Getting Social with SUNA

A primer on Building Your Chapter Facebook Page

SUNA
Society of Urologic Nurses
and Associates

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Summary

Chapter Facebook pages are a great way to share national messages, strategies, and initiatives of the Society of Urologic Nurses and Associates through local chapter efforts. Your Facebook page can be the gateway for larger involvement in the SUNA nationally, or a platform for recruitment locally. By having a presence, you can help members and prospective members understand their fit in our organization.

Creating Your Facebook Page

What you'll need on hand

1. A personal Facebook profile. This is how you will log into your page as an administrator and, if you choose to use advertising down the road, how billing is managed. You do not have to set up a separate profile if you already have a Facebook account. Your personal information is not accessible to followers, and your name is only visible to other administrators (depending on the amount of access you allow).

2. Basic information about your chapter. This is everything from a logo to your website to a simple welcome message.

3. A cover photo and profile picture.

4. A unique page name.

5. Agreed upon community guidelines.

6. Ideas for a few early posts. This might be a welcome message, photos from a recent event, information about an upcoming event, etc.

Getting Started

1. At the very top of your personal Facebook page is a blue header. Click the dropdown arrow on the far right for a list of options and select "Create a Page".

2. The next page will ask you to choose a type of page to create.

3. Your next prompt will be to select a category for your organization and name.

4. The next four steps will guide you into building the framework for your page.

5. Welcome to your new page!

TIP: Always take the guided Facebook tour when it's offered! It's a great way to learn how to click your way around your new page.

Managing Your Facebook Page

Page View

This is the administrator's view of the page that your visitors will see when they come to your page. From here you can post new updates, see a quick view of your page and post stats, and customize the order in which some features are seen by your visitors. Here are a few pieces of which to be aware:

Profile and Cover Photo

Your profile picture is the smaller, square image that will be used to represent you across everything you do on Facebook. A cover photo is the large, rectangular image that appears across the top of your page. It can be fun or functional: a great Board picture, a beautiful photo of the city you represent, or a poster for an upcoming event.

Call to Action Button

Your call to action button overlaps your cover photo, making it highly visible as soon as someone sees your page. Use to send visitors to a website page for your next event, more information, member benefits, etc.

Status Update and Posting

Status updates and other posts on your Facebook page will have your branding on it. This is your voice! You can 'boost' a post by paying for additional reach. You can also choose when a post is published: immediately, later, or back-dated.

As an admin, you can view which administrators to your page posted something and when (this is not visible to the public). You can also see how many people were reached by a particular post (also not visible to the public).

Remember that when you are logged in as a page administrator, any engagement you do on your post (likes, comments, shares) will appear under your page branding. I do not recommend liking your own page posts.

Managing Visitor Comments

One of the sections in the left column of your page is titled "Visitor Posts". When someone visits your page and creates a new post, their post can be found in this section. You can engage with these posts in the same way as other posts. If a visitor posts a question or comment here, be sure to respond. Remember, this is a public area of your Facebook page and others will be able to see the original post and your response.

Sometimes a post will violate your community guidelines. In this situation, you may choose to delete a post or ban a user from posting to your page. You can choose to hide the post from your page (the user can still see it but it is no longer public); delete it from your page; or choose to ban this user or page from your page entirely. You can also opt to embed the post to your website (clicking this option will give you a link to add to your website code) or turn on notifications for this post (a good idea if someone's post is attracting conversation so that you can monitor what is being said and respond to anything as needed.)

If you choose to "Ban From Page", the post will automatically be deleted, as will any previous posts by this individual or page. If you choose "Delete From Page" you will only delete this single post, though you have the option presented again to ban the page or individual who posted it.

Messages

Where posts on the main view of your page are public- both your posts and those from visitors- "Messages" are a private exchange. Responses are still branded as your page. Go into your settings and make sure you are receiving notifications for any messages that may come in outside of normal business hours. Since this is commonly considered a direct form of customer service, some visitors will communicate through private messages for information specific to their membership or certification. You may also receive business solicitations or medical questions here. It's a good rule of thumb to have a scripted response to work from that you can then customize for each situation.

Notifications

When you begin gaining followers and they begin interacting with your page and your posts, you'll receive notifications of the activity happening on your page. This includes a log of new page and post likes, as well as comments and shares.

This activity is a great way to get away from the numbers and take a look at how a conversation is shaping up. It can also help point you in the direction of what kinds of posts your community responds to most so that you can continue to keep them interested.

Note that sometimes you can't necessarily see a comment or a share- this is due to privacy settings on the other user's end. They still count toward your page data.

Insights

The information on your Overview tab will be the most useful to you. It's an overview of the activity on your page in a more quantitative way than the qualitative information you'll see on your notifications page. This overview is your most recent information. Other sections will help you see how activity has changed over time, to the beginning of the creation of your page.

Likes

This is an easy way to see how much your page has grown over time. Hover your mouse over the graph to see total likes on any given day of the time frame. Further down on this page (not pictured) are your net likes, unlikes, and more.

Reach

Reach is how many people on Facebook actually saw your post. Reach can increase as a post picks up activity. For example, if a post is highly shared, or friends are tagged in comments, more people will see it. Hovering your mouse over the graph will help you see the amount of reach on any given day.

Posts

This page is a great, visual breakdown of what you posted and how visitors responded. It also gives you valuable information about when your fans are online so that you can try to post when they're most likely to see it!

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Resources for More Information

CDC's Guide to Writing for Social Media:
http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf

Social Media Examiner: Setting Up a Facebook Business Page
http:/www.socialmediaexaminer.com/facebook-page-for-business/

Best Practices for Businesses Using Facebook:
http://www.entrepreneur.com/article/234532

Facebook Posting Tips and Best Practices:
https://www.facebook.com/business/a/page-posting-tips