

# SOCIAL MEDIA 101 – Frequently Asked Questions

As social media continues to evolve into an important part of growing an organization, we are seeing more and more questions come about that we can help answer. Below is a list of FAQ's we received during our free social media webinar series, which have been attended by thousands of organizers and administrators across the nation. Take a look—we hope you find them useful as you launch your social media campaigns:



## Getting Started

### 1. What is the difference between a personal Facebook page and a Fan page?

Personal pages are created for friends to connect with friends, while Fan pages are designed for organizations to connect and communicate with their customers. A personal page is limited to 5000 members, can be public or private, and allows you to request or confirm friends. A Fan page has no limit on members, is public, and can only be suggested to the friends of current Fans and administrators. A Fan page also allows you to add apps and view page analytics. You can create a custom URL for both a personal and a Fan page.

### 2. What makes a Fan page better than a Group page?

A Fan page is built specifically for brands or businesses and includes features like apps, custom tabs, and analytics that will help grow your fan base. A Group page does not include these custom features. Your Fan page will periodically appear on the homepage of your Fans' Friends as a suggested page, automatically encouraging viral growth. Like a Personal page, a Group page will be limited to 5000 members (remember that Fan pages are limitless). With a Fan page, you can create a custom URL. With a Group page, you cannot.

### 3. If I've set up my business as a Personal page, how can I change it to a Fan page?

Businesses are not allowed to set up Personal pages, and run the risk of being shut down for a violation of Facebook's terms and conditions. To avoid this, create a new Fan page for your business and start suggesting the page to personal friends so they can join that page (you cannot transfer Fans between accounts). Post an announcement about the change on your Personal page with a link to the new Fan page. Eventually you should delete the Personal page or change the settings so it is not visible in search results.

### 4. What should I post or tweet about?

You need to get Fans and Followers to interact by posting or tweeting things that will encourage a response and/or conversation. A good way to start is by posting memorable quotes or asking engaging questions. For example, quote something inspiring from a famous athlete, take a poll of favorite hobbies, or inquire about opinions on latest sports news.

### 5. If our target market is the 40+ age group, how important is social media?

It's important. While the 18-25 age group is the most active demographic in social media, people aged 45-59 are the fastest growing demographic.

### 6. What are some useful social media directories?

To search for Twitter accounts, [www.Wefollow.com](http://www.Wefollow.com) and [www.Twellow.com](http://www.Twellow.com) are general directories you can access for free. For business accounts only, go to [www.Twib.com](http://www.Twib.com). Facebook does not offer any directories.

## Setting Up Your Page or Account

### 7. Do you have examples of businesses that have used Facebook or Twitter successfully?

Here are some examples of social media that come from the variety of industries Active works with:

- ▶ Runner's World – [Facebook](#) [Twitter](#)
- ▶ Napa to Sonoma Wine Country Marathon - [Facebook](#)
- ▶ NBA - [Facebook](#) [Twitter](#)
- ▶ LacrosseAllStars.com - [Facebook](#) [Twitter](#)
- ▶ USATriathlon – [Facebook](#) [Twitter](#)
- ▶ Outdoor Outreach – [Facebook](#)

### 8. Would you suggest using a logo or photo as the main profile image?

You can use either, but we would suggest using a logo. Keep in mind that each time you message your users, they will see that image. Choose something that is an accurate representation of you and will strengthen your brand. The image should be consistent with your other branding (for example, on your website).

*Tip: The ideal logo size is around 200px x 300px and will ensure your image appears prominently in a user search.*

### 9. How do I add a Fan Box to my website or blog?

Go to: <http://www.facebook.com/facebook-widgets/fanbox.php>

OR

Under your Fan page profile picture, click Edit Page, then click Add Fan Box to your site under Promote Your Page:

Step 1: Select Your Page from the drop down menu. Tick the check boxes to specify which elements of the Fan Box you want to include. A preview will appear allowing you to adjust the Fan Box until it suits your website/blog.

- ▶ The Include Stream check box will display your page's stream on your website. The stream automatically updates.
- ▶ The Include Fans check box will display some of your Fans on your website.

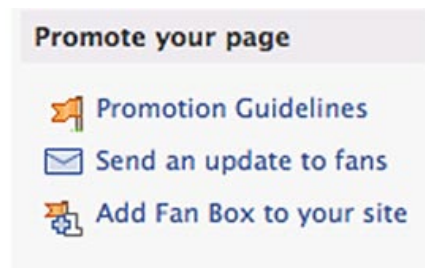
Step 2: Choose Where to Add the Widget. If you have a Blogger or TypePad blog, click the appropriate button to add the Fan Box to your blog and follow the steps on the Blogger or TypePad page. If you're adding the Fan Box to any other type of website, click the Other button and JavaScript code will appear:

Copy this code to any page on your site where you would like to display a Fan Box.

### 10. Can Fans tag photos you post on Facebook?

Fans can tag photos you post on Facebook if you grant access to allow this action within your settings. Here's how:

- ▶ Go to Edit Page and scroll down to Your Photos application. Click Edit Photos.
- ▶ Select whether or not you want to allow Fans to add photos to your page
- ▶ Select whether or not you want to allow Fans to tag photos on your page
- ▶ Click Save



#### 2. Choose where to add the widget:



Copy the code below and paste it on your website:

```
<script type="text/javascript" src="http://static.ak
```

## Communicating

### 11. How do I make the voice of an organization “personal”? It seems strange to assign a personality to an organization.

Remember that the purpose of social media is for friends to connect to friends and people to connect with organizations they trust. The social media platform is built on the concept of personal and casual conversation and users will expect it of your organization. Embrace it.

### 12. Is it better to send messages to Fans or post links and status updates?

It is much better to post links and updates because they will appear in the News Feed of your Fans. Your Fans have the option to “Comment,” “Like” and/or “Share” your post if they see fit. If they “Comment” or “Like” your post, a notification will appear in the recent activity on their personal profiles. If they “Share” your post, it will be reposted to their personal walls and show up in the News Feed of all of their Friends. Sharing a link/status update has the potential to exponentially increase the number of people who view your post (a.k.a “going viral”) versus the more private option to send a Message, which can only be viewed by your Fans.

### 13. On Facebook, where can I add a link to sign up for events or activities?

There are quite a few places to place a registration link. You can add the link to:

- ▶ The News Feed
- ▶ The “Write something about yourself” field
- ▶ The Info tab
- ▶ A custom tab created by you (for example, with the title “Registration”)
- ▶ Images that link off to registration

### 14. Can I upload a word or .pdf file?

No. Facebook and Twitter are not designed to store documents. Your best option is to post a link to a document.

### 15. Can I respond to the sender of Twitter messages?

Yes. You can respond publicly by clicking the Reply button under a message. Or you can reply privately by clicking Direct Message in the right navigation bar to send the author a personal message. The only time you cannot send a Direct Message is if you are not mutually following each other.

### 16. If I am the Administrator of a page, is it possible to post as an individual instead of as the organization?

No. If you are an Administrator, your postings will always appear as from the name of the organization.

### 17. If you disable user comments in Facebook, will users still be able to send the Administrator messages?

No. There is no way to directly contact the Administrator of a Fan page other than posting on a comment to the Facebook wall.

### 18. Is it considered “spam” to post a few times a day?

Absolutely not. Social media affords a higher frequency of communication than other types of messaging, such as email. It is both normal and accepted to post or tweet several times a day. In general, as long as you are providing authentic, valuable information, you can reach out to users as much as you’d like.

### 19. Should I stop following people who use profanity in their posts?

You are the only one who can view the posts of people you are following, so there will be no negative associations that involve your organization. It is simply a personal preference as to whether you would like to stop following someone because of offensive posts.

## Customizing Your Page or Account

### 20. Should I just get started or wait until I've added all of the bells and whistles to my page?

Get started—you can enhance your page as you go along. The important thing is to get out there and start building a Fan base.

### 21. Are there downloadable background templates to personalize my page?

Facebook does not allow you to customize your background, but Twitter does. Here is a link to background templates for Twitter: [www.twitter-images.com](http://www.twitter-images.com)

### 22. Can I create a survey for my Facebook page?

Yes. Third-party custom applications, which include surveys, quizzes, YouTube feeds, RSS feeds and plenty more, are available and can be integrated into your Fan page. Find them at [www.facebook.com/apps](http://www.facebook.com/apps).

### 23. Would a Fan Box work in an HTML email?

No. The code script for a Fan Box requires that it be placed on a web page.

### 24. How customizable is FBML and where can I learn more about it?

FBML is a mark up language similar to HTML that allows you to build custom tabs into your Facebook page. Learn more here: <http://wiki.developers.facebook.com/index.php/FBML>.

## Advertising and Promotion

### 25. How do I create a direct link to my Facebook page in an email?

Facebook has a Vanity URL function for your Fan page. Here is a link to more information: <http://www.facebook.com/help/?page=897>

### 26. What are some approximate costs for a Facebook advertisement?

The cost depends on the level of targeting you select. However CPC (Cost Per Click) rates average between \$0.25 – 0.40 per click. You also have the ability to set daily limits so you can remain within your budget.

### 27. How do I pay for an advertisement? Will I be billed for it or is a credit card required?

A credit card or PayPal account is required. You will be charged as fees accumulate.

### 28. Is there a way to search for users from a specific location on Facebook? For example, a search of all UCLA students?

You can perform a general search within Facebook for a group and view the number of Fans for that group. Since you are the owner of a Fan page, you cannot send people (for example, all the Fans of a particular group) a Friend request—they need to come to you. Facebook does provide targeted advertisements based on a variety of qualifications, such as age, location and keywords, to help you hone in on your intended market.

## Moderating and Managing Your Page or Account

### 29. Can more than one person be an Administrator of a Facebook page?

You can assign as many Administrators as you'd like. However, you do not have the ability to designate multiple levels of access, so anyone who is an Administrator will have full control over your account. Make sure you trust the people you assign as Administrators.

### 30. How can I monitor what my Fans put on my Facebook page?

In the Account Setup, there is the function to disable users from posting on your page. However, we recommend you allow posting to encourage interactivity, which is the purpose of social media. You do not have the ability to pre-approve content posted to your page, but you can delete postings. The more you monitor your page, the more control you will have over the content.

### 31. How do I monitor what's being said about me on Twitter?

There are a number of different ways to monitor your mentions:

- ▶ Click on the @AccountName icon on your Twitter homepage
- ▶ Set up an automated email that is sent to you with a digest of your mentions. We can recommend [SocialOomph](#).
- ▶ Use Twitter search to monitor relevant keywords: <http://search.twitter.com/>
- ▶ Set up keyword-based searches that automatically update returned results using third-party Twitter clients like [TweetDeck](#).

### 32. How many hours a week would you suggest a small organization devote to its Facebook page or Twitter feed?

We recommend a minimum of 15 minutes a day for both Facebook and Twitter. Ultimately, the more time you put into it, the more you will get out of it.

### 33. Is there a way to pre-program updates to "drip" through the day?

Yes, there are programs available which allow you to schedule posts in advance. An example is [www.Sendible.com](http://www.Sendible.com).

## Analytics

### 34. Do I need to buy advertising in order to receive Facebook's analytical reports?

No. Facebook Insights is free with any Fan page.

### 35. What does the "Post Quality" number mean within Facebook Insights?

Post Quality is a relatively new feature and does not have many performance benchmarks at this point. The Post Quality score measures how engaging your Posts have been to Facebook users over a rolling seven-day window. It is best used as a tool to compare the past and present performance of your own page.

### 36. My organization requires that we keep records of every piece of communication. Is it possible to retain Facebook and Twitter communications?

Neither Facebook nor Twitter provides a function to download or export communications. The only option is to print as you post, documenting communication via an independent manual process.