**7 Tips to Engaging on Facebook (the Right Way)**

Not sure where to start with your Facebook outreach for the big giving day? We put together this guide to help you get started on social media but also stand out and create a successful strategy for the big giving day that’ll still be useful for the long run.

If you’re new to Facebook, check out this page on [how to create a Facebook Page](http://www.facebook.com/help/pages) for your organization and this guide on [marketing on Facebook](http://mashable.com/2011/05/25/facebook-marketing-guide/). Below is a list of our top 7 ways you can start engaging your community to be ready for the EPIC giving day!

1. **Get started by liking TMC’s facebook page (**[**http://www.facebook.com/themediaconsortium**](http://www.facebook.com/themediaconsortium)**)** so you can stay connected with updates, important info, and tips from the campaign, but also link to other organizations participating from your organization’s page.
   * There’s a [difference to liking a page from your personal Facebook profile and liking a page from your organization’s page](http://www.insidefacebook.com/2011/10/20/use-facebook-as-page/). To avoid any confusion, go to your organization’s page, and on the right-side click on “Use Facebook as Page.” It’ll act similar to how you regularly use Facebook, but “on behalf” of your organization’s page, so your comments, likes and other interactions are from your organization—not your personal page. When you’re done, you can turn this feature off by clicking “Use Facebook as (Your Name)” to go back to your personal profile. Here’s [a guide for more information](http://www.facebook.com/help/?faq=168135343245607) on how to do that.
2. **Start promoting your page** by linking to it on your website’s homepage, newsletters, emails—anything you can think of. Ask your staff, family and friends to like the page and help you promote it. In your personal account, tag the page and ask your Facebook friends to check it out. Be creative on how you spread the word!
   * On your website and any other formal communication from your organization, use [Facebook graphics](http://www.facebook.com/brandpermissions/) as links to save some space and add some color to your messages.
3. **Talk and be real!** Just like you’d use your personal Facebook page, offer information and conversation that engages the followers you have and want to have. Ask questions, share links relevant to your cause, post pictures and stories that’ll encourage your fans to interact with you. Show them the big difference they’ll be making in your community and how they can be involved in this big community effort.
   * Keep your posts brief (no paragraph updates allowed!) but always offer something for your fans’ engagement.
4. **Tell everyone about your participation in the Support Your Media Day campaign** so your followers become familiar with what you want to achieve. Remember that they need to learn what it’s about, and how you need them to help, so be clear, concise and consistent in the asks you make.
   * An easy way to tell your fans about Support Your Media is by mentioning us in your posts. You can do this by typing the @ symbol before the name of our page. For example, **@mediaconsortium** will automatically link to our Facebook page. You can do this to engage with other pages as well!
5. **Create a Facebook event.** This is a great way to invite your fans to be part of the big giving day—whether or not there’s an actual physical event you’re hosting. With a Facebook event, your fans can see others who are taking part of the giving day and can be reminded of the date as it gets closer. This is how you create communities!
6. **Tell stories!** There’s no better way for you to convey your message than by [telling the story](http://blog.give2max.org/2011/10/give2max-training-day-katya-andresen-statistics-are-the-dementors-of-nonprofit-communications-tell-stories/) of someone or some community your organization has helped. Start collecting those stories, and use pictures and videos when you can. They don’t have to be professional-grade media; just real, clear, and recent.
   * This is critical to helping your fans sympathize emotionally with your organization, so spend some time collecting and telling stories. Here is [a guide to help you tell that story](http://social.razoo.com/2011/10/how-to-tell-the-story-to-your-donors/).
7. **On the Big Day, repeat steps 1-6 ALL DAY.** Just because the giving day has arrived doesn’t mean your social media conversations are over; you’ve built up to this moment, so you’ve got to carry through with the excitement!
   * Pump up your fans with frequent updates (consider doing them hourly) on the progress toward your goal, pictures of events, videos, graphics, encouraging words to your fans. Like, comment, and share their posts so they get excited about their participation with you.

Social media can be intimidating but you’ll quickly grasp how it works after spending some time with it. Play around with features and don’t be afraid to experiment. There are [lots of resources out there](http://social.razoo.com) to help you get ideas on how you can create a community on your page.

Questions, comments, concerns, or jokes welcome. Feel free to contact us @tmcmedia or [joellen@themediaconsortium.com](mailto:joellen@themediaconsortium.com), or 415-878-3862.