

Rogers State University



Facebook Tips

For President's Leadership Class

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Facebook Tips

Facebook is an important avenue of new media. It allows organizations and individuals to create pages with information that can be commented on by others. It serves as social media which allows individuals/organizations to interact and communicate. By using Facebook, an organization has an opportunity to connect with its members as well as the public. A fan page or event page, if used correctly, can inform people and encourage discussion. Below are steps to effectively use Facebook to promote an event and organization.

1. Invite friends. As an administrator of an event or organization page, you can only invite people you know. This is why it is sometimes handy to have more than one administrator, so each administrator can invite all of his/her friends.
2. Stir up discussion by asking questions and make sure you pay attention and comment on the answers you get. These different types of questions are helpful: (Haydon, 2011)
 - a. Yes or no, true or false questions
 - b. Questions about a picture
 - c. Poll questions
 - d. Ask about people's preferences
 - e. Ask people for tips about a subject
3. Be active on other organizations' Facebook pages. (Mendelsohn, 2011)
4. Reach out to those who are active on Facebook and could possible generate buzz around your organization or event. (Mendelsohn, 2011)

Works Cited

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