

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- Pages you don't manage will receive a notification when you add them as a co-host to an event. The Page admin will need to click Accept or Decline to be shown as a co-host of the event on the event page.
- Friends you invite to co-host your event won't be sent a request and will automatically become admins of your event if they RSVP as Interested or Going. Friends won't be shown as co-hosts of the event on the event page but can still edit the event.
- Pages that haven't yet accepted your co-host request will be shown as pending only to other co-hosts of the event.
- Only co-hosts of the event will see when a Page declines a co-host request.

Learn more about accepting a request to co-host a Page's event.

Editing an Event

To edit an event for your Page:

1. Click Events on the left side of your Page



2. Click the more button next to the name of the event you want to edit

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3. Click Edit
4. Edit the event, then click Save

Note: You can add or remove co-hosts, but once an event has been created by a Page, the Page is the primary host and can't be removed.

Banning and Moderation

Viewing Who Published Something as Your Page

There are several ways to see who published something on your Page. Keep in mind that only people who help manage your Page can see this information.

- On a Page post, the name of the person who published will be listed next to Published by. On a Page comment, the name of the person who commented will be listed below the comment next to Commented on by.
- Click Publishing Tools at the top of your Page. From here, you can see who published, scheduled or drafted Page posts.
- You can also see who published or scheduled posts in your Page's activity log.

Profanity Filter

You can block 3 different degrees of profanity from appearing on your page. Facebook determines what to block at each degree by using the most commonly reported words and phrases marked offensive by the community.

To turn on the profanity filter:

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1. Click Settings at the top of your Page.
2. From General, click Profanity Filter.
3. Select Medium or Strong.
4. Click Save Changes.

Spam Comments

Automatic filters may hide comments that have been detected as spam, including comments containing words that are blocked from your page. These comments will appear in gray to people who manage the Page but won't be visible to the public. To show a comment that's appearing in gray, hover over the comment and click Unhide.

Comments marked as spam will also be moved to the bottom.

Allowing Other People to Tag Your Page's Photos and Videos

To allow other people to tag photos and videos published by your page, you'll need to be an admin. If you're an admin:

1. Click Settings at the top of your Page
2. From General, click Tagging Ability
3. Click to check the box next to Allow others to tag photos and video published by [Page name]
4. Click Save Changes

Photos your Page is tagged in are visible to:


- The audience they're shared with
- Other people tagged in the photo
- Friends that the people tagged choose to add to the audience

If you've allowed visitors to publish photo and video posts to your Page, tagged photos and videos of your Page can appear in the Photos and Videos sections below your Page's cover photo.

Hiding and Deleting Comments From a Post


When you hide a comment from a post on your page, the comment will only be visible to the person who wrote it and their friends. When you delete a comment from a post on your Page, the comment will be permanently removed from the post.

To hide a comment from a post on your Page:

1. Hover over the comment
2. Click  and select Hide Comment

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To delete a comment from a post on your Page:

1. Hover over the comment
2. Click  and select Hide Comment
3. Click Delete

After you hide a comment, you also can ban the person or page or report the comment if it doesn't follow the Facebook Community Standards.

Reply to Comments on Your Page's Posts

If you're an admin, editor or moderator, you can reply to comments on your page's posts publicly or in a private message. When you reply with a private message, anyone can see that your page has responded privately below the comment.

To reply to a comment publicly:

1. Click Reply below the comment
2. Add your reply and press the Enter key

To reply to a comment in a private message:

1. Click Message below the comment
2. Enter your message and click Send

Banning Someone from Your Page

The ability to ban someone should always be used with discretion. Social media is meant to be an open and interactive forum. If a page becomes known for banning individuals, you will lose your fans, social media will cease to be a useful tool, and it could have negative consequences to the fire department's brand and relationship with the community.


Sometimes it is necessary to ban an individual from your page. We recommend banning people who continually and unceasingly publish spam and inappropriate comments on your page. When you ban someone from your page, they'll still be able to share content from your page to other places on Facebook, but they'll no longer be able to publish to your page, like or comment on your page's posts, message your page or like your page.

You may also remove someone who likes your page. When you remove someone from your page, they'll no longer like it. This is a good option for people you don't want following your page's posts in their news feeds or the news feeds of their friends. However, pages are public spaces and people you've removed can choose to like your page again.

If you do have negative comments on one of your posts, in most cases the best reaction is to ignore the comment or remove the specific comment. Negative comments can also frequently be dealt with by thanking the individual for their opinion and letting them know that you will use it to improve the department. In some cases, you may even want to invite them to email you or stop by the department to provide more details, so you can adequately address the problem.

There are several ways to ban a person or another Page from your Page.


From the people who like your Page:

1. Click Settings at the top of your Page
2. Click People and Other Pages in the left column
3. Search for the person or click to check the box next to the name of the person you want to ban
4. Click  and select Ban From Page
5. Click Confirm


From a comment on a Page post:

1. Hover over a comment by the person or Page you want to ban and click
2. Click Hide Comment
3. Click Ban [Name]

From a message to your Page:


1. Click Messages at the top of your Page
2. Click the message on the left from the person you want to ban
3. Click Actions  at the top and select Ban From Page
4. Click OK

From a post on your Page or a post your Page has been mentioned in:


1. Click VISITOR POSTS on the right side of your Page
2. Click  in the top right of the post by the person or Page you want to ban
3. Select Ban From Page and click Confirm

Unbanning Someone

To unban someone from your Page:

1. Click Settings at the top of your Page
2. Click People and Other Pages in the left column
3. Click People Who Like This Page  and select Banned People and Pages

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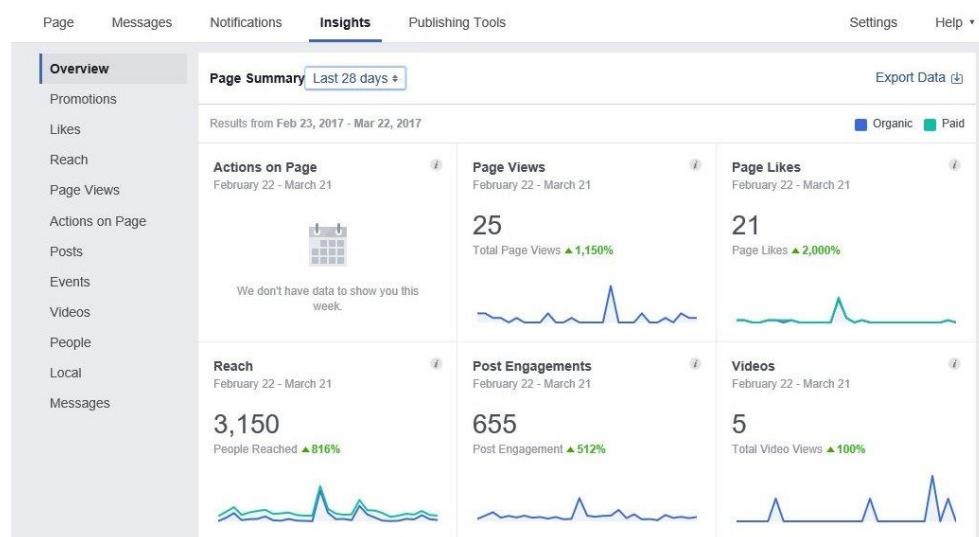
4. Click to check the box next to the name of the person you want to unban
5. Click  and select Unban From Page
6. Click Confirm

Viewing Your Page's Insights

To view your Page's insights, select insights from the top of your Page's homepage



This will take you to an overview of your Page's activity. The initial page will look like the image below.



Each box in the Page Summary shows you an overview of an action for the specified time period. The chart for each item breaks down the total number by day and separates between organic and paid.

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Organic is the natural audience/interactions your post received, paid is the audience/interactions it had due to you boosting the post and paying Facebook to put your post in front of certain people. This will be discussed further in the [advertising section](#).

Below is a description of the information that each box is showing:

- Actions on Page: the number of clicks you have received on your call to action button and contact info link.
- Page Views: how many individuals have viewed your page.
- Page Likes: how many individuals have liked your page. Liking your page means that they are now following your page and will see your posts on their timeline.
- Reach: the number of people that saw your posts.
- Post Engagements: The number of people that interacted with your posts by clicking a link in your post or liking, commenting, or sharing your post.
- Videos: The number of times the videos on your page were viewed for a minimum of 3 seconds.

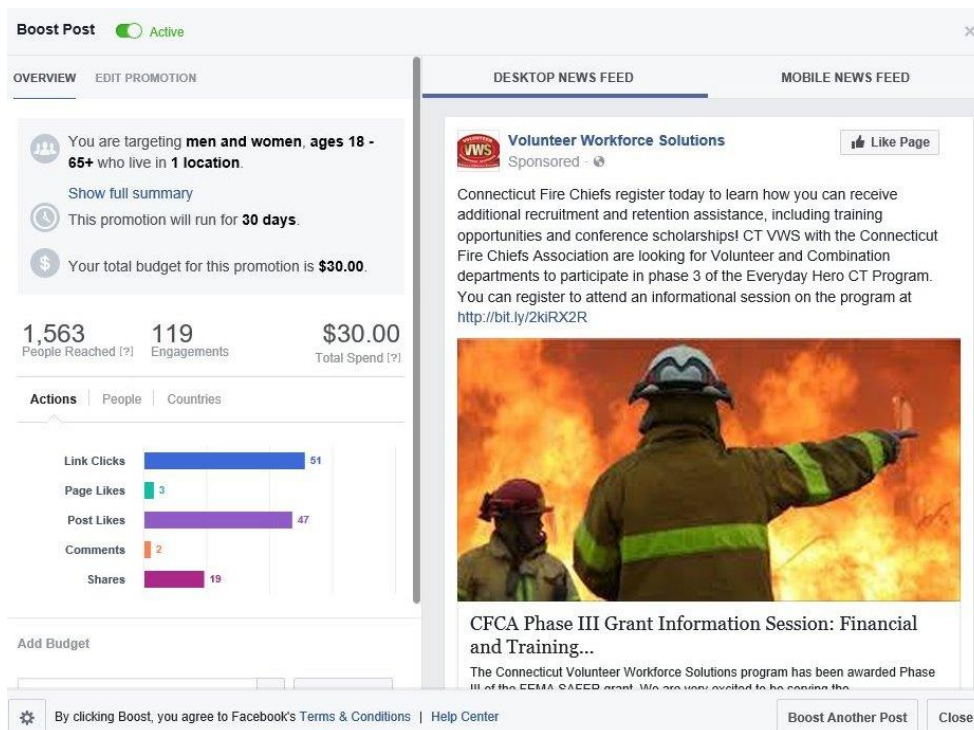
In the left-hand side bar, you can look at your Page's statistics closer. Below we breakdown each tab and what it is showing you.

- Promotions: Shows your current and recent promotions. It also will make suggestions for promotions and allow you to create new ones.
 - For each promotion, you will see the reach, engagement and total spent out of your allotted amount.

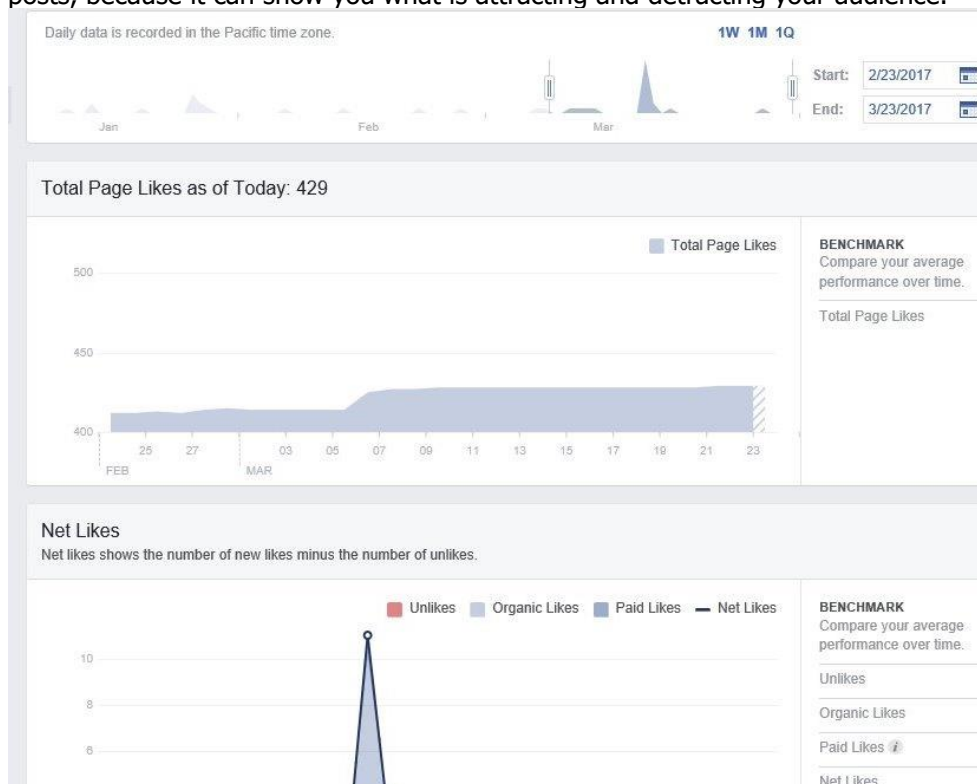
The screenshot displays the Facebook Promotions section. At the top, there's a 'Promote Your Event' banner for 'CT VWS Phase 3 Information Session 1' with a 'Boost Post' button. Below this, a 'Recent Promotions on Volunteer Workforce Solutions' section shows a 'Boosted Post' for a fire event. The post features a firefighter image and text: 'Connecticut Fire Chiefs register today to learn h...'. It is promoted by Jenny Bragiel on 02/21/2017. The promotion statistics are: 1,563 People Reached, 119 Post Engagements, and \$30.00 Spent of \$30.00. There is an 'Add Budget' button. At the bottom, a link says 'Looking for all promotions for your ad account? Go to Ads Manager'.

Post Image	Post Title	People Reached	Post Engagements	Spent
	Boosted Post Connecticut Fire Chiefs register today to learn h... Promoted by Jenny Bragiel on 02/21/2017	1,563	119	\$30.00

- Clicking on the promotion will bring up detailed information about the promotion. This pop-up also allows you to make some edits to your promotion.

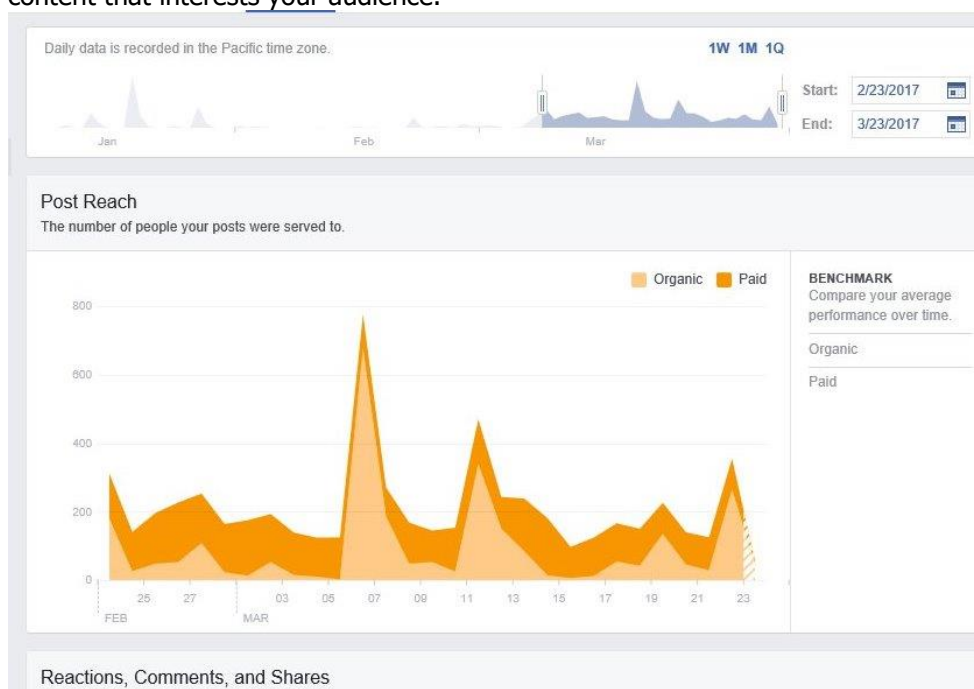


- Likes: This page breaks down the information concerning when people like and unlike your page, and from where they are doing this action. This can be helpful when you compare it to your posts, because it can show you what is attracting and detracting your audience.



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- **Reach:** This is an in-depth look at the number of people that saw your post and actions that will help or hurt your posts from reaching more people.
 - Each section allows you to see when you had a spike in Reach or activity. Again this allows you to compare the reach and activity to what you posted, so you know the content that interests your audience.



- If you click on a point on the graph it will reveal the posts that contributed to that spot on the graph. This information will appear in a pop up similar to the following.

Active Posts from March 06, 2017

Impressions: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Impressions	Engagement	Promote
03/06/2017 8:19 am	 Register today for 3 full days of networking & educational sessions with fellow volunteer & combinati			0	63 7	
02/20/2017 8:40 am	 Connecticut Fire Chiefs register today to learn how you can receive additional recruitment and reten			0	9 16	

- **Page Views:** This provides you information on when people are looking at your page. You can see what days you drew people to your page and from what source allowing you to refine your method and content. For instance, if people are coming from google that means your Facebook page appeared for something they searched. You may want to adjust your page layout then to make sure that About is the first tab under Home. Whereas, if they are coming from your website you might want to put events or posts first, since they probably learned about your department on the website and are looking for information on events or something you would post.

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- **Actions on Page:** This shows where people are clicking on your page. This can be useful to see if people are looking at your information. It allows you to break down the information by age and gender, which can help you to see what demographics various items are drawing.
- **Posts:** This page shows you information on when your fans are online, as well as more specific information for each post, including the date and time a post was published.



- By clicking the ♥ next to a data type you can change the type. As you can see in the image we changed the Reach column to Impressions. In our glossary section we discuss the difference between Reach and Impressions.
- This section is particularly helpful in assisting with the determination of when you should post. As you can see we have more engagement and impressions when we post in the morning, so we should schedule more of our posts to be published in the morning. We will discuss this further below in the Facebook management section.
- **Events:** This is a breakdown of your event. You can view the event's reach, engagement, tickets and audience. You can select an event to view that specific events information as opposed to all the events' information combined.
- **Videos:** This page shows you the number of views your videos have received over a period of time. You can also see which of your videos are the most popular.

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- **People:** This shows you demographic information about your fans, the people you are reaching and the people that your page is engaging. Generally, this should reflect the makeup of your community. You would expect most of your fans to be community members.
- **Local:** This shows you information about the people near your department, including activity, peak hours and demographic information. This information can assist you with your recruitment efforts, including who to target and when to target them.

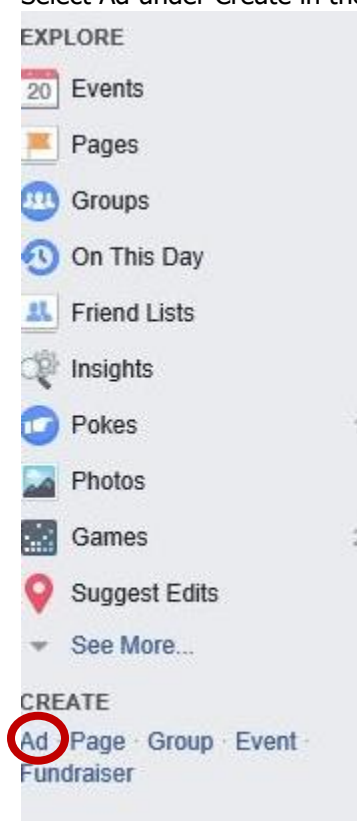
Advertising

Facebook offers a relatively inexpensive way of advertising. It allows you to promote your page, website or a post directly from your page. This can be useful to expand your audience base or draw attention to a specific event or post.

Facebook also allows you to create advertisement campaigns. These are more complex than boosting a post or your page, while remaining affordable. This is a good option if you would like to run several ads with the same objective, it also allows you to create different target audience groups. The campaign provides you with various data insights, allowing you to see what is and isn't working for each target audience group.

Creating an Ad Campaign

1. Go to your home page
2. Select Ad under Create in the left side bar



3. Select Your Marketing Objective

4. Name Your Campaign
5. Select Continue

This will take you to your Ad Set options. You can create multiple Ad Sets. Ad sets are groups of designated people you would like to target.

1. Name Your Ad Set
2. Select the locations you wish to include or exclude in your targeting
3. Select if who you want to target in the designated location:
 - a. Everyone
 - b. People who live in the designated location
 - c. People recently in the location
 - d. People traveling in the location
4. Select the Age range you would like to target
5. Select the Gender you would like to target
6. Optional: Select languages you would like to target
7. Add keywords for targeting
 - a. This can be inclusive or exclusive
 - b. Keywords can be demographics, interests, positions, jobs, behaviors, etc
8. Connections Optional: Limit your targeting to individuals that already have a connection to your department or exclude people who are already connected to you from your targeting
 - a. This can be useful to reach new audiences or to engage your current audience more specifically
9. Save Audience
10. Repeat 1 through 9 until all desired audiences have been created

Modify Placement of Your Ads

We recommend you do not edit the placement of your ads, and you allow Facebook to decide the optimal placement of the ads. If you would like to edit the placement of your ads, mark edit placements and make the edits you would like.

Budget and Schedule

Facebook allows you to define the amount you spend on advertising and how it is spent.

1. Select if you want to set a Daily limit or a lifetime limit
2. Select if you want your ad to run continuously (This will continue running until you stop it or it reaches the budget. If you set a lifetime budget, once the budget is met the campaign will end. If you set a daily budget, the campaign will run until you tell it to stop. Each day it will spend up to your limit.) or if you want to set a start and end date.
3. Set your start and end date, if you selected to do so.
4. Select Continue to go to the Ads section

Advertisement Design

The next section allows you to create your ads. You will be able to create multiple ads.

1. Name Your Ad
2. Select your ad format
 - a. Carousel: This is multiple images or videos.
 1. Select the correct Facebook Page
 2. Enter the text for your ad

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3. Select which carousel card you want to modify



4. Select an Image or Video/Slideshow for your ad
5. Add a Headline
6. Add a Description (This is optional and highly recommended)
7. Add a URL/website link
8. Repeat steps 3-7 for each carousel card you have.
9. Select review order
- b. Single Image
 1. Select the image
 2. Select the correct page
 3. Add text
 4. Add a website URL
 5. Select review order
- c. Single Video
 1. Upload a video
 2. Select the correct page
 3. Add text
 4. Add a website URL
 5. Select review order
- d. Slideshow: This is 3-10 images or a video.
 1. Select 3 – 10 images or video
 2. Select Create Slideshow
 3. Select the correct page
 4. Add text
 5. Add a website URL
 6. Select review order
- e. Canvas: This is a mobile only unique storytelling format that includes images, text, a carousel and video.
 1. Add the images, video and slideshow you would like included
 2. Add the appropriate content
 3. Select the correct page
 4. Select a Canvas if you didn't create one
 5. Add a Headline
 6. Add a Description (This is optional and highly recommended)
 7. Add a URL/website link
 8. Select review order
3. If there are any errors fix them, then select Place Order and follow the checkout process.

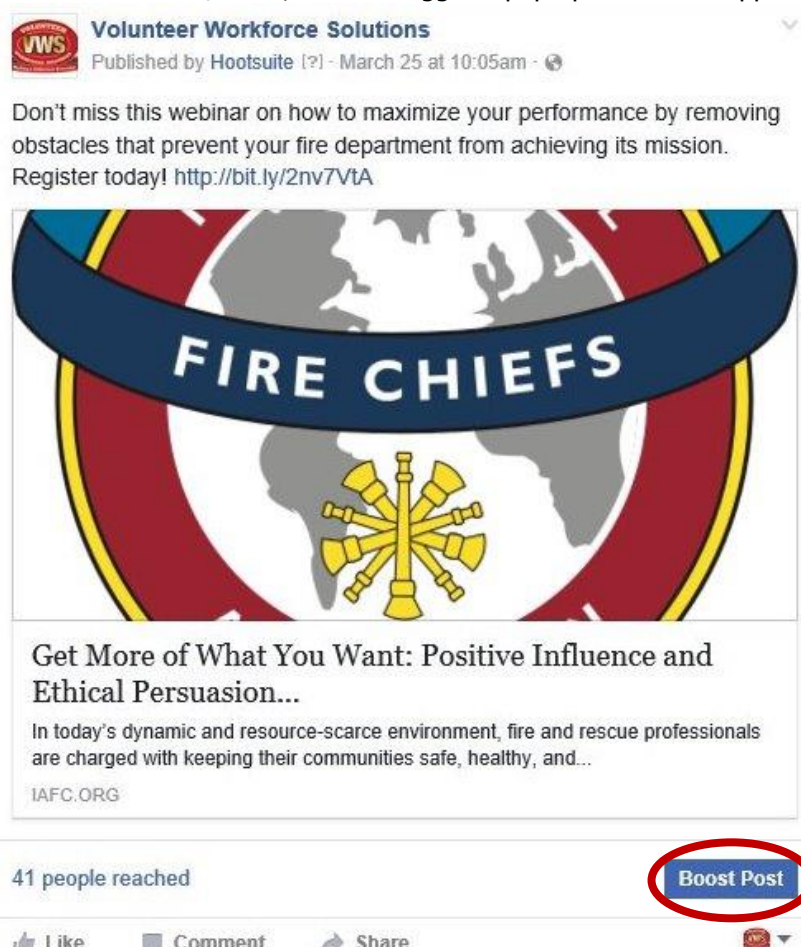
Boosting a Post/Event

Boosting a post is very simple.

1. Go to your Page's homepage
2. Scroll down to the Post/Event you would like to boost

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3. Select Boost Post/Event, this will trigger a pop up window to appear



4. Add a call to action button, if needed
5. Select your audience to target
6. Set your budget and duration
7. Enter your payment method
8. Select boost

Facebook Management

Anybody can manage a Facebook page. The secret to having a successful page is you need to be consistently posting valuable content for your audience.

What is Valuable Content?

What your target audience views as valuable content may vary, and as a department you may find that you have more than one audience. What each audience values will be different, but you will need to balance them to be successful.

The most valuable content you post will be the content that your entire audience finds valuable. It must be recognized that every post will not be a slam dunk or a viral post. Some posts will be boring and unengaging. Create an identity for your page and stick to it. You should have the amazing posts that everyone will love mixed in with the less engaging posts, to maintain consistent value. Having a variety of

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content that all is connected to your department and its brand will help you keep your audience engaged and informed.

Community Content vs. Member Content

Two audiences that most departments will have will be the community and members.

Your community will value information about community events. They may look to your site for updates on burn conditions, community events, severe weather, information on how they can help a family that was involved in a fire, or information on a fire or accident.

Members will be going to the website for information on meetings and trainings. They may be visiting it to say congratulations to a recently promoted member, to see the results of an internal/external competition or to find themselves in pictures from an event they worked. The good news about posting valuable member content is that it is easy to find out what they would like posted. All you have to do is ask them, and involve them in the post creation process.

When to Advertise

The occasionally promoted post can help draw in more of your target audience, expanding your followers. Facebook allows an individual to easily advertise content and pages. While this can be relatively inexpensive, it can quickly become very costly making it important to select what you advertise very carefully. Always try to avoid promoting as much as possible, even though you can select a specific target audience for your promotions, your best audience is always the audience that you already have. The following tips will help you identify posts and events that will make a beneficial advertisement.

Advertising Tips:

- Only promote original posts or your own events.
- Always compare your organic reach to the estimated promotional reach. The promotion reach should offer a significant increase to your organic reach. If it doesn't, don't promote.
- Only promote a post/event after you have posted it for a minimum of 24 hours to give you an organic reach to compare to the promotion reach. This will ensure that you are receiving the largest return on your investment.
- If a post/event is experiencing below average reach and engagement for your page, you should NOT promote it. The lack of organic interests suggests that you would be wasting your money promoting it, as it is not of interest to your audience.
- Make sure the post/event will be relevant the entire time of promotion.
- The post/event should always have a call to action with a link.

Posting Schedule

Start by posting 3 times a week, and slowly work up to where your department is posting a minimum of once a day.

To get to the point where you are posting daily, start posting 3 times a week, once you have successfully done this for 1 month, add a day. Once you have successfully posted 4 times a week for 1 month, add another day. Continue this until you are posting a minimum of *once a day*.

When you are first starting to post on Facebook, start by posting at different times of the day. This will allow you to find the best times for you to connect with your audience.

After a few weeks of posting at a variety of times go to your pages insights and select posts. Scroll down the reach column, when you see a spike in reach make a note of the time and day of week it was sent out. This is an indicator of an optimal time for posts on that day. At first you will only want to pay attention to the time, but once you have more data you may want to pay attention to the day of week as well. Also, different days may have different peak periods of time.

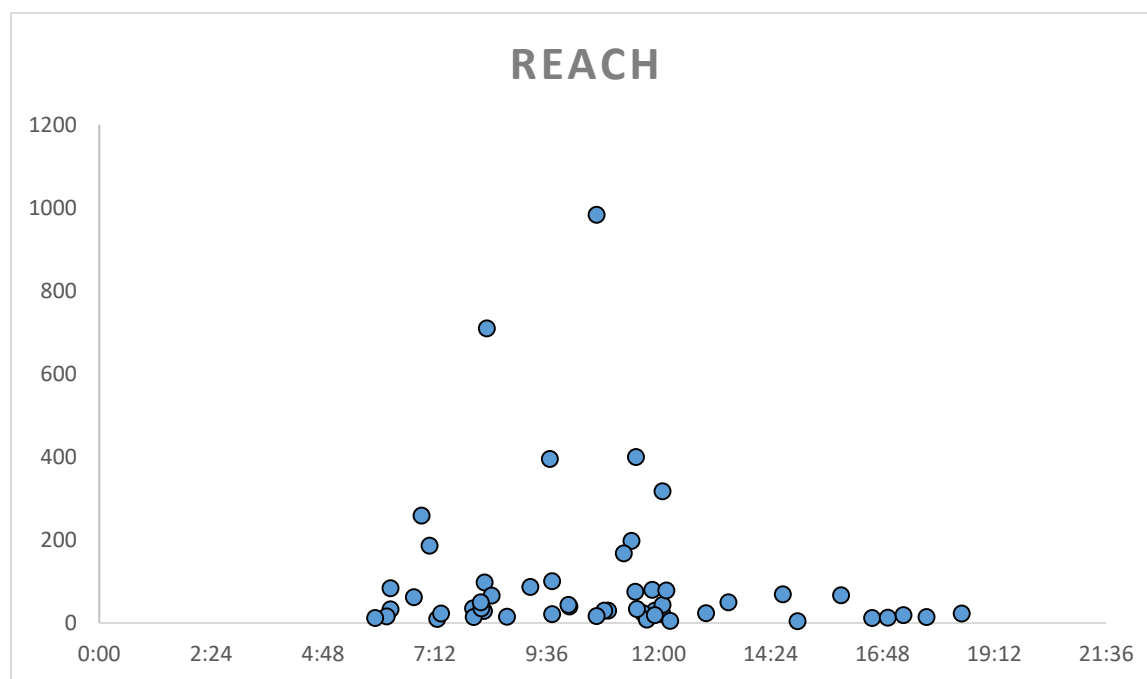
In the following image, you can see that we had a really strong post at 8:16 AM on a Monday. This could also be attributable to the content of the post. If you continue looking at the data you will see the next spike in reach was on a Wednesday at 6:55 AM, then we see another spike on a Friday at 6:15 AM. This suggests that between 6 AM and 9 AM is an optimal time to post. If you were to continue looking through more of our past posts a trend would develop that our posts frequently reach the most people when posted after 6 AM and before noon.

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/28/2017 8:01 am	 This is a great video highlighting the need for more volunteer firefi			33 	2 1 	Boost Post
03/28/2017 6:15 am	 Legislative Overview of the Volunteer Responder Incentive Prote			31 	8 0 	Boost Post
03/27/2017 2:59 pm	 Make sure you stay in the know attend #FRI2017. There will be			4 	0 0 	Boost Post
03/27/2017 8:16 am	 Last week, representatives from volunteer fire departments throu			98 	20 4 	Boost Post
03/26/2017 4:35 pm	 Symposium in the West is quickly approaching. Make sure you d			12 	0 0 	Boost Post
03/25/2017 10:05 am	 Don't miss this webinar on how to maximize your performance by			40 	6 0 	Boost Post
03/24/2017 11:55 am	 Federal Grants are extremely competitive. Here is an alternative			30 	10 0 	Boost Post
03/23/2017 6:10 pm	 This is a good reminder to change your passwords regularly. htt			16 	0 0 	Boost Post
03/22/2017 6:55 am	 Legislative Update: Bill Introduced in House to Provide Volunteer			259 	24 14 	Boost Post
03/20/2017 12:05 pm	 This is an important article on making fireground decisions in an			21 	2 0 	Boost Post
03/19/2017 1:01 pm	 Help make sure #EveryoneGoes Home. http://bit.ly/2mJrbIT			24 	1 0 	Boost Post
03/18/2017 3:55 pm	 Are you looking for a unique #recruitment & #retention solution?			67 	7 2 	Boost Post
03/17/2017 6:15 am	 Curious how you can track your #Fire Dept training with a purpos			84 	19 1 	Boost Post
03/16/2017 5:55 am	 Learn the 10 biggest mistakes firefighters make with their fitness			12 	0 0 	Boost Post
03/14/2017 6:30 pm	 We Need to See You in Washington in April! The FIRE & SAFE			23 	1 0 	Boost Post

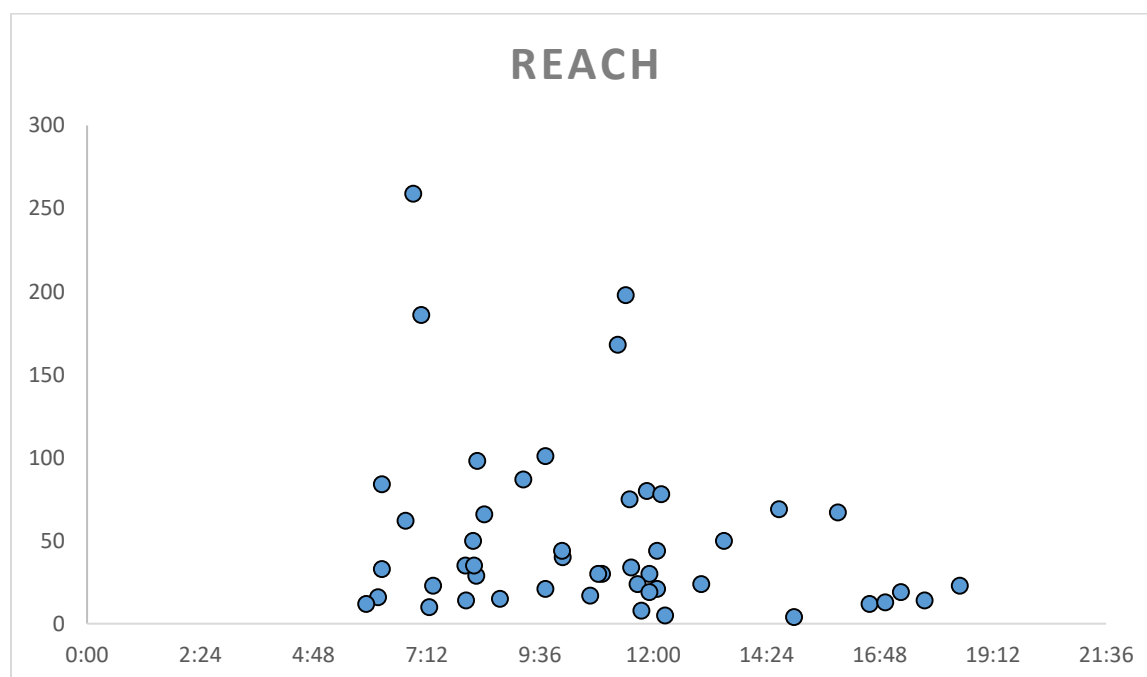
Another way to figure out your optimal time is to create a scatter chart. This will also show you if you are posting randomly throughout the day or if you are favoring a specific time. Below is the scatter chart for

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the Volunteer Workforce Solutions Facebook page. You can see that we post more in the morning half of the day and that we have the most activity after 6 AM and before noon.



When we zoom in on the information removing some of the outliers, we see that we have 2 peaks the first being posts around 7:00 AM and the other is posts around 11:30 AM.



This tells us that the best time for us to post is around 7 AM and 11:30 AM. Which means that we should consistently post our new and important content at those times. It is ok to post outside of your optimal

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time periods, especially if you have multiple posts for one day. In the case of multiple posts, only post the most important post in the optimal time period. Post the other at a random time.

If you are posting something for a second or third time, for instance an event announcement, you should change the post slightly each time and post it at different times. This will help you avoid annoying your followers and having users hide your posts.

Sample Posts

You can plan your posts for a week, a month or even a year and enter them in the system. We recommend you plan posts on a weekly basis to ensure that everything is current and that you have at least one post for each day, but if you have something like an annual event that you would like to push out on social media, you could schedule all of your posts for the event at one time up to a year out from the event. (Note: Make sure you have all of your events posted on your page as an event.)

Below we have provided a few lists of suggestions for posts.

Post Ideas:

- Information for an upcoming event.
- Pictures and videos from a recent training event.
- Congratulations to new or promoted members. Make sure to include a picture or video.
- Happy Birthday to members.
- Information about calls. (Make sure you only post approved information)
- Community Fire Awareness Information
- Department outreach activities
- Thank you posts to schools for letting your firefighters teach the students about fire awareness
- Information about upcoming meetings that are open to the public
- Member Anniversary Congratulations and Thank You posts.
- Need for volunteers
- News coverage of your fire department
- Weather alerts encouraging extra caution when on roads
- Information on your services (Ex. If you offer free smoke alarms, you can let your community know in a post)
- Pictures of firefighters doing routine things like cleaning the fire truck, checking equipment. Make sure to include an explanation and why it's important.
- Information on/during Non-Emergency events. (Ex. if you have volunteers at a local sporting event, post a picture with a comment that is cheering for the home team, or tell people where you are located if they need assistance.)
- Burn Information/Fire Conditions

Some Posts for You to Use (Italicized portions need to be customized):

- Cooking is the main cause for home fires. Here are some safety tips to help keep you and your family safe if a grease fire happens. <http://bit.ly/2nvtwkw>
- Are you looking for a way to help our community? We need administrative and operational volunteers. Contact us at *insert phone number* to learn how you can join our family.
- Congratulations to our New Volunteer Firefighters. *Insert your department name* Volunteer Firefighters go through an intense program sacrificing their weekends and personal time to learn how to protect the community. Thank you for your commitment. We are happy to have you join our family. *Include picture of new members.*

- Recently, we conducted some intense training to make sure we are ready to answer any emergency call that we receive. *#AlwaysTraining Post pictures from training day.*
- Reminder: We have our *monthly* meeting *Insert Meeting day and time.* We encourage all community members to come to it and learn about our activities. If you are interested in volunteering this is a great way to learn more about us.
- Remember if you see emergency lights pull to the right, every second matters in an emergency. <https://www.youtube.com/watch?v=HNi1HJjEQN8>
- We need Volunteer firefighters of all different skills and abilities. This is a great story of a volunteer firefighter that didn't let his disability prevent him from volunteering. If you are willing to work hard, we have a job for you. <http://on.wgrz.com/2mOpjWs>
- The fire service isn't just a job and it isn't just a volunteering experience. When an individual becomes a *#firefighter* they are gaining a new family. This article by Chief Dan Eggleston is an amazing example of what we mean when we say family. We need more volunteer firefighters to join our family. Read this article then give us a call. <http://bit.ly/2kx5AgC>
- This is where firefighters find their courage. Do you have what it takes? Come to our next meeting *Insert meeting information* or call us at *Insert Phone number* to become a volunteer firefighter. <http://bit.ly/2jMpgMz>
- Happy New Year! Please keep these safety precautions in mind as you celebrate the coming of *insert year!* <http://bit.ly/2hd4vbR>
- Make sure you change your clocks this *insert date.* Remember change your clock, change your batteries. <http://bit.ly/2ovjUDG>
- We just changed our clock and fire alarm batteries. Did you? <http://bit.ly/2ovjUDG>

Tips

Increasing Followers

Assuming you want quality followers, there isn't a short cut or a quick and easy way to get thousands of followers. Getting followers takes time and consistency with some self-promotion. The following list has some ways to help you make sure you are gaining quality followers:

- Make sure your Facebook Handle is on your flyers and promotional materials.
- When speaking with your community tell them about your Facebook page
- Have a link to your Facebook page on your website
- Post consistently and regularly
- Post engaging content
 - Ask questions in your posts, and call for people to share the post
- Follow other relevant pages
 - For example, your town/city/county government page, school pages, or local sports pages
- Share content from other pages
 - If a school is closed, share their announcement on your page
- Share community news and events, even if it isn't directly related to your department
 - It is good to post your stuff, but people tend to follow those that share other page's information as well.
 - Social media is about sharing, not just what you can post
- Be responsive.
 - If someone posts a question on your page, answer the question in a timely manner. Always give a public response, even if it is just saying "thank you for your question, we

will contact you privately”. This lets people know that your department responds, and the page is active.

- Use hashtags, #.
- Be an authority with a personality.
 - Make sure you post as an authority on fire safety for your community. Also, share the department’s more family orientated and personal side. This gives the community a personal connection to the department.
- Avoid bursts of posts.
 - Posting a bunch of posts together prevents people from seeing their quality. Prioritize your posts and spread them out throughout the day and week. Try posting the most important posts and most engaging posts during peak engagement periods.
- Use images and videos regularly with your posts
- Keep posts as short as possible
- Use your Facebook insights to see what posts people are engaging with, and post that type of post more frequently
- Make sure your page’s branding and design are professional and consistent.
 - When people come to your page, it takes them less than 5 second to decide if they will like it or not.

Reviewing Your Page

You should review your page regularly to make sure that all of the links are working and that the information is accurate.

On the next page, we have included a review checklist for you to use when reviewing your Page. This checklist will ensure that you review your Page in an efficient and effective manner.

Review Checklist

Home

- ☐ Picture is professional, up-to-date, and representative of your department
- ☐ Cover photo is professional, up-to-date, relevant to your department or a call to action
- ☐ You have a button that is a call to volunteer
- ☐ The button links correctly
- ☐ The name of the department is displayed

About

- ☐ Address is correct
- ☐ Phone number is correct
- ☐ The name of the department is correct
- ☐ Email address is correct
- ☐ Website URL is correct and works
- ☐ About is filled out
- ☐ Story is filled out
- ☐ You have a call for volunteers in About and/or Story
- ☐ You tell individuals how they can volunteer


Events

- ☐ All Upcoming Events are listed
- ☐ Each Event's Date is correct
- ☐ Each Event's Location is correct
- ☐ Each Event's registration if applicable is correct and easy to follow

Reviewing Your Page as a Visitor ([How to view your page as a visitor.](#))

- ☐ Scroll Down your Homepage
 - Does the layout seem natural?
 - Does it address your audience?
 - If I want to volunteer, is there information that you need volunteers? Is there information on how I would volunteer? Or a link to learn more?
- ☐ Review Your About Page
 - Does it address your audience?
 - Does it tell an outsider about your department?
 - Do all the links work?
- ☐ Review Your Events
 - Is everything described?
 - Does it clearly state who is invited?
 - Does the Event description and how to attend instructions make sense to an individual new to your community that doesn't already know about the event?

Glossary

Comment: This is a post made on another post. Typically, it is about the primary post. You can make a comment by selecting  **Comment** on a post.

Emoji: This is a small digital image or icon used to express an idea or emotion.

Events: This is a calendar base resource that allows you to notify followers and visitors about an upcoming event, meeting or occasion.

Facebook Ads: These are paid messages from businesses that target specific people as outlined by them. Advertisers can create campaigns that have specific goals and they can create ads within these campaigns to help them achieve these specified goals.

Fans: This is a term used to describe individuals that have liked your page.

Followers: These are people who have become your friends or are fans of your page. These individuals will receive your posts and updates from you in their news feed.

Friend: This is an individual that you are connected to on Facebook.

Friending: Friending is the act of adding contacts, which are called friends, on Facebook. You can add a friend by searching for them and sending a friend request. If they accept the friend request, you will be following each other.

GIF: Is an acronym for Graphics Interchange Format. This is often an image with animation or a short 3 to 5 second video clip. They are often humorous and are used to express an idea, response or emotion. These are a good way to draw attention to a post.

Group: This is a space for a group of individuals to share interests with certain people. A group can be created for anything and you can customize the group's privacy settings to limit who can join the group and what can be seen by non-members.

Handle: Public Username that individuals use to identify and easily find your page. This can be found under your Page's name, it is grey and begins with @.


Hashtag: A word or phrase without spaces preceded by a hash or pound symbol (#) and used to identify a message to a specific topic or keyword. The selection of the hashtag should bring up similar or related posts. For instance, if you select the hashtag #SAFERGrant in a post you would bring up all of the posts from around the world that also contained #SAFERGrant. You can also search hashtags in the search bar. Hashtags are more popular on Twitter, but are used on Facebook.

Impressions: Impressions are the number of times a post from your Page is displayed. One individual may have multiple impressions on the same post. For example, if someone sees a Page update in their News Feed and then sees that same update when they go to the Page, it would count as 2 impressions.

Like: This is the thumbs up button below posts  **Like** . This button has a wide range of uses. If it is on the top of the page under the cover photo it indicates that you wish to like the page. This means you want to follow the page and receive updates in your news feed from the page. If it is in relationship to a post, this indicates your appreciation or support for the post. Facebook

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has also added the ability to show more emotions. To do this hover over the like and select the appropriate response.

Messenger: This is Facebook's private instant messaging tool. It can be identified with  symbol. In messenger, you can chat with a group of people or an individual. The system also has many features for you to use. You can have a voice or video chat. You can send them a photo, GIF, Sticker, Emoji, money, or a file. You can even play a game with them.

News Feed: This is the center column of your Facebook homepage. By scrolling down it, you can see posts that were made by your friends, in your groups or by pages you are following.

Notifications: This is an alert about something that Facebook thinks you would be interested in. Some common notification examples are reminders for your friend's birthdays, an alert that someone tagged you in a photo, video or comment, or an alert that someone or a page that you follow posted something new. The notifications that you receive depend on your settings and what Facebook believes you are interested in. You will receive notifications for your profile, as well as any groups or pages that you manage.

Page: This is a public profile for a business, brand, celebrity, cause or organization.

Profile: This is your user account for Facebook. You can have information about yourself and connect with your friends and family. You can control the visibility of your profile to the public, and labels you have assigned to friends. This can limit the posts, photos, videos and personal information that is visible to the specific individual.

Reach: Reach is the number of people who received impressions of a Page post. Reach is typically less than impressions, since one person can count as multiple impressions. For example, if a person sees a Page update in their News Feed and then sees that same update when they go to the Page. That post's reach would show 1, but its impressions would show 2.

Status Update: A status update is when you make a personal post on Facebook. People update their status about everything from what they're eating to sharing memories about a loved one to advocating for a political position.

Stickers: These are illustrations or animations of characters that you can send to friends.

Tag: This ties an individual to the post, and creates a link to their profile. When you tag someone, they'll be notified and invited to include the post on their timeline. Also, if you or a friend tags someone in your post, the post could be visible to the audience you selected and friends of the tagged person.

Timeline: Your main profile page. It contains all of your personal posts, photos and videos. You can view it by clicking on your name on the top bar of your screen. This is where your friends can leave you messages and where you can update the world with anything you feel like sharing.