Helpful Tips: Managing Facebook

Managers of Facebook pages at Brandeis should be able to check on the page at least once a day and should have enough content to post 3 to 5 times per week on an average week. **Do not force posts if there is no quality content available.**

Before creating any social media account, be sure to complete the “Considering Social Media” worksheet to make sure maintaining a social media presence is the right fit for your needs and resources. If it is determined you have both the content and time to maintain a channel, you are required to complete the “Social Media Strategy” document. You should also be sure to check with your school’s communications office for any school specific regulations or branding guidelines. Digital Communications is happy to meet with you to discuss goals and strategy, as well as offer insights and ideas for creating and maintaining the account.

What are the differences between profiles, pages and groups?

- **Pages** are designed for businesses and brands to connect with their customers and communities and need to be created by a personal profile. Pages have admins who post the vast majority of content to the page. Most social media managers at Brandeis will be working with pages.

- **Groups** are designed for more personal interaction around a common interest and usually contain more dialogue among the members. Although there are admins, many group members post content and initiate conversations. New undergraduate classes at Brandeis often set up a group to meet and chat with their future classmates.

- **Profiles** are individuals’ personal Facebook accounts. Do not set up a personal Facebook account to represent a group or organization. Not only is it not in the best interest of using the tool to promote your cause, but it is seen as dishonest to fans, and Facebook may react to this misuse of its service by deleting the account.

What should I know about setting up my page?

- **Category:** Choose “Companies & Organizations → Education”

- **Name:** Your page name should include “Brandeis University” or, if space is a consideration, “Brandeis” (e.g. “Brandeis Intercultural Center,” “Brandeis University Heller School”). Pages are external-facing channels so you want the name to be something easy for search engines to find. Think of what people might search for to find information about your department or organization. For example, if creating a Facebook page for the Brandeis basketball team, good names might be “Brandeis University Judges Basketball” or “Brandeis University Basketball,” not “Judges Hoops.” Currently, you can only change the name of your page if you have fewer than 200 likes.
● **Username:** The username you choose will become your page’s Facebook URL and it should uniquely describe your page. Remember, once you create your URL, it **cannot be changed.** You can set up your username at [http://www.facebook.com/username/](http://www.facebook.com/username/). Make sure you are setting your page username and not the username for your personal account.

● **About:** Briefly describe your department or organization and how it is unique at Brandeis. The about section should be kept short, so that it is completely visible from the main page.

### What should I post on my Facebook page?

- **Post photos** – photos are the most widely viewed content on Facebook
- Share content (events, news stories, blog posts, pages from your website profiling programs or individuals). Keep in mind where your content is coming from. Social media is another way to drive your audience back to your website.
- **Post videos** (provide credit for videos not produced by Brandeis University and be sure to watch the video to the end to ensure that it is appropriate)
- Post links to related organizations or information (Tip: once you’ve pasted the link onto Facebook, a box will appear containing the link and a picture, if available. **You should then delete the link you pasted**, since it is now clickable in the box. Deleting the original link makes for a cleaner post that is more appealing to users.)
- **Ask questions and solicit feedback**
- **Engage and enlighten**

Facebook uses an algorithm to determine what posts users will see in their news feeds. Posts that their friends have liked, commented on or shared and posts from pages they have interacted with in the past are more likely to appear. Choose content that will interest and engage those who like your page and they will be more likely to interact with the content.

Posts that are especially visually interesting (mostly photos) can be highlighted across both columns of the timeline. Click on the star at the top right of the post to highlight it.

### What should I consider when picking my profile picture and cover photo?

Your profile picture needs to be at least 180×180 pixels. You can upload a larger photo so that when users click on the small picture, a larger version will open.

Cover photos are 851 pixels wide and 315 pixels tall. If you upload an image that is smaller than these dimensions, it will get stretched to this larger size, more than likely making it blurry and
pixelated. The image you upload must be at least 399 pixels wide. For best results, upload a 851×315 pixel photo.

Be sure the photos you select are either images in the public domain or images that you own the rights to. Digital Communications has a number of Brandeis images that are available for cover photo use. Please contact the group if you would like to use one.

For profile pictures, choose an image that is unique to your department or area and that represents what makes you unique at Brandeis. Departments with their own logos may want to use that logo. Since the general Brandeis logo represents the entire university, we do not recommend using it for your profile or cover photo. According to the University Visual Identity Guide [PDF], you may not use the university seal as your Facebook profile or cover photo.

**What is the admin panel?**

The admin panel lets you see the inside details of your page and posts. The option to view or hide the panel is at the top right of your page.

- **Notifications** lists anyone who has liked, commented on or shared a post or posted on your page
- **Messages** are messages from Facebook users, which need to be reviewed and answered in a timely manner. You can turn off this feature if you don’t want users to be able to message you.
- **New likes** are the people who most recently liked your page.
- **Insights** are details on who likes your page and interacts with it and which posts are most successful. Insights include detailed information on how many people see your posts, visit your page, interact with your page, check in at your location, etc. Getting to know insights will allow you to figure out which types of posts your fans like most and can help you better interact with your audience.

**How do I manage people posting to my page's wall?**

People may post to your page’s wall. These posts will usually appear in a box on the right hand side titled, “Recent Posts by Others.” You may choose to turn this feature off in the settings. Check your Facebook page regularly (at least once a day) to respond to messages and questions or remove inappropriate postings (e.g., ads, commercial postings, spammers, offensive or inappropriate content). Clicking the “x” at the top right of a post brings up a drop down menu, where you can choose to delete or hide the post from the page. Hidden posts do not display on your wall, but can still be seen by the person who posted and their Facebook friends. You can also choose other options, including allowing the post, which will place it in the main timeline.

Only allow appropriate comments into your timeline. The “Recent Posts by Others” box is visible
to those who visit your page.

People may post reasonable criticism (e.g., “Last night’s event was too crowded and the music was too loud!” or “I am annoyed that I didn’t get into your program, what gives?”). **To build credibility and authenticity, it is usually best to allow these comments to stand and respond**, allowing other users to see the exchange. Vulgar, profane, or offensive material may be deleted. Other people’s posts to your page’s wall do not show up in your fans’ update streams.

Be mindful of Facebook’s [Terms of Service](https://www.facebook.com/terms) and policy for [reporting abuse](https://www.facebook.com/help/164512418070925/).

Contact [social@brandeis.edu](mailto:social@brandeis.edu) with questions or for more information.