

facebook

Keep me logged in

[Forgot your password?](#)

Email

Password

Login

Facebook helps you connect and share with the people in your life.



## Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am:

Birthday:

Why do I need to provide this?

[Create a Page for a celebrity, band or business.](#)

# Facebook Tips and Tools to Increase Participation

Justin Ramers  
Director of Social Media



# Agenda

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- Establishing Your Page
- The News Feed
- Effective Messaging
- Growing Your Fan Base
- Analytics through Facebook Insights
- Q & A

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

# Social Media Marketing

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**“Social Media isn’t a fad, it’s a fundamental shift in the way we communicate.”**

Facebook is the next generation Email newsletter

## Social Media Marketing

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1. China
2. India
3. United States
4. **facebook**
5. Indonesia
6. Brazil
7. Pakistan
8. Bangladesh

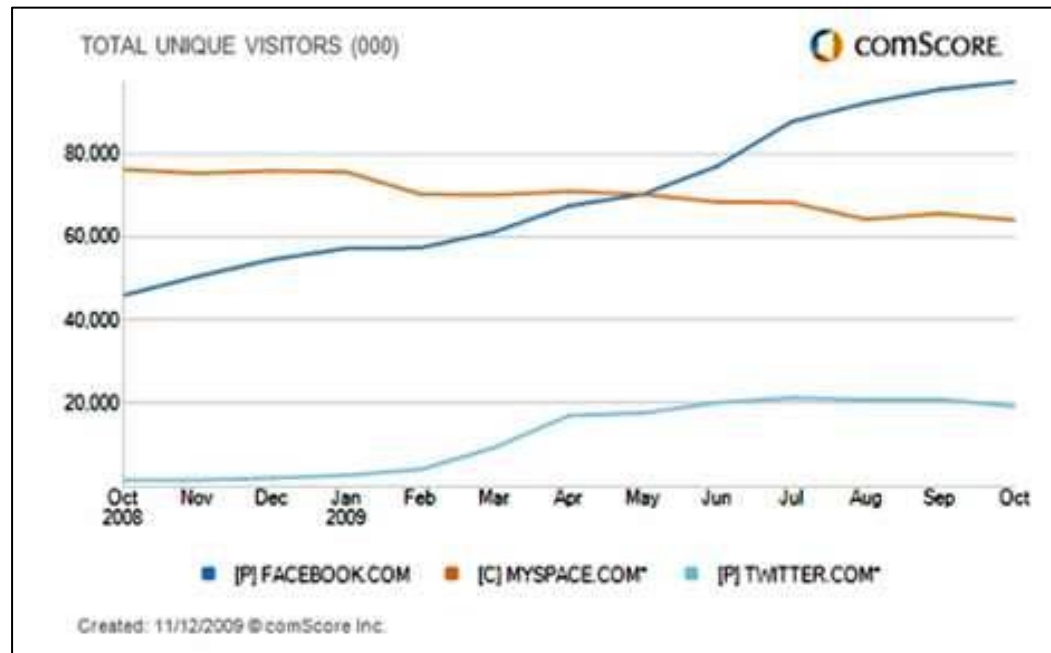
**300+ Million  
Active Users**

If Facebook was a country, it would be the World's 4<sup>th</sup> largest.



# Facebook Basics

- Today's largest **social network**
- Friends connecting with friends
- Enormous user base



# Messaging Platform

- Faster response than Email
- Guaranteed opt-in; easy opt-out
- Aggregation of mailing lists
- 100% deliverability
- Higher frequency of messaging



## Establishing Your Page

---

*“Build it and they will come.”*

Ramp-up times average 3-6 months,  
so get started today!

# Fan Page Purpose

Facebook pages connect *users* with *brands, products and organizations* that they enjoy.



**Golf World | GolfWorld.com**  
Golf: Rosal  
Source: www...



**Active.com** Win the war against hear  
**The Heart of the Matter | Active.com**  
Source: bit.ly  
Your active lifestyle may give you an advant  
the No. 1 killer of women... you need to kno




**NBA For the win.....**  
NBA  
MEMBERS vs CHALLENGERS  
TODAY 7:00pm  




**YMCA of Greater Houston** YMCA I  
Texans and the YMCA of Greater Hol  
community a night of Houston Texan:  
ticket purchased will be donated to th



**Foo Fighters** Doors have ope  
Surprise Eve of Release Show  
are still available in-person



**Starbucks** Love the Fireworks  
version of Live and Let Die. Ava  
Evening New York City".

# Establishing Your Page

facebook Home Profile Friends Inbox 11 Justin Ramers Settings Logout Search

Active.com

Wall Info Photos Training Twitter Events >> +

What's on your mind?

Attach: Share

**Rod Simmons** What races y'all Active fans done this weekend?  
2 hours ago · Comment · Like · Report

**Curtis Catlin** Love my active training log  
ran my first mile today...feeling great!  
2 hours ago · Comment · Like · Report

Tami Foster-Ritchie likes this.

Write a comment...

**Active.com** Not one, not two, but 50 different ways to prepare a chicken breast.  
What good is eating healthy food if the boredom nearly kills you?

**50 Ways to Feed Your Muscles | Active.com**  
Source: www.active.com  
The skinless chicken breast is one of the leanest, most protein-packed foods you can eat. It's also boring. Here's how to keep it delicious, meal after meal.

5 hours ago · Comment · Like · Share

21 people like this.

View all 9 comments

**Ron Forbes** Haha! So ironic (for me) this was posted today. But last week I was looking at the big bag of 12 from Costco.

**Get More Fans**  
Advertise your page and pay only for new fans and clicks. Preview below.

**Active.com**  
Active.com is the leading online community for people who want to discover, learn about, share, register for and ultimately...  
Justin Ramers is a fan.  
Become a Fan

Edit Page  
Promote with an Ad  
Activate Mobile Status Updates  
Promote with a Fan Box  
Send an Update to Fans  
Add to My Page's Favorites  
Suggest to Friends  
Subscribe via SMS  
Remove from My Page's Favorites

Contact: sara.allen@active.com

**Insights**  
See All

# Establishing Your Page

**Create New Facebook Page**

Category:

Local

**Brand, Product, or Organization:**  
Sports / Athletics

Artist, Band, or Public Figure

**Name of Page:**

Active.com

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

[Create Page](#)

**Note:** Creating an unauthorized Page violates our [Statement of Rights and Responsibilities](#). If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please [create a Facebook Group](#) to establish an unofficial "fan page"

# Establishing Your Page



Active.com

[Back to Pages](#) | [View Page](#) | [Delete Page](#)

## Settings

[Edit](#)

Edit country restrictions, age restrictions and published status.

## Wall Settings

[Edit](#)

Change the default view for fans and control who can post to your Wall.

## Mobile

[Edit](#)

Activate Facebook Mobile to publish status updates to your Facebook Page on the go.

## Applications

### Blog RSS Feed Reader

[Edit](#) · [Application Settings](#) · [Remove Application](#)

Publish multiple RSS Feeds on your profile. Blog RSS Feed Reader is great way to drive traffic to your blog from your Facebook profile using a RSS Feed. Customise each RSS Feed with images, description & dates. The Best RSS Application on Facebook.

## Discussion Boards

## News for Page Admins

- Do you want to target ads to fans of your Page?  
11:34pm Jul 14
- New: Fan Box widget – More Fans and More Sharing  
3:03pm Jul 8
- Facebook Usernames Coming Soon for Pages  
12:24pm Jun 9

[See More News](#)

## Insights

**26,178** Total Fans

### Page Activity\*


Unique Visitors	<b>461</b>	+19%
Page Views	<b>900</b>	+14%

\* Data Last Updated: Nov. 09, 2009

[All Page Insights](#)

# Establishing Your Page

**Wall Settings** control how users can interact with your page.

A screenshot of the Facebook Wall Settings interface. The title is "Wall Settings" with a green speech bubble icon and a blue "Edit" link below it. The interface is divided into two sections: "View Settings" and "Fan Permissions". Under "View Settings", there are three options: "Default View for Wall:" with a dropdown menu set to "Posts by Page and Fans"; "Default Landing Tab for Everyone Else:" with a dropdown menu set to "Wall"; and "Auto-Expand Comments:" with a checked checkbox and the text "Comments on stories will be expanded by default". Under "Fan Permissions", there is a section for "Posting Ability:" with four checked checkboxes: "Fans can write or post content on the wall", "Fans can post photos", "Fans can post videos", and "Fans can post links".

**Wall Settings**  
Edit

**View Settings**

Default View for Wall: Posts by Page and Fans

Default Landing Tab for Everyone Else: Wall

Auto-Expand Comments:  Comments on stories will be expanded by default

**Fan Permissions**

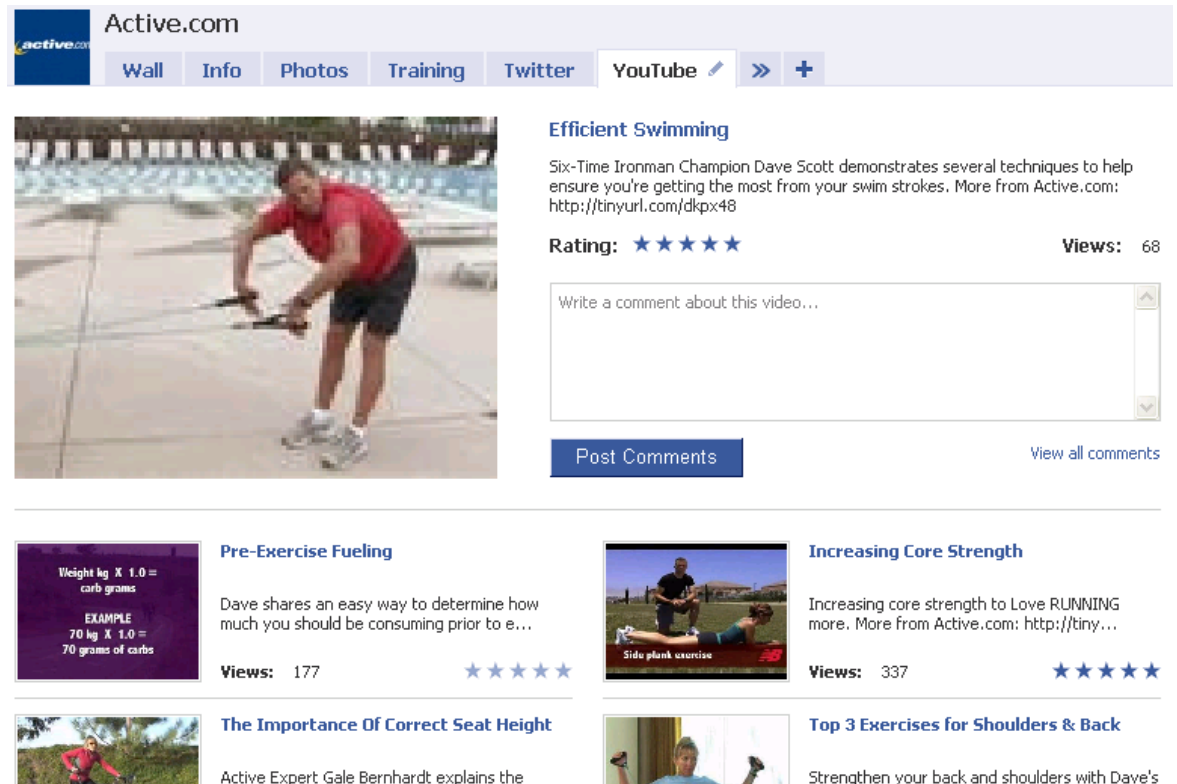
Posting Ability:

- Fans can write or post content on the wall
- Fans can post photos
- Fans can post videos
- Fans can post links

Opening up your wall can increase interaction, but also requires you to monitor what's being posted.

# Customization Options

- RSS Feeds
- Twitter Feed
- YouTube Videos
- Events
- Discussions
- Search Engine Optimization (SEO)
- Custom Tabs with FBML



The screenshot displays the Active.com profile interface. At the top, there are navigation tabs for Wall, Info, Photos, Training, Twitter, and YouTube. The main content area features a large video titled "Efficient Swimming" by Dave Scott, showing him demonstrating swimming techniques. Below this are three smaller content items: "Pre-Exercise Fueling" with a purple background and text, "Increasing Core Strength" with a photo of a person doing a side plank, and "The Importance Of Correct Seat Height" with a photo of a person on a bike. Each item includes a view count and a star rating.

Active.com

Wall Info Photos Training Twitter YouTube >> +

**Efficient Swimming**

Six-Time Ironman Champion Dave Scott demonstrates several techniques to help ensure you're getting the most from your swim strokes. More from Active.com: <http://tinyurl.com/dkpx48>

Rating: ★★★★★ Views: 68

Write a comment about this video...

Post Comments View all comments

**Pre-Exercise Fueling**

Weight kg X 1.0 = carb grams

EXAMPLE  
70 kg X 1.0 =  
70 grams of carbs

Dave shares an easy way to determine how much you should be consuming prior to e...

Views: 177 ★★★★★

**Increasing Core Strength**

Increasing core strength to Love RUNNING more. More from Active.com: <http://tinyurl.com/dkpx48>

Views: 337 ★★★★★

**The Importance Of Correct Seat Height**

Active Expert Gale Bernhardt explains the

**Top 3 Exercises for Shoulders & Back**

Strengthen your back and shoulders with Dave's

## The News Feed

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*“We no longer search for the news, the news finds us.”*

Push technology is the key to keeping in touch with your consumers.

# The News Feed


- Users spend most of their time interacting with the feed
- Consolidated, trusted source
- Pushes updates from friends, family and businesses
- Allows users to scan stories in digest format
- Links drive users back to your website
- Marketing platform

Live Feed View News Feed

What's on your mind?

**Nick Hoth** is glad that I'm not wearing Nomex right now, now that I think about it...  
18 minutes ago · Comment · Like


**VAVi Sport and Social Club** Sand, Sun, Rivalries, and Hot Wings. Get your pics below! Photos by Brent Andeck, SDPhotoFactory.com



**Beach Blast**  
66 new photos  
25 minutes ago · Comment · Like · Share

**Ryan Darby** is now friends with Matthew Schenk and Brooke Lily.  
57 minutes ago

**Taybele Piven**



**Learn How to Invest Your Money**  
Location: Doubletree Club Hotel San Diego, 1515 Hotel Circle South, San Diego, CA 92108  
Time: 7:00PM Thursday, November 19th

58 minutes ago · Comment · Like · Share

**Taybele Piven** Don't wish you have less problems, wish you have more skills.  
about an hour ago · Comment · Like

James Zygodlo likes this.

**Active.com** Keep your back muscles flexible and strong with child's pose to improve your run:



**Yoga for Runners: Child's Pose | Active.com**  
Source: bit.ly

Yesterday at 12:08pm · Comment · Like · Share

## Effective Messaging

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- Be short and to the point
- Link users to more info
- Promote interactivity
- Ask questions
- Post up to 5-6 times per day
- Include photos when possible
- “Top 10” lists & how to’s are popular
- You have only a second to get their attention



Active.com Keep your back muscles flexible and strong with child's pose to improve your run:



Yoga for Runners: Child's Pose | Active.com

Source: bit.ly

Yesterday at 12:08pm · Comment · Like · Share

# Messaging Examples



**YMCA of Greater Houston** wants to know if you're ready to get moving! America on the Move week begins Sept. 20! Learn more: <http://bit.ly/BnGLY>  
September 14 at 9:03am



**Active.com** 12 Great Gifts for the Runner in Your Life:  
<http://bit.ly/12Gifts>  
November 12 at 2:00pm · Comment · Like



**Active Moms** Here are six tips to help your post-pregnancy body adjust to its new job as mom:



### Functional Fitness For New Moms

Source: [www.active.com](http://www.active.com)

New mom movements, like nursing or carrying your baby, put a lot of strain on an already taxed body.

November 13 at 11:24am · Comment · Like · Share



**NBA** Psst, want to buy tix to the All-Star Game before their public release? Head to <http://bit.ly/ASG10Tix> & type "FBOOK" as the code.



9am · Comment · Like · Share



**Virgin America** No Tricks or Treats: Book by midnight tomorrow 10/27 to take advantage of these incredible fares. <http://bit.ly/FareTreats>

### Trick or Treat: Book A Seat!

Source: [bit.ly](http://bit.ly)

Virgin America flights are available from [virginamerica.com](http://virginamerica.com). Find virgin flights to many US destinations.

October 26 at 12:51pm · Comment · Like · Share

## Growing Your Fan Base

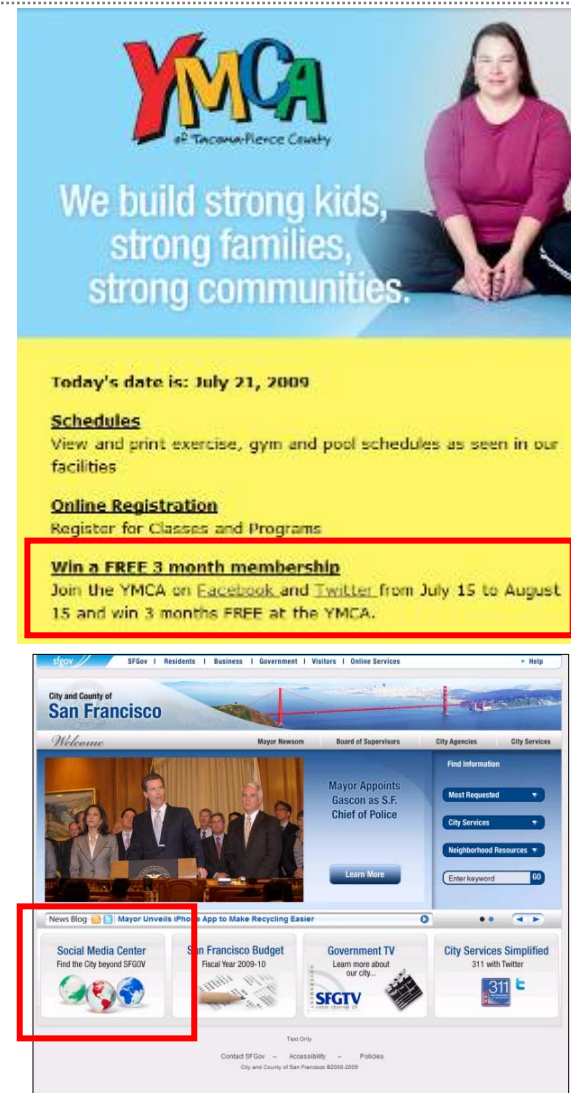
---

*Math 101: The more fans you have, the more clicks you'll get.*

You should put as much time into building your fan base as you do distributing content.

# Growing Your Fan Base

- Email newsletters
- Facebook Fan Box
- Facebook Ads
- Promote heavily on your website & homepage
- Run contests to drive users to social media channels
- Blog about your social media channels
- Submit yourself to social media directories
- Promote in traditional media (newspaper, TV, radio, PR)



The image shows a screenshot of a website with a blue header and a yellow body. The header features the YMCA logo and a woman sitting on a blue mat. The text reads: "We build strong kids, strong families, strong communities." Below this, the date is "Today's date is: July 21, 2009". There are sections for "Schedules" (View and print exercise, gym and pool schedules as seen in our facilities), "Online Registration" (Register for Classes and Programs), and a contest announcement: "Win a FREE 3 month membership" (Join the YMCA on Facebook and Twitter from July 15 to August 15 and win 3 months FREE at the YMCA.). The contest announcement is highlighted with a red border. Below this is a screenshot of the City and County of San Francisco website. The website has a blue header with navigation links: "SFOV", "Residents", "Business", "Government", "Visitors", "Online Services", and "Help". The main content area includes a "Welcome" message, "Mayor News" (Mayor Appoints Gascon as S.F. Chief of Police), "Board of Supervisors", "City Agencies", and "City Services". There is a "Find Information" section with "Most Requested", "City Services", and "Neighborhood Resources" links. A "Learn More" button is also present. Below this is a "News Blog" section with "Mayor Unveils iPhone App to Make Recycling Easier". There are four featured articles: "Social Media Center" (Find the City beyond SFOV), "San Francisco Budget" (Fiscal Year 2009-10), "Government TV" (Learn more about our city - SFGTV), and "City Services Simplified" (311 with Twitter). The "Social Media Center" article is highlighted with a red border. At the bottom, there is a "Text Only" link and contact information for SFOV.

## Facebook Fan Box

- Provides 1-click opt in
- Cut and paste code
- Can toggle on/off features
- Flexible height/width
- Custom CSS
- Place anywhere and everywhere

Edit Page

---

Promote with an Ad

---

Activate Mobile Status Updates

---

Promote with a Fan Box

---

Send an Update to Fans

---

Add to My Page's Favorites

---

Suggest to Friends

---

Subscribe via SMS

---

Remove from My Page's Favorites

---



iHoops on Facebook

Become a Fan

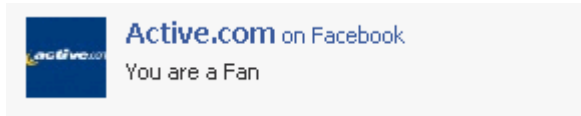
iHoops has 2,038 Fans

Chris Jackie Randy Zach Bruce

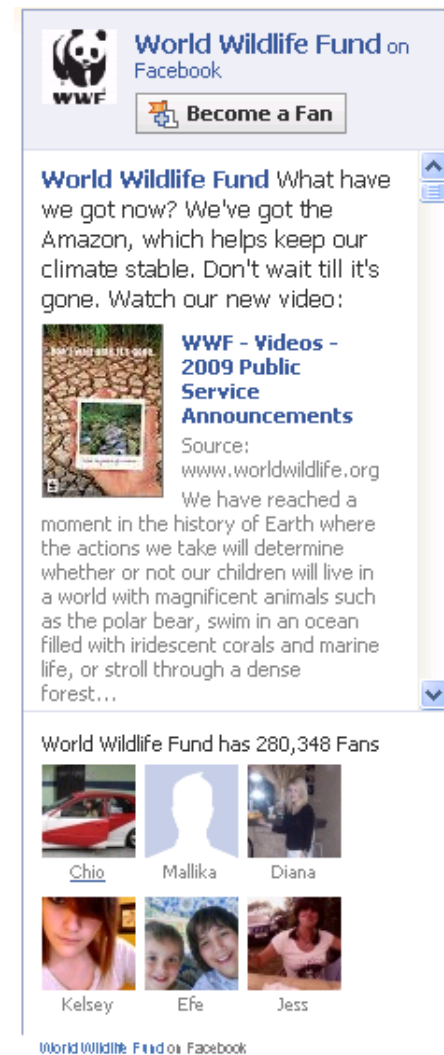
Derek Stefon Rickey Bernard Margriet

# Facebook Fan Box

## Basic



## Include Stream



## Include Fan Photos



## Facebook Ads

- Easy setup: text & photo
- CPM, CPC or “CPF”
- Extensive targeting capabilities
- Daily and monthly budgets
- Detailed reporting
- Multiple campaigns

The image displays three Facebook advertisements. The first ad is for Active.com, featuring a silhouette of a runner against a sunset background. The second ad is for BikeGuys.com, featuring a red star logo with a gear and the text 'BIKEGUYS.COM'. The third ad is for Muscle Building Miracle, featuring a photo of a man performing a push-up.

**Active.com**  
Run Faster and stronger.  
Justin Ramers is a fan.  
Become a Fan

**BikeGuys.com**  
BIKEGUYS.COM  
We don't have any bikes, but we do have just about everything else. From Burley Trailers to Yakima racks, CycleOps trainers and more.  
Become a Fan

**Muscle Building Miracle**  
Muscle building miracle discovered. Endorsed by UFC fighting legend Stephan Bonnar. Click here to learn more.  
Like

# Promote Social Media on Your Website

**YMCA of Greater Houston**  
where values are always in play. caring. honest. respect. responsibility. faith.

Programs | Locations | Become a Member | Work for Us | Support Us | Donate | About Us | Contact Us | Home

**how do I?**

- Apply for Financial Assistance
- Volunteer at the Y
- Become a Member
- Register for Programs Online
- Sign up for meals

**find your YMCA**

Choose a Y...

search by zipcode

**newsletter sign-up**

First Name:   
Last Name:   
Email:   
Zip:   
Choose your Y newsletter:

**YMCA Cool Days**  
Cool Days  
powered by Reliant Energy

This summer, your YMCA membership is even more valuable than ever with YMCA Cool Days!

[Learn more](#)

**YMCA AfterSchool**

It's not too early to be thinking where your kids will spend those crucial hours after school. The YMCA is the place!

[Learn more](#)

**Are your kids in YMCA AfterSchool?**

Our program ensures that the time after school is occupied creatively and constructively. Located in more than 200 locations, in YMCA AfterSchool, your kids will have fun while learning. Enroll your child today! We offer affordable, quality care for your child during the after-school hours.

**Register your kids for Fall Youth Sports**

Be the first to watch the new YMCA Youth Sports!

**YMCA Youth Sports** programs not only teach skill of the sport, but encourage and promote healthy and strong kids.

[Learn more](#)

**Want to test out what being a member is all about? Check out a Y in person!**

[download a FREE PASS](#)

**FREE YMCA**

**Become a Member Today.** The YMCA is a great place to belong! Work out, swim, and child care!

[discover the member benefits](#)

**benefits**

Connected to the YMCA & your own group!

**facebook** Join the group, be a fan  
**flickr** Check out the photos  
**twitter** Follow our news/updates  
**YouTube** Watch our videos

**UCLA Recreation**  
A Department of Student Affairs

UCLA Home | Register Online

Home | About Us | Facilities/Hours | Membership | Wellness | Jobs | Events | Sponsorship | Give to

Adaptive Programs  
Aquatics  
Club Sports  
Fitness & Wellness  
Instructional Classes  
Intramural Sports  
Marina Aquatic Center  
Open Recreation  
Outdoor Adventures  
Youth Programs

**Group Exercise Workouts**  
classes and schedules

**Spotlight on UCLA Recreation**

**Congratulations to UCLA's Men's Club Water Polo!**

UCLA's Men's Club Water Polo played in their first National Collegiate Club title and won the 2009 Men's National Collegiate Club Championship! Click here for details.

**Winter Break Facility Hours**

In response to the university's winter break closure, the interest of budgetary and energy savings and staff furlough time, please be aware that UCLA Recreation will have reduced hour schedules and closure periods in all facilities during the winter break period of December 12-January 3.

**Rec Connect**

[Facebook](#) [YouTube](#) [iTunes](#)

**UCLA Recreation on Facebook**

[Become a Fan](#)

**Quick Links**

**ACTIVITY GUIDE**  
ACTIVITIES & SCHEDULES

**iWorkout**  
FITNESS PROGRAM

**Rec News**

- JWC Thanksgiving Holiday Hours
- Warrior Transition Unit try Adaptive Sports
- Fall Quarter Weekend Events
- Guide to Wellness Now Available!
- Fitness and Wellness
- New iTunes Videos! 15 Stretches

## Tracking Results with Analytics

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**“Marketing without analytics is like running a race without a timer.”**

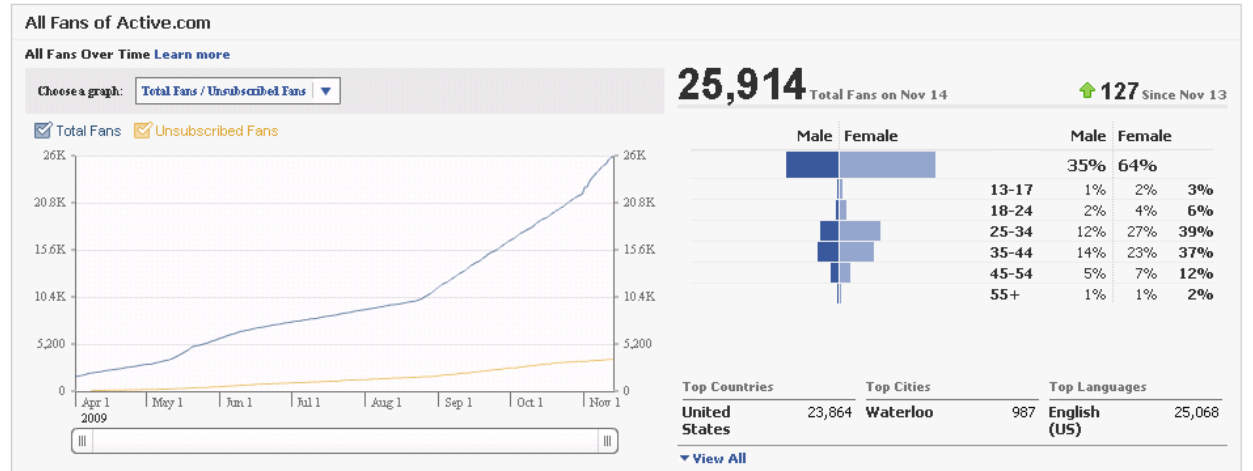
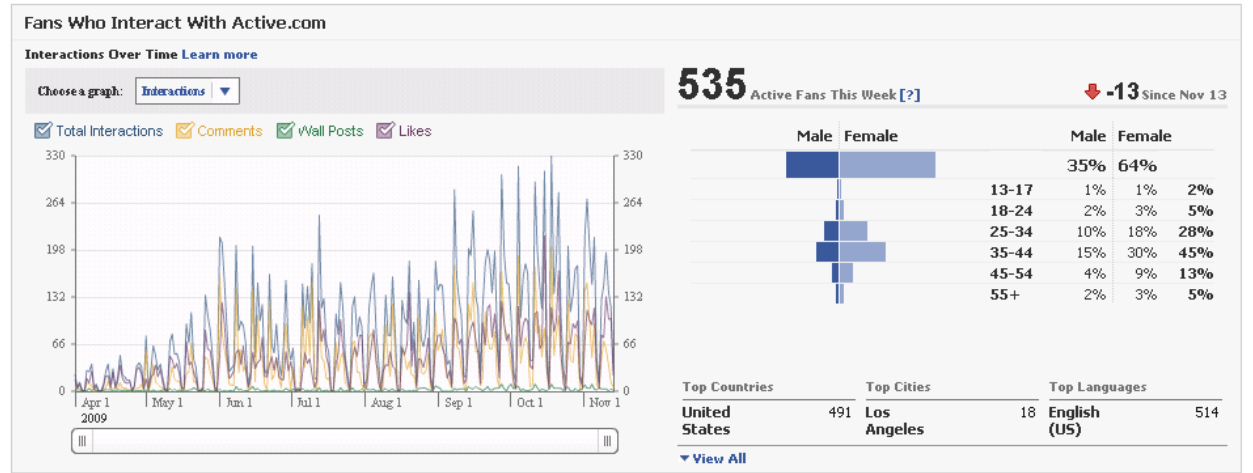
Get familiar with your data. Understand the numbers and identify trends.

# Facebook Insights

Fans who interact with your page

All Fans

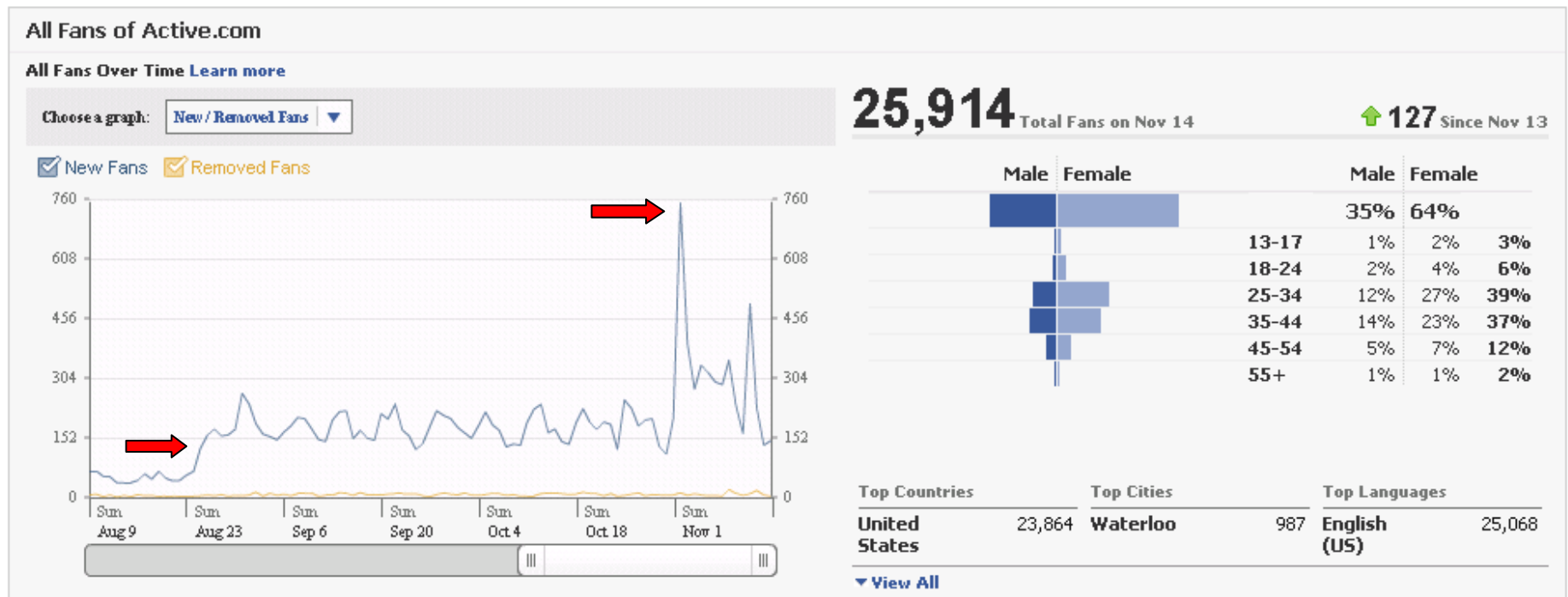
active.com **771** Interactions This Week [?] **516** Likes **235** Comments **20** Wall Posts 1.0 Post Quality [?]



Please allow 48 hours for data to be available for a daily report.

# Facebook Insights

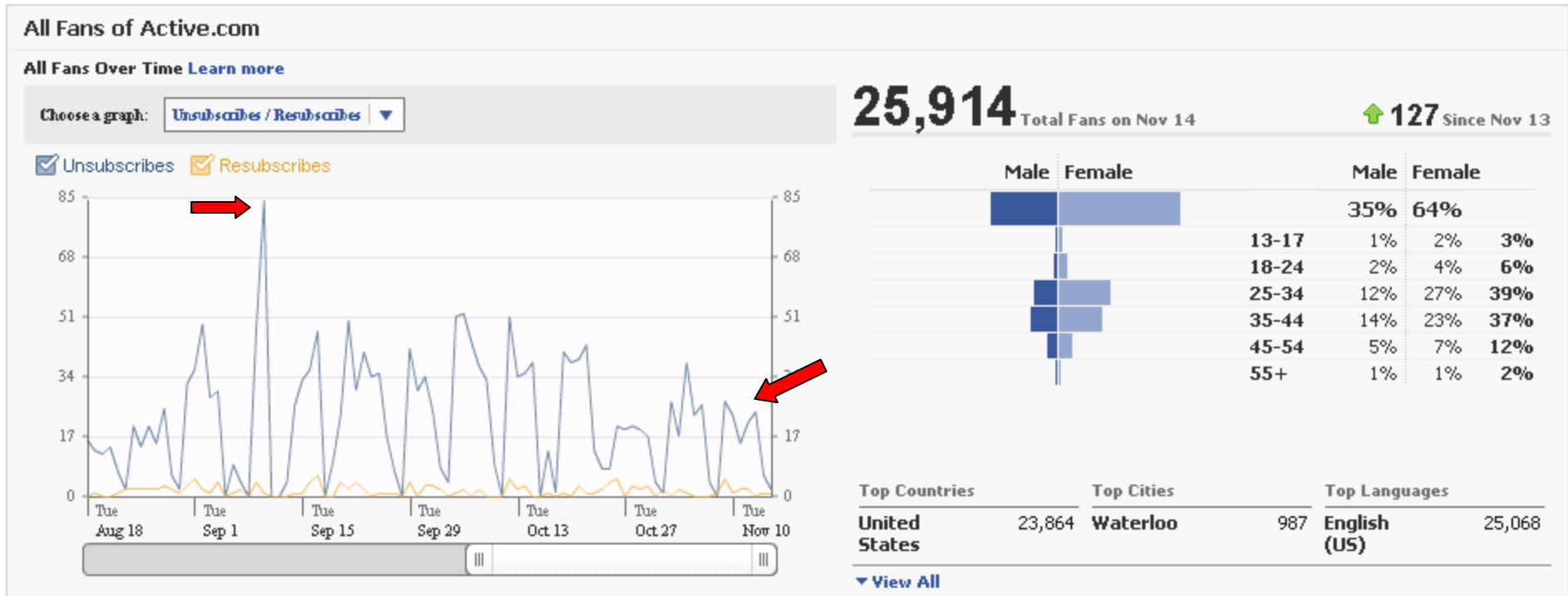
**New/Removed Fans** report helps identify fan acquisition trends.



Please allow 48 hours for data to be available for a daily report.

# Facebook Insights

**Unsubscribe** report shows how your messaging is being received.

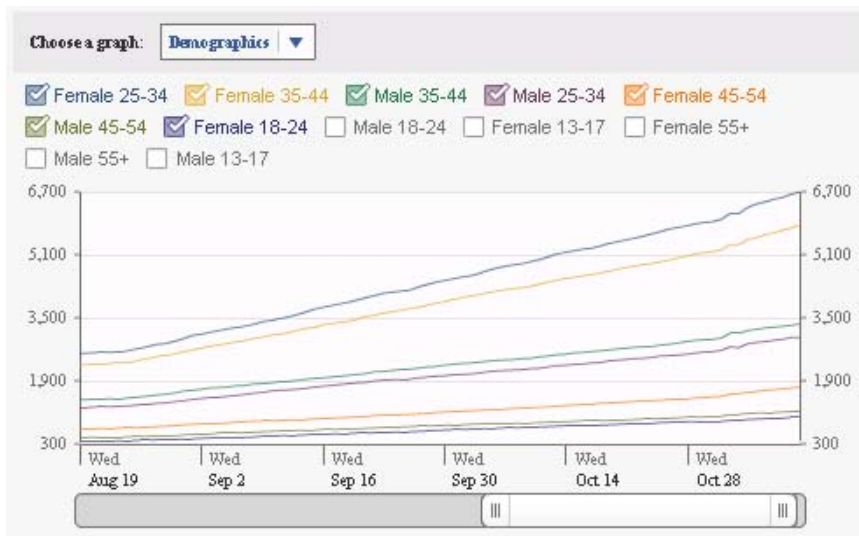


Please allow 48 hours for data to be available for a daily report.

# Facebook Insights

**Demographics** shows how your account is growing with different audiences.

**Interactions per Post** shows how engaging your content is.



## Simple Analytics **Example**

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Facebook page fans:	8,240 fans
Average CTR/link posted:	2.08%
Number of links posted/month:	60
Expected number of visitors/month:	<b>10,283</b>

- Numbers grow month over month as your channels grow
- Should be able to project growth with good analytics
- Apply your conversion rates to get an idea of potential



**Thanks for your  
participation!**