



Facebook:

Planning, Implementation and Beyond

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Planning

Answer the Questions:

- Who
- Where
- What
- Why
- When
- How



Planning

- Who is your primary audience?
- Who is your secondary audiences?



Planning

- What information do you want to share?
- What conversations do you want to have?
- What will you consider success?



Planning

- When will you team update the page?
- Where does the fan page fit into your overall communications strategy?



Planning

- Why would you post anything to FB?
- Why would your primary audience visit your fan page?



Planning

- How will you engage your audience?
- How will you handle incorrect, or negative posts?

Planning



- Seek out stakeholders who already have an interest in your organization being on FB.



Planning

- Decide what your organization will consider a successful fan page.
- Consider if there are barriers keeping stakeholders from getting involved.



Planning

- Consider any potential issues and how you will react to them.
- Set a timeframe for evaluating your fan page.

Implementation



- First thing: Create a dummy Facebook profile that will be the fan page administrator.

Implementation



- Fan Page Basics

- Front End

- Wall
- Info
- Photos
- Notes
- Videos

The screenshot displays the Facebook interface for the 'American Red Cross of Greater Kansas City' fan page. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user options 'Arc Greater Kc', 'Settings', 'Logout', and a search bar. The main content area features a post from NBC Action News dated 'a moment ago', announcing that the Grand total from the Help for Haiti Telethon is \$55,348. The post includes a photo of a Red Cross volunteer and a 'Share' button. Below the post, there are two more posts from the same page, one mentioning a \$50,000 telethon and another about phone calls for relief. On the right sidebar, there is a 'Get More Fans' section with an advertisement and a 'Become a Fan' button. At the bottom left, the 'Information' section provides the organization's location (211 W. Armour Blvd., Kansas City, MO, 64111), phone number ((816) 931-8400), and hours (Mon - Fri).

Implementation



- Back End
 - Settings
 - Insights
 - Applications

The screenshot shows the Facebook Page Admin interface for the 'American Red Cross of Greater Kansas City' page. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', and 'Inbox'. The user is logged in as 'Arc Greater Kc'. The main content area is divided into several sections:

- 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 · Learn more, Publish status updates, photos and videos to your Facebook Page on the go.
- Applications:**
 - Discussion Boards:** Edit · Application Settings · Remove Application. Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!
 - Events:** Edit · Application Settings · Link to this Tab · Remove Application. With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

On the right side, there are two panels:

- News for Page Admins:** A list of recent updates, including 'Fan Badges - Have your fans show their support to their friends' (4:40pm Dec 17), 'Use your Mobile Phone to publish to fans!' (1:58pm Dec 14), and 'New: Publish to Fans Based on Location and Language' (12:31am Nov 19). A 'See More News' link is at the bottom.
- Insights:** Shows 390 Total Fans. Under 'Page Activity*', it lists 'Unique Visitors' at 18 (+157%) and 'Page Views' at 60 (+140%). A note indicates '* Data Last Updated: Jan. 13, 2010'. An 'All Page Insights' link is at the bottom.

A 'Promote your page' button is visible in the top right corner of the admin interface.



Implementation

- Set an updating schedule
- Add content before going live
- Start working to engage your target audience

Beyond



- Evaluate your progress

Beyond

- Keep your eyes open for the unexpected
- Ask what's next?

Questions/Comments



- LinkedIn



- Facebook



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