

# Montgomery College

## Facebook Guide & Best Practices

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### Setting up your fan page

- 1. You will need a personal Facebook account.** If you do not have a Facebook account please visit: [www.facebook.com](http://www.facebook.com) to set up your account. If you are going to set up a fan page for your department, please notify **Kani Holt**, Marketing Specialist first.
- 2. Determine if you need a fan page or if you need a Facebook group.** A Facebook fan page is publically visible and searchable and requires heavy interaction while a Facebook group can be made public or private.
- 3. Once your personal page has been created go to:**  
**<http://www.facebook.com/pages/create.php>** to set up your fan page for your department. Choose “Education” from the drop down menu of choices in the “Category” box.
- 4. Decide on a name for your page.** Please do not use **Montgomery College**, as that is the title for the official Montgomery College page. Instead include your department name: an example would be *The Montgomery College Math Department @ Rockville*
- 5. Customize your page.** Click on the “Edit Page” link from the upper right corner of your page. This will take you to a page with a number of customizable options.
- 6. Build your fan base.** You can do this a number of ways:
  - *Invite your personal friends on FB to join your page.*
  - *Invite your colleagues to join your page.*
  - *Ask me to post a link to your page on the main Montgomery College Facebook page.*
  - *Put your Facebook page URL on any printed materials you may send out – and attach it to your email signature!*

## Tips

1. Before you create your page, please go to: [http://www.facebook.com/pages/create.php#/terms\\_pages.php](http://www.facebook.com/pages/create.php#/terms_pages.php) to ensure that your page will not violate any of Facebook's rules.
2. Make sure you add content on your page about your department and the purpose of the page. Be sure to include photos and video. If you need help with this please contact Kani Holt.
3. Put your Facebook page URL on any printed materials you may send out – and attach it to your email signature!
4. Please add a second administrator from your department to your site. Facebook is an interactive site and it is always safe to have a back up person who knows the information on your department. To do this:
  - *Add your colleague as a friend on your personal FB account.*
  - *Click on the link from your page that says, "Edit Page"*
  - *Click on the link on the "Admins" box that says "Add"*
  - *Choose the colleague you want to have admin rights from the list of your friends.*

## Best Practices

1. Facebook should be treated like any other communication vehicle. If someone demonstrates troubling behavior or makes remarks that make you uncomfortable, bring the behavior to the attention of the Dean of Student Life or the Behavioral Intervention Team on each campus, just as you would for a disturbing phone call or email message. If the remarks are threatening or vulgar, notify Facebook and campus security before deleting the post.
2. Try to post one to three times a day. You can post anything – news items, photos, and interesting facts. The page is interactive, if you do not interact, you will lose your fans. Try to post information that will get your audience involved. The more people "like" your links, comment on your photographs, the more people will pay attention to what's going on.
3. Pay attention to your Facebook's Insights tool which is available to page admins and gives you statistics about your members, their activity, and the kind of content they like and respond to. The link to the Insights tool is along the left side of the page. Insights can tell you a lot about your audience and your page quality.

4. Be authentic! This means answering questions, and interacting with your fans. If there is erroneous information on your page, find the correct information and post it. Be willing to spend some time on your page and online community.
  
5. Have fun! Consider including your students and making them administrators of the page.

**Quick Guide:**

*Differences between fan pages and group pages:*

<b>Feature</b>	<b>Facebook Fan Page</b>	<b>Facebook Group</b>
Vanity URL	Yes	No
Advertising Opportunities	Yes	No
Visitor statistics –Insights	Yes	No
Discussion features & Forums	Yes	yes
Ability to message all members	Yes	yes
Media exchange	Yes	Yes
Ability to create Events & invitations	Yes	Yes
Twitter or blog feeds	Yes	No