

# Facebook Reference Materials

ONE/Northwest - September 2009

## Getting Started

[Facebook best practices, DIOSA communications](#)

[A Beginner's Guide to Facebook, WildApricot.Com](#)

[News about Facebook,](#)

[Pages, Groups, and Causes, Facebook](#)

## Basics and Best Practices

1. **Have a clear publishing process in place.** Who gets to publish to the Fan Page? What's the editorial process around those posts? Are you posting information on Facebook that relates back to your website and/or blog?
2. **Keep your communications channels aligned.** Be sure that you're being consistent with the information that appears on your website, in your newsletter, and on Facebook. The best thing is to have all of those channels aligned so that your followers are getting a consistent message from you.
3. **Always use the http:// prefix so that links become clickable.** Otherwise a visitor would have to copy and paste your domain name into their web browser.
4. **Drive traffic back to your website.** Don't just repost news from other sources or post trivial information on your Fan Page. Links to resources from other websites is fine as long as it relates to your work. However, you should also be linking back to your website heavily.

5. **Don't forget to listen.** Facebook makes it very easy to get your message out to your followers, but don't forget to listen. You should be spending at least as much time reading comments from your fans as crafting the next post. You'll see a sharp drop-off of interest if you aren't responding to comments or posts from your fans.
6. **Think about how to convert fans into members or advocates.** It's really not enough to simply amass hundreds of Facebook fans if you never to get know them better or try to engage with them. Have a plan for approaching fans for a donation, event attendance, guest blogging, or some other form of outreach.
7. **Be very careful with login information and be careful about spoofing attacks.** Because so much information about you and your organization can be seen publicly, bad people can use that information defraud or impersonate you. The same rules apply on Facebook as on email or your bank account. Don't give login information to anyone. Read any incoming email or instant message that appears to be from an institution with scrutiny.

## Pages vs. Groups

Question	Fan Page	Group
Can fans be invited to events in bulk?	Yes	Yes
Can membership be private only?	No	Yes
Do posts appear in fans' wall streams?	Yes	No
Do posts appear as coming from an organization?	Yes	No
Can individuals be removed if necessary?	Yes	Yes
Can the web addresses be "branded"?	Yes	No
Can be promoted by Facebook ads?	Yes	Yes
Can Facebook apps be added?	Yes	No

## **Facebook Fan Box**

[Why Fan Box Matters, by Drew Bernard](#)

Interested in Fan Box for your own website? [Contact us!](#)

## **Causes**

[Techsoup page on Facebook Causes](#)

[Effective Fundraising with Causes, NTEN](#)

[Facebook FAQ on Causes](#)

## **Facebook Ads**

[Facebook Ads: A Social Change Experiment, Gideon Rosenblatt](#)

[Ads Help Center, Facebook.Com](#)

[Targeting FAQ, Facebook.Com](#)

## **Security Considerations**

[Latest Facebook Scam, from TechCrunch](#)

[How to protect your privacy, Facebook.Com](#)

[What to do if you believe your account has been hacked, Facebook.Com](#)

[Twitter, Facebook Attacks No Surprise to Security Experts, Wired.Com](#)

## **Risk**

Any online service has an attendant amount of risk. With Facebook, here are some things to consider:

1. **Facebook is not in the business of serving non-profit organizations.** Unless you invest in becoming a developer and creating your own Facebook apps, you're sort of at the mercy of what Facebook decides to do. Groups might be phased out in preference to Pages for example. Unlike a CMS or CRM, there's only so much you as a user of Facebook can get Facebook to do for you.
2. **Facebook may decide to start charging money.** There's stiff opposition to this among users (see the 5 million strong opposition group), but keep in mind that Facebook [hasn't turned a profit since launch](#). If advertising revenue can't support Facebook, you'll probably see a fee-for-service model of some sort rolled out.
3. **Facebook is super popular.** Anything that popular on the Internet attracts malicious people. A denial of service attack or hijacking of your profile might occur. You can prevent this most of the time by being careful with your login info and good email handling procedures. If you get a message that appears to be from Facebook or even one of your Facebook friends, read it carefully and if in doubt, ignore it.
4. **Facebook may get sold or merged with another company at some point.** Really large/popular Internet services do get sold from time to time. Never know what that could change.